



DOWNTOWN RACINE CORPORATION

MERCHANT RESOURCE GUIDE

Updated November 2023

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WE ARE THE DOWNTOWN RACINE CORPORATION

Our mission is to foster economic, social, and cultural diversity by stimulating business development, programming events, and marketing downtown to the community, developers, and tourists. It is our vision that Downtown Racine, with its scenic lakefront and historic Main Street, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

We are a 501(c)3 that works hard every day to make Downtown Racine a vibrant and engaging place to live, work and play. We manage the day-to-day economic development efforts, improve the environment and aesthetics, market downtown to residents and tourists and activate downtown with programmed events. In 2018 Racine became one of over forty designated Wisconsin Main Street Communities which offers access to a wide variety of educational resources, training and tools designed to further our revitalization initiatives.

Downtown Racine Corporation is the only organization that is 100% committed and responsible to a thriving and vibrant downtown.

DOWNTOWN RACINE CORPORATION

425 Main St. | Racine, WI 53403 | 262-634-6002

Executive Director: Kelly Kruse

608-444-3064 | kkruse@racinedowntown.com

Office and Public Relations Manager: Lisa Shockley

262-634-6002 | lshockley@racinedowntown.com

Events Manager: Yolanda Coleman

262-951-6879 | eventsmanager@racinedowntown.com

Chairman : Tim Mason

262-498-6170 | Tim.Mason@ExpressPros.com

Vice Chair: Austin Schultz

513-967-6890 | schultaj@gmail.com

Full list of Downtown Merchants

Visit Racinedowntown.com, click on the 'Explore' tab

CITY OF RACINE

720 Washington Ave. | Racine, WI 53403

Mayor Cory Mason

262-636-9111 | Cory.Mason@cityofracine.org | Website: cityofracine.org/Mayor/

City Administrator: Paul Vornholt

262-636-2540 | Paul.Vornholt@cityofracine.org

Downtown Alderman : Jeff Coe

262-989-0964 | jeff.coe@cityofracine.org

Public Works Commissioner: John Rooney

(262) 636-9460 | john.rooney@cityofracine.org

Racine Police Department - Non Emergency

262-886-2300

Racine Fire Department - Non Emergency

262-886-2300



STAY CONNECTED

Merchant Emails

Contact Kelly Kruse to get added to the list: Send your email to kkruse@racinedowntown.com

Merchant Texts

Contact Kelly Kruse to get added to the text club: Send your cell number to kkruse@racinedowntown.com

Facebook Downtown Advocacy Group

Join group at: Facebook.com/groups/DowntownRacine

PERMITS

Sidewalk Cafe Permits & Right of Way Encroachment License (sidewalk merchandise)

Dept. of City Development. | City Hall Room 304 | 262-636-9151 | cdvplanning@cityofracine.org

GRANTS

None currently available, reach out for updates.

Dept. of City Development. | City Hall Room 304 | 262-636-9151 | cdvplanning@cityofracine.org

USEFUL LINKS FOR THE CITY OF RACINE

How to report: overgrown weeds, building issues, potholes, loose garbage, broken city street lights or parking meters, and health hazards.



How to request the RPD SAFE vehicle to monitor, suspected criminal activity, loitering, disorderly conduct, or illegal drug activity

RACINE INTERACTIVE CRIME MAP



DOWNTOWN RACINE 2024 EVENTS

JANUARY

1/18 STATE OF THE DOWNTOWN 5:30PM RED ONION

1/20 BURRR CRAWL 1PM-6PM

FEBRUARY

2/17-2/24 CRAFT BEER WEEK & POKER RUN

2/24 CHILI ICE WALK 12PM-4PM

MARCH

3/9 ST. PADDY'S PUB CRAWL 3PM-MIDNIGHT

3/16 ST. PATRICK'S DAY PARADE 12PM

APRIL

4/6 CANDY HOP NOON-2PM

4/20 SELTZER STROLL 1PM-6PM

MAY

5/3 FIRST FRIDAYS 4PM-9PM

5/4 WINE WALK 1PM-6PM

5/11 WINE WALK 1PM-6PM

5/30 RACINE HARBOR MARKET 4PM-7PM (MS)

JUNE

6/7 FIRST FRIDAYS 4PM-9PM

6/8 MINI-GOLF PUB CRAWL 1PM-6PM

6/13 RACINE HARBOR MARKET 4PM-7PM (MS)

6/15 LIGHTHOUSE RUN & HEALTH FAIR 8AM-2PM

6/27 RACINE HARBOR MARKET 4PM-7PM (MS)

6/28 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

6/29 SATURDAY SOUNDS/FASHION SHOW 4:30PM-7PM (MS)

JULY

7/3 STRIKE UP THE 4TH

7/4 4TH OF JULY PARADE

7/5 FIRST FRIDAYS 4PM-9PM

7/6 SATURDAY SOUNDS 4:30PM-7PM (MS)

7/11 RACINE HARBOR MARKET 4PM-7PM (MS)

7/12-7/21 SALMON A RAMA (FESTIVAL HALL)

7/12 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

7/13 SATURDAY SOUNDS 4:30PM-7PM (MS)

7/19 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

7/20 SATURDAY SOUNDS 4:30PM-7PM (MS)

7/25 RACINE HARBOR MARKET 4PM-7PM (MS)

7/26 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

7/27 SATURDAY SOUNDS 4:30PM-7PM (MS)

VENETIAN NIGHT (REEFPPOINT MARINA)

AUGUST

8/2 FIRST FRIDAYS 4PM-9PM

8/3 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/3 CARDBOARD BOAT RACE (HARBOR LITE YACHT CLUB)

8/8 RACINE HARBOR MARKET 4PM-7PM (MS)

8/9 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

8/10 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/16 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

8/17 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/22 RACINE HARBOR MARKET 4PM-7PM (MS)

8/23 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

8/24 SATURDAY SOUNDS 4:30PM-7PM (MS)

SEPTEMBER

9/6 FIRST FRIDAYS 4PM-9PM

9/21 PARTY ON THE PAVEMENT NOON-7PM

OCTOBER

10/4 FIRST FRIDAYS 4PM-9PM

10/5 WINE WALK 1PM-6PM

10/12 WINE WALK 1PM-6PM

10/19 CANDY CRAWL NOON-2PM

10/26 CANDY CRAWL NOON-2PM

NOVEMBER

11/1 FIRST FRIDAYS 4PM-9PM

11/2 BEER AND BACON WALK 1PM-6PM

11/9 HOLIDAY PARADE AND TREE LIGHTING 5:30PM

11/16 LADIES DAY OUT 12PM-6PM

11/22 BEER AND BOURBON BLACK FRIDAY 1PM-5PM

11/23 SMALL BUSINESS SATURDAY W/ THE GRINCH

DECEMBER

12/6 FIRST FRIDAYS 4PM-9PM

12/14 KRIS KRINGLE TOUR 11AM-2PM

*Bend and Brew (free Yoga) takes place Wednesday 5:30pm, Saturdays 8:30am and 9:30am at Christopher Columbus Cswy East end, anytime weather permits.

**Events subject to change. Please check racinedowntown.com.

MS = Monument Square

SMALL BUSINESS RESOURCES

Business Planning & Workshops, Financing

WWBIC

Expertise in business planning, financing and accessing resources that can assist with starting and growing a business. Assistance with personal finances including topics such as budgeting, repairing and understanding your credit and protecting your identity. In-person and online on-demand workshops are available.

www.wwbic.com | 262-898-5000

Startup & Entrepreneurial Services

UW-Parkside Small Business Development Center

Coaching and guidance; financial lending assistance; business/marketing/strategic planning; business plans; market analysis; growth assistance for existing business and tech venture support.

www.uwp.edu/connect/businessandcommunity/sbdc.cfm

Mary Fischer-Tracy | 262-595-3363 | fischert@uwp.edu

Networking and Training

RAMAC - Racine Area Manufacturers and Commerce

Provide training in technical skills, soft skills, supervisory and leadership as well as numerous networking opportunities including Young Professionals of Racine (YPR), Business Blenders and other business events.

www.racinechamber.com | Anna Clementi | 262-634-1931 aclementi@racinechamber.com

Site Selection and Research Assistance

RCEDC - Racine County Economic Development Corporation

Online database of available sites and buildings available at www.rcedc.org. Basic research including economic, demographic and workforce data and community market profiles.

www.rcedc.org | Laura Million | 262-898-7530, lmillion@rcedc.org

Seed Capital

BLP - Business Lending Partners

Provides grants, loans and equity investments to City of Racine technology-based (Advanced Mfg, Food Processing, Info Systems, Medical Devices, Biosciences, etc.) companies and emerging growth businesses.

Blp504.org | Carolyn Engel | 262-898-7420, carolyn@blp504.org

Legacy Redevelopment Corporation

Provides loans and other financing solutions to small businesses and nonprofits to the Racine area.

500 W. College Ave. | Nicole Pfeifer | 262-323-0504 | npfeifer@lrcmke.com

DOWNTOWN RACINE

HISTORIC & HIP DOWNTOWN RACINE

NEW BUSINESSES OPENINGS	2019	24
	2020	10
	2021	33
	2022	35

LOCATION

Downtown Racine is conveniently located in the heart of the city along the shores of Lake Michigan and strategically located within the Chicago/Milwaukee corridor.



OUR MARKET

Downtown Racine is an attractive, exciting and convenient shopping destination for not only local residents, but also for shoppers from nearby Milwaukee and northern Chicago suburbs.

DEMOGRAPHICS:

Primary Trade Area Residents.....	145,530
Median Household Income.....	\$77,627
Percent Associates Degree+.....	28.3%
Percent Family Households.....	60.7%
Median Age.....	33.6
City Residents.....	76,646

VISITOR & EVENT TRAFFIC:

Average Daily Traffic.....	9,200
Daily Day Time Workers.....	1,331
Annual Event Attendance.....	63,000
Programmed Event Dates.....	115

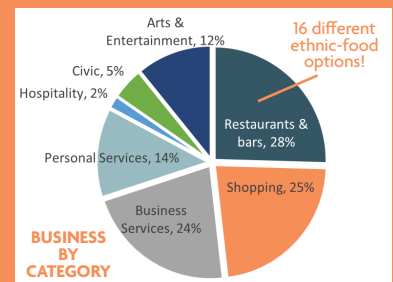
BUSINESS MIX

Downtown Racine has a balanced mix of retail, restaurant and service businesses including multiple galleries, 2 hotels, 3 museums and 5 jewelry stores.

DESTINATIONS

North Beach | Racine Zoo
Monument Square | Hot Shop Glass
Reefpoint Marina
Racine Heritage Museum & Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 331



PEOPLE ARE TALKING

“Downtown Racine has really been built back up over the last several years & has become one of my favorite spots. It has tons of shops, restaurants, galleries & some of the best architecture!

Being right on the lake makes it even better!”

-Tamara Dowhower, Racine



“Great things are happening. Lots of really neat ideas for promoting our downtown.”

- Photographic Design Studio (Downtown Business Owner)



DOWNTOWN RACINE

Downtown Racine, with its well-preserved classic architecture and amazing Lake Michigan views, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

115 PROGRAMMED DATES PER YEAR!

3 Parades | Live Music Fri & Sat during Summer | Wine & Beer Walks | Festivals

EXCITING OPPORTUNITY AWAITS IN DOWNTOWN RACINE

RESIDENTIAL MARKET

Downtown's proximity to the waterfront creates an attractive place to live. Residential options include lakeview high-rises, historic loft apartments and live-work opportunities.
*Ample covered parking.

BUSINESS ASSISTANCE

DRC staff members are available to serve as a liaison with the City and others to help you get up and running quickly. Financial and other assistance available includes:

Façade & Sign Grant

50% of eligible costs up to \$12,000.

Design Assistance

Free assistance with signage and façade planning, including renderings.

Tax Increment Finance Assistance

For qualified projects.

KIVA

0% interest loans for small businesses

COMMUNITY INVESTMENT

Downtown Racine Corporation promotes a public-private model for downtown revitalization.

Together with our partners, the DRC has made downtown a safe place to invest.

LEARN MORE

ABOUT AVAILABLE INVESTMENT
PROPERTIES AND RENTALS

Downtown Racine Corporation

An accredited WI Main St Community and
a National Main Street Community.

Kelly Kruse, Executive Director

262-634-6002 | kkruse@racinedowntown.com

RACINEDOWNTOWN.COM

MARKETING MATERIALS

Signs/posters available at DRC office for free!
8x10 or 11x17 sizes.



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1/18 STATE OF THE DOWNTOWN 5:30PM RED OIL
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APRIL
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NOVEMBER
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MS = Monument Square

SMALL BUSINESS
is kind of a
BIG DEAL
PLEASE SPEND ACCORDINGLY.
DOWNTOWN
RACINE

YOU ARE PRETTY DARN
Awesome
FOR SUPPORTING SMALL BUSINESS.
DOWNTOWN
RACINE CORPORATION DOWNTOWN RACINE

WE  YOU
for loving local
DOWNTOWN
RACINE

WHEN YOU SUPPORT
SMALL BUSINESS
YOU ARE SUPPORTING A
DREAM 
DOWNTOWN
RACINE CORPORATION DOWNTOWN RACINE

WHEN YOU BUY FROM A SMALL BUSINESS
AN ACTUAL PERSON DOES
A LITTLE
HAPPY DANCE 
DOWNTOWN
RACINE

BUY LOCAL
— OR —
BYE BYE LOCAL
DOWNTOWN
RACINE CORPORATION DOWNTOWN RACINE

DRC MEMBERSHIP BENEFITS

Membership is just \$250 per year and is 100% tax deductible. Stop at the DRC office
425 Main St or download an application at:
racinedowntown.com/downtown-racine-corporation/

- We will promote your business through social media:
(30,000+ followers) and email (10,000+ subscribers)
- Participation in 80+ events including First Fridays!
- Downtown gift certificate program participation
- Wine Walks, Beer and Bacon Walk, Seltzer Stroll, Bourbon & Beer on
Black Friday participation (limited availability)
- Candy Crawl and Candy Hop participation (includes 1 large bag of candy)
- Participation in Kris Kringle Tour (2 Kringles provided)
- Discounts on parade applications and Visitor Guide ads
- Membership rewards program for you and your staff
- Participation in scavenger hunt events
- Participation in holiday gift guide



DOWNTOWN
RACINE
CORPORATION

CURRENT MEMBERS

UPDATED NOV. 2023

2 Swift Suits
5K Events.org
Art By April
Art Metals Studio
Barb & Chuck Albee
Beauty on the Square
Be Plush
Blue Rock Lounge
Bridgetenders
Butcher & Barrel Gastropub
Chartroom
Classic Violins Woodwind and Brass
Corner House on the Lake
Cosmic Corner
Coveredcare
CRB Insurance
D. P. Wigley Co & Hop To It Brewing
Daniel & Susan Horton
David & Diane Kamm
Dennis & Sandy Kontra
Design Partners, Inc.
Dewey's Restaurant & Sports Bar
Dimple's Fine Imports
Divine Melanin Beauty Supply
Divino Gelato Cafe
Dominion Properites (Hotel Verdant)
DoubleTree by Hilton Racine Harbourwalk
Dr. and Mrs. Robert F. Siebert
E. C. Styberg Engineering Co.
EconoPrint
Educators Credit Union
Elizabeth Spalla
Evelyn's Club Main
Express Employment Professionals
Fastsigns of Racine
Feiner Plumbing
First Evangelical Lutheran Church
First Presbyterian Church
Foxhole Lounge
G.R.S. Development, LLC
George's Tavern
Gold Diamond & Design, Inc.
Gus & Sandy Antonneau
Habush, Habush & Rottier
Harbor Lite Yacht Club
Hotel Verdant, Eave and Marguerite

Hot Shop Glass
Indian Motorcycle of Racine
Inmoxicated
Ivanhoe Pub & Eatery
James W. Pruitt, Esq.
Jim & Cherry Wardrip
Joey's Yardarm
Johnson Financial Group
Johnson Keland Management
Johnson Outdoors
Junoesque By Bree
Kathy Contreras
Katt Construction, LLC
Kevin McCabe
Kewpee Lunch
Knuteson, Hinkston & Rosenberg, SC
L.Street Properties, LLC
Lakeview Pharmacy
Landmark Title of Racine, Inc.
Littleport Brewing Company
Lorilee Castor
Marci's on Main
Maresh-Meredith & Acklam Funeral Home
Mark Scholzen
Mexico Lindo
Michelson Law Office
Millers Flowers
Modine Manufacturing Co.
Mt. Royal Property Management
Murphy, Johnson & Trampe, S.C.
MY EYE DR
Neil J Vranek State Farm
Northern Lights Gallery
O & H Danish Bakery
Olde Madrid, LLC
Only Real Estate Group
The Perfection Place
Pepi's Pub & Grill
Perry & Terri Oksiuta
Photographic Design
Picture Me Selfie Studio
Plumb Gold
Plumb Silver
Preservation Racine.org Inc
Pub On Wisconsin
Racine Art Museum/Wustum

Racine Arts Council
Racine Family YMCA
Racine Heritage Museum
Racine Public Library
Racine Riverside Marine, Inc.
Racine Symphony Orchestra
Racine Yacht Club
Racine Zoological Society
RAMAC
RE/MAX Newport Elite
Realty One Group Boardwalk
Recon Office Furniture
Red Onion Café
Reefpoint Brew House
ReefPoint Marina
Reservoir Video Company
Riverside Marine
RG Natural Babies
Richard and Mary Lee Odders
Rise Up Piercing & Tattoo
Robert W. Baird & Co.
Round River Studio
Salute's Italian Restaurant
Shogun Japanese Restaurant
Sixth St. Theatre/Over Our Head Players
Smok'd On The Water, LLC
Sugar Shack Sweet Shoppe
Tangles Salon Studio
Taste of Soul 262
The Maple Table
Twin Disc, Inc.
Twin Dragon Games, LLC
Uncorkt! Wine All You Want
Vapemeisters
Varitay Studios
Vero International Cuisine
Vlsit Racine County
Von Hasle Jewelers
Wisconsin Plating Works
Wisconsin Women's Business Initiative
Wyant Law Offices, S.C.
YogaRootsRacine

GIFT CARD PROGRAM

Downtown Racine Corporation offers a gift card program to DRC members. Please accept these gift cards as cash. Then turn in to the DRC office (425 Main St.) with your business name written on the back.

We will reimburse you 100% of the gift card value.



MENTORSHIP PROGRAM

If you are a new business and in need of a mentor that has a similar business in Downtown, please let Kelly Kruse know (kkkruse@racinedowntown.com or 608-444-3064).

She will find a match that suits your needs.

Whether it be a one time meeting or weekly check ins, we will work to find someone that can help YOU succeed and navigate in Downtown Racine.



THANK YOU

for being a part of the Downtown community.



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