

DOWNTOWN RACINE CORPORATION

2023 REVIEW

Downtown Racine Corporation is 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. We have focused on implementing strategic marketing and economic development programs to drive traffic to Downtown and into the stores.

EVENTS

January 1 - December 31, 2023

- Burr Crawl - **New**
- Chili Ice Walk
- Craft Beer Week
- St. Patty Pub Crawl
- St. Patrick's Day Parade
- First Fridays- **New for DRC**
- Seltzer Stroll
- 4 Wine Walks
- Bags League
- Beer & Bacon Walk
- Bend and Brew Yoga
- 4 Scavenger Hunts
- Mini-Golf Crawl
- Music on the Monument
- Saturday Sounds
- Party on the Pavement
- 7 Harbor Markets
- 2 Candy Crawls
- Candy Hop
- Ladies Day/Night Out
- Bourbon & Beer- **New**
- Small Business Saturday
- Holiday Parade
- Kris Kringle Tour



TOTAL ATTENDANCE 34,000+



NEW BUSINESSES

Opened Jan. 1 - Dec 31, 2023

Divine Melanin Beauty Supply
The Perfection Place
Hotel Verdant
Eave
Marguerite
Vero International Cuisine
Level Up
Chartroom at Rivers End
Realty One Group Boardwalk
Kings
Nemo & Fogg



4 STATE AWARDS

- ★ STATE AWARD 1ST PLACE **BEST EVENT - PARTY ON THE PAVEMENT**
- ★ STATE AWARD 1ST PLACE **DIVERSITY, EQUITY, & INCLUSION BLACK HISTORY MONTH CAMPAIGN**
- ★ STATE AWARD 1ST PLACE **BEST COOPERATIVE MARKETING FASHION SHOW**
- ★ STATE AWARD HONORED **5 YEAR SERVICE AWARD KELLY KRUSE**

MARKETING REACH



26% INCREASE



14% INCREASE



12% INCREASE



Downtown received
**2023 NATIONAL
MAIN STREET
ACCREDITATION**

BEST OF RACINE 1ST PLACE WINNERS



22nd Annual Public Art Project: LOVE



DOWNTOWN RACINE CORPORATION 2023 BOARD OF DIRECTORS

Chairman Tim Mason, Express Personnel
 Vice Chairman Austin Schultz, Plumb Gold
 Secretary Tricia Blasko, Racine Art Museum
 Treasurer Barry Fries, Johnson Financial
 John Rooney, City Administrator, City of Racine
 Jeff Coe, 1st District Alderman
 Casey Morgenson, Racine County
 Ashley Staack, The Johnson Foundation at Wingspread
 Devon Borst, All Saints Foundation
 Anna LaGath, Joey's Yardarm
 Dan Oakes, Dover Flag & Map and Oakes Construction
 Tamara LoPiparo, The Maple Table
 Marci Bruley, Marci's on Main, Buckets Pub 2nd Round
 Ralph Malicki, Malicki's Piggly Wiggly
 Shane Ryan, Mt. Royal Investment Group
 Tim Ryan, Mt. Royal Investment Group
 Eric Dogans, 2 Swift Suits
 Corey Coleman, Be Plush
 Michelle Sweetman, SC Johnson
 Michael O'Connor, Dominion Properties
 Dimple Navratil, Dimples Imports, LLC

BUSINESS IMPROVEMENT DISTRICT #1 2023 BOARD OF DIRECTORS

Chairman Andrew Dodge, Downtown Employee
 Treasurer Ed Scharding Business and Property Owner
 Secretary Dean Rosenberg Business and Property Owner
 Jeff Coe, 1st District Alderman
 Joey LeGath, Business and Property Owner
 Walter Williams, City Economic Development Director
 Mark Levine, Property Owner
 Michelle Schimian, Business Owner

GET INVOLVED

Contact us today to learn more.

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