# 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



STATE AWARD 5 YEAR SERVICE AWARD

# **MARKETING REACH**



5,225

**12% INCREASE** 



Downtown received **2023 NATIONAL MAIN STREET ACCREDITATION** 

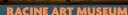
**26% INCREASE** 

**14% INCREASE** 

# **BEST OF RACINE** 1<sup>ST</sup> PLACE WINNERS















PEPI'S PUB AND GRILL















# 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 Staeck, 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.

Tim Mason, 2023 DRC Chairman 262-498-6170 tim.mason@expresspros.com

Kelly Kruse, Executive Director 262-634-6002 kkruse@racinedowntown.com

Andrew Dodge, BID Chairman 262-344-1860 adodge@johnsonfinancialgroup.com