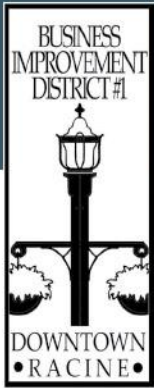


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2026 BUDGET PRESENTATION

OCTOBER 1, 2025

**PRESENTED BY BID MANAGER KELLY KRUSE,
CHAIRMAN ANDREW DODGE AND TREASURER ED SCHARDING**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2025 OPERATING BOARD

ANDREW J. DODGE, CHAIRMAN

ED SCHARDING, TREASURER

DR. DEAN ROSENBERG, SECRETARY

WALTER WILLIAMS, CITY ECONOMIC DEVELOPMENT DIRECTOR

MALIK FRASIER, CITY ALDERMAN

JOSEPH LEGATH

MARK LEVINE

MICHELE SCHIMIAN

KELLY KRUSE, BID MANAGER

The plan of action for the district is to promote new development and increase the value of existing properties.



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

23RD YEAR OF BID #1 (2002-25)



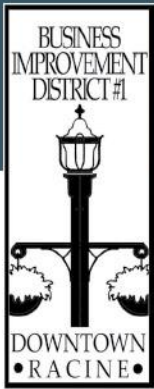
**VALUATION OF DISTRICT WENT FROM
\$56 MILLION TO \$170 MILLION**

BEAUTIFICATION & CLEANLINESS

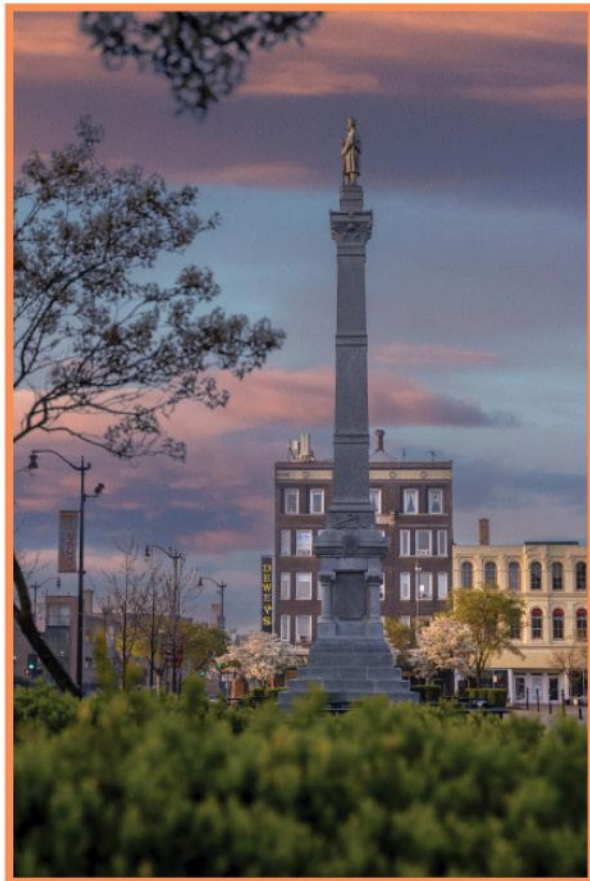
SAFE INITIATIVES

AMBASSADORS

SEASONAL DECOR

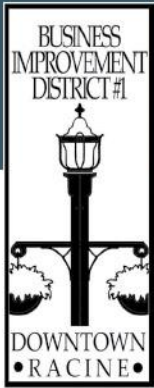


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE



DISTRICT VALUATION % CHANGE

2002	\$53,024,000	
2014	\$103,849,000	-5.6%
2015	\$98,388,700	-5.2%
2016	\$96,436,900	-2.0%
2017	\$94,902,500	-1.6%
2018	\$89,416,400	-6.1%
2019	\$94,080,500	+5.0%
2020	\$96,058,600	+2.0%
2021	\$96,380,900	+1.0%
2022	\$96,880,200	+1.0%
2023	\$121,620,000	+12.5%
2024	\$137,244,600	+11.2%
2025	\$170,511,700	+33%



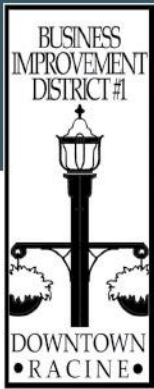
BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2026 ASSESSMENT ALLOCATION

\$2.20 PER \$1,000

No change from last year.





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

Income	
400 BID Assessments	375,124.00
405 Tree Sponsorship	4,500.00
Total Income	379,624.00
Expense	
500 Administrative	
500.1 DRC Staff Management Fee	57,500.00
500.2 Audit	5,500.00
500.3 DRC Rent Fee	3,600.00
Total 500 Administrative	66,600.00
501 Program Operations	
501. 1 Promotion & Marketing	55,000.00
501. 3 Public Service Outreach	35,000.00
501. 5 DRC Sponsorships	3,000.00
501. 7 Security	20,000.00
501. 8 Flowers	75,559.00
501. 9 Maintenance Labor	21,000.00
Total 501 Program Operations	209,559.00
502 Capital Improvements	
502.4 Maintenance & Related Equ	7,000.00
502.5 Street Amenities	45,500.00
502.6 Capital Reserve	28,000.00
Total 502 Capital Improvements	80,500.00
700 Other Expenses	
740 Public Sanitation	10,000.00
760 Business Development	5,000.00
Total 700 Other Expenses	15,000.00
Total Expense	371,659.00
Net Ordinary Income	7,965.00
Net Income	7,965.00





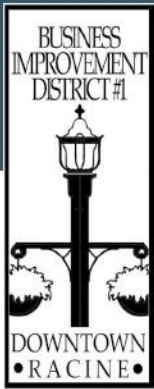
BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

TOTAL ATTENDANCE 110,000+

- Burr Crawl
- Chili Ice Walk
- Craft Beer Week
- St. Paddy Pub Crawl
- St. Patrick's Day Parade
- Seltzer Stroll
- 4 Wine Walks
- Bags League
- Beer & Bacon Walk
- 48 Bend and Brew Yoga
- 4 Scavenger Hunts
- Mini-Golf Crawl
- 2 Candy Crawls
- First Fridays - **Awarded Best event in the state 2024**
- Music on the Monument
- Saturday Sounds
- Party on the Pavement **Awarded Best event in the state 2023**
- 7 HayMarkets - **New!**
- Candy Hop
- Ladies Day Out
- Bourbon & Beer
- Small Business Saturday
- Holiday Parade
- Kris Kringle Tour
- 2 Feast on the Streets
- Soup & Steins- **New!**

**RECORD-BREAKING
EVENTS PUT
ON BY DRC**

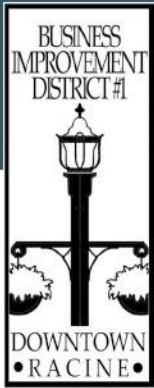
39 in 2019 • 54 in 2020 • 65 in 2021 • 70 in 2022 • 78 in 2023 • 80 in 2024



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKETING





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

GOLD-TIER STATUS FOR 2025-26

**2024
2 STATE AWARDS**



**STATE AWARD
1ST PLACE**

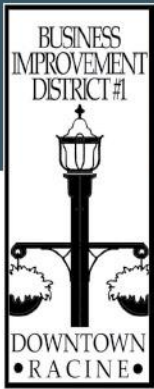
**BEST RETAIL EVENT
FIRST FRIDAYS**



**STATE AWARD
1ST PLACE**

**BEST MARKETING
I LOVE RACINE CAMPAIGN**





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2025 NEW BUSINESSES - 17 BUSINESSES

Opulence Beauty Lounge
Arrow Smoothies
One Stop Thrift Shop
COP House
The Beauty Collective
Tulip Tavern
American Family
Blue Moon Resale Shop
The Beauty Collective
Mahoffers on Main
New Café
Rooted Wellness
Lift 304
Marshall's on 6th
Littleport Brewing
LA Appraisals
Parley on Main





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

NEW BUSINESSES COMING SOON!

RAKU

The Urban Oasis Event Space

Joshephine's Tacos

Lashing Expressions

Stitched

JS Coffee

513 6th St.

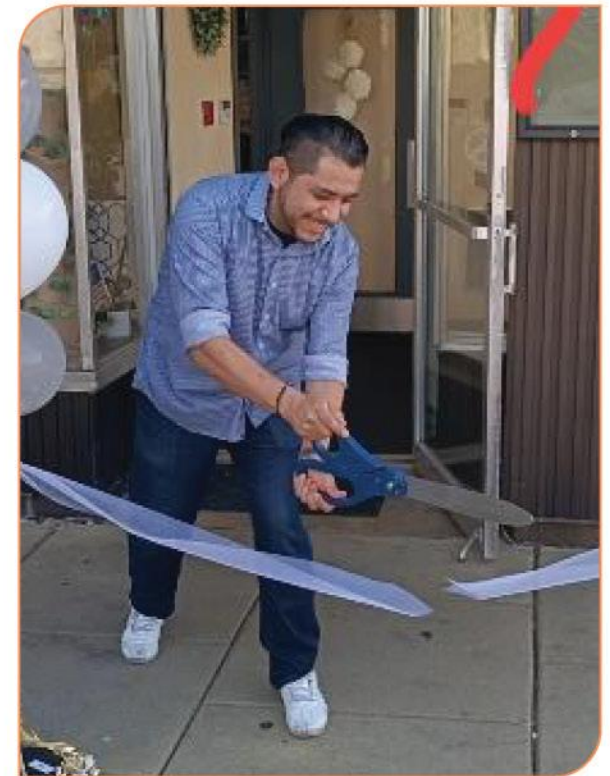
614 Main St.

337 Main St.

345 Main St.

505 6th St.

360 6th St.



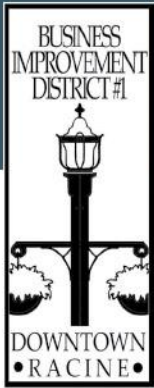


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE



RESOURCE GUIDE

- Funding and Training Resources
- Downtown Market Profile
- Permits & Grant info
- Marketing Materials
- 100+ Distributed in 2021-25



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKET PROFILE

Downtown Racine, with its well-preserved classic architecture and amazing Lake Michigan waterfront, is the economic engine of our community, a vibrant and diverse destination to live, shop and dine. **115 PROGRAMMED DATES PER YEAR** (3 Parades | Live Music Fri & Sat during Summer | Wine & Beer Events)

HISTORIC & HIP DOWNTOWN RACINE

NEW BUSINESS OPENINGS

Year	Count
2019	10
2020	10
2021	24
2022	33

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.

DEMOGRAPHIC:

- Primary Trade Area Residents: 145,910
- Median Household Income: \$77,627
- Percent Associates Degree: 28.3%
- Percent Bachelors Degree: 60.7%
- Median Age: 33.6
- City Residents: 76,646

VISITOR & EVENT TRAFFIC:

- Average Daily Traffic: 6,200
- Daily Day-Time Workers: 1,311
- Annual Event Attendance: 61,000
- Programmed Event Dates: 85

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 Branch Racine Zoo
- Monument Square | Hot Shop Glass
- Racine Heritage Museum & Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 331

RESIDENTIAL MARKET

Downtown's proximity to the waterfront creates an attractive place to live. Residential options include lakeview high-rises, historic lofts, 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:

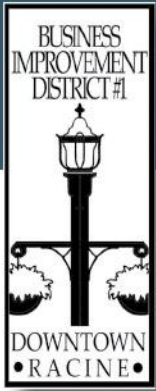
- Permits & Sign Costs: 50% of eligible costs up to \$5,000
- Design Assistance
- Free substance with sign
- Graphic printing, including
- Tax placement financing for qualified projects
- 0% interest loans for

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 Dowdower, Racine

"Great things are happening. Lots of really neat ideas for promoting our downtown."
-Photographic Design Studio (Downtown Business Owner)

RACINEDOWNTOWN.COM



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS





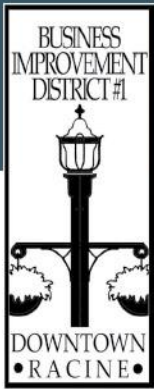
BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

STREET-SCAPE

BANNERS, FLOWERS
& HOLIDAY LIGHTS



**25 New Wreath
Holiday
Decorations
DOUBLING IN 2025
TOTAL 50**

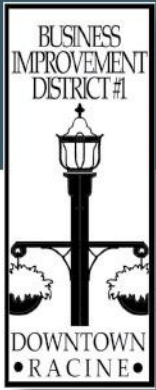


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

OPERATION CLEAN AND SAFE

Sidewalk and curb cleaning program along primary downtown streets, weed spraying, graffiti removal, Public Service Ambassador program and hiring of off duty police for events

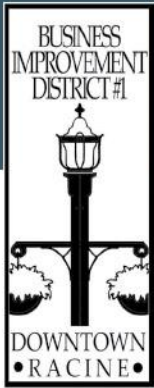




BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

NEW SWEEPER





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

QUESTIONS AND PUBLIC INPUT

Jason Bugalski
PHOTOGRAPHY 2019

