DOWNTOWN

RACINE

2024 RECAP

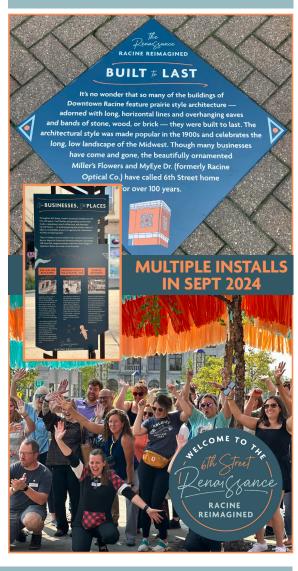
Downtown Racine Corporation is a 501(c)3 that works hard every day to make Downtown Racine a vibrant and engaging place to live, work and play. We manage the day-to-day economic development efforts, improve the environment and aesthetics, market downtown to residents and tourists and activate downtown with programmed events. We have focused on implementing strategic marketing and economic development programs to drive traffic to Downtown and into the stores.

2024 EVENTS

TOTAL ATTENDANCE 67,000+

- Burr Crawl
- Chili Ice Walk
- Craft Beer Week
- St. Patty Pub Crawl
- St. Patrick's Day Parade
- 8 First Fridays Awarded best event in WI
- 2 Feast on the Streets New
- 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
- Holiday Parade
- Ladies Day Out
- Bourbon & Beer
- Small Business Saturday
- Kris Kringle Tour

6TH ST PLACEMAKING



NEW BUSINESSES

Opened Jan. 1 - Dec 31, 2024
Vintage and Modern Books
Geroge's Encore
Legers Bakery Shop
Midwest Boaters Club
Bridge Tender Tavern
Unraveled Creative Studio
Pub on 6th
Breakwater 233
215 and a Half Five & Dime
Dragon Pit BBQ



MARKETING REACH

Social Media 37,000+ followers

Gmail + Text 15,000+ subscribers



Downtown received
2024 STATE & NATIONAL
MAIN STREET
ACCREDITATION

BEST OF RACINE 1ST PLACE WINNERS













FAVORITES

































23rd Annual Public Art Project: BUTTERFLIES





HOLIDAY DÉCOR

New Wreaths & add'l tree decorations added

Thank you BID #1 and Joey & Anna LeGath for your investment!





DOWNTOWN RACINE CORPORATION 2024 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
Dimple Navratil, Dimples Imports, Chair of Business Support
Michelle Sweetman, SC Johnson, Chair of Main St. Committee
John Rooney, Commissioner of Public Works, City of Racine
Jeff Coe, 1st District Alderman
Casey Morgenson, Racine County
Marci Bruley, Marci's on Main

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Ralph Malicki, Malicki's Piggly Wiggly
Tim Ryan, Mt. Royal Investment Group
Eric Dogans, 2 SwiftSuits
Corey Coleman, Midwest Boaters Club
Michael O'Connor, Dominion Properties
Scott Monroe, Riverside Marine
Meagan Petersen, Reefpoint Brew House
Megan Haapanen, Lakeview Pharmacy of Racine
Janna Parr-Coca, Tangles Salon Studio
Doug Geurts, Hovde (Breakwater 233)

BUSINESS IMPROVEMENT DISTRICT #1 2024 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