

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

MULTIPLE INSTALLS IN SEPT 2024



FIRST PLACE STATE AWARDS

- ★ STATE AWARD 1ST PLACE **BEST RETAIL EVENT** FIRST FRIDAYS
- ★ STATE AWARD 1ST PLACE **BEST MARKETING** I LOVE RACINE CAMPAIGN

MARKETING REACH

Social Media **37,000+ followers**

Email + Text **15,000+ subscribers**



Downtown received
**2024 STATE & NATIONAL
MAIN STREET
ACCREDITATION**

BEST OF RACINE 1ST PLACE WINNERS



FAVORITES



Congratulations!

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
- 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