DOWNTOWN
RACINE
CORPORATION

2025 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.

2025 DRC EVENTS

- Burr Crawl
- Chili Ice Walk
- Craft Beer Week
- St. Patty Pub Crawl
- St. Patrick's Day Parade
- Soup & Steins
- 8 First Fridays
- 2 Feast on the Streets
- 4 Wine Walks
- Bags League
- Beer & Bacon Walk
- Bend & Brew Yoga
- 4 Scavenger Hunts
- Mini-Golf Crawl
- 9 Music on the Monument
- 9 Saturday Sounds
- Party on the Pavement
- 7 HayMarkets
- Candy Crawl
- Candy Hop
- Holiday Parade
- Ladies Day Out
- Bourbon & Beer Walk
- Small Business Saturday
- Kris Kringle Tour

PARTY ON THE PAVEMENT

$1,125,741

IN DIRECT SPENDING DOWNTOWN DURING THE EVENT!

GEO-FENCING

23,000

People were in the downtown during the day of Party on the Pavement

BEST OF Racine County 2025 THE JOURNAL TIMES FAVORITE

2025 Best Event
Hometown Favorite
AND
2025 Free Entertainment
Hometown Favorite

NEW BUSINESSES

Opened Jan. 1 - Dec 31, 2025

American Family
Arrow Smoothies
Busias XOXO
COP House
Diamond Detailing
LA Appraisals
Lift 304
Littleport Brewing
Local Luxury
Mahoffers on Main
Marshall's on 6th
The New Café
One Stop Thrift Shop
Opulence Beauty Lounge
Parlay on Main
Rooted Wellness
Stitched Quilt Shop
Sunflower Thrift
The Beauty Collective
Tulip Tavernt
Yoga Roots Renew

BUSINESSES CLOSURES

Bonita, Corner House on the Lake, Marci's on Main, Marshall's on 6th, Playspace Racine, Pope Chiropractic, Root City 262, Twin Dragon Games, Vapemeisters, YMCA

MARKETING REACH

Social Media **43,000+ followers**

Email + Text **16,000+ subscribers**

MAIN STREET AMERICA™ Nationally recognized. Locally powered.℠

MAIN STREET WISCONSIN

Downtown received
2025 STATE & NATIONAL MAIN STREET ACCREDITATION

BEST OF RACINE 1ST PLACE WINNERS

24th Annual Public Art Project: KITES

GATEWAY TECHNICAL COLLEGE

Partnership with welding students for public art, and giant flower pot.

DRC COMMITTEES

COMMUNITY ENGAGEMENT COMMITTEE:

Fostered collaborations with RCEDC, RAMAC, VRC, City of Racine, Festival Park and more.

BUSINESS SUPPORT COMMITTEE:

Hosted 4 merchant socials to strengthen relationhips among merchants.

MAIN STREET COMMITTEE:

Developed multiple Day Trips and maintained Main Street accreditation.

BUSINESS DEVELOPMENT COMMITTEE:

Utilized tools to place all vacancies on an interactive map as well as on RCEDC site and BOOMS tracker.

NEW STREET SWEEPER

Purchased by BID #1

DOWNTOWN RACINE CORPORATION 2025 BOARD OF DIRECTORS

Chairman Austin Schultz, Plumb Gold
Vice Chairman Tricia Blasko, Racine Art Museum, Co-Chair of Community Engagement
Secretary Meagan Petersen, Reefpoint Brew House
Treasurer Barry Fries, Johnson Financial
Dimple Navratil, Dimples Imports, Chair of Business Support
Michelle Sweetman, SC Johnson, Chair of Main St. Committee
Michael Godfrey, Dominion Properties (Hotel Verdant), Co-Chair of Community Engagement
Doug Geurts, Hovde (Breakwater 233), Chair of Business Development
John Rooney, Commissioner of Public Works, City of Racine
Malik Frasier, 1st District Alderman
Casey Morgenson, Racine County
Eric Dogans, 2 SwiftSuits
Corey Coleman, Midwest Boaters Club
Scott Monroe, Riverside Marine
Carrie Reid, Reefpoint Marina
Megan Haapanen, Lakeview Pharmacy of Racine
Anne Meredith, Maresh Meredith & Acklam Funeral Home
Janna Parr-Coca, Tangles Salon Studio
Andrea Ramos, Innovative Dynamic Networks, Inc.
Anthony Porcaro, Indian Motorcycle of Racine

BUSINESS IMPROVEMENT DISTRICT #1 2025 BOARD OF DIRECTORS

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