



City of Racine, Wisconsin
AGENDA BRIEFING MEMORADUM

AGENDA DATE:	November 4, 2025 – Common Council
SUBJECT:	Communication sponsored by Mayor Mason for review and approval of the 2026 Operating Plan for Business Improvement District No. 3, Uptown.
PREPARED BY:	Michelle Cook, Department of City Development
SUMMARY:	The Uptown Business Improvement District seeks approval of its budget and Operating Plan for 2026.
BACKGROUND:	The Uptown Business Improvement District, No. 3 (BID No. 3) was established in 2007 as a tool to assist with redeveloping the commercial area of Uptown with the goals of safety, corridor improvements, grants for property enhancements, and marketing for business growth. This year, BID No. 3 is requesting \$47,435.60 through special assessments to help offset some of the costs of initiatives including, but not limited to: • <i>Marketing and Promotions</i> • <i>Streetscape Maintenance</i> • <i>Grants (Rent Assistance, Lighting and Security, Maintenance and Repair, etc.)</i> • <i>Administrative Costs</i> Further detail regarding the estimated costs and assessment calculations can be found in the attached 2026 Operating Plan created by the Uptown Business Improvement District.
RECOMMENDATION:	That the 2026 Operating Plan for the Business Improvement District No. 3, Uptown be approved. Further that the Finance Director be authorized and directed to include the District’s special charges on the 2025 property tax bills of the affected parcels.
FISCAL NOTE:	It is estimated that \$47,435.60 will be raised through bid assessments that will be placed into the Uptown Business Improvement District’s revenue account.