



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2025 BUDGET PRESENTATION

OCTOBER 2, 2024

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



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2024-5 OPERATING BOARD

ANDREW J. DODGE, CHAIRMAN

ED SCHARDING, TREASURER

DR. DEAN ROSENBERG, SECRETARY

WALTER WILLIAMS, CITY ECONOMIC DEVELOPMENT DIRECTOR

JEFF COE, 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



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%



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

HISTORICAL ASSESSMENT ALLOCATION

2002 \$2.35

2014	\$1.99	3.5%
2015	\$1.99	0.00%
2016	\$2.05	3.0%
2017	\$2.05	0.00%
2018	\$2.05	0.00%
2019	\$2.10	2.4%
2020	\$2.10	0.00%
2021	\$2.10	0.00%
2022	\$2.10	0.00%
2023	\$2.20	0.00%
2024	\$2.20	0.00%





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2025 ASSESSMENT ALLOCATION

\$2.20 PER \$1,000

No change from last year.





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

BID BUDGET	
Jan - Dec 25	
Ordinary Income/Expense	
Income	
400 BID Assessments	301,938.12
405 Tree Sponsorship	4,500.00
Total Income	306,438.12
Expense	
500 Administrative	
500.1 DRC Staff Management Fee	50,000.00
500.2 Audit	5,000.00
500.3 DRC Rent Fee	3,600.00
Total 500 Administrative	58,600.00
501 Program Operations	
501. 1 Promotion & Marketing	42,000.00
501. 3 Public Service Outreach	17,500.00
501. 5 DRC Sponsorships	3,000.00
501. 7 Security	17,000.00
501. 8 Flowers	75,000.00
501. 9 Maintenance Labor	21,000.00
Total 501 Program Operations	175,500.00
502 Capital Improvements	
502.4 Maintenance & Related Equ	4,000.00
502.5 Street Amenities	32,000.00
502.6 Capital Reserve	28,000.00
Total 502 Capital Improvements	64,000.00
700 Other Expenses	
740 Public Sanitation	6,000.00
760 Business Development	2,000.00
Total 700 Other Expenses	8,000.00
Total Expense	306,100.00
Net Ordinary Income	338.12
Net Income	338.12



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

RECORD-BREAKING # OF EVENTS IN DOWNTOWN

- Chili Ice Walk
- Burr Crawl
- St. Paddy Pub Crawl
- Seltzer Stroll
- 4 Wine Walks
- Mini-Golf Pub Crawl
- Beer & Bacon Walk
- Bend and Brew Yoga
- Scavenger Hunts
- Music on the Monument
- Saturday Sounds
- 7 Racine Harbor Markets
- First Fridays
- Party on the Pavement
- 2 Candy Crawls
- 2 Feast on the Streets - New in 2024
- Candy Hop
- Ladies Night Out
- Beer and Bourbon
- Small Business Saturday w/ the Grinch
- Kris Kringle Tour



**90+ event
dates in
2024**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKETING



28,174

*Facebook
followers*



5,601

Text club



9,301

*Email
followers*



7,483

*Instagram/
Twitter/TikTok*



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2 STATE AWARDS



**BEST RETAIL EVENT -
FIRST FRIDAY**



**BEST MARKETING CAMPAIGN -
I LOVE RACINE**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

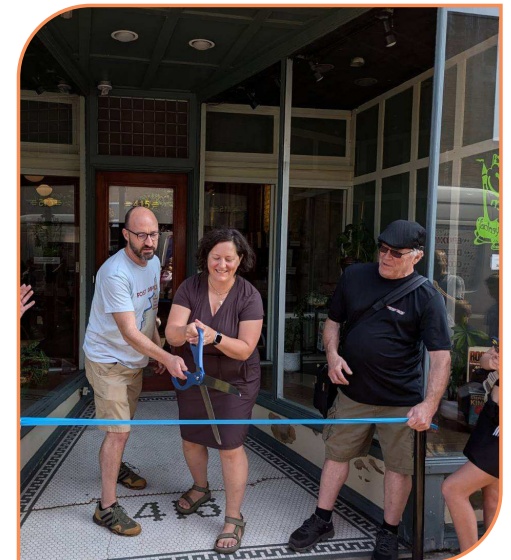
NEW BUSINESSES

Opened Jan. 1 - Dec 31, 2023

Divine Melanin Beauty Supply
The Perfection Place
Hotel Verdant
Eave
Marguerite
Vero International Cuisine
Level Up
Chartroom at Rivers End
Realty One Group Boardwalk
Kings
Nemo & Fogg

Opened Jan. 1 - Sept. 30, 2024

The V Spot
Vintage and Modern Books
Geroge's Encore
Legers Bakery Shop
6th and Chaos
UMOS
Midwest Boaters Club
Bridge Tenders Tavern
Unraveled Creative Studio
Pub on 6th
Breakwater 233
215 and a Half Five & Dime





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

4 DAY TRIPS

DOWNTOWN RACINE History Buff DAY TRIP

Downtown Racine is an artsy, hip, historic, lakefront town. Rich with history from unbelievable architecture, Underground Railroad stops and 3 museums. From a unbelievable selection of locally-owned restaurants (Asian, Pakistani, Spanish, Italian, Mexican, Greek, Thai, Cajun) to the largest beach on this side of Lake Michigan, cool Frank Lloyd Wright architecture and AMAZING shopping, you can easily fill a day exploring! For more ideas exploring history visit: racinedowntown.com/delve-into-history/

HERITAGE WALKING TOURS
701 Main St. | 262-536-3926
racinedowntown.com/delve-into-history/
Tours Saturdays at 10:30am (Mar - Sept)
The tour is a 1.5 mile, 2-hour long walking tour that focuses on the history of Downtown Racine.

ARCHITECTURAL TOUR
racinedowntown.com/delve-into-history/
Self-guided, mobile friendly exploration of Downtown Racine's beautifully preserved architecture and marvel as you learn about the amazing businesses that have occurred in these historic buildings through the years.

UNDERGROUND RAILROAD
716 College Ave. | 262-632-1686
firstprebsterian.org
First Presbyterian Church offers a tour to view what was probably a former stop on the escape route for slaves & includes a tunnel where slaves have hidden and walls of quilts that tell a story.

MUSEUMS
With not one, but two premier institutions—the Racine Art Museum known for its contemporary craft and art, and the Racine History Museum, which delves into the local history, visitors can immerse themselves in a diverse range of exhibits. Additionally, the First Department Museum offers a unique perspective into the firefighting history of Racine.

INDIAN MOTORCYCLE
522 6th St. | 262-456-6398
racine.com
View some motorcycles in this completely renovated building that was a hub of activity in the 1940s. Many of the original features are preserved or repurposed.

SC JOHNSON TOWER TOURS
1535 Howe St. | reservations.scjohnson.com
Tours features the Frank Lloyd Wright-designed Administration Building and Research Tower, as well as Foster + Partners-designed Forcades Hall.

DOWNTOWN RACINE Foodie DAY TRIP

trip in the heart of Downtown Racine, where the historic meets the hip in a district brimming with a surrounding selection of over 40 dining establishments, your taste buds will embark on a culinary journey leaving the city. Whether you're a devout carnivore or a dedicated vegetarian, Downtown Racine's incredible array of locally-owned restaurants. Dive into a diverse menu spanning Asian, Greek, Thai, and Cajun cuisines, each promising an unforgettable dining experience.

LUNCH
Oldie Madrid: Veggie Wrap, Black Bean Burger, Oldie Madrid: Five Roasted Veggie Salad, Oldie Madrid: Gail's Impossible Burger (Gutten-Free Burt), Oldie Madrid: Margherita Flatbread, Loaded, Oldie Madrid: Mac 'N Cheese, Oldie Madrid: Curry, Vegetable Yaki Soba, Oldie Madrid: Red Pepper Soup and Orzo a la Risotto Soup

DINNER
Marguerite: Margherita Pizza, Bucatini & Foraged Mushrooms, Oldie Madrid: Goat Cheese Bake, Champignons A La Espanola, Spanish Mushrooms, Butcher & Barrel: Crudités, Beet Salad, Cauliflower Tempura, Vero International Cuisine: Cucurbita Stiles Saffron, Shrimp Toast, Exotic Fried Empress (y)

Y TRIP

zoo, an award-winning something delightful for kids

DOWNTOWN RACINE Spiced DAY TRIP

lakefront town. Our nationally recognized art museum, hands-on art studios, theaters and talent are here for you to discover. We have an unbelievable selection of locally-owned, Italian, Mexican, Greek, Thai, Cajun) the largest beach on this side of Lake Michigan, cool Frank Lloyd Wright architecture and AMAZING shopping, you can easily fill a day exploring! For more ideas exploring the arts visit: racinedowntown.com/arts-galleries/

RACINE ART MUSEUM
441 Main St.
racineartmuseum.org | 262-636-9300
Open Tuesday-Saturday Noon - 4pm
The largest and most significant history craft collection in North America. Experience this impressive work in ceramics, fibers, glass, polymer, and wood.

PUBLIC ART
Immerse yourself in this year's public art project: a whimsical display of butterfly, each telling a unique story through its design and placement. You'll also discover a living gallery around every corner. From past years projects, such as rocking chairs, 4-foot Love Signs and charming bistros tables perfect for a reflective pause.

LIVE MUSIC
Multiple Locations
Downtown has a plethora of live music options. During summer, head to Monument Square, Reefpoint, Bow House, Chartroom, George's, Encore, or Smoked on the Water for live music all weekend.



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE



RESOURCE GUIDE

- Funding and Training Resources
- Downtown Market Profile
- Permits & Grant info
- Marketing Materials
- 100+ Distributed in 2021-24



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKET PROFILE

DOWNTOWN RACINE
HISTORIC & HIP DOWNTOWN

NEW BUSINESS OPENINGS

Year	Count
2019	10
2020	
2021	
2022	

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.

DEMOGRAPHICS:

Primary Trade Area Residents	345,537
Median Household Income	\$77,600
Percent Associates Degree	21%
Percent Family Households	48%
Median Age	38
City Residents	10,000

VISITOR & EVENT TRAFFIC:

Average Daily Traffic	10,000
Daily Day Time Workers	10,000
Annual Event Attendance	10,000
Programmed Event Dates	10,000

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 Dowhower, Racine

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

DOWNTOWN RACINE
Downtown Racine, with its well-preserved classic architecture and amazing Lake Michigan views, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

115 PROGRAMMED DATES PER YEAR!
3 Parades | Live Music Fri & Sat during Summer | Wine & Beer Walks | Festivals

EXCITING OPPORTUNITY AWAITS IN DOWNTOWN RACINE

RESIDENTIAL MARKET
Downtown's proximity to the waterfront creates an attractive place to live. Residential options include lakeview high-rises, historic loft 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:
- Facade & Sign Grant (50% of eligible costs up to \$12,000)
- Design Assistance (Free assistance with signage and facade planning, including renderings)
- Tax Increment Finance Assistance (For qualified projects)
- KIVA (0% interest loans for small businesses)

COMMUNITY INVESTMENT
Downtown Racine Corporation promotes a public-private model for downtown revitalization.
Together with our partners, the DRC has made downtown a safe place to invest.

LEARN MORE ABOUT AVAILABLE INVESTMENT PROPERTIES AND RENTALS
Downtown Racine Corporation
An accredited WI Main St Community and a National Main Street Community.
Kelly Kruse, Executive Director
262-634-6002 | kkruse@racinedowntown.com

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



**NEW WREATH
HOLIDAY
DECORATIONS
COMING NOV 2024**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS

NEW SUMMER BANNERS





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OPERATION CLEAN AND SAFE

Sidewalk and curb cleaning program along primary downtown streets, weed spraying, graffiti removal, Public Service Ambassador program and private security.





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QUESTIONS AND PUBLIC INPUT

Jason Bugalecki
PHOTOGRAPHY 2009

