

# 2026 BUDGET PRESENTATION

**OCTOBER 1, 2025** 

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



# 2025 OPERATING BOARD

ANDREW J. DODGE, CHAIRMAN
ED SCHARDING, TREASURER
DR. DEAN ROSENBERG, SECRETARY
WALTER WILLIAMS, CITY ECONOMIC DEVELOPMENT DIRECTOR
MALIK FRASIER, 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.



# 23RD YEAR OF BID #1 (2002-25)



# VALUATION OF DISTRICT WENT FROM \$56 MILLION TO \$170 MILLION

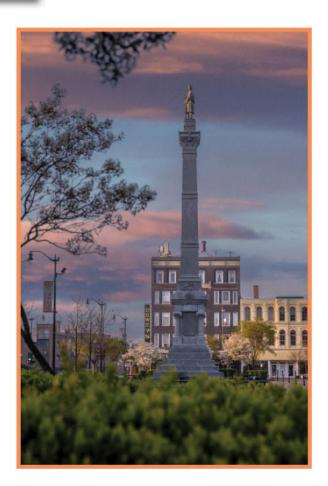
BEAUTIFICATION & CLEANLINESS

SAFE INITIATIVES

AMBASSADORS

SEASONAL DECOR





<b>DISTRICT</b>	VALUATION	% CHANGE
2002	\$53,024,000	
2014	\$103,849,000	-5.6%
2015	<b>\$98,388,700</b>	-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%
2025	\$1 <i>7</i> 0, <i>5</i> 11, <i>7</i> 00	+33%



# 2026 ASSESSMENT ALLOCATION \$2.20 PER \$1,000

No change from last year.





Income	
400 BID Assessments	375,124.00
405 Tree Sponsorship	4,500.00
Total Income	379,624.00
Expense	
500 Administrative	
500.1 DRC Staff Management Fee	57,500.00
500.2 Audit	5,500.00
500.3 DRC Rent Fee	3,600.00
Total 500 Administrative	66,600.00
501 Program Operations	
501. 1 Promotion & Marketing	55,000.00
501. 3 Public Service Outreach	35,000.00
501. 5 DRC Sponsorships	3,000.00
501. 7 Security	20,000.00
501. 8 Flowers	75,559.00
501. 9 Maintenance Labor	21,000.00
<b>Total 501 Program Operations</b>	209,559.00
502 Capital Improvements	
502.4 Maintenance & Related Equ	7,000.00
502.5 Street Amenities	45,500.00
502.6 Capital Reserve	28,000.00
Total 502 Capital Improvements	80,500.00
700 Other Expenses	
740 Public Sanitation	10,000.00
760 Business Development	5,000.00
Total 700 Other Expenses	15,000.00
Total Expense	371,659.00
Net Ordinary Income	7,965.00
Net Income	7,965.00





#### **TOTAL ATTENDANCE 110,000+**

- Burr Crawl
- Chili Ice Walk
- Craft Beer Week
- St. Paddy Pub Crawl
- St. Patrick's Day Parade
- Seltzer Stroll
- 4 Wine Walks
- Bags League
- Beer & Bacon Walk
- 48 Bend and Brew Yoga
- 4 Scavenger Hunts
- Mini-Golf Crawl
- 2 Candy Crawls

- First Fridays Awarded Best event in the state 2024
- Music on the Monument
- Saturday Sounds
- Party on the Pavement Awarded Best event in the

#### state 2023

- 7 HayMarkets New!
- Candy Hop
- Ladies Day Out
- Bourbon & Beer
- Small Business Saturday
- Holiday Parade
- Kris Kringle Tour
- 2 Feast on the Streets
- Soup & Steins- New!

RECORD-BREAKING
EVENTS PUT
ON BY DRC

39 in 2019 • 54 in 2020 • 65 in 2021 • 70 in 2022 • 78 in 2023 • 80 in 2024



# MARKETING



f 33,174 Facebook followers



7,601
Text club

8,483
Instagram/
Twitter/TikTok



# **GOLD-TIER STATUS FOR 2025-26**

#### 2024 2 STATE AWARDS







# **BEST RETAIL EVENT**FIRST FRIDAYS

BEST MARKETING
I LOVE RACINE CAMPAIGN















#### **2025 NEW BUSINESSES - 17 BUSINESSES**

Opulence Beauty Lounge **Arrow Smoothies** One Stop Thrift Shop **COP House** The Beauty Collective **Tulip Tavern American Family** Blue Moon Resale Shop The Beauty Collective Mahoffers on Main New Café **Rooted Wellness Lift 304** Marshall's on 6th **Littleport Brewing** LA Appraisals Parley on Main



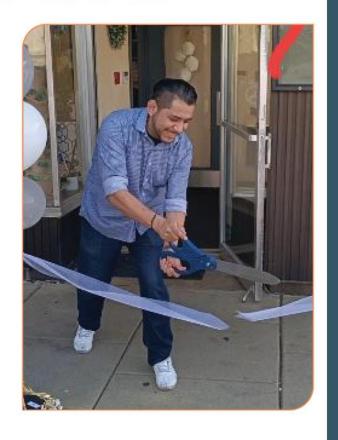




# NEW BUSINESSES COMING SOON!

RAKU
The Urban Oasis Event Space
Joshephine's Tacos
Lashing Expressions
Stitched
JS Coffee

513 6th St. 614 Main St. 337 Main St. 345 Main St. 505 6th St. 360 6th St.







## RESOURCE GUIDE

- •Funding and Training Resources
- •Downtown Market Profile
- Permits & Grant info
- Marketing Materials
- •100+ Distributed in 2021-25



### MARKET PROFILE





# STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS





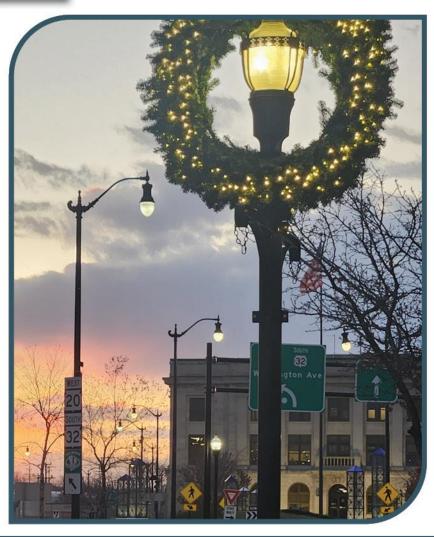






# STREET-SCAPE

BANNERS, FLOWERS & HOLIDAY LIGHTS



25 New Wreath
Holiday
Decorations
DOUBLING IN 2025
TOTAL 50



# **OPERATION CLEAN AND SAFE**

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

Ambassador program and hiring of off duty police for events









# **NEW SWEEPER**





