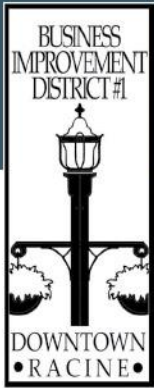


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2026 BUDGET PRESENTATION

OCTOBER 1, 2025

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



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2025 OPERATING BOARD

ANDREW J. DODGE, CHAIRMAN

ED SCHARDING, TREASURER

DR. DEAN ROSENBERG, SECRETARY

WALTER WILLIAMS, CITY ECONOMIC DEVELOPMENT DIRECTOR

MALIK FRASIER, CITY ALDERMAN

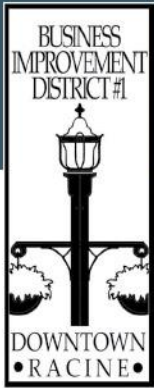
JOSEPH LEGATH

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.



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

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



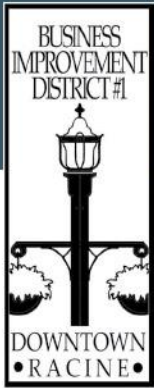
**VALUATION OF DISTRICT WENT FROM
\$56 MILLION TO \$170 MILLION**

BEAUTIFICATION & CLEANLINESS

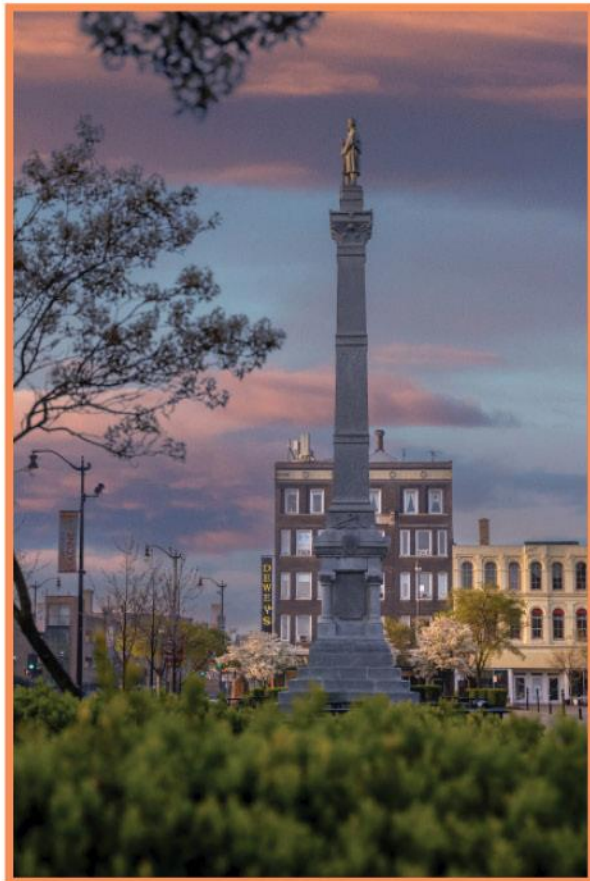
SAFE INITIATIVES

AMBASSADORS

SEASONAL DECOR



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%
2025	\$170,511,700	+33%



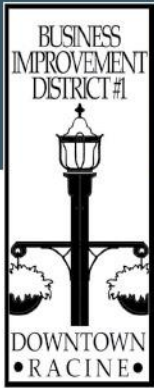
BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2026 ASSESSMENT ALLOCATION

\$2.20 PER \$1,000

No change from last year.

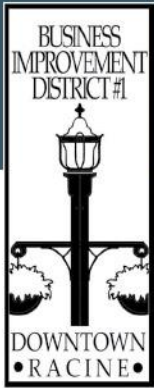




BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

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
Total 501 Program Operations	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





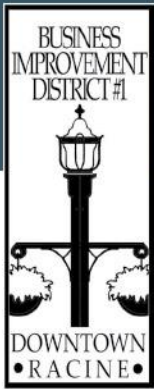
BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

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



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKETING



33,174

*Facebook
followers*



7,601

Text club



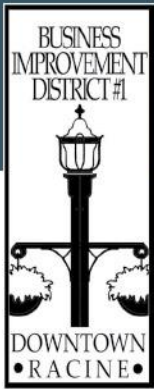
11,301

*Email
followers*



8,483

*Instagram/
Twitter/TikTok*



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

GOLD-TIER STATUS FOR 2025-26

**2024
2 STATE AWARDS**



**STATE AWARD
1ST PLACE**

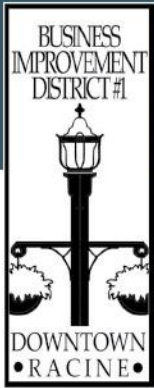
BEST RETAIL EVENT
FIRST FRIDAYS



**STATE AWARD
1ST PLACE**

BEST MARKETING
I LOVE RACINE CAMPAIGN

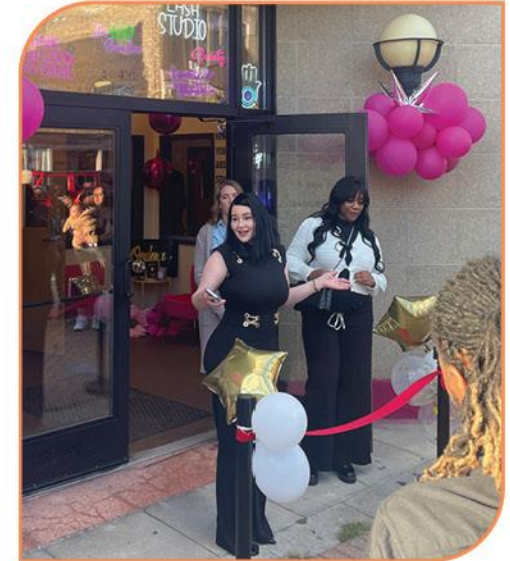


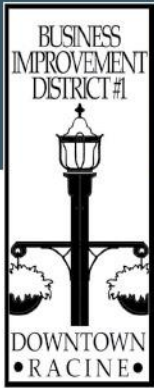


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

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





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

NEW BUSINESSES COMING SOON!

RAKU

The Urban Oasis Event Space

Joshephine's Tacos

Lashing Expressions

Stitched

JS Coffee

513 6th St.

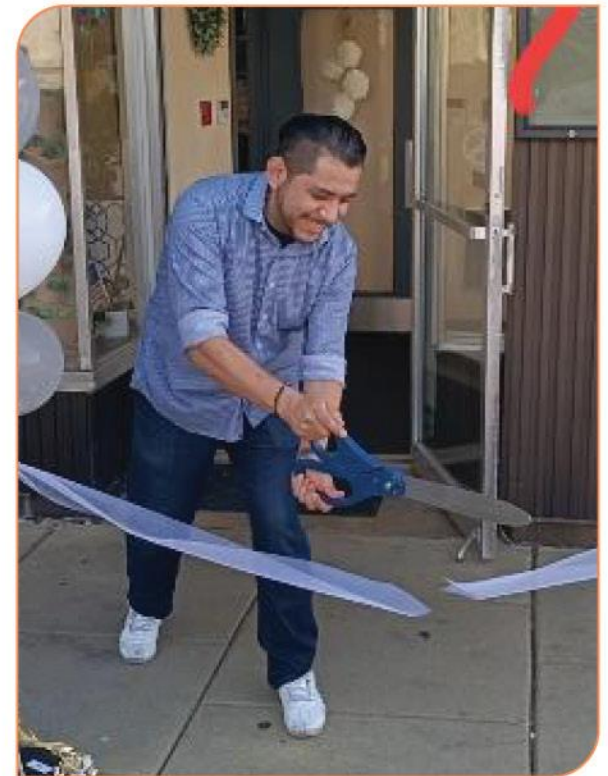
614 Main St.

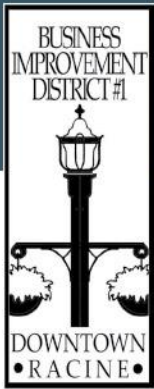
337 Main St.

345 Main St.

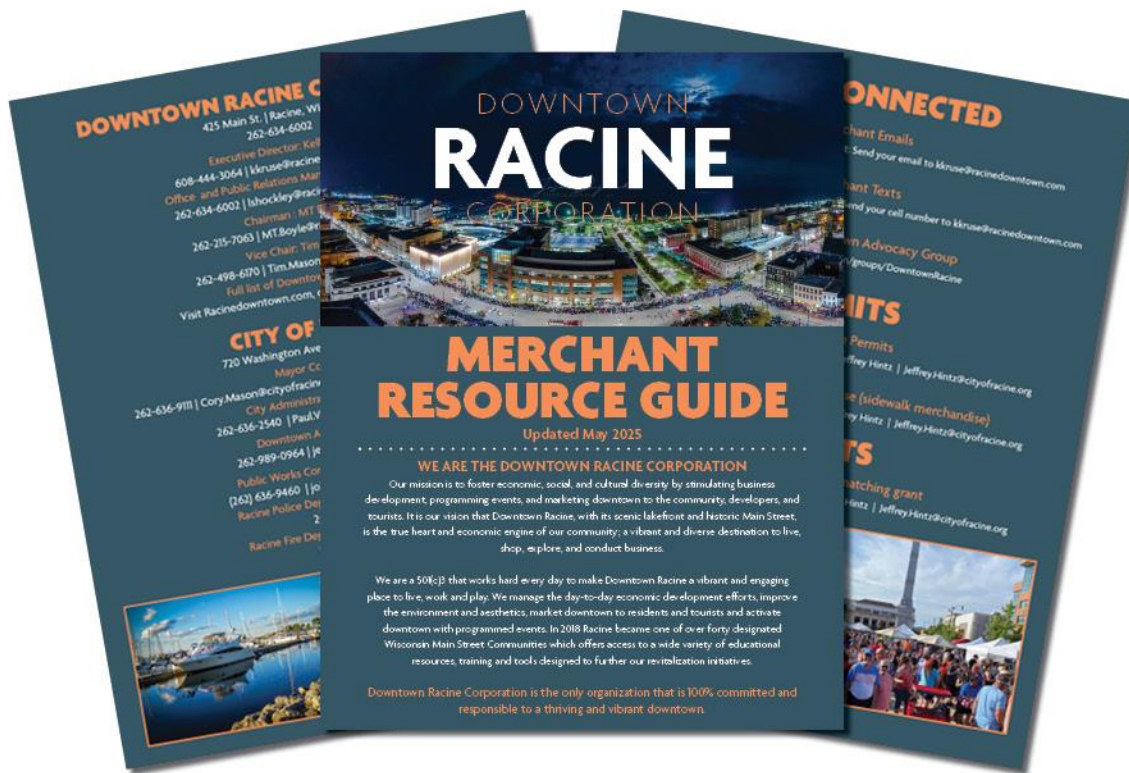
505 6th St.

360 6th St.



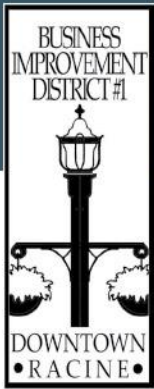


BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE



RESOURCE GUIDE

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



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKET PROFILE





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS





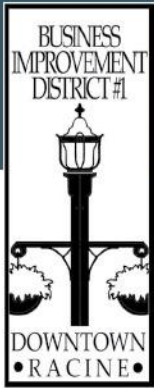
BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

STREET-SCAPE

BANNERS, FLOWERS
& HOLIDAY LIGHTS



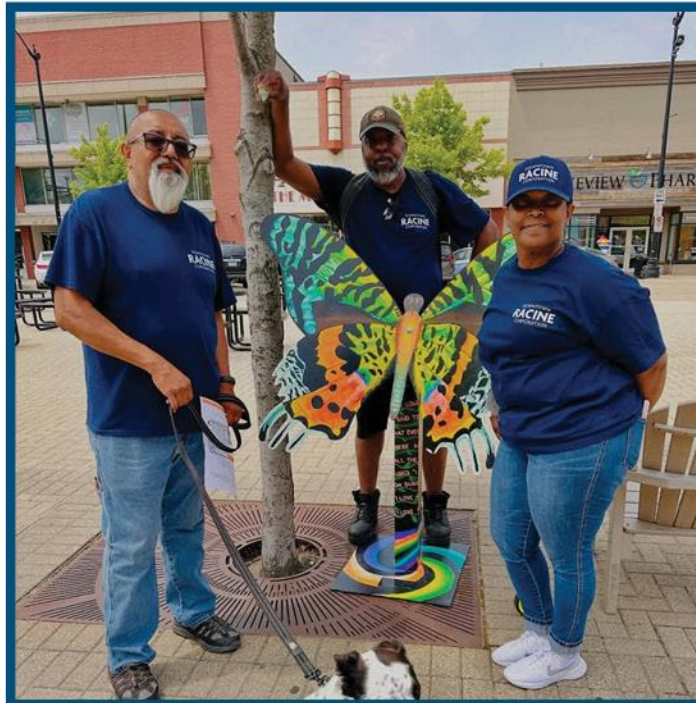
**25 New Wreath
Holiday
Decorations
DOUBLING IN 2025
TOTAL 50**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

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

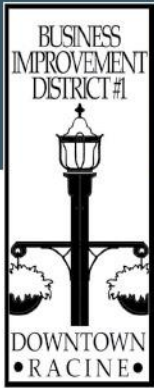




BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

NEW SWEEPER





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

QUESTIONS AND PUBLIC INPUT

Jason Bugalski
PHOTOGRAPHY 2009

