



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

ANNUAL MEETING AND BUDGET PRESENTATION

OCTOBER 7, 2020

PRESENTED BY KELLY KRUSE,
ANDREW DODGE AND ED SCHARDING



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2020 OPERATING BOARD

ANDREW J. DODGE, CHAIRMAN

ED SCHARDING, TREASURER

DR. DEAN ROSENBERG, SECRETARY

ALDERMAN JEFF COE

JOSEPH LEGATH

MARK LEVINE

MICHELE SCHIMIAN

MATT SADOWSKI

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

HISTORICAL ASSESSMENT ALLOCATION

2002	\$2.35	
2003	\$2.00	-17.50%
2004	\$2.00	0.00%
2005	\$2.00	0.00%
2006	\$1.90	-5.00%
2007	\$1.95	2.50%
2008	\$1.95	0.00%
2009	\$1.90	-2.50%
2010	\$1.83	-3.70%
2011	\$1.88	2.20%
2012	\$1.89	.5%
2013	\$1.92	1.6%
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%



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DISTRICT VALUATION

% CHANGE

2002	\$53,024,000	
2003	\$63,977,100	17%
2004	\$82,598,400	22.5%
2005	\$88,188,100	6.3%
2006	\$91,370,200	3.5%
2007	\$96,186,700	5.0%
2008	\$104,935,425	8.0%
2009	\$112,677,500	7.4%
2010	\$114,099,400	1.2%
2011	\$113,313,100	-.69%
2012	\$113,069,100	-.21%
2013	\$110,102,900	-2.6%
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%



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2021 ASSESSMENT ALLOCATION

\$2.10 PER \$1,000

Same rate as last year.



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Business Improvement District #1	
Profit & Loss Budget Overview	
January through December 2021	
Proposal #2	
<u>Jan - Dec 21</u>	
Accrual Basis	
Ordinary Income/Expense	
Income	
400 BID Assessments	201,732.06
405 Tree Sponsorship	4,000.00
407 Park and Rec Reimbursement	10,000.00
Total Income	215,732.06
Expense	
500 Administrative	
500.1 DRC Staff Management Fee	37,227.00
500.2 Audit	3,600.00
500.3 DRC Rent Fee	3,600.00
Total 500 Administrative	44,427.00
501 Program Operations	
501. 1 Promotion & Marketing	31,000.00
501. 3 Public Service Outreach	33,500.00
501. 5 DRC Sponsorships	3,000.00
501. 7 Security	17,000.00
501. 8 Streetscape	55,935.00
501. 9 Maintenance Labor	12,000.00
501.10 Parking System	0.00
Total 501 Program Operations	152,435.00
502 Capital Improvements	
502.4 Maintenance & Related Equ	3,000.00
502.5 Street Amenities	11,000.00
Capital reserve Increase	3,000.00
Total 502 Capital Improvements	17,000.00
700 Uncategorized Expenses	
740 Public Sanitation	500.00
760 Business Recruitment	250.00
Total 700 Uncategorized Expenses	750.00
Total Expense	214,612.00
Net Ordinary Income	1,120.06
Net Income	1,120.06



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKETING

Highlighting our events to attract visitors as well as residents to downtown.

Utilized multiple media platforms: The Journal Times, , Racine County Eye, weekly email blasts, text club, WRJN, rack cards, visitor guides, Facebook ads and more.





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DOWNTOWN RACINE
AMAZING SHOPS, DINING
AND ART ON THE SHORES OF
LAKE MICHIGAN

[CLICK TO PLAN YOUR TRIP](#)

DOWNTOWN RACINE
AMAZING SHOPS, DINING AND ART
ON THE SHORES OF LAKE MICHIGAN

[TAP TO PLAN YOUR TRIP](#)

Ladies
NIGHT OUT
DOWNTOWN RACINE
FRIDAY, NOVEMBER 15
FREE EVENT!

40+ LOCATIONS
SHOPPING SPECIALS
BOGO DRINKS
FREE TASTINGS

[CLICK HERE](#)

LIVE MUSIC

FRIDAYS & SATURDAYS
4:00PM-6:30PM
MONUMENT SQUARE

DOWNTOWN RACINE

[CLICK HERE](#)

OCT 17-OCT 31

DOWNTOWN RACINE HALLOWEEN HUNT

SCAVENGER HUNT | CANDY CRAWLS
PUMPKIN DECORATING

RACINEDOWNTOWN.COM

DOWNTOWN RACINE CANDY CRAWL

TRICK OR TREATING AT 30+ BUSINESSES
OCT 17, 18, 24, 25 & 31 | 11AM-4PM

PRESENTED BY: LANDMARK CREDIT UNION JOHNSON FINANCIAL GROUP GLR GRAHAM EPPERSON & SEIVER BAIRD

SPONSORED BY: FARM BUREAU OF MICHIGAN MICHIGAN STATE UNIVERSITY LAKEVIEW PHARMACY MICHIGAN'S PUB

DOWNTOWN RACINE WINE WALK

Includes 20 wine samples at 20 locations,
a bottle of wine, wine glass and tote bag.

OCT. 3 & 10
1pm-4pm & 4pm-7pm
4 sessions to ensure a smaller crowd size.

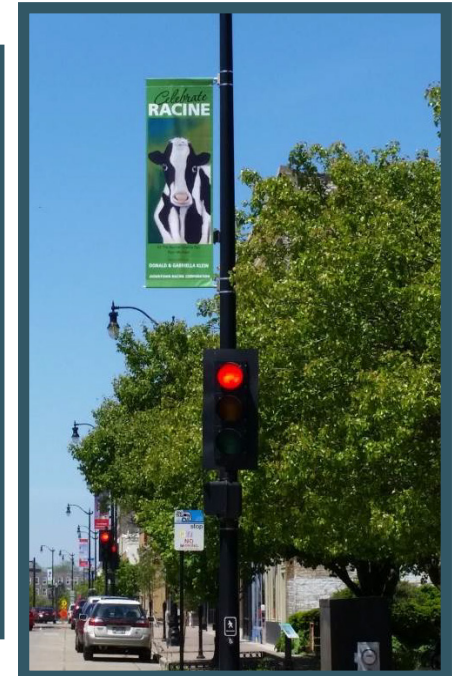
Info & Tickets at:
RacineDowntown.com or call 262-634-6002

THE JOURNAL TIMES | BELLE CITY MAGAZINE | RACINE COUNTY EYE | WRJN | CBS 58 | FACEBOOK | INSTAGRAM
REAL RACINE VISITOR'S GUIDE | DOWNTOWN VISITOR'S GUIDE



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STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS





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COMMUNITY EVENTS



- Fire and Ice Festival
- Restaurant Week
- Craft Beer Week
- Bend and Brew Yoga
- Flower Pot Scavenger Hunt- **New**
- Music on the Monument
- Saturday Sounds
- 2 Wine Walks
- 5 Candy Crawls
- Halloween Hunt - **New**
- Ladies Night Out
- Tree Lighting
- Kris Kringle Tour



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OPERATION CLEAN AND SAFE

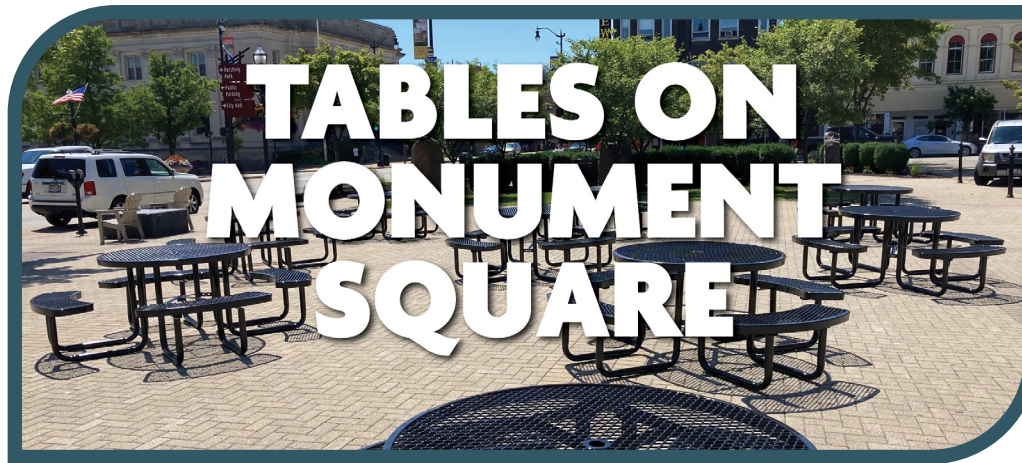
Sidewalk and curb cleaning program along primary downtown streets, weed spraying, graffiti removal, Public Service Ambassador program and private security.





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COVID CHANGES



- Tables on Monument Square
- Bagged meters in front of restaurants
- Curbside pickup signage for all businesses
- Two outdoor scavenger hunts
- Sidewalk curtilage fees waived and rushed
- Sidewalk café license fees waived and rushed
- 11 hand sanitizing stations
- Restaurant map/guide created denoting outdoor dining options.



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QUESTIONS AND PUBLIC INPUT