



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

ANNUAL MEETING AND BUDGET PRESENTATION

OCTOBER 9, 2019

**PRESENTED BY KELLY KRUSE,
MARK LEVINE AND ED SCHARDING**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2019 OPERATING BOARD

MARK LEVINE, CHAIRMAN

ED SCHARDING, TREASURER

DR. DEAN ROSENBERG, SECRETARY

ALDERMAN JEFF COE

JOSEPH LEGATH

ANDREW J. DODGE

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%



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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%



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

2020 ASSESSMENT ALLOCATION

\$2.10 PER \$1,000

Same rate as last year.



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2019 DOWNTOWN #1 BID BUDGET

Income		
400 BID Assessments		197,578.00
405 Tree Sponsorship		4,000.00
Uncategorized Income		10,000.00
Total Income		211,578.00
Expense		
500 Administrative		
	500.1 DRC Staff Management Fee	37,227.00
	500.2 Audit	3,600.00
	500.3 Visitor Outreach	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. 7 Security	17,000.00
	501. 8 Streetscape	55,935.00
	501. 9 Maintenance/Labor	12,000.00
Total 501 Program Operations		149,435.00
502 Capital Improvements		
	502.4 Maintenance & Related Equ	3,000.00
	502.5 Street Amenities	11,000.00
Total 502 Capital Improvements		14,000.00
700 Uncategorized Expenses		
	740 Public Sanitation	500.00
	760 Business Recruitment	250.00
	700 Uncategorized Expenses - Other	
Total 700 Uncategorized Expenses		750.00
302 Capitol Equipment		
	302.1 Capitol Equipment Reserve	2,500.00
Total Expense		<u>211,112.00</u>



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

MARKETING

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

Utilizing more digital platforms and created a new website.

Utilized multiple media platforms: The Journal Times, Belle City, Racine County Eye, Kenosha News, WRJN, rack cards, visitor guides, Facebook ads and more.





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS





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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.





BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

BUSINESS DEVELOPMENT

Continue identifying new business prospects, developers and economic tools for further private reinvestment.



DARK ROOM UNPLUGGED



5K EVENTS.ORG



PLUSH



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BUSINESS DEVELOPMENT

Continue identifying new business prospects, developers and economic tools for further private reinvestment.



MARCI'S ON MAIN



OS PROJECT



CHIT CHAAT



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

BUSINESS DEVELOPMENT

Continue identifying new business prospects, developers and economic tools for further private reinvestment.



JOEY'S YARDARM



DOVER FLAG



**THE MAPLE
TABLE**



BUSINESS IMPROVEMENT DISTRICT #1 DOWNTOWN RACINE

BUSINESS DEVELOPMENT

Continue identifying new business prospects, developers and economic tools for further private reinvestment.



EGG PLANT CAFE



ABREZO



ROOT CITY



**BONEFIDE
NUTRITION**



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

BUSINESS DEVELOPMENT

Continue identifying new business prospects, developers and economic tools for further private reinvestment.



FASHION LUX



CBD AMERICAN SHAMAN



AUTHENTIQUE



2 SWIFT SUITS



BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

QUESTIONS AND PUBLIC INPUT