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Letter of Intent: Ladies Night Out Downtown

The Downtown Racine Corporation will be hosting their first-ever Light Night Out Downtown event on Friday, November 15th from 4:00 pm to 8:00 pm throughout downtown and on Monument Square. This will be a free event and open to the public that encourages women in the area to come downtown and kick-off the holiday season.

This event will include:

- Over 40 downtown businesses hosting specials, promotions and activities in their businesses.
- Starbucks to set up a pop-up shop on Monument Square and give out free samples of coffee and hot cocoa.
- Honda of Racine, a sponsor for the event, to showcase some of their fancier cars on Monument Square.
- The DRC will have a table handing out maps and marketing on Monument Square.

This event has a huge following on Facebook, with over 2,500 people interested and businesses are very excited to host fun promotions and specials that will get higher foot-traffic and ultimately successful sales for their businesses.

With Monument Square being the heart of our downtown, we would like to reserve it for people to stop there and coffee, look at the cars and learn more about the DRC.

We ask to set-up on Monument Square at 3:00 pm and take-down at 8:15 pm.

Parking will be handled by promoting the use the various ramps downtown.

If this event is approved, it will be promoted by Downtown Racine Corporation through our website, social media platforms.

We believe this will be a great event that will bring hundreds of people from the surrounding area to downtown Racine on a fun-filled Friday night.