

BID #1

DOWNTOWN THE HEART OF OUR COMMUNITY

DOWNTOWN BID #1 | 425 MAIN ST. | RACINE, WI 53402 | 262-634-6002

March 11, 2025

City of Racine Alders
730 Washington Avenue
Racine, WI 53403

To the Honorable Members of the City of Racine Common Council,

On behalf of the Downtown Racine Business Improvement District, I am writing to express our strong support for the Dominion Downtown Phase 2 project proposed by Dominion Properties. Since acquiring property in Downtown Racine in 2018, Dominion has demonstrated a clear commitment to our community through both strategic development and active engagement. Their latest project plan reflects that continued dedication and aligns with our vision for a thriving, vibrant downtown.

The revitalization of underutilized properties surrounding Monument Square and Hotel Verdant is a critical step toward fostering economic growth and enhancing the downtown experience. The proposed improvements—including activating or redeveloping vacant spaces, upgrading lighting for increased safety, enhancing walkability, and expanding parking options—will create a more welcoming and dynamic environment for businesses, residents, and visitors alike. Additionally, the introduction of a hotel spa will serve as a valuable attraction, driving tourism and supporting local businesses, particularly during the off-season.

We strongly encourage the Common Council to approve this project, as it represents a significant investment in the long-term success of Downtown Racine. We appreciate your consideration and look forward to collaborating to ensure the continued progress of our downtown district.

Respectfully,

Kelly Kruse, Downtown BID #1 Manager
Business Improvement District #1 Board of Directors

