



City of Racine, Wisconsin

AGENDA BRIEFING MEMORADUM

AGENDA DATE:	November 4, 2025 – Common Council
SUBJECT:	Communication sponsored by Mayor Mason for review and approval of the 2026 Operating Plan for Business Improvement District No. 4, Douglas Avenue.
PREPARED BY:	Michelle Cook, Department of City Development
SUMMARY:	The Douglas Avenue Business Improvement District seeks approval of its budget and Operating Plan for 2026.
BACKGROUND:	The Douglas Avenue Business Improvement District was established in October of 2008 as a mechanism to assist with redeveloping the commercial area of Douglas Avenue with the goals of safety, corridor improvements, grants for property enhancements, and marketing tools for business growth. This year, the Business Improvement District is requesting \$75,619.44 through special assessments to help offset some of the costs of the following initiatives: • <i>Property Enhancement Grants</i> • <i>Beautification/Streetscape/Wayfinding</i> • <i>Marketing/Communications</i> • <i>Administrative Costs (Annual Audit, Management of the Business Improvement District)</i> Further detail regarding the estimated costs and assessment calculations can be found in the attached Operating Plan created by the Douglas Avenue Business Improvement District.
RECOMMENDATION:	That the 2026 Operating Plan for the Douglas Avenue Business Improvement District, No. 4, be approved. Further that the Finance Director be authorized and directed to include the District/s special charges on the 2025 property tax bills of the affected parcels.
FISCAL NOTE:	It is estimated that \$75,619.44 will be raised through bid assessments that will be placed into the Douglas Avenue Business Improvement District's revenue account.