HISTORIC & HIP DOWNTOWN RACINE

Downtown Racine has really been built back up over the last several years & has become one of my favorite spots. It has tons of shops, restaurants, galleries & some of the best architecture! Being right on the lake makes it even better!

-Tamara Dowhower, Racine

Great things are happening. Lots of really neat ideas for promoting our downtown.

- Photographic Design Studio (Downtown Business Owner)

NEW BUSINESS OPENINGS

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<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
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LOCATION

Downtown Racine is conveniently located in the heart of the city along the shores of Lake Michigan and strategically located within the Chicago/Milwaukee corridor.

OUR MARKET

Downtown Racine is an attractive, exciting and convenient shopping destination for not only local residents, but also for shoppers from nearby Milwaukee and northern Chicago suburbs.

DEMOGRAPHICS:
- Primary Trade Area Residents: 345,530
- Median Household Income: $77,627
- Percent Associates Degree+: 28.3%
- Percent Family Households: 60.7%
- Median Age: 33.6
- City Residents: 76,646

VISITOR & EVENT TRAFFIC:
- Average Daily Traffic: 9,200
- Daily Day Time Workers: 1,331
- Annual Event Attendance: 63,000
- Programmed Event Dates: 115

BUSINESS MIX

Downtown Racine has a balanced mix of retail, restaurant and service businesses including multiple galleries, 2 hotels, 3 museums and 5 jewelry stores.

DESTINATIONS
- North Beach
- Racine Zoo
- Monument Square
- Hot Shop Glass
- Reefpoint Marina
- Racine Heritage Museum
- Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 331

PEOPLE ARE TALKING

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EXCITING OPPORTUNITY AWAITS IN DOWNTOWN RACINE

RESIDENTIAL MARKET
Downtown’s proximity to the waterfront creates an attractive place to live. Residential options include lakeview high-rises, historic loft apartments and live-work opportunities. *Ample covered parking.

BUSINESS ASSISTANCE
DRC staff members are available to serve as a liaison with the City and others to help you get up and running quickly. Financial and other assistance available includes:
- Façade & Sign Grant
  50% of eligible costs up to $12,000.
- Design Assistance
  Free assistance with signage and façade planning, including renderings.
- Tax Increment Finance Assistance
  For qualified projects.
- KIVA
  0% interest loans for small businesses

COMMUNITY INVESTMENT
Downtown Racine Corporation promotes a public-private model for downtown revitalization.
Together with our partners, the DRC has made downtown a safe place to invest.

LEARN MORE
ABOUT AVAILABLE INVESTMENT PROPERTIES AND RENTALS

Downtown Racine Corporation
An accredited WI Main St Community and a National Main Street Community.
Kelly Kruse, Executive Director
262-634-6002 | kkruse@racinedowntown.com

RACINEDOWNTOWN.COM

Downtown Racine, with its well-preserved classic architecture and amazing Lake Michigan views, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

115 PROGRAMMED DATES PER YEAR!
3 Parades | Live Music Fri & Sat during Summer | Wine & Beer Walks | Festivals

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