

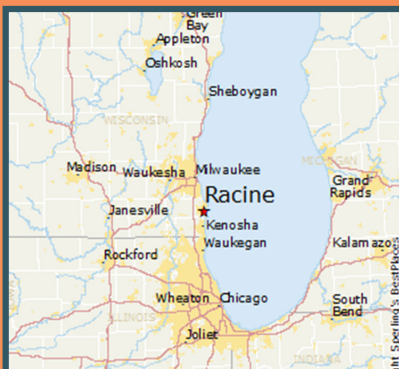
# DOWNTOWN RACINE

## HISTORIC & HIP DOWNTOWN RACINE

<b>NEW BUSINESSES OPENINGS</b>	<b>2019</b>	<b>24</b>
	<b>2020</b>	<b>10</b>
	<b>2021</b>	<b>33</b>
	<b>2022</b>	<b>35</b>

### 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.....	145,530
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

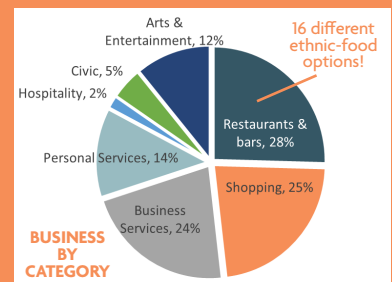
### BUSINESS MIX

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

“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)





# DOWNTOWN RACINE

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

## 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.



[RACINEDOWNTOWN.COM](http://RACINEDOWNTOWN.COM)

## 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](mailto:kkruse@racinedowntown.com)