



# DOWNTOWN RACINE CORPORATION

## MERCHANT RESOURCE GUIDE

Updated November 2023

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### WE ARE THE DOWNTOWN RACINE CORPORATION

Our mission is to foster economic, social, and cultural diversity by stimulating business development, programming events, and marketing downtown to the community, developers, and tourists. It is our vision that Downtown Racine, with its scenic lakefront and historic Main Street, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

We are a 501(c)3 that works hard every day to make Downtown Racine a vibrant and engaging place to live, work and play. We manage the day-to-day economic development efforts, improve the environment and aesthetics, market downtown to residents and tourists and activate downtown with programmed events. In 2018 Racine became one of over forty designated Wisconsin Main Street Communities which offers access to a wide variety of educational resources, training and tools designed to further our revitalization initiatives.

Downtown Racine Corporation is the only organization that is 100% committed and responsible to a thriving and vibrant downtown.

# DOWNTOWN RACINE CORPORATION

425 Main St. | Racine, WI 53403 | 262-634-6002

Executive Director: Kelly Kruse

608-444-3064 | kkruse@racinedowntown.com

Office and Public Relations Manager: Lisa Shockley

262-634-6002 | lshockley@racinedowntown.com

Events Manager: Yolanda Coleman

262-951-6879 | eventsmanager@racinedowntown.com

Chairman : Tim Mason

262-498-6170 | Tim.Mason@ExpressPros.com

Vice Chair: Austin Schultz

513-967-6890 | schultaj@gmail.com

Full list of Downtown Merchants

Visit Racinedowntown.com, click on the 'Explore' tab

## CITY OF RACINE

720 Washington Ave. | Racine, WI 53403

Mayor Cory Mason

262-636-9111 | Cory.Mason@cityofracine.org | Website: cityofracine.org/Mayor/

City Administrator: Paul Vornholt

262-636-2540 | Paul.Vornholt@cityofracine.org

Downtown Alderman : Jeff Coe

262-989-0964 | jeff.coe@cityofracine.org

Public Works Commissioner: John Rooney

(262) 636-9460 | john.rooney@cityofracine.org

Racine Police Department - Non Emergency

262-886-2300

Racine Fire Department - Non Emergency

262-886-2300



# STAY CONNECTED

## Merchant Emails

Contact Kelly Kruse to get added to the list: Send your email to [kkruse@racinedowntown.com](mailto:kkruse@racinedowntown.com)

## Merchant Texts

Contact Kelly Kruse to get added to the text club: Send your cell number to [kkruse@racinedowntown.com](mailto:kkruse@racinedowntown.com)

## Facebook Downtown Advocacy Group

Join group at: [Facebook.com/groups/DowntownRacine](https://Facebook.com/groups/DowntownRacine)

# PERMITS

## Sidewalk Cafe Permits & Right of Way Encroachment License (sidewalk merchandise)

Dept. of City Development. | City Hall Room 304 | 262-636-9151 | [cdvplanning@cityofracine.org](mailto:cdvplanning@cityofracine.org)

# GRANTS

None currently available, reach out for updates.

Dept. of City Development. | City Hall Room 304 | 262-636-9151 | [cdvplanning@cityofracine.org](mailto:cdvplanning@cityofracine.org)

# USEFUL LINKS FOR THE CITY OF RACINE

How to report: overgrown weeds, building issues, potholes, loose garbage, broken city street lights or parking meters, and health hazards.



How to request the RPD SAFE vehicle to monitor, suspected criminal activity, loitering, disorderly conduct, or illegal drug activity

## RACINE INTERACTIVE CRIME MAP





# DOWNTOWN RACINE 2024 EVENTS

## JANUARY

1/18 STATE OF THE DOWNTOWN 5:30PM RED ONION

1/20 BURRR CRAWL 1PM-6PM

## FEBRUARY

2/17-2/24 CRAFT BEER WEEK & POKER RUN

2/24 CHILI ICE WALK 12PM-4PM

## MARCH

3/9 ST. PADDY'S PUB CRAWL 3PM-MIDNIGHT

3/16 ST. PATRICK'S DAY PARADE 12PM

## APRIL

4/6 CANDY HOP NOON-2PM

4/20 SELTZER STROLL 1PM-6PM

## MAY

5/3 FIRST FRIDAYS 4PM-9PM

5/4 WINE WALK 1PM-6PM

5/11 WINE WALK 1PM-6PM

## JUNE

6/6 RACINE HARBOR MARKET 4PM-7PM (MS)

6/7 FIRST FRIDAYS 4PM-9PM

6/8 MINI-GOLF PUB CRAWL 1PM-6PM

6/15 Lighthouse Run & Health Fair 8AM-2PM

6/20 RACINE HARBOR MARKET 4PM-7PM (MS)

6/28 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

6/29 SATURDAY SOUNDS/FASHION SHOW 4:30PM-7PM (MS)

## JULY

7/3 STRIKE UP THE 4TH

7/4 4TH OF JULY PARADE

7/5 FIRST FRIDAYS 4PM-9PM

7/6 SATURDAY SOUNDS 4:30PM-7PM (MS)

7/11 RACINE HARBOR MARKET 4PM-7PM (MS)

7/12-7/21 SALMON A RAMA (FESTIVAL HALL)

7/12 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

7/13 SATURDAY SOUNDS 4:30PM-7PM (MS)

7/19 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

7/20 SATURDAY SOUNDS 4:30PM-7PM (MS)

7/25 RACINE HARBOR MARKET 4PM-7PM (MS)

7/26 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

7/27 SATURDAY SOUNDS 4:30PM-7PM (MS)

VENETIAN NIGHT (REEFPPOINT MARINA)

## AUGUST

8/1 RACINE HARBOR MARKET 4PM-7PM (MS)

8/2 FIRST FRIDAYS 4PM-9PM

8/3 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/3 CARDBOARD BOAT RACE (HARBOR LITE YACHT CLUB)

8/9 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

8/10 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/15 RACINE HARBOR MARKET 4PM-7PM (MS)

8/16 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

8/17 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/23 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)

8/24 SATURDAY SOUNDS 4:30PM-7PM (MS)

8/29 RACINE HARBOR MARKET 4:30PM-7:30PM (MS)

## SEPTEMBER

9/6 FIRST FRIDAYS 4PM-9PM

9/21 PARTY ON THE PAVEMENT NOON-7PM

## OCTOBER

10/4 FIRST FRIDAYS 4PM-9PM

10/5 WINE WALK 1PM-6PM

10/12 WINE WALK 1PM-6PM

10/19 CANDY CRAWL NOON-2PM

10/26 CANDY CRAWL NOON-2PM

## NOVEMBER

11/1 FIRST FRIDAYS 4PM-9PM

11/2 BEER AND BACON WALK 1PM-6PM

11/9 HOLIDAY PARADE AND TREE LIGHTING 5:30PM

11/16 LADIES DAY OUT 12PM-6PM

11/22 BEER AND BOURBON BLACK FRIDAY 1PM-5PM

11/23 SMALL BUSINESS SATURDAY W/ THE GRINCH

## DECEMBER

12/6 FIRST FRIDAYS 4PM-9PM

12/14 KRIS KRINGLE TOUR 11AM-2PM

\*Bend and Brew (free Yoga) takes place Wednesday 5:30pm, Saturdays 8:30am and 9:30am at Christopher Columbus Cswy East end, anytime weather permits.

\*\*Events subject to change. Please check [racinedowntown.com](http://racinedowntown.com).

MS = Monument Square

# SMALL BUSINESS RESOURCES

## Business Planning & Workshops, Financing

### WWBIC

Expertise in business planning, financing and accessing resources that can assist with starting and growing a business. Assistance with personal finances including topics such as budgeting, repairing and understanding your credit and protecting your identity. In-person and online on-demand workshops are available.

[www.wwbic.com](http://www.wwbic.com) | 262-898-5000

## Startup & Entrepreneurial Services

### UW-Parkside Small Business Development Center

Coaching and guidance; financial lending assistance; business/marketing/strategic planning; business plans; market analysis; growth assistance for existing business and tech venture support.

[www.uwp.edu/connect/businessandcommunity/sbdc.cfm](http://www.uwp.edu/connect/businessandcommunity/sbdc.cfm)

Mary Fischer-Tracy | 262-595-3363 | [fischert@uwp.edu](mailto:fischert@uwp.edu)

## Networking and Training

### RAMAC - Racine Area Manufacturers and Commerce

Provide training in technical skills, soft skills, supervisory and leadership as well as numerous networking opportunities including Young Professionals of Racine (YPR), Business Blenders and other business events.

[www.racinechamber.com](http://www.racinechamber.com) | Anna Clementi | 262-634-1931 [aclementi@racinechamber.com](mailto:aclementi@racinechamber.com)

## Site Selection and Research Assistance

### RCEDC - Racine County Economic Development Corporation

Online database of available sites and buildings available at [www.rcedc.org](http://www.rcedc.org). Basic research including economic, demographic and workforce data and community market profiles.

[www.rcedc.org](http://www.rcedc.org) | Laura Million | 262-898-7530, [lmillion@rcedc.org](mailto:lmillion@rcedc.org)

## Seed Capital

### BLP - Business Lending Partners

Provides grants, loans and equity investments to City of Racine technology-based (Advanced Mfg, Food Processing, Info Systems, Medical Devices, Biosciences, etc.) companies and emerging growth businesses.

[Blp504.org](http://Blp504.org) | Carolyn Engel | 262-898-7420, [carolyn@blp504.org](mailto:carolyn@blp504.org)

## Legacy Redevelopment Corporation

Provides loans and other financing solutions to small businesses and nonprofits to the Racine area.

500 W. College Ave. | Nicole Pfeifer | 262-323-0504 | [npfeifer@lrcmke.com](mailto:npfeifer@lrcmke.com)

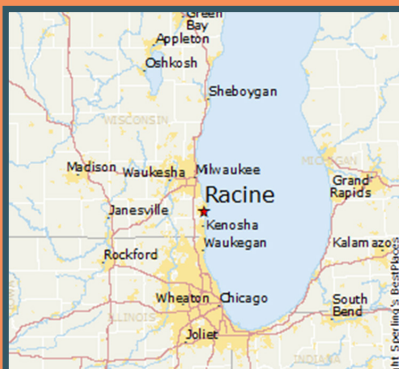
# DOWNTOWN RACINE

## 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

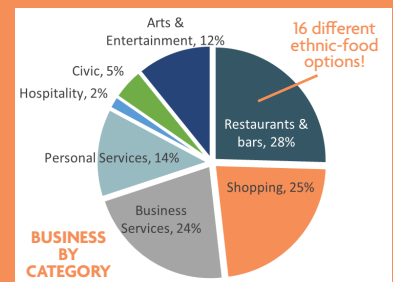
### BUSINESS MIX

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.

## 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)

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



# MARKETING MATERIALS

Signs/posters available at DRC office for free!  
8x10 or 11x17 sizes.



## DOWNTOWN RACINE 2024 EVENTS

**JANUARY**  
1/18 STATE OF THE DOWNTOWN 5:30PM RED OXION  
1/20 BUNKER CRAWL 9PM-6PM  
**FEBRUARY**  
2/17-2/24 CRAFT BEER WEEK & POKER RUN  
2/28 CRYSTAL ICE WALK 12PM-4PM  
**MARCH**  
3/9 ST. Paddy's PUB CRAWL 3PM-MIDNIGHT  
3/16-22 PATRICK'S DAY PARADE 12PM  
**APRIL**  
4/6 CANDY HOP NOON-2PM  
4/20 STREET STROLL 9PM-4PM  
**MAY**  
5/3 FIRST FRIDAYS 4PM-9PM  
5/5 WINE WALK 5PM-8PM  
5/11 WINE WALK 5PM-8PM  
**JUNE**  
6/8 RACINE HARBOR MARKET 4PM-7PM (MS)  
6/7 FIRST FRIDAYS 4PM-9PM  
6/8 MIMI-GOP PUB CRAWL 5PM-6PM  
6/15 LIGHTHOUSE RUN & HEALTH FAIR 8AM-2PM  
6/22 RACINE HARBOR MARKET 4PM-7PM (MS)  
6/28 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)  
6/29 SATURDAY SOUNDS/FASHION SHOW 4:30PM-7PM (MS)  
**JULY**  
7/2 STEAK UP THE 4TH  
7/4 4TH OF JULY PARADE  
7/5 FIRST FRIDAYS 4PM-9PM  
7/6 SATURDAY SOUNDS 4:30PM-7PM (MS)  
7/11 RACINE HARBOR MARKET 4PM-7PM (MS)  
7/12-12/13 SALMON & SALAD FESTIVAL HALLS  
7/13 MUSIC ON THE MONUMENT 4:30PM-7PM (MS)  
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**SEPTEMBER**  
9/6 FIRST FRIDAYS 4PM-9PM  
9/21 PARTY ON THE PAVEMENT NOON-7PM  
**OCTOBER**  
10/4 FIRST FRIDAYS 4PM-9PM  
10/5 WINE WALK 5PM-8PM  
10/12 WINE WALK 5PM-8PM  
10/19 CANDY CRAWL NOON-2PM  
10/26 CANDY CRAWL NOON-2PM  
**NOVEMBER**  
11/1 FIRST FRIDAYS 4PM-9PM  
11/2 BEER AND BACON WALK 5PM-6PM  
11/9 HOLIDAY PARADE AND TREE LIGHTING 5:30PM  
11/16 LADIES DAY OUT 12PM-6PM  
11/22 BEER AND BACON BLACK FRIDAY 5PM-9PM  
11/23 SMALL BUSINESS SATURDAY w/ THE GRINCH  
**DECEMBER**  
12/8 FIRST FRIDAYS 4PM-9PM  
12/14 EAST KRINGLE TOUG 11AM-3PM

\*Band and Brew (New York) takes place Wednesday 5:30pm, Saturday 8:30am and 8:30am at Christopher Columbus City East and anytime weather permits.  
\*\*Events subject to change. Please check racinedowntown.com.  
MS = Monument Square

SMALL BUSINESS  
is kind of a  
**BIG DEAL**  
PLEASE SPEND ACCORDINGLY.  
DOWNTOWN  
**RACINE**

YOU ARE PRETTY DARN  
*Awesome*  
FOR SUPPORTING SMALL BUSINESS.  
DOWNTOWN  
**RACINE** CORPORATION DOWNTOWN RACINE

WE  YOU  
for loving local  
DOWNTOWN  
**RACINE**

WHEN YOU SUPPORT  
**SMALL BUSINESS**  
YOU ARE SUPPORTING A  
**DREAM**   
DOWNTOWN  
**RACINE** CORPORATION DOWNTOWN RACINE

WHEN YOU BUY FROM A SMALL BUSINESS  
AN ACTUAL PERSON DOES  
**A LITTLE**  
**HAPPY DANCE**   
DOWNTOWN  
**RACINE**

**BUY LOCAL**  
— OR —  
**BYE BYE LOCAL**  
DOWNTOWN  
**RACINE** CORPORATION DOWNTOWN RACINE



# DRC MEMBERSHIP BENEFITS

Membership is just \$250 per year and is 100% tax deductible. Stop at the DRC office  
425 Main St or download an application at:  
[racinedowntown.com/downtown-racine-corporation/](http://racinedowntown.com/downtown-racine-corporation/)

- We will promote your business through social media:  
(30,000+ followers) and email (10,000+ subscribers)
- Participation in 80+ events including First Fridays!
- Downtown gift certificate program participation
- Wine Walks, Beer and Bacon Walk, Seltzer Stroll, Bourbon & Beer on  
Black Friday participation (limited availability)
- Candy Crawl and Candy Hop participation (includes 1 large bag of candy)
- Participation in Kris Kringle Tour (2 Kringles provided)
- Discounts on parade applications and Visitor Guide ads
- Membership rewards program for you and your staff
- Participation in scavenger hunt events
- Participation in holiday gift guide



DOWNTOWN  
**RACINE**  
CORPORATION

**CURRENT MEMBERS**

UPDATED NOV. 2023

2 Swift Suits  
5K Events.org  
Art By April  
Art Metals Studio  
Barb & Chuck Albee  
Beauty on the Square  
Be Plush  
Blue Rock Lounge  
Bridgetenders  
Butcher & Barrel Gastropub  
Chartroom  
Classic Violins Woodwind and Brass  
Corner House on the Lake  
Cosmic Corner  
Coveredcare  
CRB Insurance  
D. P. Wigley Co & Hop To It Brewing  
Daniel & Susan Horton  
David & Diane Kamm  
Dennis & Sandy Kontra  
Design Partners, Inc.  
Dewey's Restaurant & Sports Bar  
Dimple's Fine Imports  
Divine Melanin Beauty Supply  
Divino Gelato Cafe  
Dominion Properites (Hotel Verdant)  
DoubleTree by Hilton Racine Harbourwalk  
Dr. and Mrs. Robert F. Siebert  
E. C. Styberg Engineering Co.  
EconoPrint  
Educators Credit Union  
Elizabeth Spalla  
Evelyn's Club Main  
Express Employment Professionals  
Fastsigns of Racine  
Feiner Plumbing  
First Evangelical Lutheran Church  
First Presbyterian Church  
Foxhole Lounge  
G.R.S. Development, LLC  
George's Tavern  
Gold Diamond & Design, Inc.  
Gus & Sandy Antonneau  
Habush, Habush & Rottier  
Harbor Lite Yacht Club  
Hotel Verdant, Eave and Marguerite

Hot Shop Glass  
Indian Motorcycle of Racine  
Inmoxicated  
Ivanhoe Pub & Eatery  
James W. Pruitt, Esq.  
Jim & Cherry Wardrip  
Joey's Yardarm  
Johnson Financial Group  
Johnson Keland Management  
Johnson Outdoors  
Juno-esque By Bree  
Kathy Contreras  
Katt Construction, LLC  
Kevin McCabe  
Kewpee Lunch  
Knuteson, Hinkston & Rosenberg, SC  
L.Street Properties, LLC  
Lakeview Pharmacy  
Landmark Title of Racine, Inc.  
Littleport Brewing Company  
Lorilee Castor  
Marci's on Main  
Maresh-Meredith & Acklam Funeral Home  
Mark Scholzen  
Mexico Lindo  
Michelson Law Office  
Millers Flowers  
Modine Manufacturing Co.  
Mt. Royal Property Management  
Murphy, Johnson & Trampe, S.C.  
MY EYE DR  
Neil J Vranek State Farm  
Northern Lights Gallery  
O & H Danish Bakery  
Olde Madrid, LLC  
Only Real Estate Group  
The Perfection Place  
Pepi's Pub & Grill  
Perry & Terri Oksiuta  
Photographic Design  
Picture Me Selfie Studio  
Plumb Gold  
Plumb Silver  
Preservation Racine.org Inc  
Pub On Wisconsin  
Racine Art Museum/Wustum

Racine Arts Council  
Racine Family YMCA  
Racine Heritage Museum  
Racine Public Library  
Racine Riverside Marine, Inc.  
Racine Symphony Orchestra  
Racine Yacht Club  
Racine Zoological Society  
RAMAC  
RE/MAX Newport Elite  
Realty One Group Boardwalk  
Recon Office Furniture  
Red Onion Café  
Reefpoint Brew House  
ReefPoint Marina  
Reservoir Video Company  
Riverside Marine  
RG Natural Babies  
Richard and Mary Lee Odders  
Rise Up Piercing & Tattoo  
Robert W. Baird & Co.  
Round River Studio  
Salute's Italian Restaurant  
Shogun Japanese Restaurant  
Sixth St. Theatre/Over Our Head Players  
Smok'd On The Water, LLC  
Sugar Shack Sweet Shoppe  
Tangles Salon Studio  
Taste of Soul 262  
The Maple Table  
Twin Disc, Inc.  
Twin Dragon Games, LLC  
Uncorkt! Wine All You Want  
Vapemeisters  
Varitay Studios  
Vero International Cuisine  
VIsit Racine County  
Von Hasle Jewelers  
Wisconsin Plating Works  
Wisconsin Women's Business Initiative  
Wyant Law Offices, S.C.  
YogaRootsRacine

# GIFT CARD PROGRAM

Downtown Racine Corporation offers a gift card program to DRC members. Please accept these gift cards as cash. Then turn in to the DRC office (425 Main St.) with your business name written on the back.

**We will reimburse you 100% of the gift card value.**



# MENTORSHIP PROGRAM

If you are a new business and in need of a mentor that has a similar business in Downtown, please let Kelly Kruse know ([kkkruse@racinedowntown.com](mailto:kkkruse@racinedowntown.com) or 608-444-3064).

She will find a match that suits your needs.

**Whether it be a one time meeting or weekly check ins, we will work to find someone that can help YOU succeed and navigate in Downtown Racine.**





# THANK YOU

for being a part of the Downtown community.



DOWNTOWN  
**RACINE**  
CORPORATION

425 Main St. | Racine, WI 53403 | 262-634-6002