

Brochures and Literature Requested from Business Owners

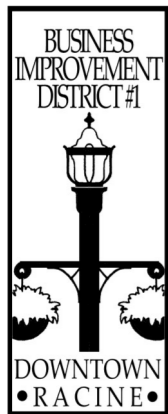
The Downtown Racine Corporation recently relocated its offices to 425 Main Street, just two doors south of their previous office location. In conjunction with the move, the Racine County Convention and Visitors Bureau decided to close their office in Downtown Racine (which was shared with the DRC office).

Many Racine residents, as well as out-of-town visitors, look to DRC for information on travel, local businesses, things to see and do, etc. As a result, DRC has purchased a number of brochure racks and will display materials from our Downtown businesses and merchants. If you have brochures, literature, fliers, menus, etc. please deliver a supply to the DRC office. Or call the office, and arrangements can be made to have a Public Service Ambassador pick up your supplies.

Please Take Our Survey

The DRC is conducting a survey to measure people's perception of Downtown Racine. Please log onto our website at www.racinedowntown.com to complete the survey. Your input will be helpful in planning future events and marketing campaigns. Thank You!

Business Improvement District #1
c/o Downtown Racine Corporation
425 Main Street
Racine, Wisconsin 53403



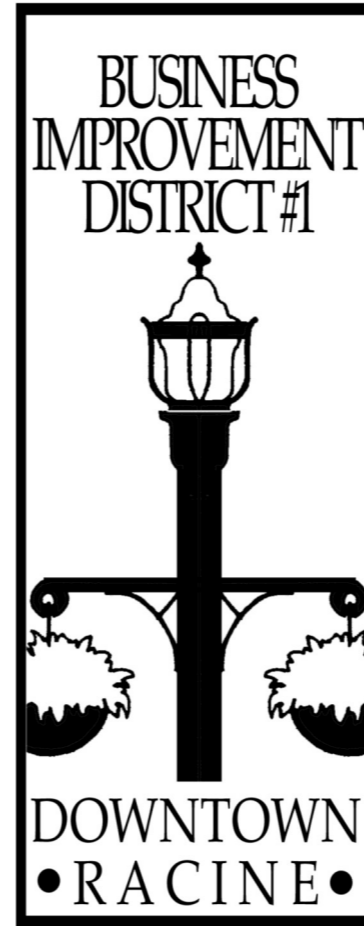
The Downtown BID Newsletter is published twice a year and is distributed to all property owners in the Business Improvement District #1.

Editor: Jean Garbo
BID #1 Manager: Devin Sutherland

Business Improvement District #1 Board of Directors:
Chairman Brian Lucareli, Johnson Trust Company

Thom Bowen, Working Dog Properties
Jeff Coe, City Alderman
Mark Levine, Downtown Property Owner
Brian O'Connell, City of Racine
Monte Osterman, Copacetic
Evelyn Scheibner, Mug Shots Coffee House
Sandy Schmitz, Cobblestone LTD.

Correspondence regarding the Downtown BID #1 may be addressed to Devin Sutherland, Downtown Racine Corporation, 425 Main Street, Racine, Wisconsin 53403. Phone: (262) 634-6002.



BID Newsletter

Summer 2007

Sixth Street Construction Update

The Sixth Street construction project is still on schedule with the infrastructure to be updated in 2008 and streets, sidewalks and curbing to be installed in 2009. A number of community advisory committee meetings have been hosted by HNTB and the Wisconsin Department of Transportation.

Within the current design proposals, traffic lanes will be reduced in width from 12' to 11'. Parking lanes will remain at 8' wide. The sidewalks will be increased in size from 10' to 11'. Also, on Sixth Street bump-outs are being included in the project but will not cause a reduction in parking stalls on Sixth. Parking reductions on the north/south streets are still being reviewed.

Also within the design proposal are flower plantings to match the Main Street baskets. At-grade planting beds along Sixth Street are still under consideration.

At the request of the community advisory committee, a traffic study was completed to assess the need for stop lights. Current traffic counts and those projected for the next 20 years do not warrant any signals on Sixth Street. The current signals will be modified during the next few months to explore which pattern of two-way and all-way stops would be most effective.

The existing signals will be set to flash yellow and red to simulate two way stop control and all way stop control. Measurements will be taken to document travel speed, queuing and pedestrian crossings. The study will begin in July and proceed as follows:

1. July - All way stops at both College and Park
2. August - Two way stop at College; all way stop at Park
3. September - Two way stops at both College and Park

The results will be analyzed and a recommendation will be presented to the Racine Traffic Committee.

BID Board Announces New Members

Downtown Racine's Business Improvement District (BID) #1 has announced the following appointments to the BID Advisory Board :

Sandy Schmitz, owner of Cobblestone Ltd. and **Mark Levine**, a downtown property owner, have been appointed by City of Racine Mayor Gary Becker to represent BID property owners. Both appointments are for 3-year terms.

Other BID board members include Brian Lucareli, Johnson Trust Company; Thom Bowen, Working Dog Properties; Evelyn Scheibner, Mug Shots Coffee House; Monte Osterman, Copacetic; ; Jeff Coe, alderman; and Brian O'Connell, City of Racine.

The Business Improvement District would also like to thank Jane Key, owner of Inside-Out, and Hilary Krejcha of Millers Flowers for their years of service as members of the BID Advisory Board as their terms of service expire.

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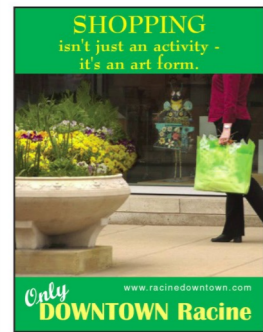
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Marketing Update

Only Downtown Racine! Marketing Theme for 2007

Only Downtown Racine! is the marketing theme that has been introduced for 2007. It will be used in all marketing as well as print, radio and electronic advertising throughout the year. A series of new photographs and ads have also been introduced to promote shopping, dining, living, working and playing — Only in Downtown Racine!

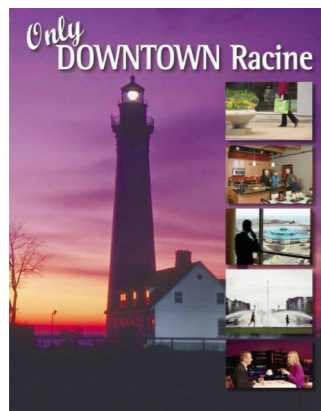


Printed articles about Downtown Racine have appeared recently in Fun in Wisconsin, North Shore Magazine and Suburban Woman. Copies of these publications can be viewed in the Downtown Racine Corporation office.

2007 Downtown Racine Visitors Guides

The Business Improvement District, in conjunction with the Downtown Racine Corporation, each year produces the Downtown Racine Visitors Guide. This year, 40,000 copies of the 2007 Visitor's Guide to Downtown Racine (pictured below) have been printed and were distributed to hotels and motels along I-94 (between Chicago and Milwaukee); Milwaukee area and Chicago North and Chicago Northwest hotels; O'Hare Airport, Chicago Transit Authority terminals; travel destinations in Milwaukee; Wisconsin Welcome Centers, the Racine County Convention & Visitors Bureau, the Golden Rondelle, local hotels and motels, boaters and other high traffic areas.

In addition to the magazine-style visitor's guide, a pocket-size Walking Tour Map of Downtown Racine was produced. Forty thousand copies of this brochure were distributed along with the visitor's guides while an additional 5,000 copies are being distributed via our Downtown merchants, the public service ambassadors and in the DRC office.



BID Seeking Updated Property Information; Please Keep Us Advised!

As a service for the Business Improvement District #1, the Downtown Racine Corporation maintains a list of Downtown area properties that are available for sale or lease. The information that you provide is made available on the Downtown Racine website and hard copies are also available in the DRC office. The DRC receives many inquiries on a monthly basis from prospective buyers and business owners that are looking for opportunities in the Downtown area.

To ensure that the information we have available is accurate and up-to-date, we ask that you complete a Downtown Retail and Office Space Information Sheet whenever there is a change in the property you have available for sale or lease. The information sheet can be obtained on-line from the BID section of the Downtown Racine web site at www.racinedowntown.com. Or, stop in the Downtown Racine Corporation office at 425 Main Street or call the DRC at 262-634-6002.

Meet Your 2007 Downtown Public Service Ambassadors

For the second year, the BID has contracted with Red Rover, LLC to provide Downtown Racine's Public Service Ambassador program. As many of you know, Red Rover was formed last year by Dawn Chiappetta who has worked with the BID as a public service ambassador for three years before forming her own company. Dawn's 2007 team includes returning public service ambassadors Missy Porter and Nathan Hansen. Also joining the team this year are Eric Nelson and Megan Clausen.

The Public Service Ambassadors started their duties on May 24 and are already busy greeting guests, giving directions, answering questions and handing out brochures. They also assist with making deliveries, requested patrols and business contacts.



Pictured are (left to right) Dawn Chiappetta, Nathan Hansen, Erick Nelson, Megan Clausen and Missy Porter.

Special Events in Downtown Racine

Special events are an important part of the fun and excitement you find in Downtown Racine. This year, three new events have been added to the calendar — St. Patrick's Day Parade and Summer Nights at the Square.

Celebrate St. Patrick's Day...the Downtown Racine Way!

Downtown Racine hosted its first-ever St. Patrick's Day parade on Saturday, March 17. The parade featured over 50 entries including leprechauns, Irish music, costumed characters, drum and bugle corps, an Irish troubadour, dancers, beauty queens, Irish wolfhounds and more. Thousands of guests lined Main and Sixth Streets to enjoy the festivities. Due to the great response, this event will become an annual event in Downtown Racine.



Parade goes lined Main and 6th Streets to watch Downtown's first ever St. Patrick's Day parade.

Summer Nights at the Square

Summer Nights at the Square is Downtown Racine's newest concert series which will be held on the second Saturday evening of the month during June, July, August and September. The outdoor concerts are FREE and will be held at Monument Square. The new concert series is sponsored by a grant from the Osborne and Scekcic Family Foundation in cooperation with the Downtown Racine

The kick-off concert was held on Saturday, June 9 with a performance by The Britins (A Tribute to the Beatles). It was an evening of rock and roll with guests ranging in age from 4 to 80. Everyone had a fantastic time as they danced and sang along to their favorite Beatles songs.



Thousands of guests packed Monument Square to enjoy a free concert by The Britins.

The line up of performers for the remaining concerts is:

- July 14 – King Solomon. This popular Milwaukee-area reggae band is best described as "dancehall roots reggae with a powerhouse punch to the heart".
- August 11 – The Brandon James Band. With blazing guitars and a solid groove, this band provides the best in classic rock, southern rock, country rock, and americana music.
- September 8 – The Rhythm Kings. Their unique ability to cover many genres of music makes them one of the most versatile bands in the Midwest.

Guests are invited to bring their lawn chairs and meet their friends and neighbors in Downtown Racine for a summer evening of entertainment. Refreshments are available for sale. All concerts begin at 6:00 p.m.

Hot Rod Power Tour Fills Downtown Racine



Downtown Racine was a stop recently for over 2,500 hot rod enthusiasts who were part of Hot Rod Magazine's Hot Rod Power Tour.

Despite rainy weather, hot rods filled the lakefront and streets of Downtown.