

# BID Newsletter

Fall 2006

## BID Public Meeting Scheduled

The 2006 BID Public Meeting will be held on Thursday, October 19 at 8 a.m. in the City Council Chambers at City Hall, 730 Washington Avenue. During the meeting, you will receive a recap of activities from this past year. The Business Improvement District Operating Plan for 2007 will also be presented.

Mark your calendar now and plan to attend this informative meeting on October 19! Advance reservations are not required.

## BID Board Seeking New Members

A number of BID board positions will end as of December 31, 2006 and new board members will be appointed.

The BID board's primary responsibility is contracting for implementation of the current year's operating plan, contracting for preparation of an annual report and audit on the district, annually considering and making changes to the operating plan and submitting the operating plan for the following year to the Common Council of the City of Racine for approval. This will require the Board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with the provisions of applicable statutes and regulations.

If anyone is interested in serving on the BID board for a term of three years, please contact Devin Sutherland at the Downtown Racine Corporation. Interested parties will be referred to the Mayor who appoints members to the BID board. Appointments made by the Mayor must be confirmed by the City Council.

## BID Requesting Survey Responses

In the spring of 2006, the board of directors of the Downtown Business Improvement District #1 developed a survey which was sent to all businesses located in the BID district. The board was hoping that the results of this survey would assist in identifying the community improvements and business assistance needed to continue redevelopment efforts in the BID.

Over 250 surveys were mailed and, to date, only 35 completed surveys were returned. A group of students from Parkside have been asked to tabulate the results of the survey; however, a larger number of completed surveys are needed. If you did not complete the survey, please log onto the BID section of the Downtown Racine web site at [www.racinedowntown.com](http://www.racinedowntown.com) to download a copy. Or, call the Downtown Racine Corporation office at 262-634-6002 to request that another copy be mailed to you.

*BID Public Meeting Scheduled* ..... 1

*BID Board Seeking New Members* ..... 1

*BID Requesting Survey Responses* ..... 1

*BID Marketing Update*..... 2

*BID Seeking Updated Property Information* ..... 2

*BID Partners with Local Companies* ..... 2

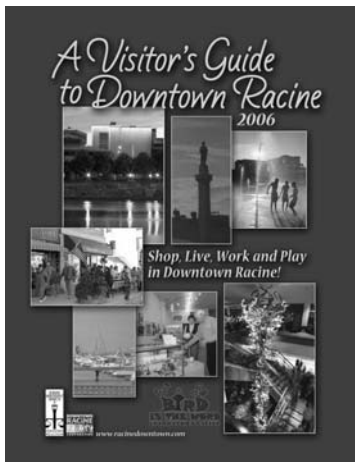
*BID Information on Downtown Web Site* ..... 3

*BID Submits Grant Applications* ..... 4

## Marketing Update

The Business Improvement District, in conjunction with the Downtown Racine Corporation, produces the annual Downtown Racine Visitors Guide. Ten thousand copies of the 2006 Visitor's Guide to Downtown Racine were distributed to hotels and motels along I-94 (between Chicago and Milwaukee), 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. Ten thousand copies of this brochure were distributed along with the visitor's guides while an additional twenty thousand copies were distributed via our Downtown merchants, the public service ambassadors and in the DRC office.



## BID Seeking Updated Property Information

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](http://www.racinedowntown.com). Or, stop in the Downtown Racine Corporation office at 413 Main Street or call the DRC at 262-634-6002.

## Downtown BID Partners with Local Companies

### Factory Cat

The Downtown Racine Business Improvement District #1 is proud to be partnering with a number of local businesses to provide Downtown Racine's Clean and Safe Program.

Three years ago, the BID purchased a Factory Cat sidewalk sweeper from R.P.S. Corporation here in Racine, which designs and manufactures industrial cleaning equipment. Factory Cat is the brand name of its products. At present, Factory Cat manufactures some 40 models of walk-behind and rider sweepers, scrubbers and combination units. All Factory Cat machines are manufactured in the United States.

Early in 2006, Factory Cat donated a complete overhaul of the BID's sidewalk sweeper. "Factory Cat is a wonderful community partner and we appreciate their commitment to Downtown Racine," said Devin Sutherland, Executive Director of DRC.

### Red Rover

For its 2006 Public Service Ambassador program, the BID has hired Red Rover, LLC, a newly-formed company lead by Dawn Chiappetta. Dawn, as many of you may know, has worked with the BID as a public service ambassador for three years before forming her own company. Dawn's 2006 team included returning public service ambassadors Mike Koch, Missy Porter and Katie Proctor. Also joining the team this year were Melissa Robinson and Nathan Hansen.

From June through September, the ambassadors reported a total of 11,305 direct interactions which included greeting guests, giving directions, answering questions, handing out brochures, etc. They also reported almost 3,000 indirect interactions of making deliveries, requested patrols and business contacts.



*Pictured are Nathan Hansen (left) and Melissa Robinson as they work a special event from the Downtown traveling kiosk.*

During this same time period, they attended 36 events with Downtown's traveling kiosk where they distributed over 3,000 brochures. These events included First Fridays, (continued on page 3)

## Local Companies

(continued from page 2)

various Monument Square events, Pro Volleyball Tournament at North Beach, Lighthouse Run, Zoo-B-Q at the Racine Zoo, the In-Water Boat Show and other community events.

“If I could design my dream job, it wouldn’t be any better than this”, said Dawn Chiapetta, owner of Red Rover. “I have loved working Downtown these past three years and am proud to be able to open my own business and continue to serve the Downtown area.”

## Downtown Racine Website Includes BID Information

The downtown Racine website at [www.racinedowntown.com](http://www.racinedowntown.com) includes information about the Downtown Business Improvement District #1. Visitors to the web site will find basic information about the Business Improvement District as well as the 2006 BID Plan. Once finalized and approved, the new 2007 BID Plan will also be available on line. Also included are the names and addresses of the members of the BID board of director as well as a listing of properties for sale or lease within the BID district.

Check it out by logging onto [www.racinedowntown.com](http://www.racinedowntown.com)

## Wireless on the Square

**Wireless on the Square** is the wireless internet service that was introduced at Monument Square this summer.



Through this free service, visitors and guests are now able to access the internet from anywhere on Monument Square and Sam Johnson Parkway.

Having wireless internet service on Monument Square makes it easy and convenient for business travelers who rely on their computer or their handheld device to conduct business remotely. Downtown workers, visitors and residents have lounged in the sun and enjoy the breeze while checking e-mail, updating a blog or browsing the internet. Kids can take advantage of gaming between PCs. **Wireless on the Square** is the modern version of sitting on a park bench reading a good book.

## Summer Events in Downtown Racine

Below are photographs from some of the special events held in Downtown Racine this past summer.



*Many events were held at Monument Square throughout the summer*



*The Racine 4th of July Parade route went along Main Street and through Downtown*



*Ribbon cutting ceremonies were held to welcome new businesses to Downtown Racine.*

## **BID Submits Grant Applications**

In June of 2006, the City of Racine announced that they were recapturing approximately \$200,000 of previously programmed Community Development Block Grant funds and were seeking applications for projects that could be completed by the end of the year.

The BID Advisory Board asked DRC to submit an application requesting funds to be used to provide enhancements and beautifications for Historic 6<sup>th</sup> Street to help improve the business climate. Furthermore, it was felt that the proposed enhancements would provide connectivity to the west end of 6<sup>th</sup> Street where the River Bend Loft development is taking place.

On behalf of the BID, DRC submitted a request for \$22,000. The review process was extremely competitive with over \$900,000 in applications seeking funding. The City did partially fund the BID's application in the amount of \$10,000.

Even though the proposed project has been scaled back, plans are to extend the banners and brackets on 6<sup>th</sup> Street to Marquette Street before the end of the year.

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



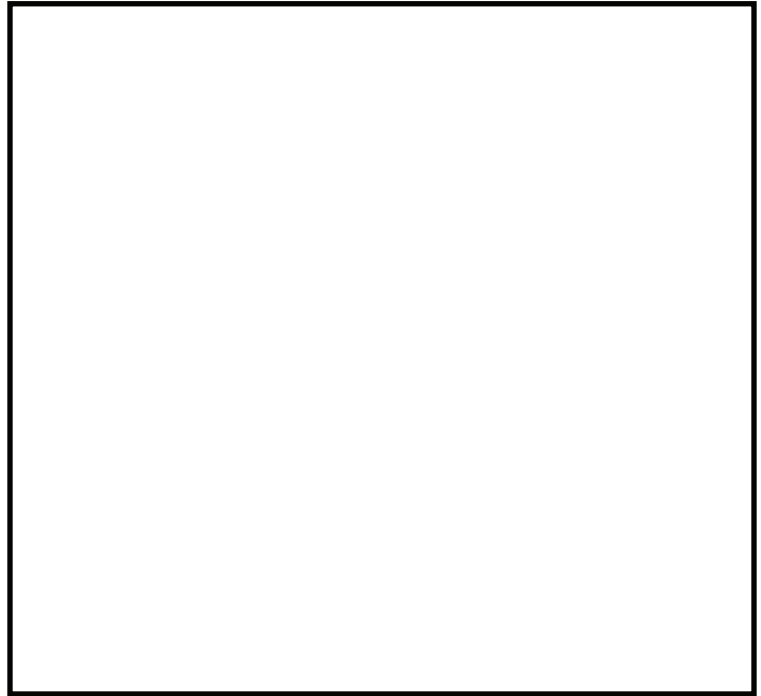
The Downtown BID Newsletter is published twice a year and is distributed to all property owners in the Business Improvement District #1.

Editor: Jean Garbo  
BID #1 Manager: Devin Sutherland

Business Improvement District #1 Board of Directors:  
Chairman Brian Lucareli, Johnson Trust Company  
Treasurer Jane Key, Inside Out  
Secretary Hilary Krejcha, Miller's Flowers

Thom Bowen, Working Dog Gallery  
Keith Fair, City Alderman  
Brian O'Connell, City of Racine  
Monte Osterman, Copacetic  
Evelyn Scheibner, Evelyn's Club Main

*Correspondence regarding the Downtown BID #1 may be addressed to Devin Sutherland, Downtown Racine Corporation, 413 Main Street, Racine, Wisconsin 53403. Phone: (262) 634-6002.*



## **BID Seeking Public Service Ambassadors for 2006**

With summer right around the corner, the BID is preparing for this year's PSA (Public Service Ambassador) Program which will start in late May. We are now recruiting men and women who are interested in joining the Downtown Racine team of public service ambassadors.

Applicants must be 18 year of age or older with a high school diploma or GED. Applicants must also have a clear criminal record with no felonies or serious misdemeanors and be able to pass a pre-employment drug screening. Applicants must also be available to work weekends and holidays as well as some evening hours. Salaries range from \$8 - \$11 per hour.

Anyone who is interested in applying may contact Dawn Chiappetta at 262-995-5804 or stop in the DRC office to pick up an application. Applications must be received in the DRC office by April 30, 2006.

## **BID Meetings Held Semi-Monthly; Public Invited to Attend**

The BID Board meets on a regular basis. Meetings are held the third Thursday of every other month at 4 p.m. in the offices of the Downtown Racine Corporation, 413 Main Street. Meetings are open to the public; however, space is limited. If you would like to be added to the agenda at one of the regularly scheduled meetings, please let us know in advance by contacting Devin Sutherland at 262-634-6002.

The remaining meetings for 2006 are scheduled as follows:

- Thursday, April 20
- Thursday, June 15
- Thursday, August 17
- Thursday, September 21
- Thursday, October 19
- Thursday, December 21

