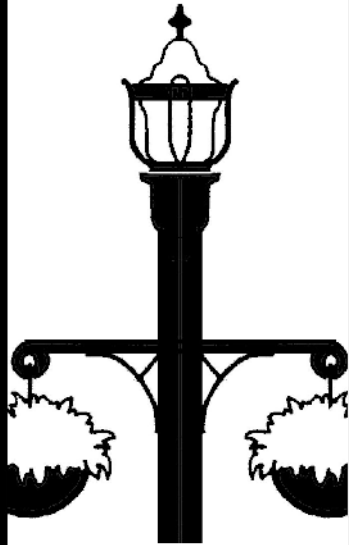


BUSINESS
IMPROVEMENT
DISTRICT #1



DOWNTOWN
• RACINE •

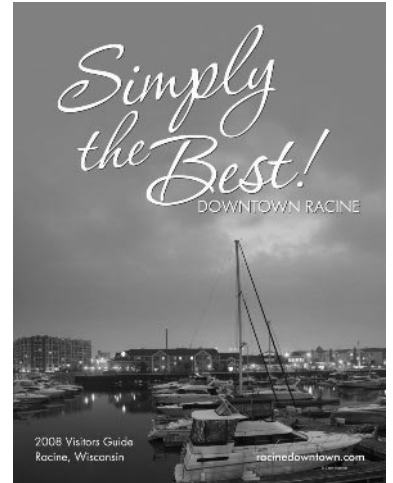
BID Newsletter

Summer 2008

2008 Downtown Visitors Guide... Simply The Best!

The 2008 Downtown Racine Visitors Guide has been produced in partnership with the Downtown Business Improvement District No. 1 and the Downtown Racine Corporation. This year's publication, entitled *Simply The Best!*, showcases the best that Downtown Racine has to offer. From shopping to dining, from public art to fun, Downtown Racine offers the best of everything. We are very proud of our Downtown and are excited to showcase the area in the Visitors Guide.

Forty-thousand copies of the 2008 guide have been printed with an extensive distribution area. This year's expanded distribution included Chicago area hotels, Gurnee Mills, O'Hare Airport and Union Station.



In the Milwaukee area, guides were distributed to hotels, numerous attractions, and the Lake Express Ferry terminal. All of the Welcome Centers throughout Wisconsin and the Racine County Convention & Visitors Bureau have brochures. Within Racine, magazines were given to all of the area hotels and attractions (such as the Golden Rondelle, Milaeger's, O & H Bakery, North Beach Oasis, etc.). Out-of-towners may also request a copy of the Visitors Guide through the DRC website at www.racinedowntown.com.

Copies of the Visitors Guides can be picked up at the DRC Office at 425 Main Street. Please stop by today to pick up your copy and join us in our celebration of Downtown Racine...It's Simply The Best!

DRC Office Staff Greets Over 1,100 Guests in First Six Months of 2008

The Downtown Racine Corporation Office located at 425 Main Street also serves as Downtown's Visitors Center. Between January 1 and June 30 of this year, over 1,100 visitors signed in and were assisted by the office staff. Over 750 of the visitors were from right here in Racine. In addition, visitors from 14 other states and five countries also stopped in to visit. The DRC office/visitors' center is open seven days a week — Monday thru Friday, 8 a.m.—4 p.m.; Saturday 10 a.m.—2 p.m.; Sunday 12 noon—4 p.m.



All Downtown business and store owners are reminded to bring a supply of your brochures, fliers and other marketing materials to the DRC office where they will be available for visitors to pick up.

Simply The Best!... 1

*BID Purchases New
Equipment* 2

*Keeping Downtown Racine
Clean and Safe*..... 2

*Meet the 2008 Public Service
Ambassadors*..... 2

*Beautiful Flowers Adorn
Downtown Streets*..... 2

*Summer Fun in Downtown
Racine* 3

New Business Update..... 4

BID Purchases New Equipment

The Downtown Business Improvement District #1 recently purchased two new pieces of equipment.

The BID purchased a Segway Personal Transporter which is a two-wheeled, self balancing electric vehicle. The Segway is being used on a daily basis by Downtown's Public Service Ambassadors. They utilize it to patrol the Downtown streets as well as the parking ramps throughout the Downtown BID District. They average approximately 6 miles of travel on the Segway per day.



Public Service Ambassador Sarah Dyer is shown above as she navigates the Segway along Main Street.

The second piece of equipment purchased by the BID is a large-screen video display unit which is in the front office of the Downtown Racine Corporation. This unit displays rotating messages about upcoming events in the Downtown area. The unit runs 24 hours a day, seven days a week so that evening visitors to Downtown can also view the most up-to-date information that is available.

Keeping Downtown Racine Clean and Safe

Craig Aude, Downtown Racine's part-time maintenance supervisor, continues to keep the sidewalks within the BID District clean and free of daily debris, cigarette butts and other trash.



Using the sidewalk sweeper, Craig collects on average 50 pounds of trash per day. He recently reported that following the 4th of July parade, he collected almost 400 pounds of trash in one day.

The BID also continues to provide private security throughout the area from 10 p.m.—3 a.m. on Thursday, Friday and Saturday evenings. All of the Downtown ramps are patrolled along with the entire BID area from the causeway to City Hall.

Meet Your 2008 Public Service Ambassadors

The five-person team of Public Service Ambassadors began their 2008 season in Downtown Racine in late May. This year's team consists of Dawn Chiappetta, team leader; as well as Missy Porter, Danny McNamara, Sarah Dyer and Melissa Robinson. In addition to this team, Judy Van Matre is also a part-time employee who staffs the DRC office/visitor center on weekends.

In addition to their roles as walking "concierges", Downtown public service ambassadors act as another set of eyes and ears for the Racine Police Department. Their daily presence throughout the summer months promotes Downtown as a safe and friendly place to visit.

The BID's public outreach program is provided through Red Rover, which is owned by Dawn Chiappetta. Red Rover has been the successful bidder to provide this service to the BID for the last three years.



Pictured above are (left to right) Melissa Robinson, Dawn Chiappetta, Danny McNamara and Missy Porter. Sarah Dyer is not pictured.

Beautiful Flowers Adorn Downtown Streets

One of the BID's responsibilities is to provide streetscape plantings throughout Downtown. Approximately \$40,000 is spent per year to have blooming flowers, foliage and greenery planted in the large sidewalk planters and the hanging baskets.

During the 6th Street construction earlier this spring, about six pedestrian light poles (that held the hanging baskets) were cut off and not replaced. Subsequently, the BID purchased six sidewalk planters for 6th Street to enhance the streetscape until next summer's construction.



Many visitors to Downtown remark on our beautiful display of flowers!

Simply The Best Summer Fun is in Downtown Racine

Whether it's a free outdoor concert, a First Fridays or Gallery Night event, a festival or public art, there is always something fun happening in Downtown Racine.

This summer, Downtown welcomed the **United States Air Force Band of Mid-America**. This 45-piece ensemble provided a free outdoor concert at Monument Square which was truly outstanding.



In addition to the concert, the newly-restored cannons and a new flag pole at Monument Square were dedicated. The patriotic celebration included civil war re-enactors, an appearance by Abe Lincoln and Mary Todd Lincoln, the firing of several antique canons and participation by the Marine Corps League Color Guard, Cushing's 4th U.S. Artillery Battery A and the Wisconsin Department Sons of Union Veterans.

Summer Nights at the Square continues for its second year with outdoor evening concerts on the second Saturday of the month during June, July, August and September. These free concerts are provided by a grant from the Osborne and Scekic Family Foundation with media support from The Journal Times, WRJN and Lite Rock 92 One.

The Kal Bergendahl Project was scheduled to perform during the first concert on Saturday evening, June 14. Unfortunately, shortly before the concert was due to begin, a large storm swept through Racine forcing the concert to be cancelled. However, we are very excited to report that the concert has been rescheduled and will be held on Saturday, August 23 at Monument Square.

The second concert (on July 12) featured the music of the Dave Fitzpatrick Band who wowed the crowds with their original high-energy heartland style rock and roll.

Upcoming concerts will feature Natty Nation on August 9 and Heartsfield on September 13. You won't want to miss them!

Music on the Monument is in its sixth year of providing free lunch-hour concerts every Friday at Monument Square. These outdoor concerts are held from 11:30 a.m. to 1:30 p.m. every Friday through August.

One of Downtown's most well attended summer-time events is **First Fridays**. On the first Friday of every month, Downtown stays open late with live music on the sidewalks and in the stores, horse-drawn carriage rides and a beer garden on Monument Square. Fun activities are held throughout Downtown from 6-9 p.m.

Sphere Madness, Downtown's 7th annual public art event, continues through August. See 75 uniquely themed and decorated spheres which have been created by local artists. Save the date — September 6 — which is when the spheres will be auctioned to the highest bidders. The auction will be held at Memorial Hall and will be open to the public.



Upcoming events during the next few months include:

Chair-i-ties which will be held at Monument Square on Saturday, August 2. Racine youth decorate furniture in creative and unique designs which are auctioned to the highest bidders. The live auction begins at 11 a.m.

Sandcastles is a fun family event which will be held on Sunday, August 10 at Samuel Meyers Park. From 11 a.m.—4 p.m. there will be sand sculpting, live entertainment, children's activities and demonstrations.



And don't forget Downtown's premier street festival, **Party on the Pavement**, which will be held on Saturday, October 4, from noon until 7 p.m. There will be food, music, activities and fun galore for people of all ages.

Downtown Holiday Wreaths Damaged in June Floods

During the spring, summer and fall months, the City of Racine provides storage for Downtown's holiday wreaths. The wreaths were being stored at Island Park which was under five feet of water during the recent Root River flooding.

Fortunately, the wreaths were salvaged. Maintenance supervisor Craig Aude and public service ambassador Danny McNamara spent time at Island Park cleaning and restoring approximately 75 of the damaged wreaths. We're confident they will be as good as new by the time they need to be installed for the 2008 holiday season.

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New Businesses in Downtown Racine

Downtown Racine's renaissance and growth continues with the following new businesses opening on Main and 6th Streets in recent months:

- Blueberries, 522 6th Street
- Blue Moon Detective Agency, 300 6th Street
- Elements, 409 6th Street
- I Ov Thee Dragon, 614 6th Street
- Kustom Klocks, 300 Main Street
- Obama Campaign Office, 522 6th Street
- Park 6, 500 6th Street

Two existing Downtown businesses have expanded and moved into new storefronts:

- Sticky Rice has opened at 345 Main Street
- Uncorkt has opened at 240 Main Street

It was also recently announced that Upurea will be relocating its headquarters from Canada and opening a retail store at 304 Main Street.

Congratulations to all and Welcome to Downtown Racine!

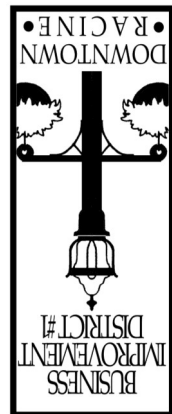
The Downtown BID Newsletter is published twice a year and is distributed to all property owners in the Business Improvement District #1.

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