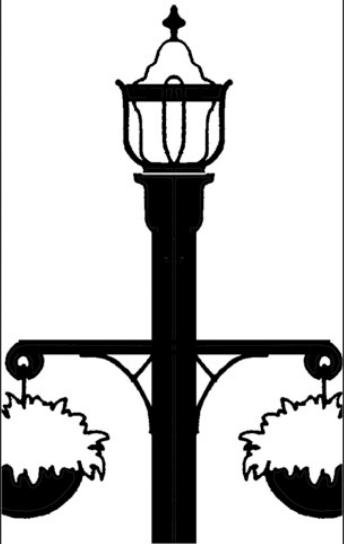


BUSINESS  
IMPROVEMENT  
DISTRICT #1



DOWNTOWN  
• RACINE •

# BID Newsletter

Winter 2007

## Highlights of Business Improvement District 2008 Plan Meeting

The 6th annual Business Improvement District #1 Plan Meeting was held on Thursday, October 4, 2007. Listed below are the highlights of the meeting.

### Posh Living in Downtown

- The Atwater at Gaslight Point is a \$13 million project with 24 out of 40 units already sold.
- The State and Main \$20 million project has 80 apartments, 24 condominiums and retail space available on the first floor.
- Riverbend Lofts, situated at the corner of State and Marquette Streets, has 58 loft-style condos of which half are sold.

### Fixtures in the Downtown Scene

- The newly remodeled Monument Square was the site of hundreds of events and gatherings during the past year.
- Craig Aude, who runs the Downtown sidewalk sweeper, collects 13,000 pounds of trash each year.
- The officers of Metro Racine Safety Enforcement patrol our BID district neighborhood from 10 p.m. to 3 a.m. Thursday through Saturday.
- The Public Service Ambassador program is a \$44,000 annual expense which provides six ambassadors for a total of 138 hours per week from Memorial Day through the beginning of October.
- The BID provides banners, holiday lights and streetscape plantings throughout Downtown. In 2007, with a grant from the City and funds from the BID, new banners were placed along 6th Street. The BID has contracted with Milaeger's (who provided the lowest bid) to provide the hanging baskets and beautiful flower displays in the sidewalk planters.



### Spreading the Word

- *Only Downtown Racine!* (Downtown's 2007 image campaign) created over 10,000 radio commercials promoting Downtown.
- The new marketing and image campaign resulted in new photographs which depict shopping, dining, working and living in Downtown Racine.
- The Business Improvement District provides two newsletters per year to its membership.
- The BID provides \$10,000 to produce the annual Downtown Racine Visitors Guide which helps keep the advertising costs low for Downtown businesses and merchants.
- The website, [www.racinedowntown.com](http://www.racinedowntown.com), received over 40,000 hits and also lists Downtown properties that are available for rent, lease or sale.

(Continued on page 2)

*Highlights of the BID 2008  
Plan Meeting..... 1*

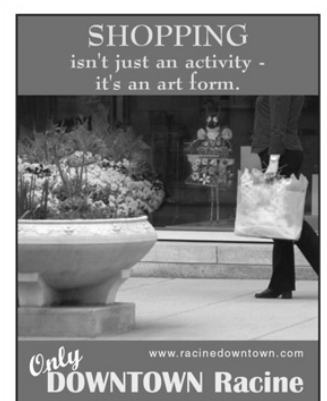
*Looking Ahead to 2008..... 3*

*Nominations Being Accepted  
For 2007 Downtown*

*Achievement Awards.....3*

*The Best of Downtown  
Racine.....4*

*2008 Operating Budget  
Summary.....5*



# Highlights of Meeting

(Continued from page 1)

- A Downtown perception survey was conducted with a 25% response rate.
- Downtown's Public Service Ambassadors made 3,046 indirect contacts, 9,071 direct contacts and an additional 2,412 direct contacts from the Downtown kiosk.
- With the closing of Sustainable Racine and the closing of the Racine County Convention and Visitors Bureau's downtown office, the Downtown Racine Corporation office has become the official Downtown visitors center. To date, the office has greeted visitors from 28 states and 12 countries in addition to the daily walk-in traffic.



The 2007 Public Service Ambassador team is pictured above.



The Downtown Racine Corporation office greets visitors from around the globe.

## Getting Down to Business

New businesses that have opened in Downtown Racine:

- McAuliffe's on the Square, 213 6th Street
- Cheesecakes by Jewel
- Moxie Child, 304 6th Street
- Attorney Mike Phegley & Associates
- Olde Madrid
- Tango Bar, 509 6th Street
- Generation Portrait Studio
- 716 Gallery
- EYEOpenerZ, 334 Main Street

- Dunn Bros. Coffee, 245 Main Street
- Mug Shots, 619 Wisconsin Avenue

Existing businesses that have relocated to new storefronts in Downtown Racine:

- Monfort's Fine Art, 430 Main Street
- Northern Lights Gallery, 423 Main Street

Buildings currently under rehab:

- Planet Bead, 401 6th Street

## Never a Dull Moment

Downtown Racine is becoming known for its plethora of fun and exciting activities and special events, such as:

- St. Patrick's Day Parade — a new event in 2007!
- Market on the Square
- Music on the Monument, which celebrated its 5th anniversary
- Summer Nights at the Square — a new event for 2007!
- Party on the Pavement
- The Downtown Holiday Parade and Tree Lighting Ceremony at Monument Square
- Festival of Trees
- Downtown Gallery Night which is held four times each year
- First Fridays
- Public Art — Lighten Up! In Downtown Racine was the 6th year of public art in Racine



Crowds gathered at Monument Square to enjoy free concerts at Summer Nights at the Square.

## The Results

When comparing the BID District valuations from 2002 (when the BID came into existence) to the current 2008 valuations, there has been an increase of 98% in property values.

2002 — \$53 million

2008 — \$104 million

The 2008 proposed operating budget was presented.

Based on the budget, the 2008 assessment allocation will remain at \$1.95 per thousand.

A copy of the 2008 Operating Budget Summary is shown on page 5 .

## Looking Ahead to 2008

What does the Downtown Racine Business Improvement District #1 have to look forward to in 2008? We think you will find

- new shopping and dining establishments;
- more information on a Downtown grocery store;
- more housing opportunities;
- a new streetscape on 6th Street; and
- hopefully, more positive information on commuter rail.

### 6th Street Construction Update

The 6th Street Construction project, which is scheduled to last for two summers, will begin in early 2008. The first part of the project — replacement of sanitary sewers and water mains from Monument Square to Grand Avenue — is scheduled to begin March 3 and will be completed by July 3. The contractor will work six days a week (Monday through Saturday) from 7 a.m. to 5 p.m.

Construction over this four-month period will be conducted in two phases.

Phase 1, which will take place between March 3 and May 5, will include the roadway along 6th Street from Monument Square to the east side of Park Avenue. The intersection of 6th and Wisconsin will be closed for a maximum of 10 calendar days after which it will be reopened to one lane of southbound traffic.

Phase 2 will take place between May 6 and July 3 and will include the roadway along 6th Street from Park Avenue to Grand Avenue. The intersection of 6th Street and Park Avenue will be closed for a maximum of 10 calendar days, after which it will be reopened to traffic. The dates of this closure have not yet been determined.

For updates throughout the construction project, a construction webpage will be available on the City's website and periodic progress reports will be distributed via e-mail and instant messenger. The project will also have a field office located on 6th Street where staff will be available to answer questions or respond to problems in person. The location of this office will be announced at a later date.

Everyone in Downtown Racine is looking forward to a beautiful new 6th Street streetscape in 2009!

### Special Events in Downtown Racine

Special events are an important part of the fun and excitement you find in Downtown Racine.

For the second year, the merchants of Downtown are presenting a winter ice sculpting event — Downtown Carves Its Niche. On Saturday, January 12, 2008, from 10 a.m. – 3 p.m. ten professional ice sculpting artists will be on the sidewalks along Main Street carving designs out of 300 pound blocks of ice.

(Continued on page 4)

## Nominations Now Being Accepted for 2007 Downtown Achievement Awards

The Downtown Racine Corporation invites you to nominate your choice for the 2006 Downtown Racine Annual Achievement Awards. Please help us recognize individuals, businesses or organizations who have contributed to the vitality of downtown during the past year.

Awards will be presented at the DRC Annual Meeting on Monday, January 28, 2008.

Nominate yourself or others by submitting a nomination form describing the nominee and which of the categories listed below he/she falls into. Nomination forms are available at the Downtown Racine Corporation office, 425 Main Street or by logging onto [www.racinedowntown.com/d-news.html](http://www.racinedowntown.com/d-news.html). Please include facts and figures to support your recommendation.

**Downtown Showcase Award** for an exciting event or organization that has helped attract visitors and improve the overall image of downtown as an exciting, dynamic, happening place.

**Downtown Champion Award** for an individual who has been a catalyst in improving downtown; has provided service to the downtown community and has worked tirelessly to promote downtown.

**Night Owl Award** for a hotspot or event that has attracted people into downtown after dark to enhance the overall ambience of the city for locals and visitors.

**Fork and Spoon Award** for a new or redeveloped restaurant that has captured the attention of the marketplace, enhancing the downtown dining scene.



*The Scharding Family was awarded the 2006 CPR Award for the renovation of the building they own at 600 6th Street. Pictured above is Ed Scharding (left) and Theodore Scharding.*

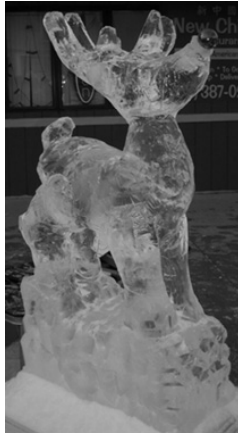
(Continued on page 6)

## Looking Ahead

(Continued from page 3)

Each block of ice will measure 40”h x 20”w x 10”d and will be carved into a winter ice sculpture using just hand tools.

Visit your favorite Downtown boutiques, galleries, and restaurants while enjoying the live sculpting demonstrations. Watch as these talented artists create masterpieces before your eyes. The carvers are ready with chisels in hand, so come join the fun. Visitors to Downtown Racine will enjoy the completed ice sculptures all winter long – or as long as Mother Nature permits!



2008 will also bring back the popular St. Patrick's Day Parade which will be held on Saturday, March 15. Due to the 6th Street construction project, the route for this year's parade will change slightly. The parade will begin at 12 noon at the corner of State and Main Streets and will continue south down Main Street to 8th Street. At 8th, the parade will go east to Lake Avenue and then north on Lake Avenue back to State and Main. Watch for more details about special activities that will take place on Monument Square immediately following the parade.

A new event, which will be introduced on Saturday, July 26, is Micro's on the Monument. This one-day event will feature a display of vintage microcars from the 50's and 60's. Marques such as Isetta, Messerschmitt (*pictured below*), Berkeley, Vespa and more will be on display at Monument Square from 10 a.m. to 3 p.m.



For more information on these and other events, log onto [www.racinedowntown.com/calendar.html](http://www.racinedowntown.com/calendar.html).

## The Best of....Downtown Racine

Many Downtown Racine businesses were named in The Journal Times 2007 "Best Of" readers poll. Thirty-eight Downtown stores and restaurants were recognized along with four Downtown corporations and a number of Downtown attractions.

Those honored were:

### Shopping & Galleries

Art Metals Studio  
Artists Gallery  
Dimples  
Dover Flag & Map  
DP Wigley  
Elegant Pauper  
Flowers & Company  
Lakeview Pharmacy  
Martinizing Dry Cleaners  
Millers Flowers  
Monfort's Fine Art  
Moxie Child  
Plumb Gold  
Uncorkt  
YMCA

### Downtown Eateries, Pubs & Coffee Houses

Casablanca de Mexico  
Chancery  
Chartroom  
Dunn Bros. Coffee  
Evelyn's Club Main  
George's Tavern  
Henry & Wanda's  
Ivanhoe Pub & Eatery  
JavaVino  
Kewpee  
Olde Madrid  
Out of the Pan  
Ricky's Place  
Salute Italian Restaurant  
Sandpiper  
Shillings Irish Pub  
Shogun Japanese Restaurant  
Spinnakers  
Sticky Rice  
Subway  
Waves  
Wilburs BBQ  
Yardarm Bar & Grill

### Downtown Corporations

CNH  
Johnson Bank  
SC Johnson, A Family Company  
Wheaton Franciscan Healthcare

(continued on page 6)

Downtown Racine  
Business Improvement District #1

**Proposed 2008 Operating Budget Summary**

	<b>2008 Budget</b>	<b>%</b>
<b><u>INCOME ESTIMATES</u></b>		
Assessments	204,624	
Interest Income	3,000	
Previous Year's Income	21,634	
<b>Total Estimated Revenue</b>	<b>229,258</b>	
 <b><u>IMPROVEMENTS AND ACTIVITIES</u></b>		
<b>Equipment and Site</b>		
Maintenance and Related Equipment	7,000	3.1%
Street Amenities	8,000	3.5%
 <b>Administrative</b>		
DRC Management Fee	31,500	13.7%
Annual Audit	3,000	1.3%
Visitor Outreach	3,600	1.6%
 <b>Program Operations</b>		
Security	23,000	10.0%
Public Service Ambassadors	49,000	21.4%
Marketing/Communications	35,000	15.3%
Streetscape	40,000	17.5%
Maintenance/Labor	14,000	6.1%
 <b>Other</b>		
*BID Reserve	15,000	6.5%
<b>Total Improvements and Activities</b>	<b>229,100</b>	<b>100%</b>

\*A 6.5% operating reserve is being budgeted as a contingency for unforeseen opportunities.

Revenues for specific Improvements and Activities (i.e. Equipment and Site, Administrative, Program Operations and Other) may be reallocated among activities from year to year based upon district needs and budgets developed by the BID Advisory Board.

<b><u>YEAR</u></b>	<b><u>DISTRICT VALUATION</u></b>	<b><u>% INCREASE</u></b>	<b><u>RATE</u></b>
2002	\$53,024,000		\$2.35
2003	\$63,997,100	17%	\$2.00
2004	\$82,598,400	22.5%	\$2.00
2005	\$88,188,100	6.3%	\$2.00
2006	\$91,370,200	3.5%	\$1.90
2007	\$96,186,700	5%	\$1.95
2008	\$104,935,425	8%	\$1.95

.....

## Downtown Achievement Awards

*(Continued from page 3)*

**Brick and Mortar Award** for a building or property that has helped to revitalize the area and bring new residents downtown.

**CPR Award** for the redevelopment of a downtown building that has helped enhance the overall downtown neighborhood.

**Corporate Citizenship Award** for a business or organization that is the ultimate citizen, supporting downtown through employment, facilities and sponsorship.

## Best Of

*(Continued from Page 4)*

### Downtown Attractions & Events

Dr. Laurel Salton Clark Memorial Fountain  
Downtown Racine  
Festival Park  
Lakefront and Harbor  
First Fridays  
Downtown Holiday Parade

Congratulations to all!

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.*

