

OVERVIEW

The Downtown Racine Corporation (DRC) Business Enhancement Reimbursement Grant is designed to support businesses investing in the vitality of the downtown area. **A grant of \$2,000 per location is available to eligible applicants.**

Eligible applicants include businesses that have located within the downtown district (see eligibility map) within 18 months of submitting this grant application, as well as businesses that are planning to lease or purchase a building in the downtown area. This program aims to encourage continued investment, strengthen the business environment, and enhance the overall appeal of downtown Racine.

ELIGIBLE USES

Exterior Improvements:

- Exterior paint or masonry refresh
- New or restored awnings
- Window display enhancements
- Planters, lighting, or decorative exterior elements
- Door replacement or refinishing
- High-quality, permanent outdoor sandwich boards
- Exterior blade signs (6th and 7th Street only)
- Window vinyl graphics
- Exterior lighting improvements

Business Development & Capacity Building:

- Small business training programs
- Professional development courses related to business growth
- Marketing consultant services
- Business consultant services (branding, operations strategy, merchandising strategy, etc.)

Interior Improvements:

- Interior branded feature wall signage
- Custom shelving (not inventory)
- Display tables and racks
- Interior lighting upgrades (track or feature lighting)

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ELIGIBILITY

Qualified business must be:

- A for-profit company
- Located in the eligible area
- If not located to the eligible area yet, must have a signed lease or purchase agreement
- First day of operation must be within 18 months of the date of this grant application
- Operated your business for more than 2 years in another location and are considering a new downtown Racine location
- Occupy a store front on the street grade (first story)
- Business open to the public for a minimum of 32 hours per week

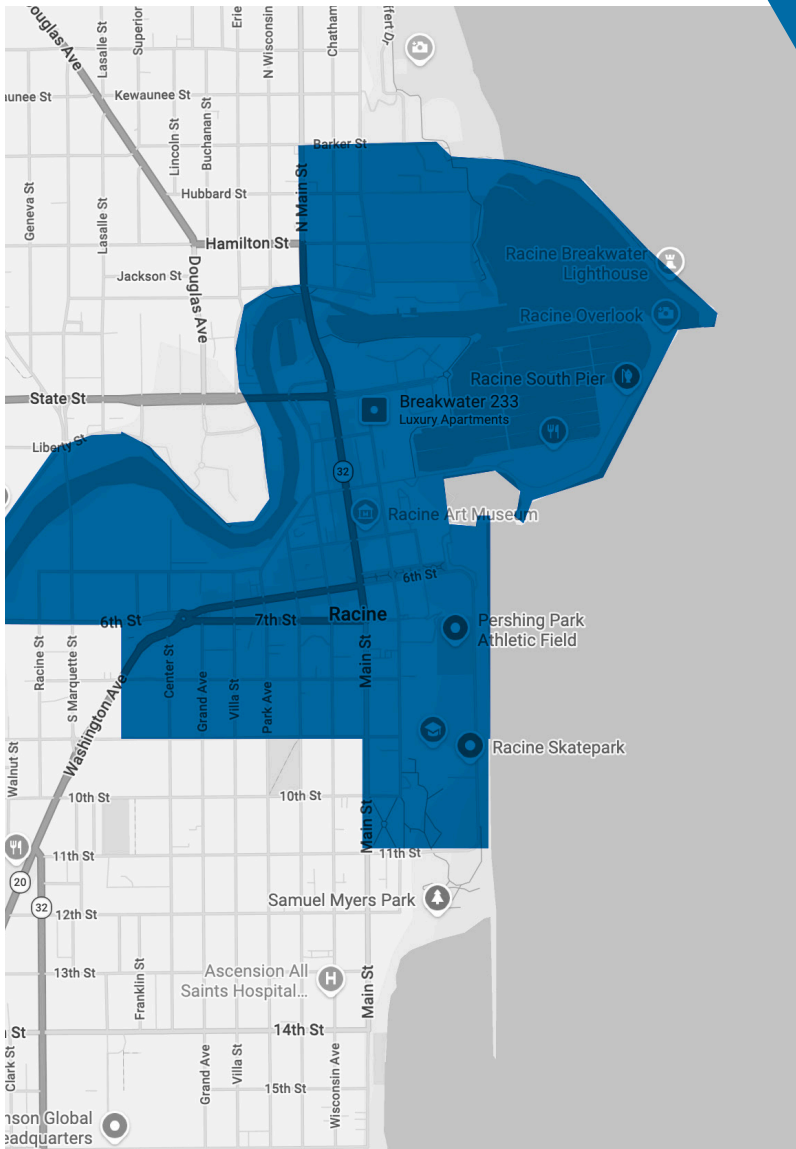
INELIGIBLE USE

Grant funds may not be used for:

- General operating expenses
- Payroll or staffing costs
- Inventory or merchandise
- Rent or mortgage payments
- Utilities
- Consumables
- Decorative items that are not functional or permanent

ELIGIBLE AREA

Qualified business must be currently located within the eligible area (map), if not located in the eligible area yet, must have a signed lease or purchase agreement.



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PRIORITIZATION

The DRC Business Enhancement Grant has a finite amount of funding, so to maximize the positive impact of the grant, eligible applicants will be prioritized as follows:

Retail – if your business is a retail establishment, check which type:

- Grocery and Specialty Food
- Apparel & Accessories
- Health, Beauty, & Personal Care
- Home Furnishings & Decor
- Electronics & Technology
- Sports, Fitness & Outdoors
- Resale & Vintage
- Other (Please Specify):

Restaurant – if your business is a restaurant, check which type:

- Full-Service Restaurant (fine dining, family restaurant, diners, etc.)
- Limited-Service Restaurant (fast food, fast casual, and carryout)
- Cafeterias, Grill Buffets, and Buffets
- Snack and nonalcoholic beverage bars (i.e., ice cream shop, coffee shop, smoothie bars, etc.)

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APPLICATION

Is your business currently located within the eligible area (map) YES NO

Address:

Is your business a for-profit restaurant? YES NO

Is your business a for-profit retail company? YES NO

If your business is not retail or restaurant, please describe your business below:

Are you seeking a new location for your business in Downtown Racine? YES NO

If you have operated your business for more than 2 years in another location and are considering downtown Racine, please list your existing business(es) location(s) below:

Company Name:

NAICS Code:

Employer Identification Number (also complete attached IRS W-9):

Company Address:

Name (First, Middle Initial, Last)

Title of Contact Person:

Contact Person Telephone Number:

Contact Person Email:

Who referred you to this program?

Describe your Business.

Provide itemized costs / expenses, including a total and amount being requested from the grant program below:

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APPLICATION CONT.

Application and Reimbursement Process:

- Questions about the program and your completed grant application should be sent to Andrea Safedis at Andrea@rcedc.info
- Grant applications will be reviewed by the DRC Board of Directors and the RCEDC Loan Committee.
- Applications will be reviewed in batches until the funds have been fully allocated.
 - May 11 (noon) – second batch of grant applications are due. Responses back to the grant applicants during the week of May 18th.
 - June 8 (noon) – third batch of grant applications are due. Responses back to the grant applicants during the week of June 15th.
 - June 22 (noon) – fourth batch of grant applications are due. Responses back to the grant applicants during the week of June 29th.
- Once your grant is approved, submit your proof of payment to seek the reimbursement of grant proceeds.
- All grant awards must be disbursed within the calendar year of their approval.

Applicant Responsibility

1. Processing Fee – 1.5% of the approved grant amount will be due at the time of the grant approval. For example, a \$2,000 grant would have a \$30 processing fee. Fees are due within 10 days of the approval date to ensure grant funds are reserved.
2. Timing – A complete grant application must be submitted. Downtown Racine Corporation & RCEDC Loan Committee reviews and approves the grant applications. Once proof of expenses has been obtained and approved, reimbursement will be processed.
3. No Adverse Findings – The applicant and operating company must not have any derogatory findings on Wisconsin Circuit Court Access or the Wisconsin Department of Financial Institutions.
4. Grant Limitations – The applicant understands that no more than \$2,000 of eligible grant uses and expenses can be reimbursed. This is a non-renewable grant.
5. Grant Application Deadline – Complete applications with all required materials must be submitted by September 30, 2026; or until funding remains.
6. Invoices and Payment Record Deadline – Applicants must submit all invoices and payment records with the grant application.
7. Grant Reimbursement – The approved applicant must submit detailed invoice copies and proof of payment (i.e., cancelled checks, credit card statements, receipts, etc.).

Signature

In signing this application on behalf of the requesting business, I hereby certify:

1. That all information is complete and correct.
2. That the business is a City of Racine for-profit company;
3. That the business is located within the mapped guidelines for this grant program;
4. That the business and applicant are current with Racine County Real Estate Taxes and have no derogatory findings with Wisconsin Circuit Court Access or the Wisconsin Department of Financial Institutions;
5. That the business certifies that they have no outstanding fines, penalties, taxes, or delinquent financial obligations whatsoever with the County of Racine, Wisconsin, agency, entity or any other local unit of government;
6. That all grants are approved based on the Downtown Racine Corporation & RCEDC Loan Committee discretion; and

Signature

Full Name

Date

Send all application information to:
Racine County Economic Development Corporation
ATTN: Andrea Safedis, Loan Portfolio Manager
2320 Renaissance Boulevard, Sturtevant, WI 53177
Email: Andrea@RCEDC.info