

the Root magazine

a publication by UW-Parkside
photography students

Winter 2019-20

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Twin Dragon Games





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Welcome to the first edition of the **The Root Magazine**, a publication produced in collaboration with UW-Parkside photography students, Visioning a Greater Racine, the Alan E. Guskin Center for Community and Business Engagement at Parkside, and a selection of vibrant and diverse businesses in the downtown Racine corridor. I am beyond excited to launch this project! **The Root Magazine** was conceptualized as a culture magazine that would support and promote the unique aspects of our local businesses to not only those who live in Racine, but also to those from who visit from elsewhere. It is a publication that is produced entirely by Parkside photography students with my support and Parkside's Marketing and Communications team.

I moved to Racine five years ago to take the position of Assistant Professor in the Art Department at Parkside. After only a few months, I knew that this lakefront town had great potential to re-emerge as a unique pocket of arts and culture. I am not a Midwesterner and never saw myself becoming so partial to this part of the country, yet each year I have grown fonder of Racine. Where I once saw dark spaces in the downtown corridor, I now see the warm glow of storefronts and restaurants. While this change has been slow and incremental, I think the celebration of this most recent surge is, if not timely, perhaps overdue.

The mission of **The Root Magazine** is to offer my photography students a real-world, community-based learning experience that supports our Racine neighbors in an effort to raise the cultural profile of downtown Racine. Students put their photography techniques in practice while expanding their understanding of perspective, place, and citizenship. It is my pleasure to share our experiences with you!

Thank you.

Professor Kristen Bartel



VISIONING
a greater
RACINE



Butcher and Barrel

300 6th Street | Racine, WI 53403

butcherandbarrel.pub

 [/ButcherNBarrelWI](https://www.facebook.com/ButcherNBarrelWI)





What do you bring to downtown Racine?

I think we bring a kind of cuisine and menu that hasn't been in downtown Racine for a long time. We are constantly trying to come up with new menu items that utilize local and seasonal ingredients, as well as exotic ingredients you don't encounter often. Aside from that, I think the experience we provide to our patrons is a great addition to downtown.

We boast one of the largest whiskey inventories in the city, with close to 100 different selections, and we are always adding more to our collection. Our private Barrel Room is perfect for parties up to 24 and can host a variety of events. Our wine cellar is curated with options to suit any taste or pairing. Finally, we also have live entertainment from local artists 1-2 times per week.

Who do you serve?

Our clientele is very diverse. We are approachable for anyone and everyone, and no matter what day of the week, we have something new and exciting to try, be it food or beverage. In the cold winter months, we have delicious comfort food options to warm you up. In the spring and summer, our menu leans toward some

lighter options, though our prime quality steaks are always a mainstay. No matter the season, we always use fresh, local ingredients to ensure a unique dining experience. In addition to that, we see a lot of out-of-town business people, large party celebrations, date nights, and more.

Why do customers return?

We believe our customers return because of the great quality of food, exciting and innovative cocktails, amazing experience, and the overall vibe we offer. From the moment you enter our restaurant to that last bite of dessert, we pay meticulous attention to detail and unique amenities that really make Butcher & Barrel stand out from the rest. Whether it's smoking your cocktails with one of our four varieties of wood chips or allowing you to choose your own steak knife from a selection of quality blades, we take pride in the little things we do to make your dining more than a meal, but an experience.

How do you engage with the community?

We always like to look to local resources. Our distributors are local, providing us the best ingredients Wisconsin has to offer. Our French press coffee is locally

roasted at Wilson's Coffee in uptown Racine. The paper that we use for our menus is supplied by the downtown paper company, Econoprint. To give our restaurant that extra touch on special occasions, we don't have to go further than right across 6th street to Millers Flowers for our floral needs.

We have also partnered with many organizations for charitable events including Racine Art Museum, Racine Zoo, The Prairie School, Empty Bowls, The Racine Eco-Justice Center, and LGBT Center of SE Wisconsin.

Why downtown Racine?

What we enjoy about being downtown is feeling like we are a part of something bigger. Downtown Racine has an amazing sense of community, and we are happy to be able to bring our modern flare and elevate things a little.

Downtown Racine, in our opinion, is different because of the camaraderie between businesses. The more anyone succeeds, the more we all succeed.



How did Longshot Vinyl begin?

When I met [my husband] in the mid 90s, no one had record players, but he had a record player and I had a record player, and I was like 'you weirdo' and here we are married to each other. So we've always collected records and have never stopped. We feel there's a disconnect when you just listen to stuff on your phone. I use my phone, but there's a difference when you can physically touch your music and the whole ritual of putting a record on. I love that.

The business is four years old and started as a popup vinyl shop. Our friends bought this shop and said we should open a record shop and I said 'I'm not doing that' but here I am. It's a lot more work, but I was ready for a bigger project. My kids like being here with us on the weekends.

Everything in the shop is second hand or redone or built by my husband and me. We found a lot of old things in the basement or upstairs and refinished it. We didn't have the funds to do a lot with it.

My son is our logo and my daughter is on other merchandise. I'm a mom, before I did this I was a swim teacher, I have a bachelor's degree in psychology. I'm a

cancer survivor, which is where the name Longshot came from. I was pregnant with my son when I was diagnosed and of course we both survived, but people would say it's a longshot to us. So that's where our name comes from.

What do you bring to downtown Racine?

[We] provide a unique space for people to get together and listen to good music. If you're of age we have craft beer and wine, and everyone can enjoy our small food menu, craft soda, and games. It's a family friendly space, inclusive for any age. There aren't enough spaces for people to hang out and listen to music.

Who do you serve?

We don't have a specific audience, everyone is welcome here. I'm always surprised by the things everyone buys of all ages.

I always thought that when I was record shopping, if someone would give me a glass of wine and a place to sit down, I would stay here for the rest of my life. So that's what we did.

Why do customers return?

The atmosphere. We're relaxed people, all-inclusive, we don't tolerate bullshit.

If you're nice and being part of the community, come in and hang out. We don't judge people on the type of music they like or anything like that.

How do you engage with the community?

We do a lot with the community. We played *Halloween* on Halloween and *Nightmare Before Christmas* in December. We have done *Star Wars* yoga and Rage yoga, which was pretty fun. We've done podcast listening parties where we listened to the podcast and then raised money for a charity the podcast was known for. We have done DIY craft night and something called *Off the Record* that we do every month, where we partner with Family Power Music and we talk and listen to three records. Lots of live music and art shows.

Why downtown Racine?

My friends bought this building, so it's Longshot, the restaurant Roberta, the theater, and Perennial Soaps. It's all one big building and upstairs is a big ballroom where we eventually want to do events. I didn't originally want to come to Racine since we live in Kenosha, but once I saw the ballroom and the old ceilings and wood floors I said okay.



Longshot Vinyl

324 6th Street | Racine, WI 53403
longshotvinyl.com

[f /longshotvinyl](https://www.facebook.com/longshotvinyl)





Perennial Soaps

316 6th Street | Racine, WI 53403

perennialsoaps.com

[f/perennialsoaps](https://www.facebook.com/perennialsoaps)





How did Perennial Soaps begin?

Perennial Soaps was established in 2011 right in my kitchen. My goal was to formulate a great vegan bar soap without using palm oil and unnecessary detergents and chemicals.

I started out selling soap online and at local farmers markets. As my business grew and I needed more room, I moved to a studio space. After a couple years there, I doubled my studio space and added limited open studio hours.

During this time, I had been building my customer base by vending at hundreds of events around the country and acquiring wholesale customers. In 2018 I made the move from studio space to my current retail storefront and studio.

Who do you serve?

My target audience is eco-conscious people who value handmade products and shopping local.

What sets your product apart?

Since the beginning my products have been 100% vegan and palm oil free.

Palm oil is frequently used in bath and body products but has proven to be very environmentally destructive. I developed

a base recipe using fair trade shea butter and organic cocoa butter in place of palm. Our shea butter comes from Global Mamas, a network that empowers African women and their families.

Our ingredient suppliers are verified vegan and cruelty free by Leaping Bunny. I've been vegan for about 12 years, so this is very important to me.

I enjoy creating unexpected scents with fragrances and essential oils.

What is your process?

My current space is about 25% retail and 75% manufacturing studio. The entire Perennial Soaps line is created in the studio. On the days when the storefront is closed, I work in back doing production and running Perennial Soaps. I do carry a few other brands in the storefront to compliment my current line, and many are handmade artists that I've met over the years traveling and doing events.

Perennial Soaps started as a bar soap company but I now make liquid soap, lip balm, roll-on perfume, body/room mist, tattoo balm, bath bombs and more.

Many people don't know that bar soap needs to cure four to six weeks before

use. The water used in production evaporates from the bars during this time, hardening the bar so it will last longer. Therefore, I need to be a month ahead at all times production-wise.

What is ahead for you?

I just finished my first year in the retail space so I'm looking forward to reviewing sales and trends and planning year two. I'd like to add some new Perennial Soaps products as shoppers seem to really enjoy that they're made in the back studio and that they're supporting a local business. I'll also continue to work on adding new wholesale customers and new events across the country, as I love to travel.

Why downtown Racine?

I admit, a retail storefront was never really in my vision for this business. However, I knew if I ever moved the business out of a studio and into retail, I wanted it to be on 6th Street. The building I'm in is beautiful, has so much history and my landlords been involved in the Racine community and are committed to the success of downtown. There's a great, supportive network of businesses here.





Racine Brewing Co.

303 Main Street | Racine, WI 53403

racinebrewingcompany.com

[f/Racine-Brewing-Company](https://www.facebook.com/Racine-Brewing-Company)

What inspired Racine Brewing Company?

Our love of creating and drinking delicious beer and our desire to create a space in our community that is relaxing and fun.

Andy originally was inspired by a former co-worker who shared some of his home brew with him. Before long, we were both actively creating our own recipes and brewing at home. We were brewing at home for about five years before opening the brewery.

We were inspired by the old RUSD (Racine Unified School District) gym uniforms to create our logo!

How did Racine Brewing Company begin?

We started our business completely self-funded. Andy was in manufacturing for 17 years and Angie was in education for 20 years. We started as home-brewing hobbyists and decided to make the leap into sharing our passion for beer with our community.

What do you bring to downtown Racine?

Peace, love, happiness, and beer! We are the only brewery open in downtown Racine with a fantastic, easy to find location. This is a space that offers unique experiences, promotes conversation, and is also family friendly.

We are a manufacturer, wholesaler, and retailer all wrapped up in one package! We source local as much as possible, including offering pizza made by a local pizzeria, serving locally-sourced Bavarian pretzels, and using local ingredients in our beers. Even our spent grain goes to a local cattle farmer.

We also provide a comfortable atmosphere that is fun for all ages!

Who makes up the Racine Brewing team?

Us! Husband and wife team, Andy and Angie Molina. We have also employed one brewer's assistant and two beer tenders. We love working with our small team! It can be challenging if someone

needs to have a shift off, but we've been fortunate enough to have a wonderful group of staff members. We usually have someone who is happy to step up and help out.

How do you engage with the community?

We have a partnership with a company called 2nd Kitchen, who has matched us with a delivery service to bring Mi Jacalito Mexican Restaurant food to the taproom.

What is ahead for you?

We just got our new brew kettle settled in, so a boost in production is definitely in the works for us. Canning and expanding distribution are on the list as well.



Twin Dragon Games

410 Main Street | Racine, WI 53403

twindragongaming.com  /TwinDragonGamesWI





What do you bring to downtown Racine?

We add a unique place here in downtown Racine. We provide a safe place for everyone to come and play a game that they enjoy together with others of same interest. We run tournaments that draw people from the Chicago area, Madison, and Milwaukee. We are a hang out place for everyone and help people build friendships and relationships with each other. We also create a kid-friendly place for the nightlife here in downtown and a place for families to play and learn together. We are more than a gaming store. We are a community.

How did Twin Dragon Games begin?

Dan was a Heating and Cooling Tech and Christine still works full-time and works at the business as well. We wanted to start our business when we got to be around our 40s, but an accident that Dan suffered at work got us to fast forward our plans.

[An] opportunity came up for us to vendor at another store, and that is when we started to get our name out there. We developed a close relationship with our customers ... and we could see that Racine really needed a store like ours.

Why downtown Racine?

We got an opportunity to work with Not Your Parents Basement who picked [us] to open up in downtown Racine. We took a chance with them, and it was totally worth it. We really love the businesses here in downtown Racine.

How do you engage with the community?

[We have] been blessed to work with other small businesses by holding events with each other, like board game night with Divino Geleto and Racine Brewing Company. We are working with the Next Gen Wave team for Visioning a Greater Racine and part of the Cesar Chavez Center as well. We also run Pokemon Club at the Racine Library and this year we been blessed to work with Racine Unified with their Extended Learning Program. We are very community-based, and we love it.

Why do customers return?

We run tournaments and provide a place for them to play with new people or friends. We also try very hard to know our customers and talk to them anytime they come down to see us.

Christine and I have always loved gaming, and we have a passion to work with children. We feel very blessed to be given an opportunity to do so. We work very hard to give everyone who comes through our door the feeling that they are part of the family. We hope to be the Racine's "Mom and Pop" shop of gaming.

What is ahead for you?

We hope to keep on growing and eventually sponsor players for major tournaments and start after school programs and camps for kids. We want to do more with our community and will be at more events to support our city. Maybe [we will] be able to get a bigger space in downtown.

What is your favorite game to play?

We enjoy all the games that we have to offer and have a blast learning new games together!



P.S.COM

Racine

Brewing Co.

NE WISCONSIN



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CONNECT WITH US | To learn more about community-based learning, internships, and other partnership opportunities with Parkside, contact the Alan E. Guskin Center for Community & Business Engagement: 262-595-2635 | cbe@uwp.edu | uwp.edu/cbe

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