

RE: Membership year 2011-2012

Dear Friend of Downtown:

As a business person located in one of the best downtowns in the Midwest, we encourage you to join with your neighbors to become a member of the Downtown Traverse City Association (DTCA).

As a member, you will benefit directly from Street Sale and other event participation, co-op advertising opportunities, Downtown Brochure listing (placed in every gift certificate order), enhanced website search ability with link and a listing on our redesigned and expanded Downtown Merchant Directory signs (locations below). Please make note that the deadline to participate in the Merchant Directory program is July 30, 2011.

Corner of Park and E. Front
Corner of Cass and E. Front
Corner of Union and E. Front
Corner of Union and W. State
Corner of Cass and E. State
Corner of Park and E. State
Warehouse District
300 Block of E. Front (entrance to Hardy Deck)
W. Front St. (in front of N. Peak)
Marina: Two Locations!
Old Town District (in front of the Blue Tractor)
Future: Old Town Deck site

Membership dues enable us to put on the many exciting events that contribute to the healthy business climate of Downtown Traverse City. Dues support such projects as Friday Night Live, Downtown Street Sale, Holiday Events, Downtown Art Walks, Chili Cook-Off, Bridal Show, Cherry Capital Winter WowFest, and Traverse City Restaurant Week just to name a few, as well as more than \$50,000 worth of advertising, the full color downtown brochure which includes a merchant listing (circulation of 45,000 state wide), over \$243,000 in Downtown Gift Certificates sales, as well as any/all other promotions throughout the seasons of the year. Marketing Downtown Traverse City on a limited budget is certainly not possible without the support of the DTCA membership. Every contribution toward the DTCA helps maintain the great Downtown that we all love and continue to enjoy.

Enclosed is a membership form and self-addressed return envelope. As always, please feel free to share with us *any* questions or comments. We look forward to your joining us as a member of the

Downtown Downtown Traverse City Association!

Development

Authority Sincerely,

Downtown
Traverse City

Association Colleen Paveglio

Marketing Director

P.O. Box 42
Traverse City, Michigan
49685-0042
colleen@downtowntc.com

231.922.2050

231.922.4863 fax

info@downtowntc.com

www.downtowntc.com

DUES STRUCTURE FOR 2011-2012 FISCAL YEAR (July 1-June 30)

<u>CATEGORY</u>	<u>SALES IN \$1,000</u>	<u>*Zone A</u>	<u>* Zone B</u>	<u>*Zone C</u>
1	100 and under	\$429	\$319	\$209
2	100 to 200	638	484	319
3	200 to 300	858	638	429
4	350 to 600	1,089	814	550
5	600 to 1,000	1,298	979	660
6	over 1,000	1,518	1,133	759
7	financial institutions, hotels		\$1,100	

*Zone A: 100 and 200 blocks of East Front Street

*Zone B: 300 block of East Front Street, 100 block of West Front Street, Old Town, State Street, Union and Cass Street.

*Zone C: West Front, Warehouse District, Gaslight District (400 E. Front and east) and other properties within the DTCA district not described above.

Support Categories (Suggested minimum)

Associate Membership - \$300 (Non-retail; i.e. Services, Offices)

Friend of Downtown - \$50 (I love Downtown TC!)

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ASK US ABOUT . . .

We have a lot of resources and experiences that we are more than willing to share with you. Should you have any questions or desire more information about any of the following, feel free to call our office at 231-922-2050, or e-mail us directly! We have provided a key contact for each, but we are thoroughly cross-trained...just ask!

Bryan Crough, Executive Director (bryan@downtowntc.com)
Rob Bacigalupi, Deputy Director (rob@downtowntc.com)
Colleen Paveglio, Marketing Director (colleen@downtowntc.com)
Nina Talarico, Office Manager (info@downtowntc.com)
Dave Malewitz, Parking Administrator (dave@downtowntc.com)
Diane Robinson, Deputy Parking Administrator (diane@downtowntc.com)
Gil Rupp, Maintenance Supervisor (gilaps@sbcglobal.net)

EVENTS

Friday Night Live

This six week series is a community hit. It exists because market research said we should be “the hometown place to shop” AND we were bored on Friday nights! We spend approximately \$12,000 each year, but nearly \$6,000 comes from fees and sponsors. Find out how rides on an old fire truck become a destination! **Key contact: COLLEEN, or any of us!**

Farmers Market

One of downtown’s oldest event traditions, The Sara Hardy Downtown Farmers Market is a bustling center of activity on Wednesday and Saturday mornings. We have just completed a long range plan for the Market and are searching for capital funding sources. **Key contact: ROB**

Art Fairs

Three art fairs a year take an incredible amount of staff time but we have a lot of fun and draw thousands of art buyers to downtown. Profit for the DTCA = \$40,000/year. **Key contact: COLLEEN or NINA**

Bridal Show

Our annual January event draws brides, their mothers, and sometimes reluctant grooms to downtown each year. DTCA members get a discount in the entry fee. We make a little money on it, too. **Key contact: COLLEEN or NINA**

Chili Cook-Off

Continuing the month of Brides and Beans, this January event helps fund “Friday Night Live,” features area restaurants and puts everyone on Tums! Profit for the DTCA = \$12,000/year. **Key contact: COLLEEN or NINA**

Cherry Capital Winter Wow!Fest

A winter celebration throughout the region on President’s Day weekend. Planned by regional partners such as the DTCA, TC Convention & Visitors Bureau, Grand Traverse Resort & Spa, National Cherry Festival, Mt. Holiday and Shanty Creek Resorts. DTCA restaurant members have the opportunity to participate in the Soup’r Bowl competition. Downtown also hosts the Sweetheart of a Sale and offers ice and snow sculptures. **Key contact: COLLEEN**

Fall Festive Sale & Happy Apple Days

We celebrate with free apples in every store - and we add a one day fall festive sale. The Halloween Walk caps it all off with thousands in attendance. *Key contact: COLLEEN*

Santa's Arrival, Holiday Open House, the Holiday Tree & Lights

Traverse City's first traffic calming device: our holiday tree sitting smack dab in the middle of our main intersection! Santa's arrival occurs there no matter what the weather! In 2008, the DDA was able to purchase over 130,000 LED holiday lights, funded through a grant from TC Light & Power. *Key contact: COLLEEN or ROB*

Street Sale

One of the benefits of membership, we pay for the permit, advertising, and provide the needed insurance coverage to the City. Non-members are not allowed participation. Membership DOES have its benefits! 100 & 200 blocks of Front Street and sidewalks of Downtown, 8 am to 9 p.m. on the first Friday in August - it includes Friday Night Live. *Key contact: COLLEEN*

Art Walk

Twice a year, approximately 20 businesses throw evening parties and we coordinate the entire thing. Throngs gather and stroll galley to gallery all evening. Criteria for participation include featuring an art exhibit for the evening. Participation fee is extremely discounted for DTCA members. *Key contact: COLLEEN*

Celebration for Young Children

Collaboration is key in this spring event with educators, cultural venues and everything for children! *Key contact: COLLEEN*

Shop Your Community Day

Held in November two weeks before "Black Friday" the DTCA approves 50 local non-profits and the participating merchants agree to provide a percentage of their sales that day to the charity of the customer's choice. The goal - direct non profits year round to this day of giving, and use non-profits constituencies to build sales. Approximately \$83,000 has been given back to the local community in the six years of this events existence. *Key contact: COLLEEN*

Traverse City Restaurant Week

The inaugural event took place in the winter of 2011. We look forward to growing this event. Restaurants that are DTCA members have a discounted participation fee. *Key contact: COLLEEN*

PROGRAMS & BENEFITS OF THE ASSOCIATION

Downtown Association Membership

The organization is predominately funded by member dues and other revenue sources. We anticipate around \$70,000 in dues this year. DTCA membership dues vary and are directly related to sales and location. *Key contact: BRYAN, COLLEEN, NINA or ROB*

Gift Certificates

As a tangible benefit, we are selling more and more every year...over \$240,000 last year and it locks the money right into downtown. The Downtown Gift Certificate program is funded by the membership of the DTCA and are designed to be accepted anywhere in the DTCA district. They can be treated just like checks - the merchants simply deposits them into their accounts at no charge to them. Customers that do not utilize the full amount of the gift certificate are to receive cash back. *Key contact: COLLEEN or NINA*

Convention packages

We prepare thousands each year. Coupons and "goodies" with maps and other information. Our annual budget is \$6,000 for this stuff and are have recently had improvements to the bags and the creation of a Downtown Coupon Book, which is printed annually. DTCA members may be included for FREE. Last

year we prepared almost 10,000 bags for conferences and conventions visiting the Traverse City area.
Key contact: NINA

Publications – Newsletter and brochure

Communications are key - we produce a monthly newsletter that has a distribution of 900. DTCA members have the ability to make special announcements and list events in this publication. Our annual brochure has a distribution of 45,000 and included a DTCA member listing insertion that is printed quarterly. The DTCA member listing included address, phone, website and “tagline.” Distributed downtown, the Visitors Center/Convention & Visitors Bureau, Chamber of Commerce, area hotels/motels in Northwest Michigan and included in all gift certificate envelopes. **Key contact: COLLEEN**

Good Morning Downtown

Our monthly membership meetings usually include a speaker on a topic of interest plus merchant to merchant news. Our Annual Meeting includes a speaker, a downtown recognition award, and a money making raffle. **Key contact: COLLEEN or ROB**

Discover Downtown

Aimed at downtown employees, we distribute pertinent information for our “front of the house” employees in Downtown. Information packets will be delivered in mid June. **Key contact: COLLEEN or NINA**

Website

We had a website before AL GORE! Launched in 1983, we knew that improvements were needed. In 2008 a new and improved website was launched and we continue to update annually. **DTCA members receive a store/business listing with address, phone, web link and tagline. DTCA members are also “searchable.”** To utilize the search function for your store, product information must be provided. DTCA members may also list events on the Downtown website and have the ability to submit online at www.downtowntc.com/submit-event/. DTCA members also will be a “Featured Merchant/Business” on the homepage with is randomly rotated daily. www.downtowntc.com **Key contact: COLLEEN, NINA or ROB**

Facebook Page: Downtown TC (Official)

Well it may have taken us a bit to catch up with the times, but the DTCA launched a facebook page, Downtown TC (Official) in February 2011. The page is quickly growing and opportunities for DTCA members to market their business are available. **Key Contact: NINA or COLLEEN**

Merchants Directory Signs

Merchant Directory signs are placed throughout Downtown for our visitors. Completed with the Wayfinding Signage Program in Downtown Traverse City, the Merchant Directory program grew from 3 to 11 in 2009!. We even have signs at the marina! Only members have a listing on our merchant directory signs... **Key Contact: COLLEEN or ROB**

Employee Discount Cards

Did you know that there are more than 4,000 employees in Downtown Traverse City? We provide a discount card to all downtown employees at no charge that is accepted at 50 participating businesses. A marketing tool to keep downtown employees shopping downtown! DTCA members may be listed on the card for a \$20 fee. **Key contact: COLLEEN or NINA**

Sidewalk Snowplowing

A unique program in conjunction with the City. We contract with a plower, the City pays half and we assess on a front foot basis to property owners, merchants or whomever will pay. It is an honor system and seems to work. *Key contact: NINA or ROB*

General Advertising

Approximately \$20,000 a year is available for generic advertising in local and regional publications/media. We maximize dollars with co-op advertising opportunities for DTCA members only on some programs and publications. *Key contact: COLLEEN*

PARKING

DDA/City Management Agreement

The DDA and City reached agreement over 10 years ago to have the DDA administer all parking in the City. We oversee a contract with Northwestern Michigan College, and direct the activities of two City parking enforcement employees. *Key contacts: DAVE, BRYAN or ROB*

Permit Parking

We now have over 1,100 permit parkers, mostly employees. We do everything we can to keep them happy because they are keeping the spaces in front of stores available for customers! *Key contact: DAVE or DIANE*

Larry C. Hardy Parking Deck or Old Town Parking Deck

Hardy Parking Deck is located in the Front Street District and includes four levels and over 540 spaces. The Old Town Parking Deck is located in the Old Town District and opened in August of 2010. The four level deck has over 500 spaces. *Key contacts: DAVE or DIANE*

DOWNTOWN DEVELOPMENT AUTHORITY TASKS

Financing - Dues, TIF, 2 mil levy and begging on the streets

The DDA uses the funds from contracts to manage the DTCA, the parking system, the TIF funds, to maintain a full time office to handle almost anything of interest downtown. TIF funds pay for capital expenditures while the contracts and the 2 mil Levy keep operational costs covered. *Key contact: BRYAN or ROB*

Tax Increment Financing

We have two TIF development areas. The southern part of downtown has been dedicated to redeveloping the former Traverse City Ironworks, a 5 acre foundry. River's Edge and Midtown Centre represent a \$100 million investment downtown. TIF funds have paid for riverwalks, streetscapes and utility relocations. In the northern part of downtown, TIF has inspired numerous new buildings and the funds are paying off a large bond issue for the Larry C. Hardy Parking deck. We are proceeding with the second deck as part of the revitalization of Old Town. Project approvals are in process. *Key contact: BRYAN or ROB*

Brownfield Redevelopment

Traverse City is the poster child for the State's BRA program. Radio Center/Park Street Project, River's Edge, Midtown Centre, Harbor View Centre, Red Mill Park, and now the Hall & Garland Street areas are

all brownfield sites. In addition to grants, loans, and tax credits, we have captured additional TIF funds for parking and other public improvements using the County BRA. **Key contact: ROB**

Café Ordinance

The DDA introduced the café ordinance several years ago. While this has been extremely successful, the main challenge is maintaining room for the pedestrians! **Key contact: ROB or BRYAN**

Planning & Development

Our Development Committee reviews current projects and issues as needed to provide guidance to the DDA staff, the Board and ultimately the City. Our staff attends most Planning Commission meetings and all City Staff meetings. **Key contact: ROB or BRYAN**

Developer Agreements

Most of our projects are public/private and all of them have included hours of negotiations and time spent with attorneys. The County BRA and State of Michigan require them for any of the BRA work, too. **Key contact: ROB**

Redevelopment Liquor Licenses

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DTCA Membership Benefits

MEMBERS ONLY:

VOTING RIGHTS AND RIGHT TO SERVE ON BOARD OF DIRECTORS

- Provide leadership and direction to downtown activities and issues

SPECIAL EVENTS

- Opportunity to participate in DTCA sponsored events
- Street Sale participation under DTCA registration and insurance
- Restaurants: Free “vending” at Friday Night Live

PUBLICATIONS

- Announcements in the DTCA monthly newsletter
- Listing in Downtown Brochure including business name, address, phone, web and tagline. (45,000 distributed annually)
- Opportunity to have coupon in the Downtown Coupon Book, distributed to visiting conventions (10,000 distributed annually)

WEBSITE

- Business listing on website with name, address, phone, web link and tagline
- Business search engine for members only. Your store can be searched by product and more!
- Event listings on website
- Featured business/merchant of the month on homepage (randomly selected daily)

DOWNTOWN GIFT CERTIFICATES

- Brochure with store listing placed in each Downtown Gift Certificate envelope
- We sell over \$190,000 annually! One of the most successful Shop Local programs in the state.

MERCHANT DIRECTORY PROGRAM

- Merchant Directory Program grew from three to eleven in 2009!
- Only members get a listing on the signs. Updated annually.
 - Corner of Park and E. Front
 - Corner of Cass and E. Front
 - Corner of Union and E. Front
 - Corner of Union and State
 - Corner of Cass and State
 - Corner of Park and State
 - Warehouse District
 - 300 Block of E. Front (entrance to Hardy Deck)
 - W. Front St. (in front of N. Peak)
 - Marina: Two!
 - S. Union St. (in front of the Blue Tractor)
 - Future: Old Town Deck site

ACCESS TO A FULLTIME PROFESSIONALLY STAFFED OFFICE

Coordination with the City of Traverse City, Downtown Development Authority, and other area agencies, including the Chamber of Commerce and the Traverse City Convention & Visitors Bureau.

- Downtown Ombudsman
- Clearing house for information

PRESENT UNIFIED BODY ON KEY ISSUE AFFECTING DOWNTOWN

- Initiate press releases/act as spokesperson for Downtown
- Snowplowing costs shared with City of Traverse City
- Public Improvement processes: parking, streetscapes, riverwalk, etc.
- Business hours
- Request for use of Public Space
- Michigan Retailer’s Association Member
- Michigan Downtown Association Member

COORDINATED ADVERTISING FOR DOWNTOWN

- Branding of Downtown Traverse City
- Organize and subsidize media packages
- Standard logo design/consistent imaging
- Expertise in radio, television and print advertising
- Brochure distribution
- Downtown website maintenance and social marketing tools

MORE!

- Access to Downtown employee Discount Card
 - Members may have a listing on card for a \$20 fee
- Advance notice on Downtown development and activities
- Just a reminder that we sell over \$192,000 in Downtown Gift Certificate!
- Monthly newsletter and membership meetings
- Over 50 annual events from Friday Night Live to Shop Your Community Day and don't forget that you have to be a member to participate in Street Sale!
- Holiday Lighting throughout Downtown

PLEASE READ
Downtown Traverse City Association
GIFT CERTIFICATE POLICY
Adopted April 10, 2001, revised February 2009

PURPOSE:

In an effort to enhance the vitality of Downtown Traverse City and promote local spending within our economy, a Gift Certificate Program has existed for a number of years.

The certificates are in a BANK CHEQUE style format, available in denominations of \$5, \$10, \$20 & \$25 respectively (see example attached). They can be purchased in ANY combination to the sum of ANY amount.

Where can customers purchase them? (5 convenient locations and online!)

The Downtown Traverse City Association office: 303 E. State St.
www.downtowntc.com (now can be purchased online at the Downtown website!)
Larry C. Hardy Parking Deck: 303 E. State St. (cashiers office at exit, extended hours!)
Traverse City State Bank: 310 W. Front St.
Traverse City Convention & Visitors Bureau: Corner of Union and Grandview Parkway
Gift Certificates can also be purchased on the TCCVB website at
www.visittraversecity.com

Gift Certificates may be purchased with cash, check, Visa and Mastercard.

Who are the participating merchants?

With EACH order, we provide the purchaser with the Downtown full color promotional brochure, a current calendar of events and our monthly broadsheet, which has a DTCA member listing.

To ensure that the downtown gift certificate program is user friendly, they are for use at all merchants and service businesses in the DTCA service area. The DTCA service area includes all of Front St. from Rose to Elmwood and the Grandview Parkway to Ninth Street.

How do I redeem them as a retailer/service?

Simply remit with your own deposit into YOUR bank, as you would any check or cash for the FULL face value. **Change is to given back to the customer if the entire amount is not spent. DO NOT issue a store credit.** A reimbursement will ALWAYS be given for the FULL amount at your bank.

Please share gift certificate procedures with your employees.

**We are extremely pleased with the continued success of this
DTCA program. 2010 Gift Certificate sales exceeded \$240,000!**

We welcome you comments/feedback/questions:
Email: info@downtowntc.com or call 922-2050.



TRAVERSE CITY STATE BANK 050926
TRAVERSE CITY, MICHIGAN 49604
734-939-1211

\$25.00 Gift Certificate

Redeemable in merchandise or service at any Downtown Traverse City business.

VISIT • LIVE • ENTERTAIN • PLAY • SHOP • DINE • ENJOY!



TRAVERSE CITY STATE BANK 03179
TRAVERSE CITY, MICHIGAN 49604
734-939-1211

\$20.00 Gift Certificate

Redeemable in merchandise or service at any Downtown Traverse City business.

VISIT • LIVE • ENTERTAIN • PLAY • SHOP • DINE • ENJOY!



TRAVERSE CITY STATE BANK 01357
TRAVERSE CITY, MICHIGAN 49604
734-939-1211

\$10.00 Gift Certificate

Redeemable in merchandise or service at any Downtown Traverse City business.

To:



TRAVERSE CITY STATE BANK 0064
TRAVERSE CITY, MICHIGAN 49604
734-939-1211

\$5.00 Gift Certificate

Redeemable in merchandise or service at any Downtown Traverse City business.

To: _____

Expires On: _____

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