Dear Downtown Merchant,

As a business located in one of the most recognized downtown districts in the Midwest, you help shape the experience, culture, and economic vitality of downtown Traverse City. We're grateful for the investment, vision, and hard work our downtown businesses bring to the community every day, and we invite you to be part of the Downtown Traverse City Association (DTCA).

A strong downtown doesn't happen by accident. It is built through partnerships, shared investment, and businesses working together toward a common goal: creating a downtown in which people want to live, work, and play. The DTCA works to strengthen downtown through events, marketing, advocacy, business connection, and community partnerships.

Your membership dues directly support this work while also providing benefits designed to support your business and employees as well as the whole of Downtown TC, including:

- Participation opportunities in annual events
- Digital marketing promotion through social media, email, digital and print advertising, and the downtowntc.com website
- Half-cost parking passes (limit two) for the Old Town Parking Structure
- Networking and social opportunities with fellow downtown businesses
- Discounted rates for employee direct primary care

Please review the full membership benefits outlined on the following pages.

Thank you for being part of the downtown business community and for investing in the future of downtown Traverse City. We look forward to continuing this work together.

Sincerely,
Your DTCA Board

Member Testimonials

Being a member of the DTCA goes beyond just the benefits. It's about being part of a healthy community that supports and empowers local businesses. We have long served cornerstones of commerce in our beloved downtown. Here's what some of these dedicated members have to say about membership:

Community & Increased Business
"The DTCA has fostered a fantastic sense of community for Toy Harbor. Our events bring in customers and create excitement for downtown Traverse City. I am looking forward to a summer full of fun events and the annual Street Sale in August!"

Amanda Walton, Toy Harbor

Networking & Support
"From the moment I joined the DTCA over ten years ago, the strong sense of belonging, lasting connections, and networking opportunities have been invaluable. It's benefitted my business by expanding my professional network and creating numerous collaborations and business partnerships."

Dawn Gildersleeve, Cherry Republic

Marketing & Growth Opportunities
"The DTCA's marketing support has significantly boosted our visibility. If you're a local entrepreneur seeking growth, the DTCA is a must-join! Being part of this community means you will have access to opportunities that can help your business thrive."

Karen Roofe, My Secret Stash

DTCA MEMBERSHIP BENEFITS

The following apply if your membership is in good standing.

SPECIAL EVENTS

Downtown events are developed and produced by the DDA on behalf of the DTCA, with events focused on building foot traffic and sales, community connection and placemaking, and revenue generation for the DTCA. Members receive:

- special invitations to participate in official downtown events
- discounted fee or no charge to participate in select events like TC Restaurant Week, shopping events, and Friday Night Live
- exclusive Street Sale participation under DTCA registration and insurance

MEMBER EVENTS

DTCA members are invited to join regularly scheduled member events that focus both on peer-to-peer learning and social networking, two important goals of business owners, managers, and staff. These events provide a fun way to connect with your fellow members (and the DTCA board of directors) while learning more about your neighbors and your downtown.

MARKETING PROMOTION

- Member posts/shares of anniversaries and special recognitions on official downtown social media channels (over 100,000 fans/followers and counting)
- Categorized business listing on downtowntc.com
- New members included in monthly newsletter feature (over 7,000 downtown stakeholders and fans)
- Inclusion in marketing campaigns where applicable
- Qualified member events shared out on DTCA Facebook event calendar

DOWNTOWN EMPLOYEE DISCOUNT CARD PROGRAM

Downtown employees work, shop, eat, and play with us, and they can enjoy 10% savings with participating DTCA members. Our card program features a QR code that links downtown employees to our website featuring those businesses, ensuring employees always have access to current discounts. DTCA members can sign up to be added to the list of participating businesses for $25 annually.

VOTING RIGHTS AND RIGHT TO SERVE ON THE BOARD OF DIRECTORS & COMMITTEES

Provide leadership and direction for downtown activities and issues.

DOWNTOWN MARKETING PROMOTION

The DTCA/DDA acts as a multiplier for the efforts of individual merchants. By promoting the entire downtown district, we create a rising tide that lifts all boats, bringing more customers to the area and benefiting all the businesses within it.

ANNUAL MEMBER CONNECTION

The DTCA hosts an annual celebration to commemorate everything our Downtown community has accomplished together, with updates from DTCA members. The evening affair includes activities, food, and drink, with an emphasis on connection with your colleagues and friends.

PARKING PERMITS: REDUCED RATE FOR MEMBERS
DTCA members are eligible for **two (2) discounted employee parking permits** at **50% off** the regular monthly rate in the **Old Town Parking Garage** (125 E Eighth St). These permits are perfect for staff or owners who regularly work downtown.

To request your discounted passes, email parking@traversecitymi.gov. Be sure to mention you're a DTCA member.

Please note:

- The discount is available for the **current membership fiscal year,** running from July-June, no matter when you join or take advantage of this benefit. You must be a paid member of the DTCA to receive the discount.
- The discount is **not available for autopay.** You will need to purchase either the full fiscal year, in three-month increments, or month-to-month either in person or via emailed invoice.
- The discount applies to **employee-rate permits only**, not premium or reserved spots.
- The discounted rate is available **only for the Old Town Parking Structure**.
- Permits are issued through the Traverse City Parking Services office, not through DTCA.
- The permit may be assigned to a specific employee or as a "floater" pass to rotate among staff.

Parking Pass FAQs:
Can I use this for surface lots or the other parking structures?
No. This discount applies only to the Old Town Parking Garage.

Can I use it for myself if I'm the business owner?
Yes, owners or employees may use the discounted passes.

What if I already have a pass on autopay?
You'll need to cancel autopay and contact the Parking office to switch to the discounted permit.

Can I get more than two passes?
No. The benefit is capped at two per member business.

Do I need to show proof of employment? The Parking office will verify membership at the time of purchase.

TABLE HEALTH: Healthcare Solutions for Small Businesses
Members can provide health benefits for employees through Table Health Direct Primary Care (DPC) with a 25% discounted rate off sign-up fees. (Scroll down for more information.)

Please email inbox@tablehealthTC.com for more information and pricing.

ADVOCACY

- Advocate for issues that affect your business
- Public improvement processes: parking, streetscapes, riverwalks, etc.
- Request for use of public space
- Michigan Downtown Association Member

Contact Information

Reach out to the DTCA Board at any time to ask questions about joining or discuss your current membership: DTCABoard@gmail.com

The DDA staff is ready to serve you! If you have any questions, call Sara Klebba at the DDA office at 231-922-2050, or e-mail us directly:

Harry Burkholder, Executive Director: harry@downtowntc.com
Lauren Bohac, Deputy Director: lauren@downtowntc.com
Sara Klebba, Director of Events & Engagement: sara@downtowntc.com
Carly Nicholas, Marketing and Communications Manager: carly@downtowntc.com
Lil Anderson, Administrative Assistant: lil@downtowntc.com

EVENT CALENDAR & PROGRAMS

Traverse City Restaurant Week
50+ Traverse City and Grand Traverse County restaurants participate annually! Members benefit from a discounted participation fee; everyone benefits from the halo effect of increased foot traffic and bustling sidewalks.

Downtown Art Walk
This free, self-guided downtown event pairs local artists with participating businesses for an evening of art displays & live demonstrations, live music, shopping & dining, and creative community engagement throughout downtown Traverse City.

Art Fair Series
Three art fairs a year draw thousands of art buyers to downtown. They come with the mindset to shop, dine, and play! We host two in June/July – Old Town Arts & Crafts Fair and the National Cherry Festival Arts & Crafts Fair – and the Downtown Fine Art Fair in September.

Street Sale
The 100, 200 & 300 blocks of E Front Street of Downtown shut down for this adored annual sale, 8 am to 9 pm on the first Friday in August. This event includes Friday Night Live from 6 to 9pm. The historically well-attended event hosted almost 17,000 participants in 2026. One of the benefits of membership: we take care of the permit, promotion, and provide the needed insurance coverage to the City. Non-members are not allowed participation.

Friday Night Live
Front Street is closed for two blocks for this fan favorite block party: a night of music and entertainment, nonprofits, and fun food and drink. (No charge for member restaurants or F&B purveyors to participate.) This downtown block party helps create a vibe unique to Traverse City, with a special connection to the community that builds the culture.

Halloween Walk
The Halloween Walk invites families to bring their little monsters downtown for a bustling couple hours of trick-or-treating. Thousands show up every year for this entertaining event beloved by the community at large.

Shop Your Community Day
Giving back to our community is important to the DTCA – that's why participating members give back 15% of sales for one day to a nonprofit of their customers' choice. Organizations are selected by the DTCA board and lottery from dozens of local nonprofit applicants. The event is held in November several weeks before Small Business Saturday.

Light Up Downtown, ft. TC Tree Lighting & Light Parade

In the now two-night event, the Friday night Tree Lighting takes place at Cass and Front Streets with activities and stage entertainment, contests, and music – including the annual lighting of the tree by Santa Claus himself. The TC Light Parade electrifies the crowd of thousands at this annual beloved event. The Cookies & Cocoa Crawl and Find the Grinch scavenger hunt complement the holiday festivities.

Santa's House

The DTCA is the host of Santa's House, a perennially beloved tradition by families near and far. Santa Claus comes to town during Light Up Downtown and grants his final wish on Christmas Eve. The DTCA makes possible some serious Christmas magic!

Shopping Night Series

The annual Ladies' Night, Men's Night, and Wrap It Up Night shopping celebrations bring joy (and plenty of business!) to our downtown shops and restaurants.

Shopping & Dining Event Promotions

Off-season and shoulder season events promote foot traffic, especially from locals, to help create a buzz and give cause for guests to visit your businesses.

"More Than Just a Destination" Marketing Campaign

In the off season, locals need to be reminded of the importance of supporting local. In order to flourish year-round, our downtown business owners need sales in every season. This paid media campaign features familiar downtown faces, spaces, and vistas that residents recognize and appreciate. The integrated marketing campaign reaches the targeted audiences most likely to shop, dine, and support local.

Downtown Gift Certificate Program

It's a gift for all seasons and all reasons! These paper gift certificates are treated like cash and are redeemable at (almost) all restaurants, shops, theaters, hotels, and businesses in Downtown Traverse City. We encourage the promotion of this program – keep spending local to be reinvested in our community. (Scroll for more details.)

Ribbon Cuttings

Grand openings (and re-openings!) need to be celebrated. The DDA staff sets up photo/video shoots with new downtown merchants, their staff, friends & family – and a giant pair of scissors & ribbon. We collaborate with new owners to share the good news on our social media of the newest downtown destination. DTCA members can also schedule a ribbon cutting for milestone commemorations.

ANNUAL MEMBERSHIP DUES

Downtown Traverse City Association

January-December Membership Year

Category	Prime (100, 200, 300 blocks of Front Street)	Non-prime
Restaurant/Bar	$1,120	$650
Food Truck	$400	$400
Retail	$1,000	$500
Retail (3 employees or less)	$400	$400
Hotels	$1,600	
Financial Institutions	$1,700	
Office	$700	
Other	$600	

GIFT CERTIFICATE POLICY

PURPOSE:
To enhance the vitality of Downtown, for the purpose of "keeping the dollars Downtown," the Gift Certificate Program has existed for a number of years.

The gift certificates are in a BANK CHEQUE style format, available in denominations of $20 & $25.

WHERE CAN CUSTOMERS PURCHASE THEM?

- Downtown Traverse City Association office, 303 E. State St.: Credit card, cash, or check
- Online: downtowntc.com
- Independent Bank (on Grandview Pkwy): Cash or check only

WHO ARE THE PARTICIPATING MERCHANTS?
With each order, we provide the Downtown promotional rack card that links from a QR code to a list of downtown businesses (as well as a list of confirmed businesses that confirmed they do not participate). We educate the purchaser that they are accepted virtually everywhere in the downtown district but recommend that they reach out in advance before purchase to confirm.

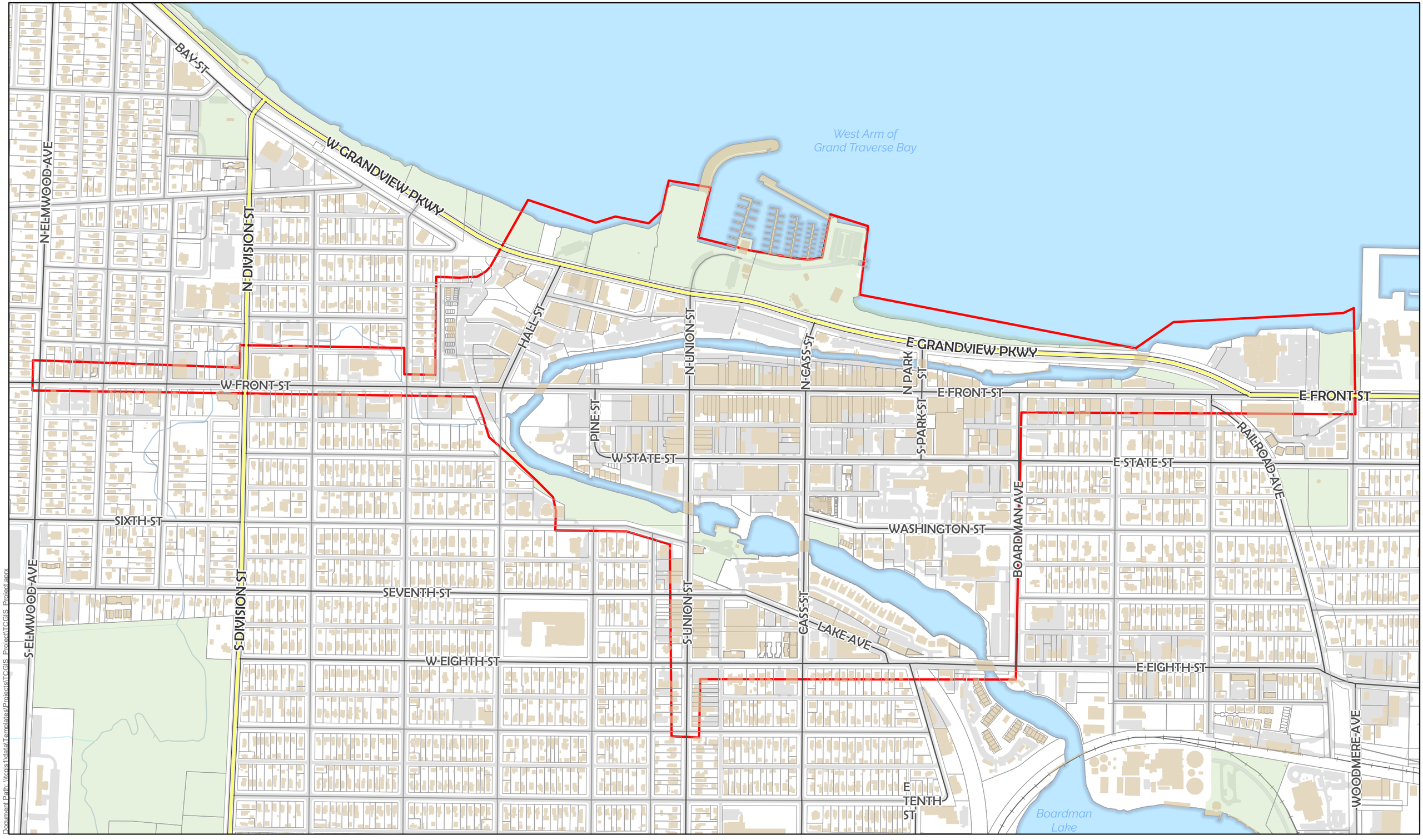
If your business does not wish to participate, please email info@downtowntc.com or call 231.922.2050.

HOW DO I REDEEM THEM AS A RETAILER/SERVICE?

- Simply remit with YOUR deposit into YOUR bank, as you would any check or cash for the FULL face value. If there is a recipient name in the "TO" field, add your business name.
- **Always give cash back**. Remember to give your customer FULL face value, even if it means giving them cash back, if they do not spend the entire amount. Change is given back to the customer. Store credit is allowed.
- You will ALWAYS be reimbursed for the FULL amount.
- **DO NOT write "VOID"** on the gift certificate or your bank will not accept for deposit.

The continued success of this program helps to build our programs year after year. Thank you for your participation!

Questions/Comments: Email sara@downtowntc.com or call 231-922-2050.



Document Path: \\gis1\data\Templates\Projects\TCGIS_Project\TCGIS_Project.aprx

CITY of TRAVERSE CITY
Geographic Information Systems

This map is based on digital databases from the City of Traverse City. Traverse City cannot accept any responsibility for errors, omissions or positional accuracy. There are no warranties expressed or implied.

DOWNTOWN TRAVERSE CITY ASSOCIATION (DTCA) BOUNDARY

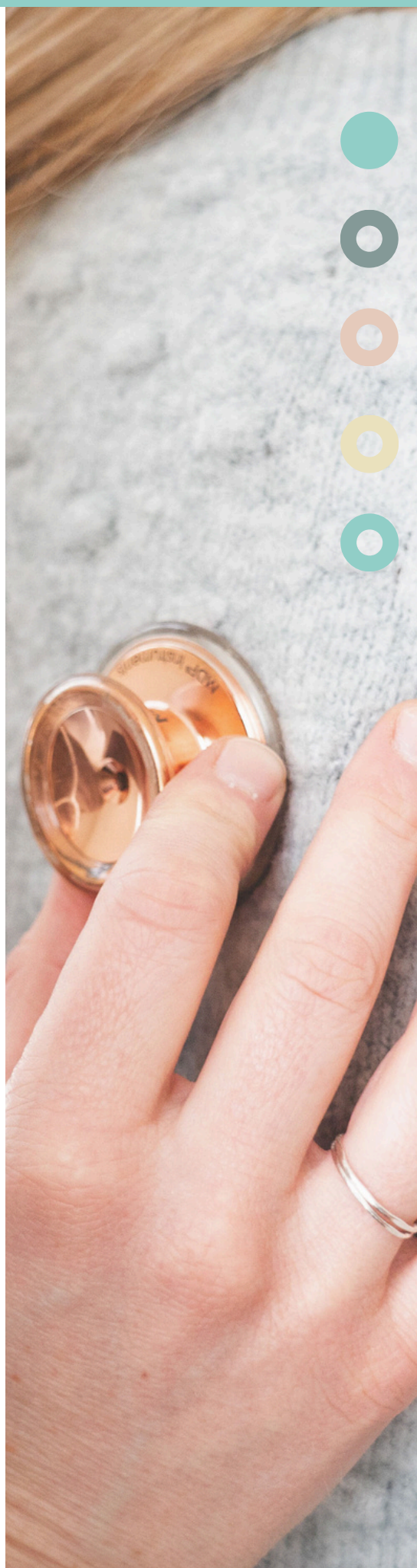
0 500 1,000 2,000 Feet

5/3/2024 GWS

LIVE BETTER

TABLE HEALTH

Healthcare Solutions for Small Businesses



Redefining healthcare with transparency, authenticity, and value.

TABLEHEALTH.COM | 231.333.1331
TRAVERSE CITY • PETOSKEY

REDEFINE HOW YOUR BUSINESS APPROACHES HEALTHCARE

When considering employee healthcare, business owners have access to cost-effective options beneficial for both themselves and their teams including savings for the company, boosted employee morale, heightened productivity, and increased retention rates.

WHAT IS DIRECT PRIMARY CARE (DPC)?

Direct Primary Care (DPC) operates as a membership-based primary care service. This model emphasizes access to the doctor with no copays and no deductibles for primary care services. With routine care covered, you can opt for a lower-cost "high-deductible" health plan.

ACCESS TO AFFORDABLE, HIGH-QUALITY HEALTHCARE

- Saving Employers Money
- Saving Employees Money
- Increased Access
- No Copay. No Deductible.
- High Value Care
- Cost Transparency



Photo credit: Traverse City DDA

HOW DOES TABLE HEALTH DPC WORK?

PATIENT/DOCTOR RELATIONSHIP
Because we don't participate with insurance, we're not bound by contracts which can create barriers for doctors and patients in their quest toward optimal health.

NO COPAYS. NO DEDUCTIBLES. NO WAITING.
A monthly fee covers primary care services from your annual exam to stitches, and everything in between and it's easy to see your doctor.

SERVICES & COSTS ARE TRANSPARENT
Membership fees and wholesale testing costs are more affordable, known ahead of time, and easy to understand.

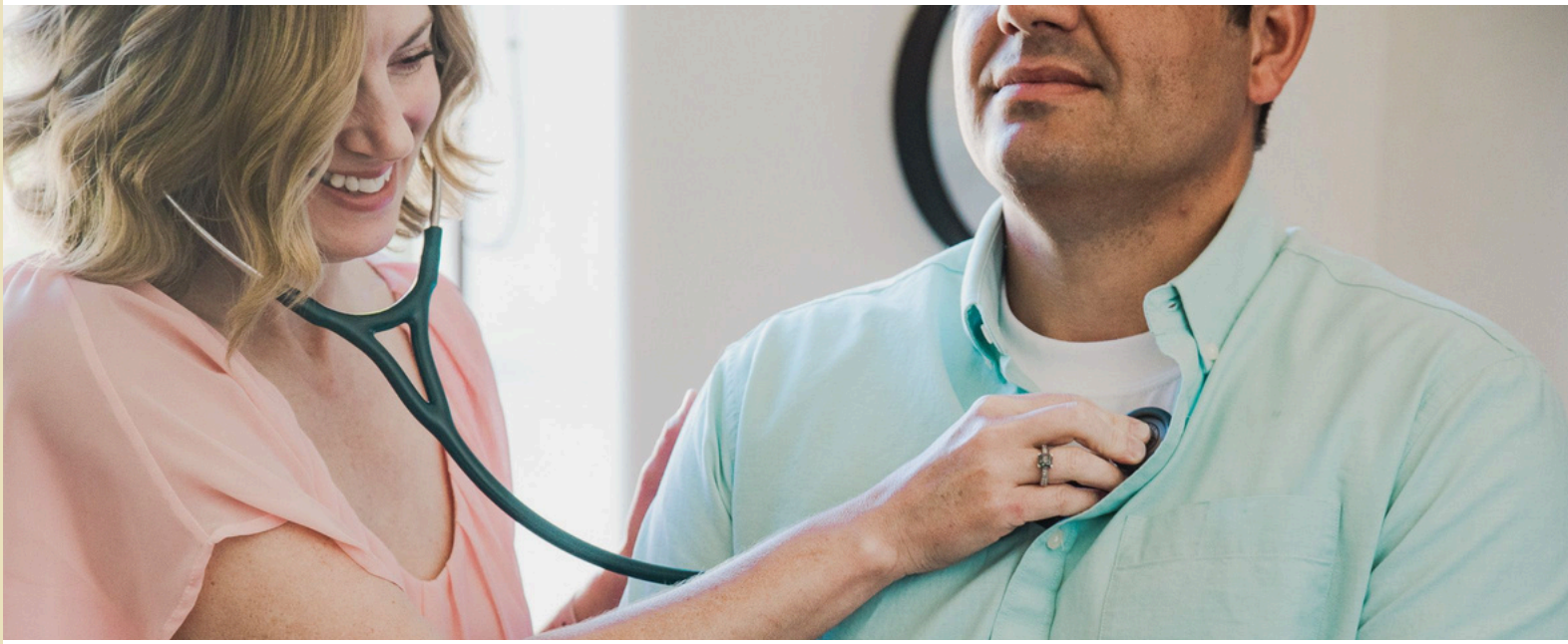
PATIENTS GET THE ACCESS THEY NEED TO STAY HEALTHY

SAME-DAY, NEXT-DAY APPOINTMENTS

AFTER-HOURS AVAILABILITY

IN-PERSON OR VIRTUAL VISITS

SEAMLESS PATINT PORTAL ACCESS



"I am seen and heard as a person and not just a patient with symptoms. I've never had a healthcare experience like this in my life."

- JULIE, TABLE HEALTH DPC MEMBER

TABLE HEALTH DPC: FLEXIBILITY & CHOICE

Table Health DPC can stand alone or complement conventional insurance or health share plans, offering flexibility and choice to businesses and their employees.

Employers have flexibility in how they design their benefits package to incorporate DPC. Some employers may fully cover the DPC membership fee for employees, while others may offer it as an opt-in benefit with cost-sharing arrangements. The specific structure depends on the employer's preferences, budget, and workforce needs.

WHEN EMPLOYERS CHOOSE THIS TYPE OF HEALTHCARE FOR THEIR EMPLOYEES THEY CAN EXPECT:

- An overall reduction in net healthcare costs
- Reduced utilization of emergency room care
- Increased accessibility to primary physician
- Increased employee satisfaction

(Milliman study 2020)



"We've worked with Table Health for about a year...We have so appreciated their servant hearts and willingness to do whatever it takes to provide quality care to our employees."

ABE MANTHEI
PRESIDENT OF THE MANTHEI GROUP
TABLE HEALTH DPC EMPLOYER PARTNER

DPC MEMBERSHIP: AT A GLANCE

- Annual health assessment
- ACA-compliant preventative care management
- Unlimited medical visits for chronic & acute conditions
- Same-day appointments for urgent issues
- 24/7 access to the physician
- In-office diagnostic labs
- Comprehensive screenings & counseling
- Common diagnostic labs
- Common medications
- Procedures

SAMPLE: ANNUAL OUT OF POCKET COST FOR OUTPATIENT CARE OF ROUTINE CHILDHOOD ILLNESSES

On average, a child will experience several illnesses in a single year. Here is an example of what their medical need may cost on an insurance plan versus how it could be shared as a DPC patient and member of Table Health.

SERVICES	CONVENTIONAL HIGH DEDUCTIBLE PLAN	TABLE HEALTH DPC BUSINESS MEMBERSHIP
Dr. Visit 1: Upper Respiratory Infection	($116) + Prescription ($25) **$141**	**$0**
Dr. Visit 2: Strep Throat	($116) + Strep Test ($30) + Prescription ($10) **$156**	**$0**
Dr. Visit 3: Ear Infection	($116) + Prescription ($25). **$141**	**$0**
Dr. Visit 4: Sport Injury *Ankle Sprain - No X-Ray*	($116) **$116**	**$0**
TOTAL OUT OF POCKET COST	$554	$0



"Beyond incredible! Meeting Dr. Vince is the best thing that happened to our family. It was the first time I actually felt like a doctor cared about us. He is extremely knowledgeable, kind, and amazing with kids!"

- **KATHRYN**, TABLE HEALTH DPC MEMBER

MEET OUR DOCTORS



Amy Bodnarchuk, MD PHYSICIAN

Dr. Bodnarchuk is a board-certified internal medicine physician and a Direct Primary Care (DPC) physician at Table Health in Petoskey. She attended medical school at University College Cork in Ireland, and her commitment lies in providing holistic, evidence-based, and individualized care. For over a decade, she honed her expertise as Chief Medical Resident at Baystate Medical Center Tufts School of Medicine in Massachusetts and as an internal medicine specialist at the Cleveland Clinic in Ohio. She strives to redefine the patient-physician relationship, emphasizing proactive wellness and personalized attention.



Michelle Manley, DO PHYSICIAN

Dr. Manley is a board-certified family physician and Direct Primary Care (DPC) physician at Table Health in Traverse City. She earned her medical degree from Michigan State University College of Osteopathic Medicine and completed her residency at Munson Medical Center. As a family physician Dr. Manley sees patients as young as newborns through adults of all ages. With interests in the management and prevention of chronic conditions, women's health, breastfeeding medicine, and osteopathic manipulation treatment (OMT) her passion is to help patients achieve optimal health.



Andrea Stoecker, DO PHYSICIAN

Dr. Stoecker is a board-certified osteopathic family physician and a Functional Medicine Direct Primary Care (DPC) physician at Table Health in Traverse City. She attended undergrad and medical school at Michigan State University. In addition to providing a full range of primary care needs, she specializes in women's health, hormones, GI issues, mental wellness, weight loss, and Osteopathic Manipulative Therapy (OMT) to help the body achieve balance. As a doctor trained in functional medicine, Dr. Stoecker works to determine the root cause of their symptoms to develop a plan for healing.



Vince WinklerPrins, MD, FAAFP PHYSICIAN

Dr. Vince WinklerPrins is a board-certified family physician and a Direct Primary Care (DPC) physician at Table Health in Petoskey. He attended undergrad and medical school at the University of Michigan. Working with primary care patients of all ages, Dr. Vince particularly enjoys working with young families. With decades of experience as a family physician including work in Michigan, Wisconsin, Maryland, Virginia, Washington, D.C., The Netherlands, and Brazil, Dr. WinklerPrins also has held high-level academic positions at Michigan State University's College of Human Medicine and Georgetown University's School of Medicine and has won many teaching and clinical awards.

TABLE HEALTH DPC MEMBERSHIP INCLUDES:

COMPREHENSIVE ANNUAL PHYSICAL

- Women's wellness exam including screening pap smear, sexually transmitted infection screening, HPV screening, and contraceptive education
- Men's wellness exam including mental health, heart health, sexual function and transmitted infection screening.
- Health maintenance screenings - depression, breast cancer, prostate cancer screening, colorectal cancer, immunizations, skin cancer, HPV, sexual health, blood pressure, smoking cessation, nutrition and lifestyle, diabetes, bone density

SAME OR NEXT DAY

appointments Monday - Friday

ALL MEDICAL FOLLOW-UP

- Disease Management
- Sick Visit
- Lab Review
- New Symptom
- Treatment Plan Follow-Up
- Misc. Medical Visit

PRESCRIPTION MEDICATIONS

A selection of common medications for urgent illnesses including antibiotics.

IN-OFFICE DIAGNOSTIC LABS

urine dip, rapid strep, rapid flu, pregnancy, glucose

IN HOUSE PROCEDURES

- Mole Removal
- Stitches
- Cleaning and Treatment of Superficial Wounds
- Breathing or Asthma Treatments
- Drainage & Treatment of Boils, Skin Eruptions or Joints
- Contraceptive Placement
- Splinting
- Blood Pressure Monitoring

TABLE HEALTH

Direct Primary Care
PRIMARY & PREVENTATIVE CARE

Table Health is a direct primary care and functional medicine practice that helps you transform your health through transparency, authenticity, and value for the individual, family, and company.

- True relationship-based care
- Cost transparency and ease of financial transactions
- More flexibility and availability
- Addressing the root cause so you can heal

HEALTH SHARE

Medical Cost Sharing
LARGER MEDICAL COSTS

Inspired by the modern sharing economy, health share models center on Member-to-Member sharing. Health share members support one another's financial and physical health by sharing burdensome medical expenses.

- Large curative treatments
- Clear guidelines and simple sharing process
- Dedicated member services team
- Average of 50% in cost savings

CONTACT US FOR HEALTH SHARE PARTNER OPTIONS AND SIGN-UP DETAILS

SMALL BUSINESSES CAN CUT THEIR HEALTHCARE COSTS IN HALF WITH OUR COMPLETE MEMBERSHIP OPTION.

We welcome the opportunity to discuss how Table Health Direct Primary Care can align with your business goals and help you achieve cost savings while taking care of your most valuable asset—your employees.

Please reach out with a convenient time for a brief call or meeting, and a member of the Table Health team will be happy to give you more information and answer any questions you may have.

TABLE HEALTH TEAM

Jill Butryn, MD
President
jbutryn@tablehealth.com

Amy Bodnarchuk, MD
Internal Medicine Physician
abodnarchuk@tablehealth.com

Andrea Stoecker, DO
Family Physician
astoecker@tablehealth.com

Stephanie Charvoz
Practice Manager
inbox@tablehealthtc.com

Michelle Manley, DO
Family Physician
mmanley@tablehealth.com

Vince WinklerPrins, MD, FAAFP
Family Physician
vwinklerprins@tablehealth.com

NOTES