



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, creativity, 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, including:

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

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 & DDA Staff

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 & Planty and Fancy

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 merchant traffic and sales, community connection, 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 (almost 100,000 fans/followers and counting)
- Categorized business listing on downtowntc.com
- New members included in monthly newsletter feature (almost 7,000 downtown stakeholders and fans)
- Inclusion in digital marketing campaigns where applicable
- Qualified member events shared out on DTCA Facebook event calendar

DOWNTOWN EMPLOYEE DISCOUNT CARD PROGRAM

DTCA member employees work, shop, eat, and play with us, and they can enjoy 10% savings with participating DTCA members. Our new card program features a QR code that links DTCA member 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. The event includes activities, food, drink, and prizes, 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 our 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

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 (new for 2026!) blocks of Front Street and sidewalks 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. 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 the 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.

Tree Lighting & Light Parade

The traditional tree lighting takes place at Cass and Front Streets. Santa arrives to light the tree, and the Light Parade electrifies the crowd of almost 20,000+ at this annual beloved event.

Shopping Night Series

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

Shopping & Dining Event Promotions

Events like Sweetheart of a Sale, Signs of Spring Scavenger Hunt, and Get Away or Stay & Play promote foot traffic during shoulder and off-seasons, create a PR buzz, and give cause for guests to visit your businesses.

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! Our staff sets up photo/video shoots with new downtown merchants, their staff, friends & family – and a giant pair of scissors. We collaborate with new owners to share the good news on our social media of the newest downtown destination. Members can also schedule a ribbon cutting for a milestone commemoration.

ANNUAL MEMBERSHIP DUES

Downtown Traverse City Association

July 2026-December 2026 Membership Year (50% Proration)

Moving to Jan-Dec calendar/fiscal year in 2027

Category	Prime (100, 200, 300 blocks of Front Street)	Non-prime
Restaurant/Bar	\$1,120 (\$560)	\$650 (\$325)
Food Truck	\$400 (\$200)	\$400 (\$200)
Retail	\$1,000 (\$500)	\$500 (\$250)
Retail (3 employees or less)	\$400 (\$200)	\$400 (\$200)
Hotels	\$1,600 (\$800)	
Financial Institutions	\$1,700 (\$850)	
Office	\$700 (\$350)	
Other	\$600 (\$300)	

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.

LIVE BETTER

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TABLE HEALTH

2026 Redefining Healthcare

Transparency, Authenticity, and Value

Affordable and transparent costs, and you are seen as a person rather than a symptom.





TABLE HEALTH

TABLE HEALTH DIRECT PRIMARY CARE

Redefining Healthcare

Transparency

Authenticity

Value

Welcome to your 2026 Table Health Direct Primary Care (DPC) benefit. This guide highlights the details of your membership.

What is DPC?

Table Health offers Direct Primary Care (DPC), which is an affordable monthly membership payment for your doctor's fees instead of billing insurance. DPC prioritizes affordability and accessibility for all your primary care needs like physicals, preventive care, chronic disease management, new symptoms, urgent problems, and help with getting care outside the office when it's needed. This innovative approach fosters a closer doctor-patient relationship, reminiscent of old-school family doctors, while offering 21st-century convenience and cost transparency.

Your Membership at a Glance

- Well Care for Adults and Children
- Routine Gynecologic Care and Men's Health
- Sick Visits, Injuries, New Issues
- Management of Chronic Conditions
- In-Office Procedures
- All Visits Related to the Management of Your Health
- Medications Available at Wholesale Cost
- In-Office Rapid Testing
- All Labs Related to Your Health Available at Wholesale Cost
- 24/7 Access to Your Physician for Urgent Problems
- Patient Portal
- Virtual Visits for Your Convenience
- Table Health Member-Only Online Resources

- ✓ No Copay
- ✓ No Deductible
- ✓ No Waiting



Understanding Your Table Health DPC Benefits

Here's a quick guide to help you make the most of your membership.

Building a Strong Foundation: Preventative Care Included In Membership

Meet Your Doctor: It's best to meet your doctor before you get sick or injured. Make an appointment to establish care as soon as possible.



AMY BODNARCHUK, MD
Internal Medicine



MICHELLE MANLEY, DO
Family Medicine



MEGAN STILWILL, DO
Pediatrics



ANDREA STOECKER, DO
Family Medicine



VINCE WINKLERPRINS, MD, FAAFP
Family Medicine

Well Exams for Adults and Children: Longer exams (typically an hour) are important for ongoing health and well-being, and for developing a strong relationship with your doctor.

- Health review and physical exam by your physician
- Time to address your concerns
- Age-specific checkups like Well-Woman, Well-Man, Well-Child, and Well-Adolescent
- Mental health, cardiovascular, EKG, and other important screenings
- Conscientious referrals for preventive screenings like mammograms and colonoscopies

Maximize Your Visit: How to Prepare for Your Table Health Appointment

At Table Health, say goodbye to rushed appointments and waiting rooms. Your visits are designed to be thorough, allowing ample time for:

- Comprehensive physicals and medical consultations.
- In-depth exploration of your health history.
- Addressing current health concerns, including lifestyle and nutrition.

Our patient-centered approach fosters a collaborative relationship, empowering you to take control of your physical, emotional, and relational health. We are committed to ensuring you feel seen, heard, and understand your personalized plan for optimal health.

Prepare for Your First Visit: To make the most of your appointment, please:

1. **Complete Your Patient Portal:** Access the portal to fill out all health and medical history questionnaires. Upload current medications/supplements, pharmacy information, a picture, and update demographics.
2. **List Your Health Concerns:** Jot down specific questions for your doctor. For chronic or complex conditions, upload important specialist notes, labs and other tests from the last two years.
3. **Define Your Desired Outcomes:** Be as specific as possible about your health goals and values. It's okay if you're unsure; your provider can help clarify them during your discussion.



Managing Your Health with Ease: Other Doctor Visits and Services Included in Membership

Unlimited Appointments: See your doctor as often as needed for any issue - management of existing diagnoses or medications, new symptoms or injury, urgent issues, procedures and office treatments, any questions related to your health and well-being.

Rapid Tests: Rapid tests for COVID, UTIs, Strep throat, Flu, Blood Sugar, and Pregnancy tests are available in the office and included in your membership.

Flexible Communication and Interactions: Schedule appointments, ask non-urgent questions, and manage your care conveniently through our online portal or by phone. Visits can be in person or virtual/tele-health. Same or next day appointments are prioritized for members with urgent problems.

After-Hours Access: Avoid unnecessary and costly trips to urgent care or ER with after-hours access to your own Table Health physician for urgent concerns or when you're not sure what to do.

Care Navigation: When you need diagnostics (like radiology) or specialty care outside our office, we help you find the best solution for your situation using high quality providers and facilities that are cost conscious.



Reducing Costs with In-House Procedures

Save money and time with various in-house procedures

- Mole removal
- Stitches
- Wound care
- Breathing treatments for asthma
- Joint injections
- Contraceptive management and placement
- Musculoskeletal injuries
- And more, depending on your doctor's scope of care

Convenience and Cost Savings: Lab Tests, Medications, and Supplies for Less

Lab Testing: Offered in our office at wholesale rates plus a small draw fee, we can perform the lab tests you need at a fraction of the cost of other facilities and conveniently done right in the office. Common examples: Lipid panel about \$8, Complete Metabolic Panel about \$5, Hemoglobin A1C about \$7.

Prescription Medications: We dispense a selection of commonly used medications for common ailments. Get them during your appointment affordably, while skipping the pharmacy hassle. Common examples: Amlodipine \$5, Zithromax \$5.

Medications

Infections like UTI, Strep
High Cholesterol, High Blood Pressure
Anxiety & Depression
Type II Diabetes
Skin rashes
Contraceptives

Labs

Cholesterol, Thyroid, Blood Sugar, A1c, Vitamin D,
Liver & Kidney, Cultures, + More

Rapid In-House: COVID, Blood Sugar, Pregnancy
Test, H. Pylori, Flu, UTI (Urinary Tract Infection)

Supplies: There may be times when you need custom supplies like a splint or a more complicated procedure not included in membership, such as biopsy with complicated closure. For members, these costs generally range from \$0 to \$50, much less than typical, and you'll know ahead of time.

Vaccines

Table Health supports the use of vaccines as a personal and public health choice. However, because of their high cost and maintenance, we only provide vaccines on site when utilization of a particular vaccine justifies ordering in bulk. If we offer a vaccine, it will be charged at cost plus an injection fee. We may offer vaccine clinics to employers and other groups. Any vaccine not provided by our office can be obtained by other providers such as the health department and local pharmacies, and we will help you arrange this when necessary. Health Share arrangements and conventional insurances usually cover the cost of CDC recommended vaccines for children.

Investing in Your Whole Health: Resources & Support Not Included in Membership

Table Health offers additional services to complement your DPC membership, available for a fee:

Nutrition

Get help with food related health needs. Our dietician has a functional approach and works with patients who need help with allergies and intolerances, weight management, chronic disease management, anti-aging and lowering health risk.

Functional Medicine

Many of our patients have complicated health issues and benefit from a consultation with one of our Functional Medicine Physicians. This is a deep dive approach to get to the root of a health issue(s) and an integrative approach to health challenges.

Occupational Services

We provide DOT/CDL and preemployment exams, DOT compliant testing for employers including C/TPA services, and workplace drug and alcohol testing, at competitive rates.

Enhanced Care Options (Add-On Memberships, see website for current pricing):

- Mental Health Membership: If you need more intensive or ongoing therapy, this membership provides ongoing care with our licensed therapist. Our mental health clinician works collaboratively with our physicians if you need medication or a more comprehensive approach.
- Wellness Membership: An affordable way to receive ongoing support for making changes to your health and self-care. Includes monthly sessions; choose Nutrition or Bodywork/Massage with our Licensed Massage Therapist and Registered Dietician.

We're Here for You! Table Health is committed to providing a comprehensive approach to primary healthcare. If you have any questions or would like more information about any of our services, please don't hesitate to contact us.



In my 31 years of existence, I have never once had a primary care experience like the one I just had. I have never felt more heard, and understood from a primary care in my life.

-James

All Services Available at Table health

BENEFIT/SERVICE	INCLUDED IN DPC MEMBERSHIP	ADDITIONAL COST
PREVENTATIVE CARE <i>Physical exam by your physician</i>	✓	
ALL VISITS/UNLIMITED APPOINTMENTS	✓	
ROUTINE PROCEDURES	✓	
RAPIDS TESTS	✓	
VIRTUAL/TELEHEALTH	✓	
AFTER HOURS ACCESS AND CONSULT	✓	
CARE NAVIGATION/GUIDANCE	✓	
PRESCRIPTION MEDICATION		Dispensed at affordable cost or Rx sent to affordable pharmacy
LABS DRAWN AT TABLE HEALTH OFFICE		Wholesale cost plus small draw fee
CUSTOM SUPPLIES & COMPLICATED PROCEDURES		\$0-50
VACCINES/IMMUNIZATIONS		Referred out to lower cost providers most of the time
PHYSICAL THERAPY, DOT PRE-EMPLOYMENT EXAMS		Depends on services and service model chosen and employer need
DRUG AND ALCOHOL TESTING		Varies depending on service requested
WELLNESS AND/OR BEHAVIORAL HEALTH COUNSELING/THERAPY		Pricing varies based on service and model; consult the website for current details.



REDEFINING HEALTHCARE

Let's Connect!

Traverse City • Petoskey

tablehealth.com

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