



RE: Membership year 2019-2020

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, Restaurant Week, additional event participation, co-op advertising opportunities, Downtown Brochure listing (placed in every gift certificate order), enhanced website search ability with link (over 1,000,000 page views annually), event listings on the website, and a listing on our Downtown Merchant Directory signs (locations below). Please make note that the deadline to participate in the Merchant Directory program is July 20, 2019.

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 Parking Garage)  
W. Front St. (in front of N. Peak)  
Marina: Two Locations!  
Old Town District (in front of the Blue Tractor)  
Old Town Parking Garage

Membership dues enable us to promote the diverse mix of businesses that reside in Downtown Traverse City through print and digital media. Dues also provide support to host the many exciting events that contribute to the healthy business climate of Downtown Traverse City such as Friday Night Live, Downtown Street Sale, Downtown Art Fair(s), Downtown Light Parade, Downtown Art Walks, Chili Cook-Off, and Traverse City Restaurant Week. Also provided is more than \$50,000 worth of advertising, the full color downtown brochure which includes a merchant listing (circulation of 45,000 state wide), the downtown website, over \$683,000 in Downtown Gift Certificates sales, as well as any/all other promotions throughout the seasons of the year. Promoting 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.

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 Traverse City Association!

Sincerely,

Colleen Paveglio  
Marketing & Communications Director  
colleen@downtowntc.com



## Downtown Traverse City Association Fiscal Year 2019-2020

### MEMBERSHIP DUES ARE BASED ON SALES

<u>CATEGORY</u>	<u>SALES IN \$1,000</u>	<u>*Zone A</u>	<u>* Zone B</u>	<u>*Zone C</u>	<u>*Zone D</u>
1	Introductory Rate	\$450	\$350	\$250	\$150
2	100 to 200	650	500	350	250
3	200 to 300	850	650	450	350
4	300 to 600	1,050	850	550	450
5	600 to 1,000	1,300	1,000	650	550
6	over 1,000	1,550	1,200	750	650
7	financial institutions, hotels			\$1,100	

\*Zone A: 100 and 200 blocks of E. Front Street

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

\*Zone C: W. Front, Warehouse District, 400 E. Front and east, and other properties within the DTCA district not described above.

\*Zone D: Special circumstances (i.e. retail with no sidewalk or street frontage)

#### Support Categories (Suggested minimum)

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

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



—2019-2020 DTCA MEMBERSHIP FORM—

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Email Address \_\_\_\_\_

Additional Contact/Manager \_\_\_\_\_

Email Address \_\_\_\_\_

Website \_\_\_\_\_ Facebook \_\_\_\_\_

Twitter \_\_\_\_\_ Instagram \_\_\_\_\_

Business Phone \_\_\_\_\_ FAX \_\_\_\_\_

Tag line for Brochure and Website listing: (ten words) \_\_\_\_\_

Please remit payment, with enclosed envelope to:  
**Downtown Traverse City Association (DTCA)**  
P.O. Box 42  
Traverse City, MI 49685

We also accept VISA or Master Card

Feel free to contact us Monday-Friday, 8am-5pm or email us with any questions or comments!

***Thank You!***

Enclosed is \$ \_\_\_\_\_ in payment.

For Office Use Only:

\_\_\_ Address Book

\_\_\_ Website

\_\_\_ Facebook

\_\_\_ TY

\_\_\_ Database

\_\_\_ Brochure

\_\_\_ Newsletter



# 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 for free
- Discounted fee to participate in Art Walk and TC Restaurant Week for DTCA members
- Retail: 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/SOCIAL MEDIA

- Business listing on website with name, address, phone, web link, social media links, tagline, and short video to display on profile page and interactive map. Over 1,000,000 page views annually on [www.downtowntc.com](http://www.downtowntc.com)
- Event listings on website
- Job listings on website
- Successful Facebook Page:
  - Don't Forget to Like Us! Downtown TC (Official)
  - Twitter: @DowntownTC
  - Instagram: @downtown\_tc

### DOWNTOWN GIFT CERTIFICATES

- Brochure with store listing placed in each Downtown Gift Certificate envelope
- We sell nearly 600,000 annually! One of the most successful Shop Local programs in the state.
- The DTCA invests over \$35,000 annually toward the implementation and execution of this program.

### MERCHANT DIRECTORY PROGRAM: (Retail Members)

- Merchant Directory Program grew from 3 to 13!
- 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 Garage)
  - W. Front St. (in front of N. Peak)
  - Marina and Clinch Park: Two!
  - S. Union St. (in front of the Blue Tractor)
  - Old Town Garage



### **ACCESS TO A FULL-TIME 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 Tourism.

- 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
- Paid classifieds that link to the jobs page on website

### **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 nearly \$600,000 in Downtown Gift Certificates!
- 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!



## 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!

Jean Derenzy, CEO ([jean@downtowntc.com](mailto:jean@downtowntc.com))

Harry Burkholder, COO ([harry@downtowntc.com](mailto:harry@downtowntc.com))

Colleen Paveglio, Marketing Communications Director ([colleen@downtowntc.com](mailto:colleen@downtowntc.com))

Nina Talarico, Office Manager ([nina@downtowntc.com](mailto:nina@downtowntc.com))

Nick Viox, Events & Projects Coordinator ([nick@downtowntc.com](mailto:nick@downtowntc.com))

Nicole VanNess, Parking Director ([Nicole@downtowntc.com](mailto:Nicole@downtowntc.com))

### **EVENTS**

#### **Friday Night Live**

This summer 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 \$9,000 each year, but nearly \$5,000 comes from fees and sponsors. Find out how rides on an old fire truck become a destination! **Key contact: COLLEEN or NICK!**

#### **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: NICK**

#### **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 NICK**

#### **Chili Cook-Off**

We kick off the new year with a community favorite, the Downtown Chili Cook-Off. This event serves as the DTCA’s only fundraiser and contributes to the overall budget to fund various community events such as “Friday Night Live.” Profit for the DTCA = \$14,000/year. **Key contact: COLLEEN or NICK**

#### **Presidents’ Day Sale**

Why not celebrate winter with a sale! The DTCA promotes the Downtown Presidents’ Day Weekend Sale Event. **Key contact: COLLEEN or NICK**

#### **Fall Sale & Happy Apple Days**

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

#### **Downtown Light Parade, Santa’s Arrival & Tree Lighting**

Traverse City’s first traffic calming device: our holiday tree sitting smack dab in the middle of our main intersection! A light parade was added to Santa’s Arrival and the Tree Lighting in 2017 with approximately 9,000 in attendance. Santa’s arrival occurs there no matter what the weather! **Key contact: COLLEEN or NICK**



## **Additional Holiday Events**

To continue traffic in Downtown TC during the holidays, the DTCA also hosts Walking in a Window Wonderland, it's a little bit of a window display competition, a little bit of eye spy and a whole lot of fun! The Downtown Cocoa Crawl puts the hot chocolate making skills in Downtown TC to a test! The month of December closes with a Ladies' Shopping Night and Men's Shopping Night that are two of the largest retail events for the month.

**Key contact: COLLEEN or NICK**

## **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 or NICK**

## **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 or NICK**

## **Celebration for Young Children**

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

## **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. Over \$300,000 has been given back to the local community in the seven years of this events existence. **Key contact: COLLEEN or NICK**

## **Traverse City Restaurant Week**

The inaugural event took place in the winter of 2011 and has taken off since. Restaurants that are DTCA members have a discounted participation fee. **Key contact: COLLEEN or Nick**

## **PROGRAMS & BENEFITS OF THE ASSOCIATION**

### **Downtown Association Membership**

The organization is predominately funded by member dues and other revenue sources. We anticipate around \$95,000 in dues this year. DTCA membership dues vary and are directly related to sales and location. **Key contact: COLLEEN, NICK, or NINA**

### **Gift Certificates**

As a tangible benefit, we are selling more and more every year...nearly \$600,000 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 \$5,000 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 over 1,000. 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 or NICK**

## **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 NICK**

## **Discover Downtown**

Aimed at downtown employees, we distribute pertinent information for our “front of the house” employees in Downtown just before the peak of tourist season. Information packets will be emailed to share with your employees. **Key contact: COLLEEN, NICK or NINA**

## **Website**

We had a website before AL GORE! Launched in 1983, we knew that improvements were needed. In 2016 a new and improved website was launched and we continue to keep fresh. **DTCA members have their own profile page with photos, a tagline, address, phone, web link, social media links and a short video.** DTCA members may also list events on the Downtown website and have the ability to submit one event per month to <https://www.downtowntc.com/submit-event/>. Job listings are offered for free as well AND the DTCA purchases an online classified listing with The Ticker each month that links to the job page! **www.downtowntc.com** **Key contact: COLLEEN, NICK or NINA**

## **Social Media: Facebook Page, Twitter and Instagram**

Downtown TC has an amazing social media presence and promote members through these channels.

Facebook: Downtown TC (Official)

Twitter: Downtown TC

Instagram: Downtown\_tc

#downtowntc

**Key Contact: COLLEEN or NICK**

## **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 now 13 in Downtown TC!. We even have signs at the marina and Clinch Park! Only members have a listing on our merchant directory signs with address and coordinates to direct the customer to your business... **Key Contact: COLLEEN**

## **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, NICK or NINA**

## **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: NICOLE or JEAN**

### **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: NICOLE or Traverse City Parking Services Staff**

### **Larry C. Hardy Parking Garage or Old Town Parking Garage**

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

## **DOWNTOWN DEVELOPMENT AUTHORITY TASKS**

### **Financing - TIF, 2 mil levy**

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: JEAN OR HARRY**

### **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, pedestrian bridges 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 Garage. **Key contact: JEAN OR HARRY**

### **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: JEAN, HARRY or GT COUNTY**

### **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: CITY CLERK'S OFFICE**

### **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: JEAN or Harry**



## **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: JEAN**

## **Redevelopment Liquor Licenses**

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: CITY CLERK'S OFFICE**

## **Public Restroom Incentive Program**

The DDA has an innovative program where merchants, based on meeting specific criteria, may receive a stipend for offering public restrooms within the 100 and 200 block of E. Front Street. Applications are sent in June to merchants in the area and due by July 15. **Key contact: COLLEEN or JEAN**



***Downtown Traverse City Association***  
**GIFT CERTIFICATE POLICY**  
*(adopted April 10, 2001-- revised January 2018)*

**PURPOSE:**

**In an effort to enhance the vitality of Downtown, for the purpose to “keep the dollars” Downtown, 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.

They can be purchased in ANY combination to the sum of ANY amount divisible by 5.

**WHERE CAN CUSTOMERS PURCHASE THEM?**

**(3 convenient locations and online!)**

- The Downtown Traverse City Association office, 303 E. State St.
- The Larry C. Hardy Parking Deck, 303 E. State St., (cashier’s office at exit, extended hours!)
- TC State Bank (main branch), 333 W. Grandview Parkway
- Online: [www.downtowntc.com](http://www.downtowntc.com)

**Cash, Check (Personal or Company), VISA, MASTERCARD and DISCOVER are cheerfully accepted!**

**WHO ARE THE PARTICIPATING MERCHANTS?**

With EACH order, we provide the Downtown full color promotional brochure, a current calendar of downtown events, as well as a list of Downtown TC Association Membership. To ensure that the program is user friendly, we educate the purchaser that they are accepted virtually everywhere in the downtown district. This area includes ALL of Front St. [from Hope St. heading WEST to the 900 Block of W. Front Street. (Ace Hardware area)], and Grandview Parkway, heading SOUTH to Eighth Street, and also including all of State St.

**HOW DO I REDEEM THEM AS A RETAILER/SERVICE?**

- You simply remit with your own deposit into YOUR own bank, as you would any check or cash for the FULL face value.
- 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, NOT a store credit please.
- 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.

**WE ARE PLEASED WITH THE CONTINUED SUCCESS OF THIS DOWNTOWN PROGRAM!  
OUR ANNUAL GIFT CERTIFICATE SALES FOR 2019 was nearly \$600,000!**

Questions/Comments: [info@downtowntc.com](mailto:info@downtowntc.com) or call 922-2050

