



DOWNTOWN RELIEF FUND

powered by the traverse city dda

ABOUT THE FUND

The Downtown Development Authority recognizes the importance of small businesses to a healthy and thriving Downtown.....the heartbeat of our region.

Downtown businesses have experienced unprecedented challenges in 2020. Downtown Traverse City's continued vibrancy is vital to the overall success of the Grand Traverse Region. The Downtown Relief Fund was created to support our small businesses and, in turn, help our community. The DDA is committed to keeping our Downtown safe and prosperous during these trying times and beyond.

Small businesses provide character and individuality to a community. It is neighbors helping neighbors – friends helping friends. However, small businesses are more than that. They benefit their local communities in many concrete, quantifiable ways. Small businesses are the backbone of our community....the heartbeat that we must care for.

Jean Derenzy
CEO, Traverse City DDA

2020 has been an incredibly challenging year. We are so grateful to have an opportunity to start 2021 with some peace of mind that we will have assistance with the obligation of rent thanks to the Downtown Relief Fund.

Misha Neidorfler,
Co-owner of Morsels Espresso + Eatables

Please shop local this Holiday season to support your neighbors and friends in these trying times!

GROWING THE FUND

The DDA is dedicated to making the Downtown Relief Fund a great success. We see our Downtown merchants as family and will do whatever we can to assist in alleviating the financial burden they are experiencing due to the pandemic. We have utilized three main fundraising mechanisms:

ONLINE DONATIONS

Donate today at downtowntc.com/relief

COMMUNITY EVENTS

Visit downtowntc.com/relief for an updated list of events.

FOUNDATION SUPPORT

The DDA and Venture North Teams are hard at work reaching out and soliciting funds from foundations that have an understanding of the need for a vibrant and thriving Downtown district.

To learn more about the fund and to get involved please contact katy@downtowntc.com and visit www.downtowntc.com/relief

