



Dear Friend of Downtown-

As a business located in one of the most celebrated downtowns in the Midwest, we encourage you to become a member of the Downtown Traverse City Association (DTCA). If you're already a member, we're thrilled to tell you about the inclusion of *new* benefits that will support your staff, help boost your bottom line and ensure your interests are represented; and if you are not a member, consider being part of the DTCA family!

The DTCA is a merchant's group that advocates for the best interests of downtown businesses. Our mission is to "advance, protect and perpetuate the professional, financial and general business of downtown Traverse City." We accomplish this mission through a variety of programs that help market individual businesses and the downtown as a whole, along with hosting a variety of events that keep our community engaged with and excited about their city center.

Your dues help ensure a strong, vibrant and healthy downtown by supporting these efforts. In exchange, your DTCA membership gives you benefits that will directly support the health and well-being of your business, now and into the future. This year, we are excited to offer a suite of new benefits, including but not limited to:

- Discounted rates for employee health insurance
- Half-cost parking passes (limit of two) at Old Town Parking Garage
- Increased digital and social marketing

Please review the benefits outlined on the following pages. For questions on invoicing, please contact at info@downtowntc.com. Our downtown is lucky to have you!

Sincerely,

DDA Staff



Downtown Traverse City Association
2023-2024

Membership Dues:

Category	Prime (100, 200, 300 blocks of Front Street)	Non-prime
Restaurant	\$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



DTCA Membership Benefits

MEMBERS ONLY

The following apply if your membership is in good standing

Bold are new member benefits

TABLE HEALTH INSURANCE

- **Provide health insurance through Table Health to members at a 25% discounted sign-up rate.**

PARKING PERMITS

- **Provide 2 parking passes at half cost at Old Town Parking structure.**

VOTING RIGHTS AND RIGHT TO SERVE ON BOARD OF DIRECTORS

- Provide leadership and direction for downtown activities and issues

DOWNTOWN EMPLOYEE APPRECIATION LUNCH

- A kick-off summer lunch at Rotary Square for all DTCA member employees in June. This is a free lunch to show appreciation for all the hard work from these important members of our downtown family.

SPECIAL EVENTS

- Priority for inclusion in official downtown events
- Discounted fee to participate in TC Restaurant Week
- Street Sale participation under DTCA registration and insurance

PUBLICATIONS

- **Features in the monthly newsletter**
- Listing in official downtown brochure including business name, address, phone, web and tagline

WEBSITE/SOCIAL MEDIA

- **Posts that focus solely on your business on official downtown social media channels (more than 40,000 unique followers and counting)**
- Ability to post job listings on DDA website
- Categorized business listing on website with name, address, phone, web link and social media links • Event listings on website
- **Inclusion in digital marketing where applicable**
- Ability to submit items for social posts and website features



OTHER BENEFITS

- Discount card used downtown with a loyalty program app to launch in 2024-2025
- Decal that is placed in the store, recognizing you as a supporter.

ACCESS TO A FULL-TIME, PROFESSIONALLY STAFFED OFFICE

Our staff is ready to serve you and act as your liaison with city staff and other local organizations. We want to be your first stop for any issues you may face or questions you may have.

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

COORDINATED ADVERTISING FOR DOWNTOWN

- Benefit from full-service marketing for downtown.
- Organize and get best rates on media packages
- Standard logo design/consistent imaging
- Expertise in radio, television and print advertising
- Downtown website maintenance and social marketing tools

Contact Information:

Our staff is ready to serve you! If you have any questions, feel free to call our office at 231-922-2050, or e-mail us directly!

Jean Derenzy, Chief Executive Officer (jean@downtowntc.com)

Harry Burkholder, Chief Operations Officer (harry@downtowntc.com)

Liz Petrella, Director of Administration & Outreach (liz@downtowntc.com)

Nicole VanNess, Transportation Mobility Director (nicole@downtowntc.com)



EVENTS

Art Fairs

Three art fairs a year draw thousands of art buyers to downtown. We host one in Old Town and two downtown on Cass and Union street.

Friday Night Live

Front street is closed down for two nights of music, kids activities, non-profits and different entertainment!

Comedy Fest

Each year we bring in new comedians from all over the state to provide laughs for all!

Halloween Walk

The Halloween Walk is for families to come downtown dressed up and go store to store trick-or-treating. Thousands show up every year for this fantastic event.

Tree Lighting, Santa's Arrival, Light Parade

The traditional tree lighting takes place at the Christmas Tree on Cass street. Santa arrives to light the tree and the light parade follows this annual event.

Ladies' Night and Men's Night

These annual traditions bring joy (and plenty of business!) to our downtown shops and restaurants.

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. 100 & 200 blocks of Front Street and sidewalks of Downtown, 8 am to 9 pm. on the first Friday in August. This event includes Friday Night Live.

Art Walk

This popular spring event features local artists that set up in downtown shops and restaurants. Approximately 30 downtown businesses participate every year with artist exhibits in each location. Participation is free for DTCA members.



Downtown Tailgate

A family friendly community gathering to watch the Michigan vs. Michigan State game on a huge screen at Rotary Square.

Shop Your Community Day

Held in November two weeks before “Black Friday” the DTCA Board approves 50 local non-profits and the participating merchants agree to provide a percentage of their sales that day to the charity of the customers choice.

Traverse City Restaurant Week

Over 50 restaurants participate every year! Members receive a discounted participation fee.

GIFT CERTIFICATE POLICY

PURPOSE:

In an effort 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 certificates are in a BANK CHEQUE style format, available in denominations of: \$5, \$10, \$20 & \$25

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!)
- Online: www.downtowntc.com
- Independent Bank (on Grandview Pkwy)

Cash, Check (Personal or Company), or Card are accepted

WHO ARE THE PARTICIPATING MERCHANTS?

With EACH order, we provide the Downtown promotional brochure and a current calendar of downtown events. 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!

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



TABLE HEALTH

DIRECT PRIMARY CARE (DPC) WITH TABLE HEALTH

An accessible, relationship-based primary healthcare model.

Redefining Healthcare with

Transparency

Authenticity

Value

WHAT IS DPC?

The Table Health Direct Primary Care (DPC) model and approach to healthcare offers opportunities for patients and doctors to work more closely together.

Featuring 21st century convenience and access with old-school family doctor values, DPC removes insurance billing from the doctor/patient relationship. Instead a low monthly subscription fee is paid for primary care services focused on access, time, accountability, and cost transparency.

Ideal for Employers, Individuals & Families Seeking Care for Everyday Health Needs

- ✓ NO COPAYS!
- ✓ NO DEDUCTIBLE!
- ✓ NO WAITING TO SEE YOUR DOCTOR!

WHAT'S INCLUDED:

- Annual Physicals
- Routine GYN Care
- Sick Visits
- Chronic Condition Visits
- Lab Follow-Up Visits
- All Visits Related to the Management of Your Health
- In-Office Procedures
- Office Medications
- In-Office Labs
- 24/7 Access to Your Physician
- Patient Portal
- On-demand Access, Table Health Member Hub



YOUR EMPLOYEES

Membership-Based Healthcare

Recommended for those who value primary care

\$150 sign-up fee per family

>>> Traverse City DDA - **25%** off sign-up fees

Age 0-18 = \$30-\$47/Mo.

Age 19-39 = \$52/Mo.

Age 40-64 = \$72/Mo.

Age 65+ = \$92/Mo.

SMALL BUSINESS MEMBERSHIP

Table Health Direct Primary Care (DPC) offers employees accessible, comprehensive, and personalized healthcare while reducing costs and administrative burdens.

TABLE HEALTH IS WHAT I ALWAYS WANTED AND NEEDED IN A PRIMARY CARE. I FEEL SAFE, HEARD, AND HEALED EVERY TIME I COME IN. THE OPTIONS I HAVE IN-HOUSE MAKE MY VISITS CONVENIENT AND COMFORTABLE. THEY HAVE THE TIME TO CONNECT AND NEVER RUSH THE PROCESS. THANK YOU FOR BEING IN OUR COMMUNITY, TH TEAM!

-Devin, Table Health Direct Primary Care Member

DEMONSTRATE YOUR COMMITMENT TO

Small businesses are able to cut their healthcare costs in half with our complete membership option.

Providing employee health benefits not only helps attract and retain top talent but also contributes to overall employee well-being and productivity.

- **Cost-Sharing Savings**

Opportunities to split monthly fees with employee.

- **Accessibility**

Primary care without financial barriers or waiting, with the added assurance that your doctor is readily available to address urgent issues.

- **Conscientious Referrals**

Thoughtful and careful recommendations for specialized care or additional services based on individual needs and preferences.

- **Wholesale Pricing**

Access to discounted rates for labs and medications.

PAT ELSHAW, BUSINESS DEVELOPMENT
PELSHAW@TABLEHEALTHTC.COM

CHRISTINE STRALEY, OPERATIONS MANAGER
CSTRALEY@TABLEHEALTHTC.COM

20-50% 40%

reduction in emergency room
healthcare costs* reduction in overall net
utilization*

(*Milliman study 2020):

When employers choose this type of healthcare for their employees they can expect:

• **Significant Reduction in Overall Cost**

For employee/member and employer.

• **Relationship-Based**

Improved compliance, effective appointments, member satisfaction.