



DTCA GIFT CERTIFICATE PROGRAM & 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 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 Sara Klebba: sara@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.
- 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.