



Dear Downtown Merchant,

As a business located in one of the most celebrated downtowns in the Midwest, we're pleased to welcome you to join the Downtown Traverse City Association (DTCA). The DTCA serves as a collective voice for businesses, advocating for common interests, and addressing the challenges we may face. Valuable membership benefits help to support your staff, help boost your bottom line, and ensure your interests are represented.

The DTCA is a merchants' 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, along with hosting a variety of events and programs that keep our community engaged with and excited about their city center.

Your dues are a financial contribution that helps ensure a vibrant, diverse, and healthy downtown by supporting these efforts. In exchange, your DTCA membership affords you benefits that will directly support the health and well-being of your business, now and into the future. We are excited to offer a suite of various benefits, including but not limited to:

- Participation in well-attended annual events
- Digital marketing promotion on social media, email, and our website
- Half-cost parking passes (limit of two) at Old Town Parking Structure
- Discounted rates for employee direct primary care

Please review the full membership benefits outlined on the following pages.

Our downtown is lucky to have you!

Sincerely,

DDA/DTCA 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 with 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

MARKETING PROMOTION

- Member posts/shares of anniversaries and special events on official downtown social media channels (70,000+ unique followers and counting)
- Categorized business listing on downtowntc.com
- New members included in new monthly newsletter feature
- Inclusion in digital marketing campaigns where applicable

DOWNTOWN EMPLOYEE DISCOUNT CARD PROGRAM

Downtown 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.

TOAST TO DOWNTOWN

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.

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.

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

Our 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

Liz Petrella, Chief of Staff: liz@downtowntc.com

Sara Klebba, Director of Events & Engagement: sara@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.

Live After 5 Entertainment Series

This new spring event series brings live performances to Downtown on four Fridays in May and June. Musicians and other entertainers in two locations will create a lively atmosphere as visitors enjoy an evening stroll, explore shops, or head out for a bite.

Toast to Downtown

The annual DTCA celebration brings the Downtown business community together for a casual and engaging event. This inclusive, interactive experience invites business owners, staff, and stakeholders to partake in inventive bites, immersive activities, fundraising opportunities, and real connection with neighbors and friends.

Art Fair Series

Three art fairs a year draw thousands of art buyers to downtown. We host two in June – one in Old Town, one Downtown on Union – and the third in September in Rotary Square.

Street Sale

The 100 & 200 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. One of the benefits of membership: we take care of the permit, advertising, 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.) Evenings are often themed, including incorporating other traditional events like the Art Walk into the list of activities.

Halloween Walk

The Halloween Walk invites families to bring their little monsters downtown for a bustling morning 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 10,000+ at this annual beloved event.

Ladies' Night & Men's Night

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

Shopping Event Promotions

Events like Get Away or Stay & Play, Haunts & Harvest Window Walk, and Wrap It Up Shopping Night help promote signature or other events, create a PR buzz, and give cause for guests to visit your businesses.

Downtown Gift Certificate Program

It's the gift for all seasons and all reasons! These paper gift certificates are redeemable at (almost) all restaurants, shops, theaters, hotels, and businesses in Downtown Traverse City. We encourage the promotion of this program – help keep dollars 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 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) 2024–(June) 2025

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

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 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.

