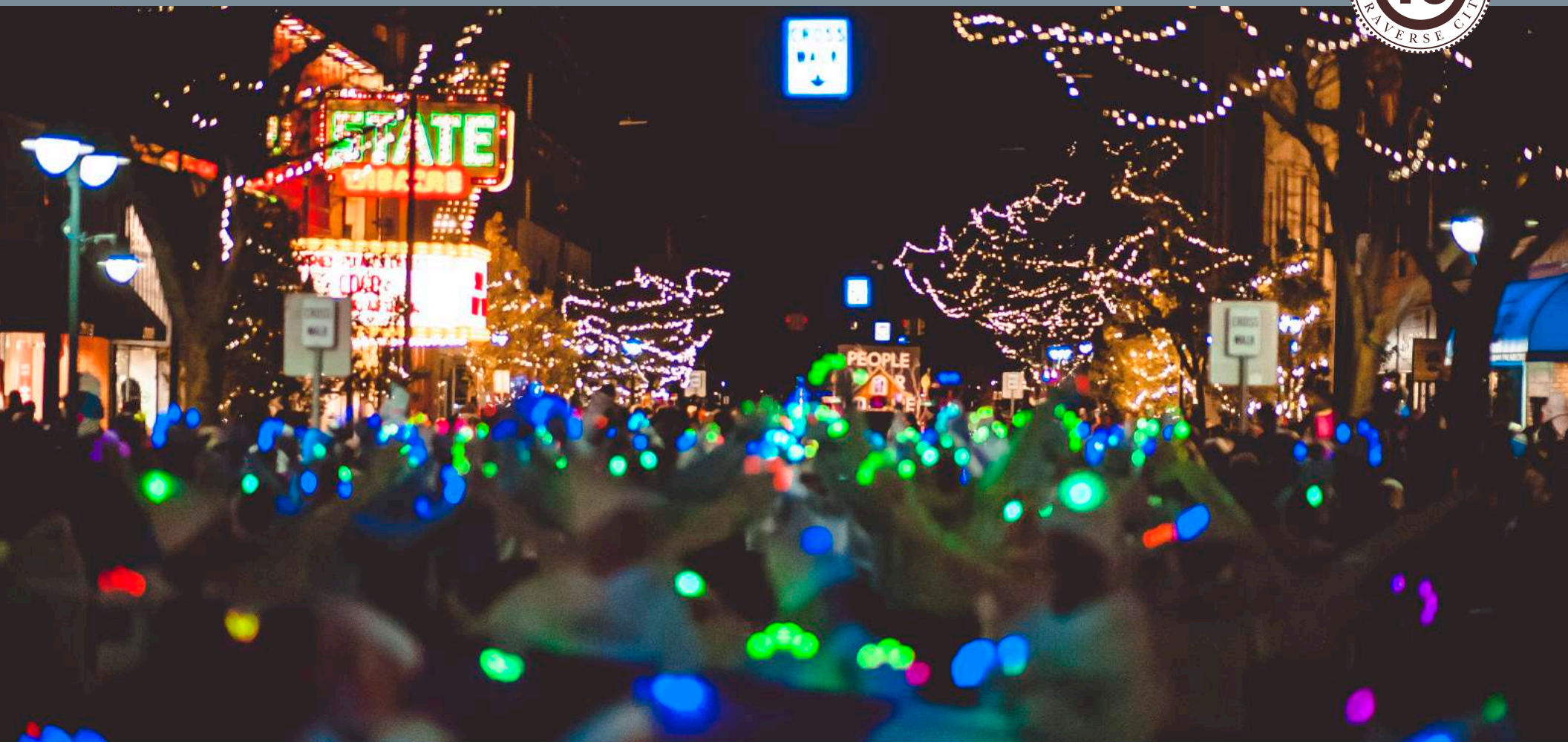


DOWNTOWN TRAVERSE CITY
ANNUAL REPORT

The 2017 Downtown Traverse City Annual Report for projects associated with the Downtown Development Authority, Downtown Traverse City Association, Sara Hardy Downtown Farmers Market, and Traverse City Parking Services.

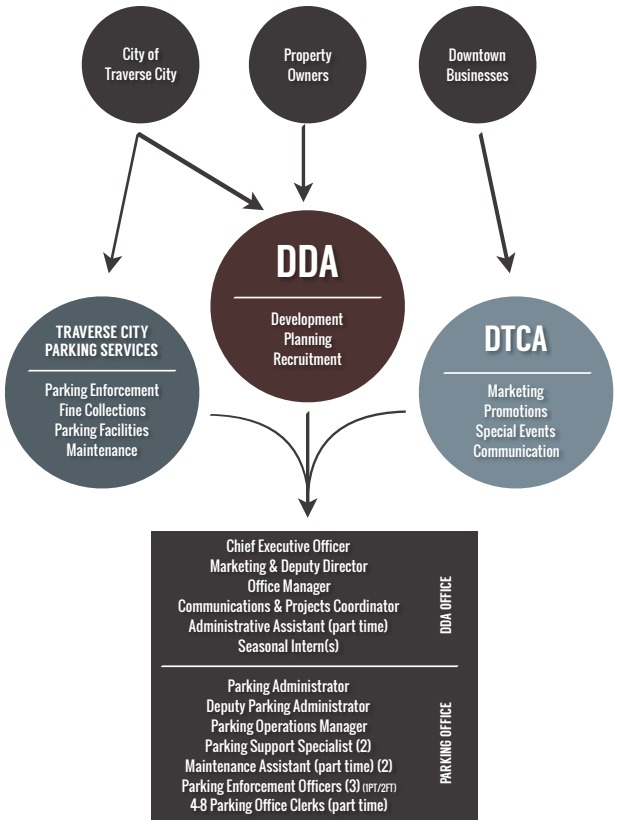
DOWNTOWN **DEVELOPMENT AUTHORITY**

A Year in Review

Downtown **Development Authority**

DDA Mission

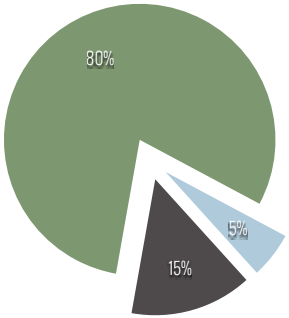
To halt property value deterioration and to increase property tax valuation where possible in the business district of the City, to eliminate the causes of deterioration and to promote economic growth.



DDA BOARD OF DIRECTORS

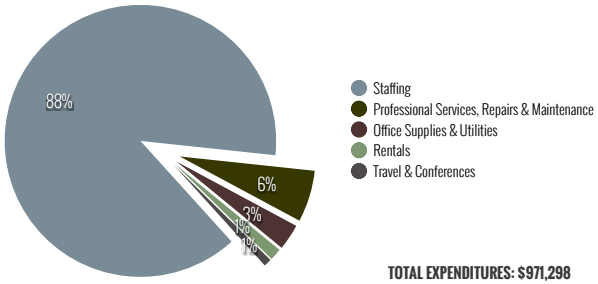
Bill Golden
Chairperson
Leah Bagdon-McCallum
Vice-Chairperson
Steve Constantin
Secretary
Gabe Schneider
Treasurer
Mayor Jim Carruthers
Allison Beers
Harry Burkholder
Collette Champagne
Scott Hardy
Debbie Hershey
T. Michael Jackson
Jeff Joubran

REVENUES



TOTAL REVENUES: $970,566

EXPENDITURES

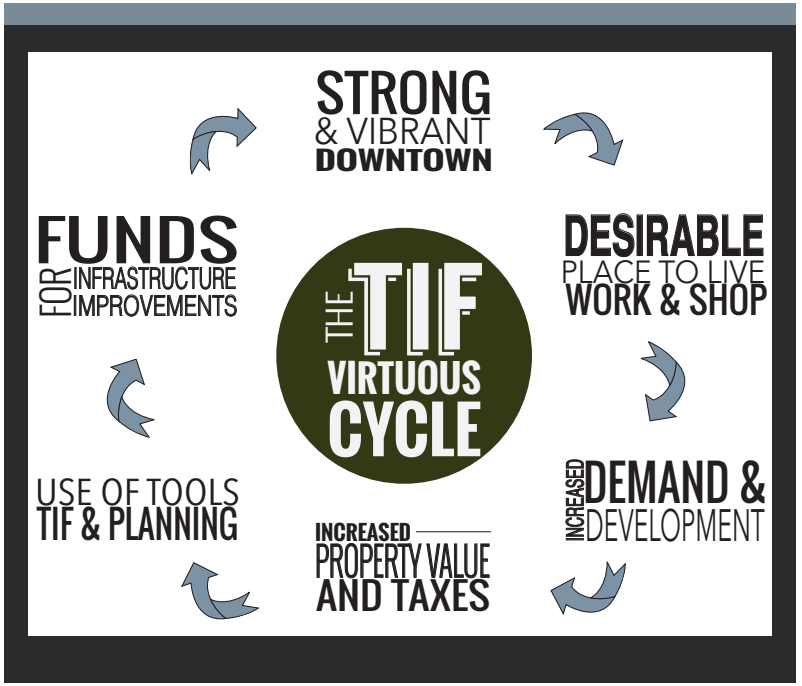


TOTAL EXPENDITURES: $971,298

Downtown **Development Authority**

TAX INCREMENT FINANCING EXPLAINED

The Downtown Development Authority Act, Act 197 of 1975 provides several methods for Downtown Development Authorities to work in partnership with municipalities, property owners and developers to finance public improvements within a defined downtown area. These methods include: up to two mills being levied on DDA property owners, special assessments on property within the DDA, and Tax Increment Financing, commonly known as TIF. Although most people are familiar with millage and special assessment as methods of raising revenue, many people are not familiar with Tax Increment Financing. TIF is a financing tool whereby a specific area within the DDA district is defined, a development plan is adopted, and the future property tax revenues are captured within that district to finance public improvements necessary to implement the development plan. TIF revenues may be the sole source of financing for these public projects or they may be used in combination with other financing methods.



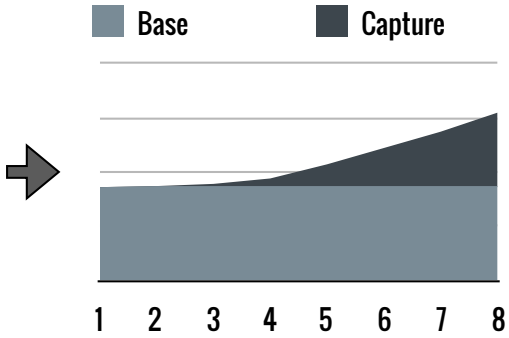
The objectives of the DDA legislation, which allows for the creation of TIFs, are to help cities accomplish the following:

- correct and prevent deterioration of their business districts
- encourage historic preservation
- promote the economic growth of the designated downtown area

Because most downtown areas are among the oldest sections of a city, upgrading and providing the public infrastructure is essential to achieving these goals. Traditionally these costs were borne by cities alone, creating a major stumbling block to success. As a solution, the DDA Act provides for the use of TIF, which allows for partnerships with other taxing units, who ultimately benefit from an improved downtown area. TIF provides a source of funds to build the needed public improvements to accomplish the objectives for downtowns.

Without the tool of TIF, necessary public improvements within the DDA would have to be financed completely by the City. The TIF funds collected must be earmarked or spent on a specific development project or necessary administrative expenses within the District. If it should be determined by the DDA Board and City Commission that neither of these options are necessary, then, as required by the DDA Act, funds collected for that year are returned to the contributing taxing units. At the completion of the TIF plan, all taxing units again levy millage on and receive revenue from the full taxable value of the district. Is TIF a worthwhile economic tool to use? We believe it is, but it is just one of several economic tools available to help and assist in keeping the core of our cities alive and healthy, both economically and socially.

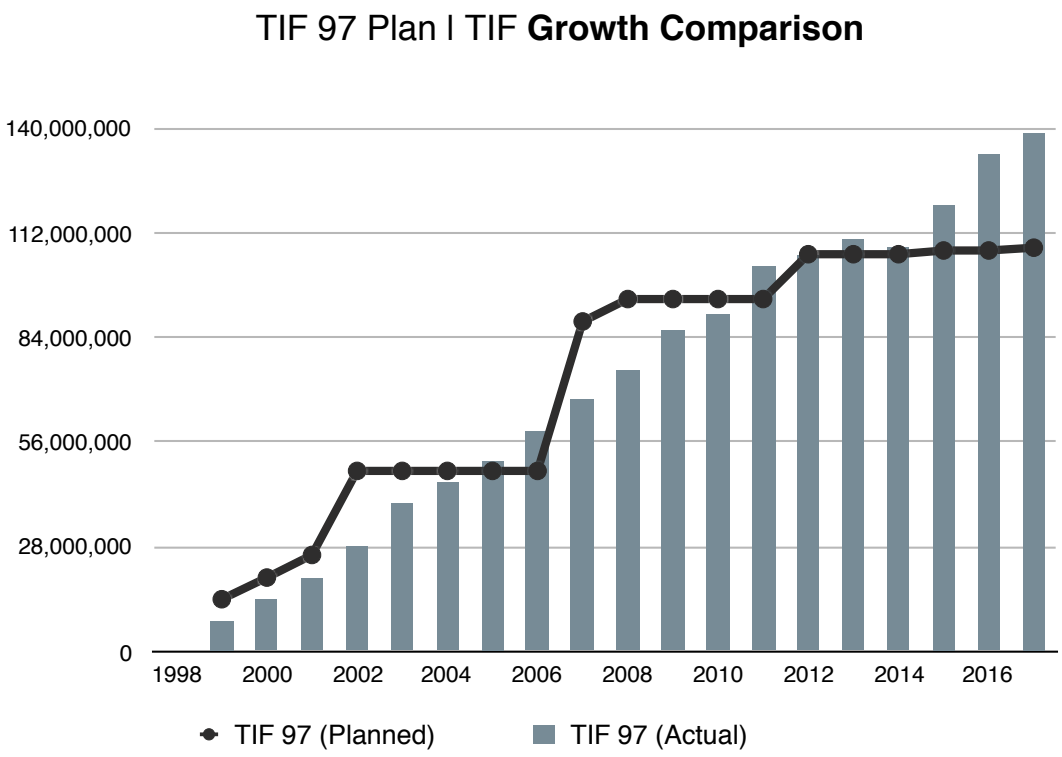
TIF uses increased tax revenue spurred by private investment to pay for public investment. This graph illustrates a hypothetical TIF district established in year 2.

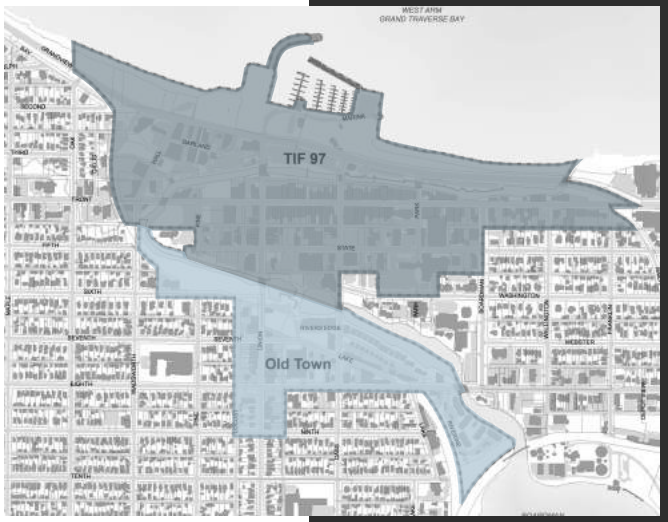


Confused? Here's a link to a fun video explaining TIF's impact on Traverse City. Video HERE

TIF **Growth**

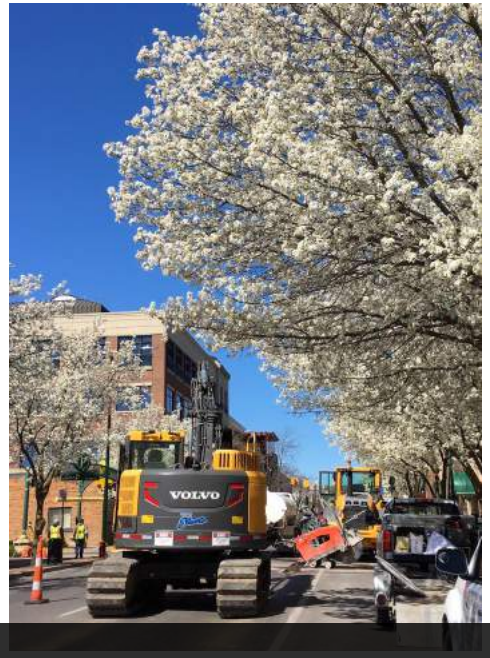
TIF 97 & Old Town TIF





Thanks to the success of TIF 2 plan, the taxing authorities are benefiting from the growth of the tax base in the district since it's expiration, which grew twice as fast as the city's growth. The Old Town TIF plan began in 2016 and we look forward to continued growth that will not only benefit the district, but the region as a whole.

Public **Improvements**



300 Block **Crosswalk**

The dynamic of the 300 block on East Front Street has changed over the years. The addition of a pedestrian crosswalk near the entrance of the Hardy Parking Garage has created a more safe pedestrian experience.

Boardman River **Access**

Access to the natural landscape is a benefit for residents and visitors to Traverse City. The Boardman River is a gem and the public may now enjoy its natural beauty near the Uptown development at State and Pine.

Park **Street**

Park Street received a makeover that included a pedestrian crosswalk and streetscapes with wider sidewalks on the west side of the street. The corners at Park and East Front were also enhanced to accommodate more pedestrians.

Public improvement projects in 2017 focused on people as the center of communal life. A pedestrian friendly downtown plays an important role in creating an environment that makes walking easy, safe and convenient, and brings vitality back to our city streets.

State Street **Growth**

Several private projects are under way that are bringing excitement to the 300 block of E. State State. The proximity to the Hardy Parking Garage has made these developments viable and the benefit of additional commerce will have a positive impact on the area.

Park Place Hotel **Conference Center**

Slated to open in June 2018, the main ballroom, Grandview, will accommodate 500 at round tables. The additions of the Boardman ballroom and the Patio will each accommodate up to 90. A new indoor pool, whirlpool and fitness area will also open in June.

State Street **Marketplace**

The extreme renovation of a laundry mat has resulted in a hip new market space that includes Monkey Fist Brewing Co., Waxwing Vintage Clothing and eateries such as F-Que, Wren the Butcher, and Planetary Coffee.

TC **Lofts**

Thirty nine apartments are heading to State Street! Floor plans will range from 590 - 970 square feet with a modern design. Amenities for residents will include a roof top deck, conference room, balconies, high-end kitchen finishes and an elevator.

Walkable **Downtown**

Ever wonder how long it takes to get from here to there in Downtown TC?
Let's take a walk, and see how Downtown TC measures up on the walkability scale.

STARTING POINT: HARDY PARKING GARAGE

State Theatre: 3 minutes
Clinch Park Beach: 3 minutes
The Little Fleet: 5 minutes
Governmental Center: 6 minutes
Farmers Market: 6 minutes
Bijou Theatre: 6 minutes
Splash Pad: 6 minutes
City Opera House : 7 minutes
U.S. Post Office: 8 minutes
Visitor Center: 9 minutes
Old Town Playhouse: 10 minutes
Open Space: 10 minutes
Warehouse District: 10 minutes
Old Town Parking Garage: 11 minutes
BATA Station: 12 minutes
Mary's Kitchen Port: 15 minutes

WALKABILITY SCORE

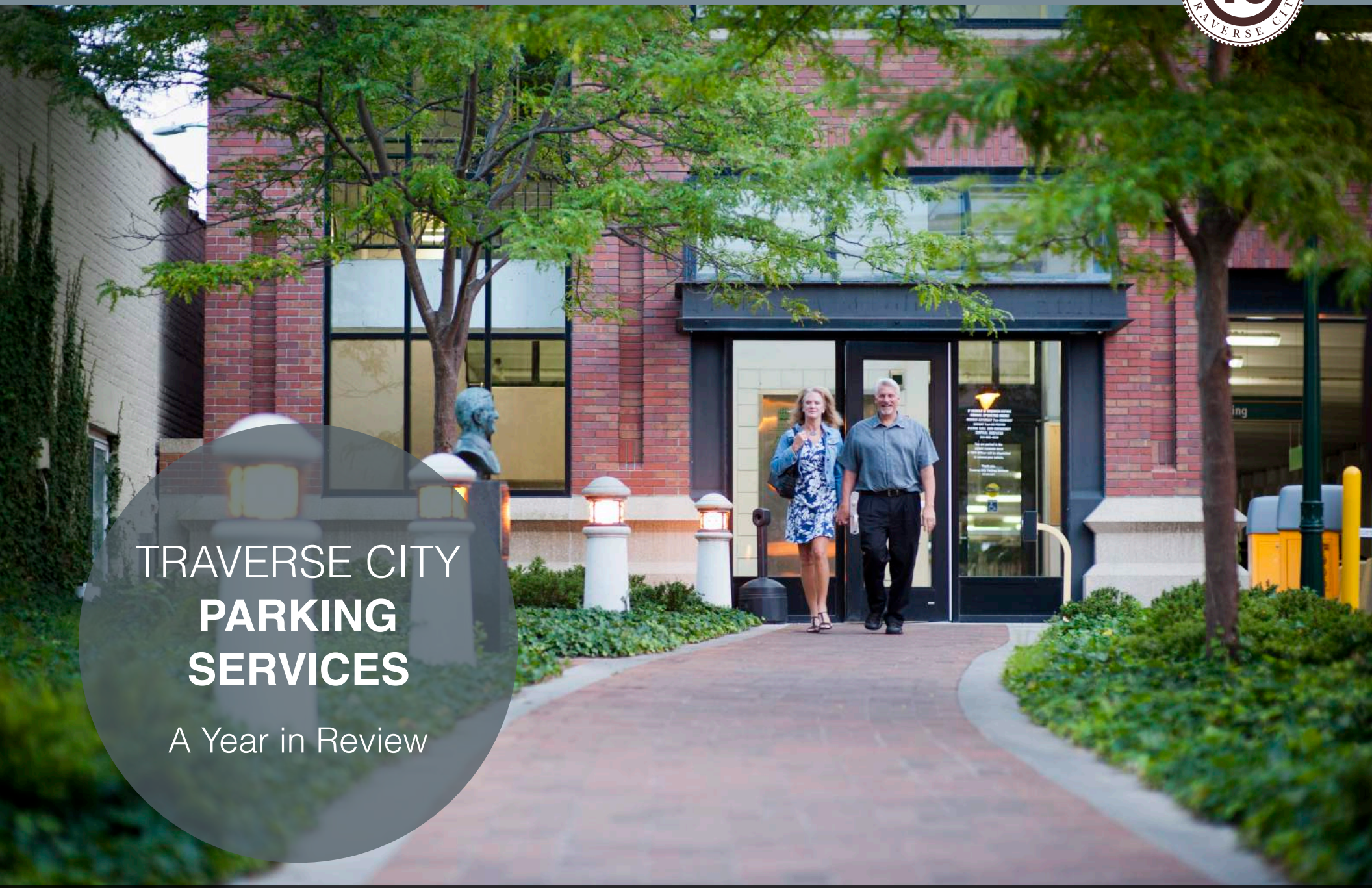
82

VERY WALKABLE

90-100
Walker's Paradise
70-89
Very Walkable: Most errands accomplished on foot
50-69
Somewhat Walkable: Some errands can be accomplished on foot
25-49
Car-Dependent: Most errands require car
0-24
Car-Dependent: Almost all errands require a car

STARTING POINT: OLD TOWN GARAGE

Old Town Playhouse: 1 minute
U.S. Post Office: 6 minutes
Governmental Center: 8 minutes
Farmers Market: 9 minutes
City Opera House : 9 minutes
State Theatre: 10 minutes
Bijou Theatre: 11 minutes
Splash Pad: 11 minutes
Hardy Parking Garage: 11 minutes
Visitor Center: 11 minutes
Open Space: 12 minutes
Warehouse District: 13 minutes
Clinch Park Beach: 13 minutes
BATA Station: 14 minutes
Mary's Kitchen Port: 16 minutes
The Little Fleet: 16 minutes



TRAVERSE CITY **PARKING SERVICES**

A Year in Review

Parking **By Comparison**

The DDA manages the City's Parking System which results in more efficiencies by sharing staff and administration, thereby reducing the cost to the Traverse City Parking System Fund. Parking is critical to economic development, which makes the DDA a logical organization for management.

THE NUMBERS

TCPS managed over **1,700 metered spaces** and issued over 1,297 annual permits, 6,016 daily, 718 quarterly, and 677 monthly permits in 2017.

The Traverse City Parking System is responsible for approximately $20,000,000 in parking facilities, including two parking garages, surface parking lots and parking equipment.

The Traverse City Parking fund pays for operations, maintenance and infrastructure upkeep. The system runs as an enterprise account, meaning it is self-sustaining and does not require City General Fund tax dollars. In fact, TCPS contributed **$323,933** to the City's General Fund in Fiscal Year '16-'17.

	Metered Parking (Per Hour)		Garage Permits	Surface Permits
	Short Term/ High Demand	*Long Term/ Low Demand*	*Month*	*Month*
Ann Arbor	$1.65	$1.35	$155 - $220	$90 - $205
Birmingham	$1.00	$1.00	$35 - $70	$35 - $70
Ferndale	$1.00	$1.00	N/A	$20
Flint	$1.00	$1.00	$60	$60
Grand Rapids	$2.00	$1.25	$70 - $195	$48 - $112
Kalamazoo	$1.75	$0.50	$64 - $130	$41 - $58
Lansing	$1.50	$0.75	$85 - $167	$20 - 75
Midland	$0.20	$0.20	$28	$21
Mount Clemens	$1.00	$0.50	N/A	$22 - $30
Royal Oak	$0.75	$0.50	$45 - $50	$45 - $75
Traverse City	$1.00	$0.60	$48	$36

2017 **Parking Improvements**

Bike Parking
A concrete pad was poured and a bike rack was added to the 400 block of Front Street near the Waste Water Plant. Additionally, covered shelter will be added in 2018. TCPS continued its partnership with Norte! at the Farmers Market to offer free valet.

Installations
Two electric vehicle charging stations were installed in the lower level at the Hardy Parking Garage in 2017. Charging is complimentary. However, standard parking rates do apply.

Mobile Payment
A Parkmobile refresh for mobile payments was completed. Parkers will now enter their space number when paying for parking using the mobile app. This allows parkers to utilize multiple spaces within the same zone rather than being denied.

Maintenance
Lot D, at the corner of Park Street and Grandview Parkway, was completely reconstructed to allow for the new boat launch and kayak put-in. The lot hosts a pay station and was converted to pay-by-plate. Seasonal permit parking will be offered from October-May.

Expanded Customer Service Office
In April 2017, the parking office was extended into the SE stair tower at the Hardy Parking Garage. With the expansion, staff is now able to service more than one customer at one of the two workstations in a temperature controlled environment. Maintenance repairs are now situated at the Old Town Garage and counting operations are in a secure site.

Traverse City **Parking Services…**

*…spent over **$143,000 ON PLOWING** the parking lots and sidewalks in Downtown Traverse City during 16/17.*

*… provides over **150 BIKE RACKS** in Downtown Traverse City .*

*…manages and maintains **3,175 PARKING SPACES.***

Transportation **Demand Study**

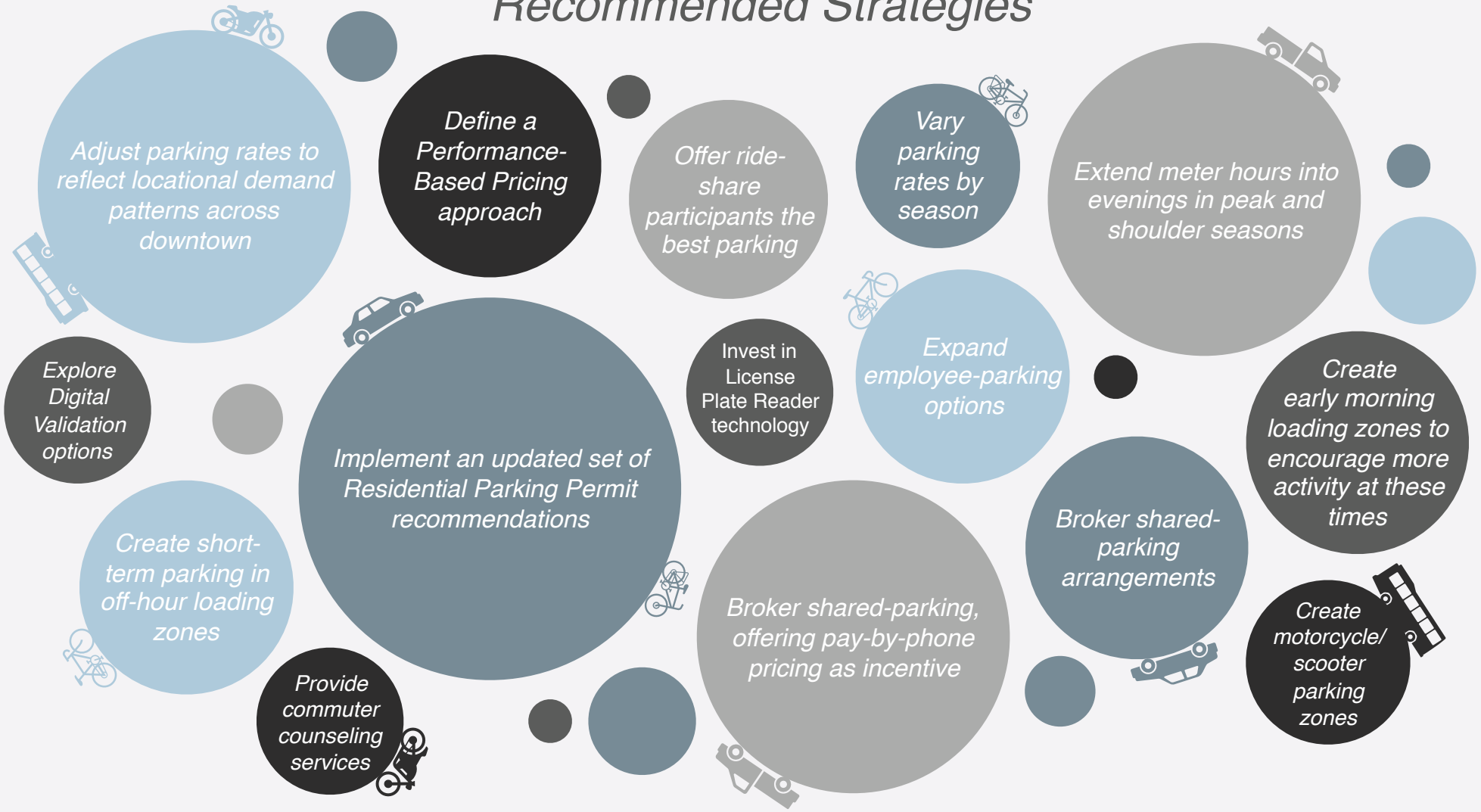
Traverse City Parking Services had a Transportation Demand Management Study conducted in 2017. With nearly 5,000 employees, 3.2 million visitors, and 3,500 public/private parking spaces in Downtown Traverse City, TCPS is looking at ways to address not only parking, but transportation in general.

So, what is Transportation Demand Management, and how can the suggested tools be applied to Traverse City? Transportation Demand Management is a general term for strategies that increase the efficiency and effectiveness of transportation infrastructure and resources, by encouraging traveler-choice patterns that:

- Redistribute demand away from the constrained times, days and season
- Redistribute demand away from constrained location and facilities
- Reduce demand by increasing use of high-occupancy or high-efficiency transportation modes, such as:
    - Transit and ride-sharing modes that accommodate more travelers in fewer vehicles
    - Ride services and car-sharing, which accommodate more travel relative to parking needs
    - Bikes, scooters, and motorcycles, which take up less right-of-way and parking spaces
    - Walking, which requires no parking and needs minimal right-of-way space

Transportation **Demand Study**

Recommended Strategies



The full report for the Transportation Demand Study may be found on on the downtown website.

SARA HARDY DOWNTOWN **FARMERS MARKET**

A Year in Review

Sara Hardy
Downtown Farmers Market

The Sara Hardy Downtown Farmers Market (the Market) is operated by the Traverse City Downtown Development Authority (DDA) and is managed by SEEDs (The Market Manager).

MISSION STATEMENT

The purpose of the Market is to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development and create traffic in the Downtown area.

Farmers **Market**

By The **Numbers**

MIFMA DATA COLLECTION

In 2017, the Michigan Farmers Market Association (MIFMA) and the Farmers Market Coalition (FMC) teamed up to create a data gathering portal for select farmers markets throughout Michigan. As one of the largest markets in the state with **108 vendors**, the Sara Hardy Downtown Farmers Market was fortunate enough to be a part of this study. With help from SEEDS staff, we conducted over 200 customer surveys and received over 80% of vendor responses. Below are some highlights from this data collection process.

Farmers Market Advisory Board Members

Jan Chapman (Chair) • Lori Buchan (Vice-Chair) • Tricia Phelps (Secretary) • Tom Brodhagen • Linda Grigg • Gary Jonas • Jeff Joubran • Chuck Korson • Sue Kurta • Meghan McDermott • Brenin Wertz-Roth • Tim Werner

#Meet**YourFarmer**

Sandee Ware **Ware Farms**

"My greatest accomplishment was getting my husband through his burn last year. We had a major catastrophe where my husband got burned on a tractor radiator. It was a steam burn on his face right during our strawberry season. It's like running a marathon every single day for 21 to 30 days during our strawberry season. They told us most people who are burned that severely will die from infection. The community really came together. They cleaned my house before we came home from the hospital, they hoed the onions, they brought us food every day for weeks on end. We had this huge community support. It was so touching."

Nic Theisen **Loma Farms**

"The farm inspires everything I do. There's something about farming that really shows the reality of life that a lot of other professions don't. It shows that we really have nothing other than what is right here. If the weather is bad, then it affects our crops. That's truly the reality of it. As far as we think we can remove ourselves from our environment, it's a farce. We are never removed from it. The truth is, of course we are dependent 100% on the health of our soil, the health of our water, and I just like how tangible it all is. It's all right in our face. And I think that is why I got into it. I never planned it. I never expected to become a farmer."

Nic Welty **9 Bean Rows**

"My greatest accomplishment was getting third place in a buggy race. I built an aluminum honeycomb carbon fiber buggy, trained five people to push it, found a tiny girl to drive it, and we had a race."
Nic started his first company when he was thirteen and from there never stopped working hard to make the many savvy business ideas that are constantly brewing in his mind come to life. In addition to owning 9 Bean Rows (the farm, bakery, and cafe), he runs a side business building passive solar greenhouses, which Nic is currently looking to expand. "If I'm not working, I'm working on something else."

Sue Kurta **Boss Mouse Cheese**

"Be yourself. Your true, honest, authentic self at all times, in all situations and you can never lose. It's a fact. When you're young, you're not confident enough to do that sometimes, but as you get older and wiser, you realize that you're perfect how you are. And if you're really your true, authentic self some people won't dig it. You might not get a job. Some guy might dump you. And you know what? It's all perfect. That's exactly what should happen. You can't go wrong if you're how you are. If somebody doesn't like it, that's cool. That's what I would tell my younger self. Don't sweat the small stuff."

In 2017, The Sara Hardy Downtown Farmers Market Facebook page launched a campaign that gave a face to the beautiful produce at market.
This campaign was developed by the 2017 Downtown TC intern, Brianna Worthington.
Check out the Sara Hardy Downtown Farmers Facebook page to learn more about who grows your food.

Farmers **Market Improvements**

Improvements to the Sara Hardy Downtown Farmers Market are slated for the near future. This investment will foster a community space that celebrates agriculture, engages the Boardman River, and creates places for gathering, socializing, and celebrating.

MARKET **VIEW**

A hardscape park that can be utilized for multiple community events throughout various seasons

MARKET **SPACE**

Wider aisles and overhead cover for vendors and customers are a priority and better the shopping experience

PEOPLE **PLACES**

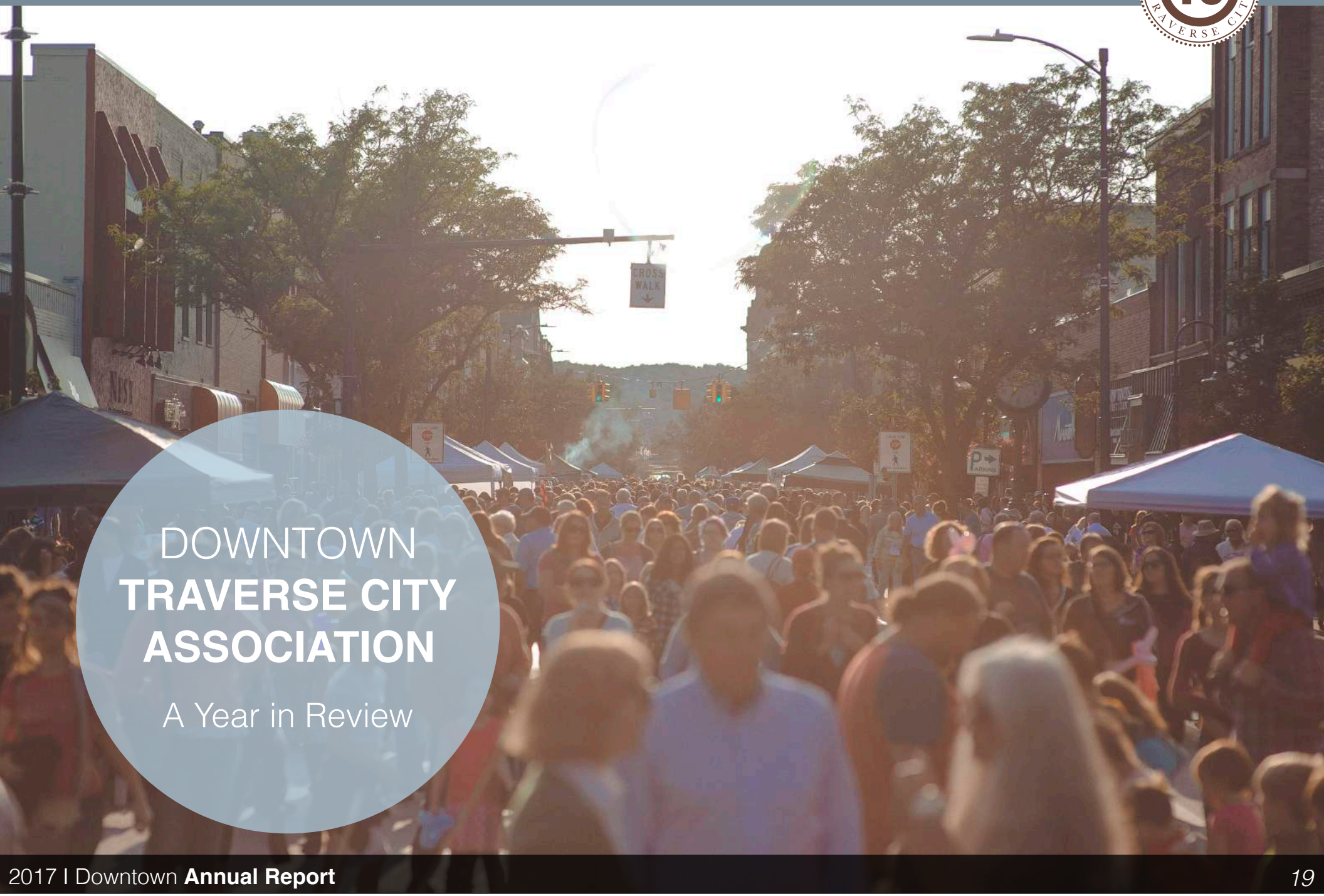
A place for people to congregate and a separation between the market and Lot T create a more park-like experience

LOADING **ZONE**

A loading zone provides less pressure on close-by parking and opportunities for larger purchases

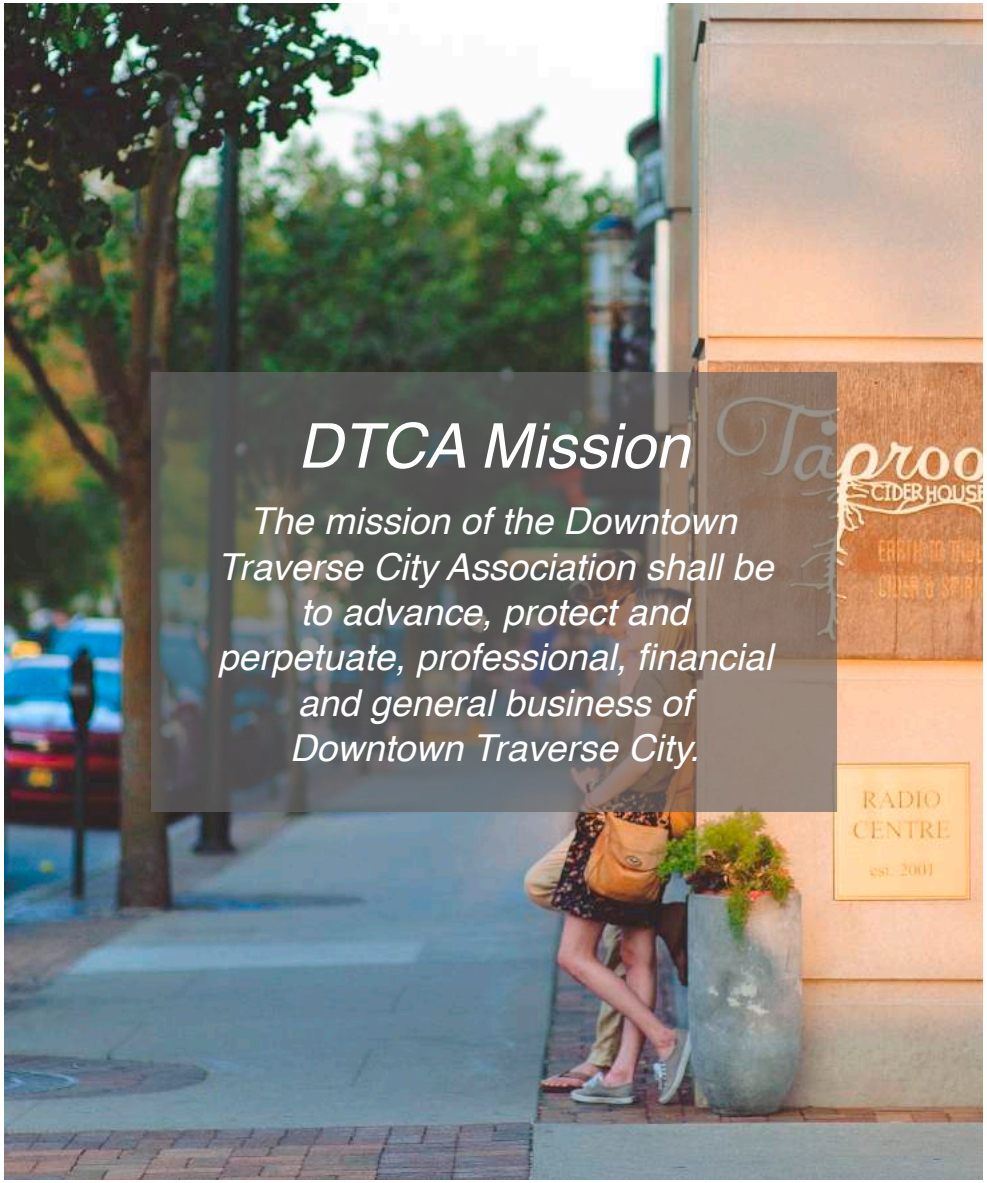
RIVER **ENGAGEMENT**

Engaging the Boardman River with cafe tables, demonstration kitchen, and spaces to rest



DOWNTOWN **TRAVERSE CITY ASSOCIATION**

A Year in Review



DTCA Mission

The mission of the Downtown Traverse City Association shall be to advance, protect and perpetuate, professional, financial and general business of Downtown Traverse City.

Downtown
Traverse City Association

A MEMBERSHIP ORGANIZATION

The DDA has a contractual agreement to manage the Downtown Traverse City Association, resulting in a seamless relationship between staff and Downtown.

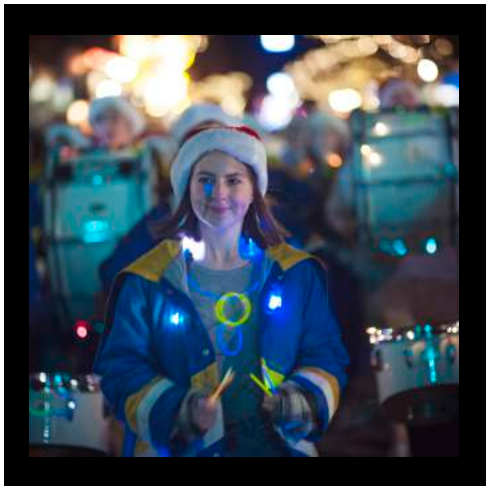
The DTCA is a voluntary membership organization for the businesses that reside in Downtown and serves as the marketing arm to promote the area as the top shopping, dining, and entertainment destination in Northern Michigan. The West End, Warehouse, Old Town and Front Street Districts are within the DTCA. The mission and goals of the organization could not be met without the nearly 200 members that choose to support the organization through annual dues. Over 90% of the restaurants and retailers are members of the DTCA and put their hard earned dollars toward programs that support the district. A robust website, brochures, merchant directory wayfinding signage, social media, and community events that drive traffic and sales are just a few of the programs that are under the DTCA organization.

DTCA Board of Directors

Misha Neidorfler (President) - Morsels Espresso + Edibles • Todd McMillen (Vice-President) - McMillen's Custom Framing • Alyssa Bright (Secretary) - Pavlova Salon & Day Spa • Kim Bazemore (Treasurer) - Eleven • Jake Kaberle - Burritt's Fresh Markets • Liz Lancashire - Fustini's Oils & Vinegars • Jeffrey Libman - Amical • Dave Leonhard - Orvis Streamside • John McGee - Sorellina

Downtown **Light Parade**

A new holiday tradition was launched in Downtown Traverse City, the Downtown Light Parade. With over 8,000 in attendance, this event will will continue for the years to come.



New **Holiday Events**

COCOA CRAWL

This year, we had one sweet competition that got a lot of interest from the community! The Downtown Cocoa Crawl brought over **2,000 people** to downtown, stopping into **23 businesses** to try the best hot chocolates our downtown has to offer!

The winners were Espresso Bay *(1st)*, The Coin Slot *(2nd)*, and My Secret Stash *(3rd)*.

WALKING IN A WINDOW WONDERLAND

During the early holiday shopping season, a new window display competition brought more attention to the windows and the items within the shops of downtown! A "hide-and-seek" component to this event made customers spend more time admiring the **31 businesses** that participated.

The winners were Great Lakes Bath & Body *(1st)*, Millie & Pepper *(2nd)*, Toy Harbor *(3rd - tie)* and Votruba Leather Goods *(3rd - tie)*.

Community **Events**

Collaboration is key when the DTCA hosts a year round calendar of community events that are enjoyed by our local residents.
Take a look at the impact these events had on our region in 2017.

SHOP YOUR COMMUNITY DAY

A day of giving back! In 2017, merchants donated nearly $25,000 to 40 area nonprofits as a result of one day of shopping.

CHILI COOK-OFF

The Downtown Chili Cook-Off serves as the DTCA's annual fundraiser to help fund the many local events on the calendar. In 2017, 14 local restaurants featured 22 chilies in 8 categories. Over 70 volunteers helped serve over 1,400 attendees, which resulted in only 1 bag of trash.

TRAVERSE CITY RESTAURANT WEEK

Highlighting our culinary region, Traverse City Restaurant Week featured 43 restaurants that offered pre-fixe menus at $30 per person.

ART FAIR & ART WALK SERIES

Nearly 400 art vendors were on display during the Downtown Art Fair Series in June, July and August. The Downtown Art Walks, hosted twice per year, featured 49 exhibits with nearly 100 regional artists.

STREET SALE

A tradition since 1958, Street Sale is the longest running event for the DTCA and supports approximately 150 merchants on the first Friday in August.

FRIDAY NIGHT LIVE

Friday Night Live turned 24 in 2017! A combination of 35 non-profits, 40 local artists/ performers, and 20 food vendors made this four week community favorite a success!

FALL SALE & HAPPY APPLE DAYS

Welcoming customers with fresh local apples is a tradition on the first Saturday in October. Nearly 80 bushels were distributed from Youker's Farm.

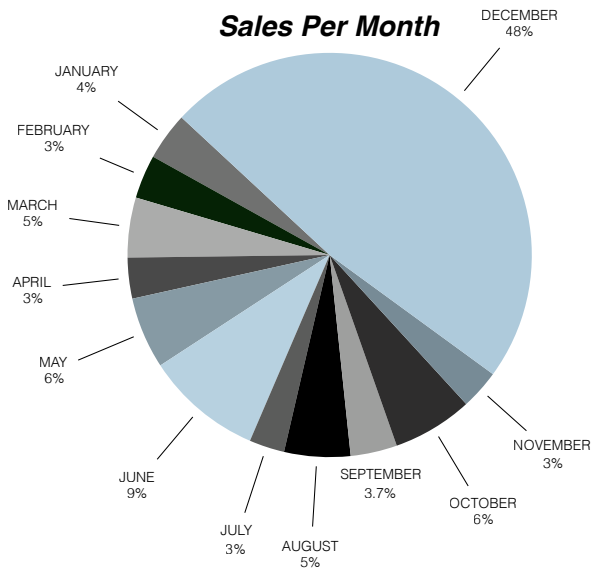
DOWNTOWN BRIDAL SHOW

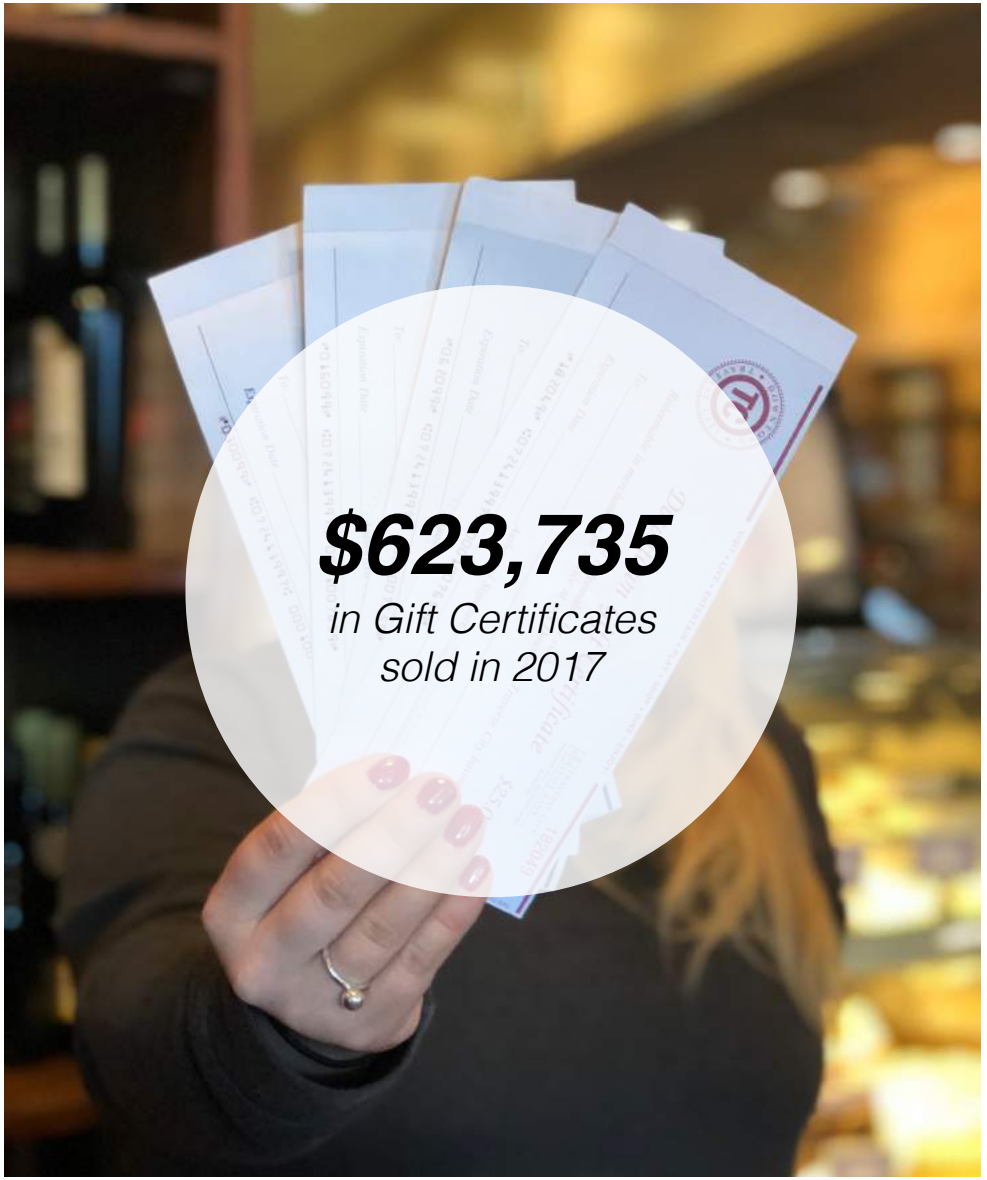
35 area wedding industry vendors displayed at the City Opera House during the Downtown Bridal Show. The event also featured a fashion show. Due to the changing industry, the DTCA retired the Downtown Bridal Show, which led the way to host other events such as the Light Parade.

Downtown **Gift Certificates**

RECORD SALES YEAR

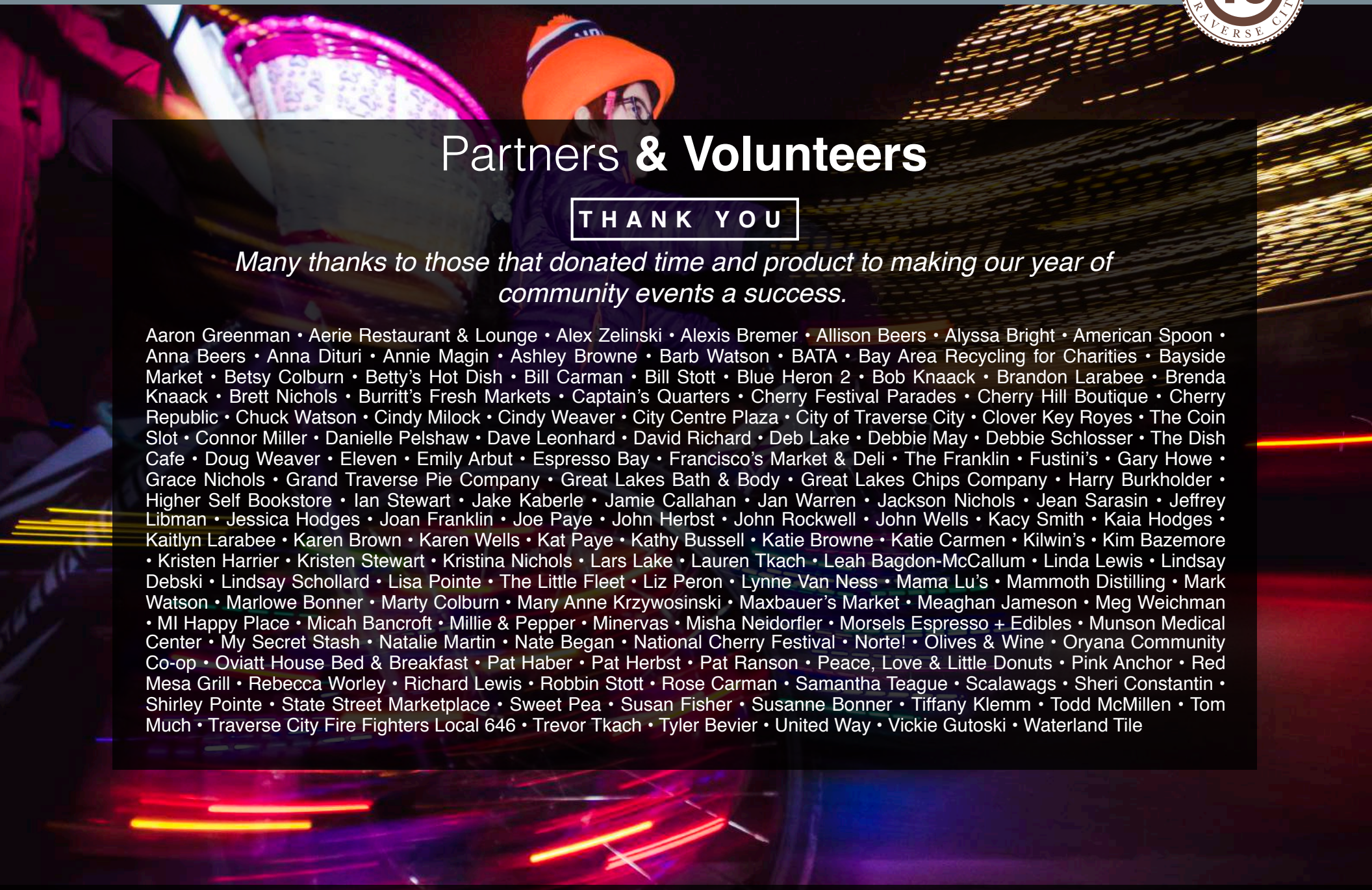
The holiday shopping season generated huge sales in Downtown Gift Certificates! The DTCA reached a new record and sold over $600,000 in gift certificates in 2017, an increase from the $566,000 in 2016! The month of December generated 46% of the sales.





Thank You **DTCA Members**

2nd Level Goods • 4Front Credit Union •7 Monks Taproom • Acoustic Brewing Co. • American Spoon Foods • Amical • Art & Soul Gallery • Backcountry Outfitters • BATA • Bay West Antiques • Becky Thatcher •Berkshire Hathaway• Bishop & Heintz • Bistro FouFou • BLK\MRKT • Blue Cross Blue Shield • Blue Heron 2 • Blue Tractor Cook Shop • Bookie Joint • Boyne Country Sports • Brenton Law Group • Brilliant Books • Bubba's • Burritt's Fresh Markets • Cali's Wardrobe & Home • Captain's Quarters • Central United Methodist Church • Chemical Bank • Cherry Hill Boutique • Cherry Republic • Children's World • City Opera House • Copy Central • Corbin Design • Covell Funeral Home • Critters • Crooked Tree Arts Center • D.O.G. Bakery • Daisy Jane • DDA • Dingeman & Dancer • Diversions • Eleven • Ella's • Espresso Bay • Events North • Fifth Third Bank • FIM Group • Firefly • First Community Bank • Flea• Flight Path Creative • Front Row Centre, LLC • Front Street Ventures • Fustini's Oil & Vinegar • Gaijin• Glik's • Glitz & Spurs • Golden Shoes • Gourdie Fraser • Grand Traverse Distillery • Grand Traverse Pie Co. • Great Lakes Bath & Body • Greenhouse Cafe • Green Island • Groundwork• Hagerty • Handz on Art • Harbor View Farm • Harvest • Haystacks • High Five Threads • Higher Art Gallery • Higher Self Book Store • Horizon Books • Hotel Indigo• Identity Resort Wear • impres salon spa • James C. Smith Fine Jewelers • Kayak, Bike, & Brew, • Kilwin's Chocolate Shoppe • Liana's • Lilies of the Alley • Little Bohemia • Living Light Massage & Wellness Center • Livn Fresh• Lola's • Low Bar• M22 • Mackinaw Brewing Co. • Mama Lu's• Mammoth Distilling • Mary's Kitchen Port • Max's • McMillen's • Michigan Artists Gallery • Michigan Retailers Association • Midwestern Broadcasting Co. • Millie & Pepper • Miner's North Jewelers • Mode's Bum Steer • Momentum •Monkey Fist Brewing Co.• Morgan Stanley Smith Barney • Morsels Espresso + Edibles • Mr. Bill's Shirt Co. • My Secret Stash • National Cherry Festival • Nada's Gourmet Deli • Nest of Grand Traverse • Nifty Things! • Nolan's Tobacco & Lounge • North Peak Brewing Co. •Northern Title Agency• Old Town Playhouse • Omelette Shoppe & Bakery •One Oak Bride • On the Rocks • Orvis Streamside • Paddle TC • Painting with a Twist • Park Place Hotel • Patisserie Amie & Brasserie Bobo • Pavlova European Salon & Spa • Peace, Love & Little Donuts• Peninsula Capital • Peppercorn • Petertyl Drug & Gift • Piche DDS • Pine Street Development • Pink Anchor • Plamondon Shoes • Popkies • Poppycock's • Professor Qwbli's • Rare Bird Brewpub • Rectangles • Red Ginger • Rehmann • Reynolds Jonkhoff Funeral Home • Robert Frost Fine Footwear • Roth Shirt Co. • Running Fit • Scalawags Whitefish & Chips • Schmidt Rogers Management •Sincerely Betty •Skull & Tendah • Smith, Haughey, Rice, & Roegge • Socks & Assoc. • Sondee, Racine, & Doren et al • Sorellina • Sparks BBQ • State Theatre & Bijou By the Bay • Suhm-thing • Suite Jayne • Sunglass Shoppe • Sweet Pea • Sweet Tartlette • SZ Ventures • Taproot • TART Trails • TBA Credit Union • TC Lofts • Tee See Tee • The Camera Shop • The Cheese Lady • The Coin Slot • The Corner Loft • The Dish Cafe • The Exchange • The Franklin • The Hair Code Salon • The Little Fleet • The Towne Plaza • The Travel Authority, Altour • The Wooden Gallery • Toy Harbor • Trains & Things Hobbies • Transnation • Traverse Area Chamber of Commerce • Traverse City Business News • Traverse City Development • Traverse City Record Eagle • Traverse City State Bank • Traverse City Tourism • Traverse Vision • Traverse, Northern Michigan's Magazine • U&I Lounge • Unparalleled Apparel • Urban Diversions • Visitors Media • Votruba Leather Goods • West Bay Beach, A Holiday Inn Resort • What to Wear • Wilson Antique Mall • Wood + Cloth • Workshop Brewing Company • Yana Dee • Yen Yoga & Fitness



Partners **& Volunteers**

THANK YOU

Many thanks to those that donated time and product to making our year of community events a success.

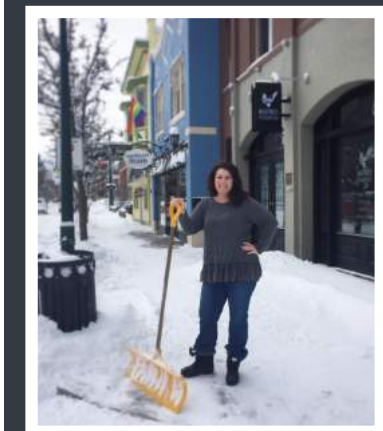
Aaron Greenman • Aerie Restaurant & Lounge • Alex Zelinski • Alexis Bremer • Allison Beers • Alyssa Bright • American Spoon • Anna Beers • Anna Dituri • Annie Magin • Ashley Browne • Barb Watson • BATA • Bay Area Recycling for Charities • Bayside Market • Betsy Colburn • Betty's Hot Dish • Bill Carman • Bill Stott • Blue Heron 2 • Bob Knaack • Brandon Larabee • Brenda Knaack • Brett Nichols • Burritt's Fresh Markets • Captain's Quarters • Cherry Festival Parades • Cherry Hill Boutique • Cherry Republic • Chuck Watson • Cindy Milock • Cindy Weaver • City Centre Plaza • City of Traverse City • Clover Key Royes • The Coin Slot • Connor Miller • Danielle Pelshaw • Dave Leonhard • David Richard • Deb Lake • Debbie May • Debbie Schlosser • The Dish Cafe • Doug Weaver • Eleven • Emily Arbut • Espresso Bay • Francisco's Market & Deli • The Franklin • Fustini's • Gary Howe • Grace Nichols • Grand Traverse Pie Company • Great Lakes Bath & Body • Great Lakes Chips Company • Harry Burkholder • Higher Self Bookstore • Ian Stewart • Jake Kaberle • Jamie Callahan • Jan Warren • Jackson Nichols • Jean Sarasin • Jeffrey Libman • Jessica Hodges • Joan Franklin • Joe Paye • John Herbst • John Rockwell • John Wells • Kacy Smith • Kaia Hodges • Kaitlyn Larabee • Karen Brown • Karen Wells • Kat Paye • Kathy Bussell • Katie Browne • Katie Carmen • Kilwin's • Kim Bazemore • Kristen Harrier • Kristen Stewart • Kristina Nichols • Lars Lake • Lauren Tkach • Leah Bagdon-McCallum • Linda Lewis • Lindsay Debski • Lindsay Schollard • Lisa Pointe • The Little Fleet • Liz Peron • Lynne Van Ness • Mama Lu's • Mammoth Distilling • Mark Watson • Marlowe Bonner • Marty Colburn • Mary Anne Krzywosinski • Maxbauer's Market • Meaghan Jameson • Meg Weichman • MI Happy Place • Micah Bancroft • Millie & Pepper • Minervas • Misha Neidorfler • Morsels Espresso + Edibles • Munson Medical Center • My Secret Stash • Natalie Martin • Nate Began • National Cherry Festival • Norte! • Olives & Wine • Oryana Community Co-op • Oviatt House Bed & Breakfast • Pat Haber • Pat Herbst • Pat Ranson • Peace, Love & Little Donuts • Pink Anchor • Red Mesa Grill • Rebecca Worley • Richard Lewis • Robbin Stott • Rose Carman • Samantha Teague • Scalawags • Sheri Constantin • Shirley Pointe • State Street Marketplace • Sweet Pea • Susan Fisher • Susanne Bonner • Tiffany Klemm • Todd McMillen • Tom Much • Traverse City Fire Fighters Local 646 • Trevor Tkach • Tyler Bevier • United Way • Vickie Gutoski • Waterland Tile

Thank You **Sponsors**

Our many community events are not possible without the support from our generous sponsors.

And The **Award Goes To**

Downtown Traverse City has so many extraordinary individuals and we love to see them recognized. Check out who received top honors in 2017!



Golden **Shovel**

Clean winter sidewalks are a priority in Downtown TC! The DTCA honored Karen Hilt of My Secret Stash with the Golden Shovel Award in 2017.

Planner of the **Year**

Rob Bacigalupi was honored with the Roger Williams Planner Award to honor individuals for excellence in planning.

Lyle DeYoung **Award**

Each year, the DTCA awards an extraordinary individual with the Lyle DeYoung Award. Mike & Denise Busley of Grand Traverse Pie Co. were the honoree in 2017.

Lifetime **Achievement**

The Michigan Downtown Association honored the late Bryan Crough with their very first Lifetime Achievement Award.

Superstar **Students**

The DDA, DTCA, and TCPS partnered with TBAISD on their summer work program where students maintained Downtown facilities. These two were Downtown Super Stars.

Locate **Your Business Here**

EMPLOYEES BY THE NUMBERS

Over 4,000 employees work at nearly 400 businesses in Downtown Traverse City. Below is a list of downtown's largest employers:

400+ Employees
Hagerty

100+ Employees
Disability Determination Services
Hotel Indigo
North Peak Brewing Co.
Northern Lakes Community Mental Health
Park Place Hotel

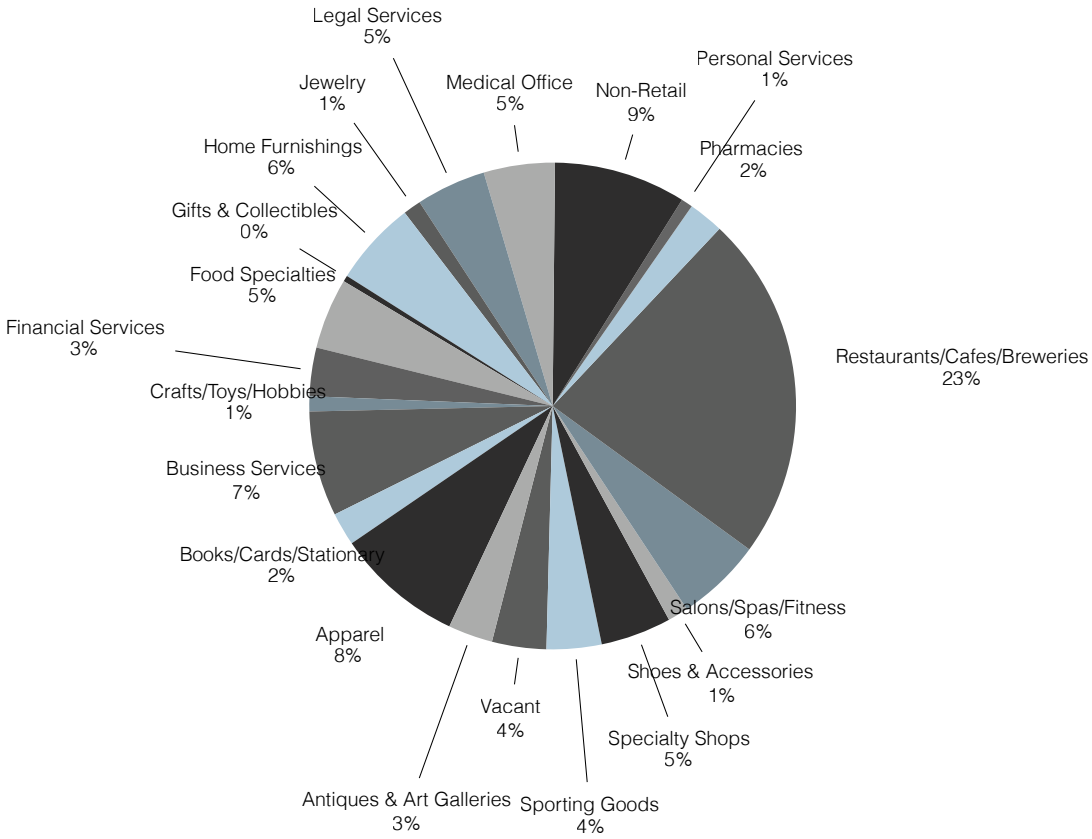
45+ Employees
United States Postal Services
Thirlby Automotive
Fifth Third Bank

I think the sense of community in Traverse City is like I've never seen in any other town. Businesses support and collaborate with other businesses, locals seem to gravitate downtown, and the city really makes downtown the focal point with events and marketing.

- Gary Jonas, The Little Fleet - Owner

We've chosen Downtown TC for our northern Michigan office because we want to have our finger on the pulse of local and regional changes. We love Downtown's spirit of business cooperation, and the food, arts, and events keep us firmly anchored in the district.

- John Di Giacomo, Revision Legal - Owner



Business **Roundup**

MAKEUP OF BUSINESSES

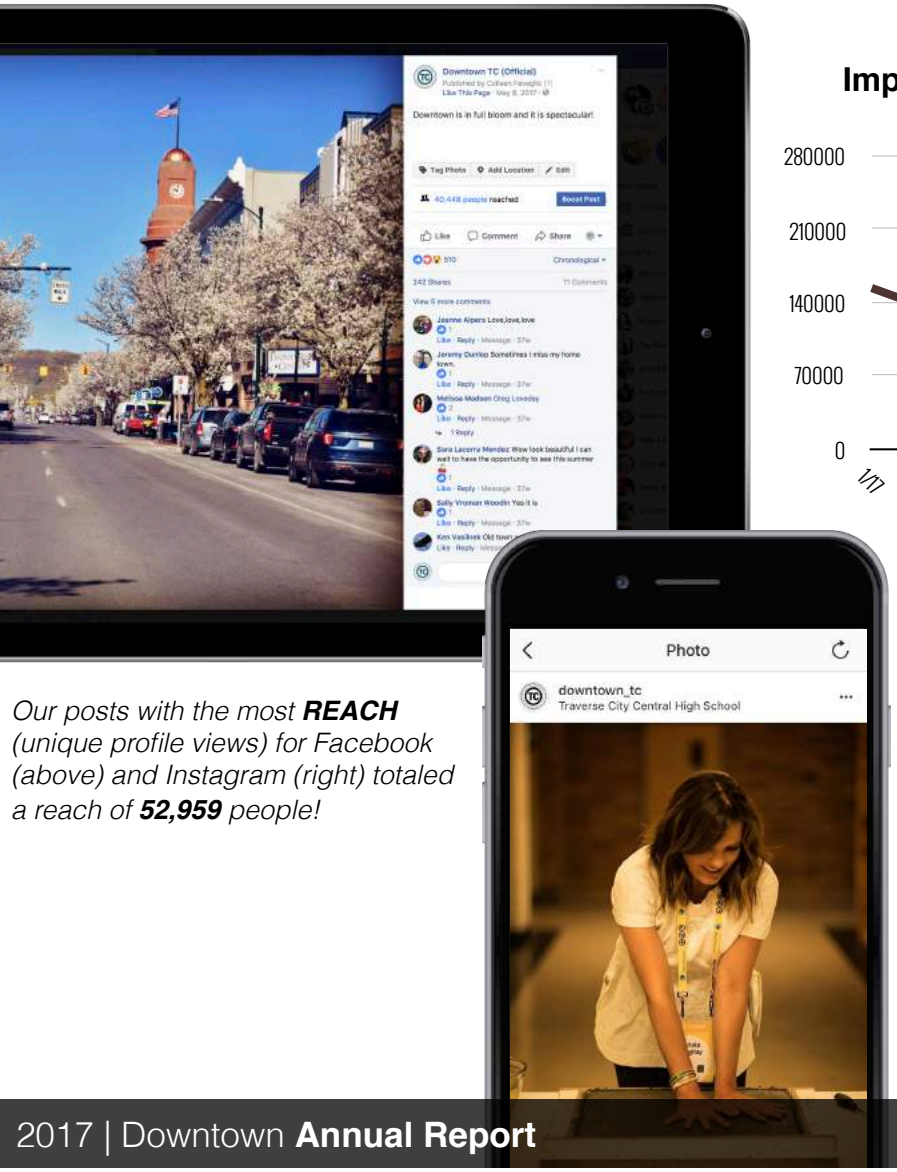
Downtown Traverse City has nearly **400 businesses** that take up a total of **1,620,244 square feet** of space. With nearly half of the square footage coming from office space, the breakdown of the rest of downtown's makeup can be seen in the chart to the left.

2017 brought about change in Downtown Traverse City. The opening of several restaurants including Alley's, F-Que, Monkey Fist Brewing, Mammoth Distilling, Planetary Coffee, Teetotaler's, Wren the Butcher, and Ziatun Cafe, brought attention to our strong food and beverage scene.

Maintaining a strong retail sector is vital to the continuation of a vibrant Downtown. The opening of the State Street Marketplace, Gitche Gumee Co., Gold & Jaye Jewelers, Harbor View Lavender Farm, Millie & Pepper, The Nail Bar, Waxwing Vintage, and Way of Knife, were welcomed additions.

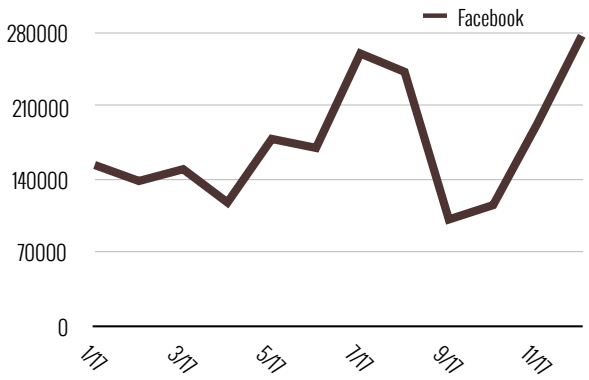
Social Media **#downtowntc**

Downtown TC continues to focus on our digital platforms to promote engagement.

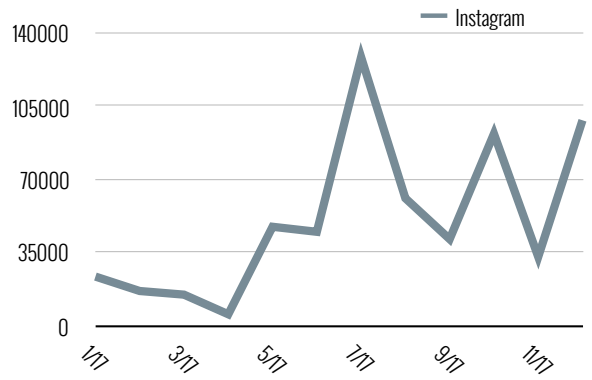


*Our posts with the most **REACH** (unique profile views) for Facebook (above) and Instagram (right) totaled a reach of **52,959** people!*

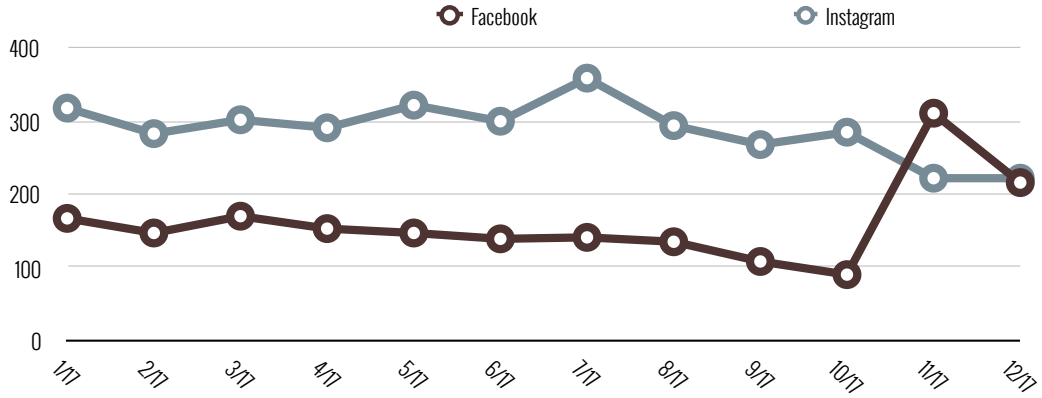
Impressions Per Month



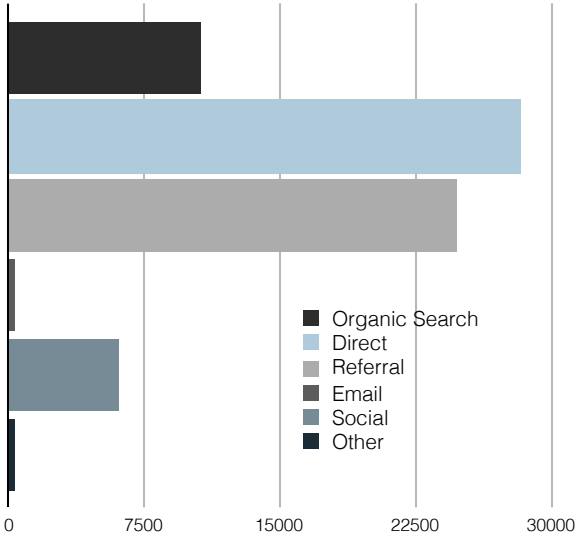
Reach Per Month



Page Likes Per Month



Accessing **DowntownTC.com**



This table shows how people got to downtowntc.com

Website **Analytics**

DOWNTOWNTC.COM

- Nearly **1,000,000** page views annually
- Users span from **120 countries**
- Almost **300,000** separate sessions
- **80%** of the audience are new viewers

Social **Followers**

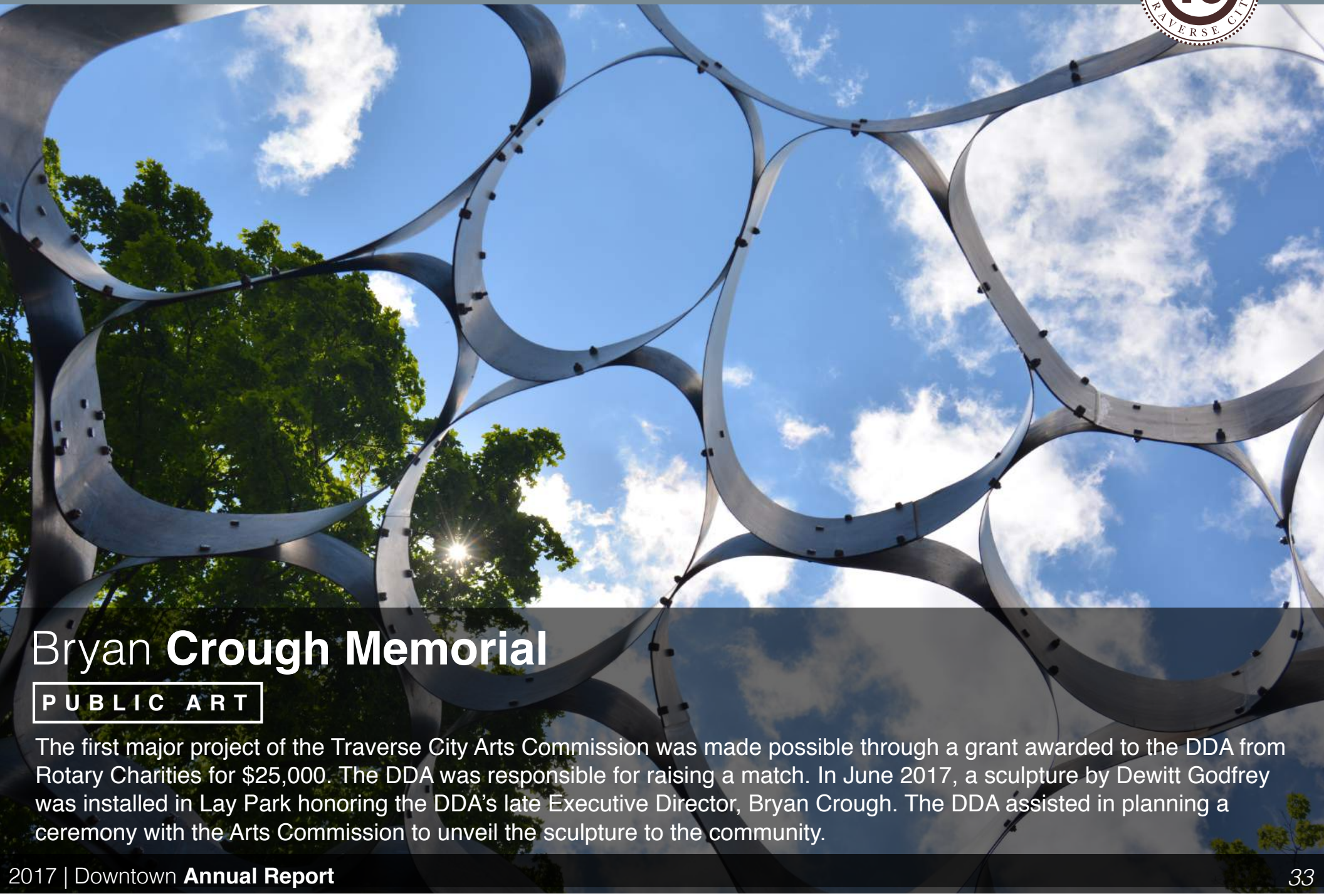
2017 noticed a boom of followers on all social media platforms.

Our social media platforms include Facebook, Instagram, and Twitter.

1,917 (more followers on Facebook)

3,458 (more followers on Instagram)

2,451 (more followers on Twitter)



Bryan **Crough Memorial**

PUBLIC ART

The first major project of the Traverse City Arts Commission was made possible through a grant awarded to the DDA from Rotary Charities for $25,000. The DDA was responsible for raising a match. In June 2017, a sculpture by Dewitt Godfrey was installed in Lay Park honoring the DDA's late Executive Director, Bryan Crough. The DDA assisted in planning a ceremony with the Arts Commission to unveil the sculpture to the community.

Opt **Outside**

#LETSTAKEAWALK

Downtown is a playground for all lovers of the outdoors! With help from the DDA and DTCA, we have enhanced the experience for bikers, walkers, kayakers and more!

Connected directly to downtown Traverse City, the trail system offers a unique way to explore and enjoy the area. Thanks to the support of the Traverse City area community and business partners, the network of trails continues to grow and improve for the over 250,000 visitors who take to the trails each year.

- Brian Beauchamp, ***TART Trails Outreach & Programs Director***

I feel fortunate that I live within walking distance of my office on Front Street. It's exciting to walk through the neighborhood and past the shops as they open each morning. It makes me feel like I'm part of the opening of downtown every day.

- Jim Bruckbauer, ***Downtown Resident***

Kayak, Bike & Brew bases its business on being located downtown. Participants pedal up and paddle down, starting and ending in the heart of the city, steps from the water and walking distance to hotels, breweries, restaurants and more. The perfect brew for success!

- Troy Daily, ***Founder-Kayak, Bike & Brew***

Look Who's **Talking**

We know this place is pretty special, but it's fun to see others notice.

"Strongest Town"
For multi-modal transportation, thriving small business, and natural beauty
March 2017

travel CHANNEL

"Top 10 Cities for Wine Snobs"
January 2017

lonely planet

"Great Escape, Great Lakes"
September 2017

Reader's digest

"21 Nicest Small Towns in American Everyone Should Visit Before They're 50"
April 2017

WalletHub

"Best Beach Towns to Live In"
June 2017

U.S.News & WORLD REPORT

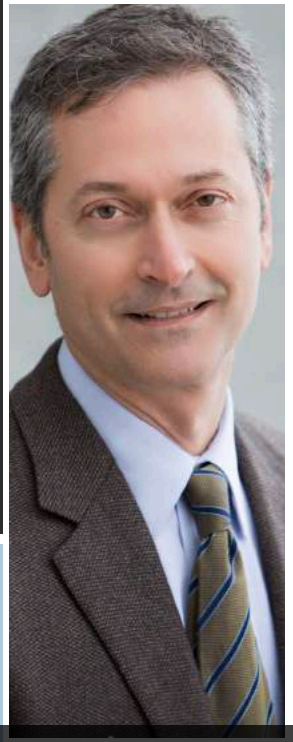
"Best Winter Get Away in Every State"
December 2017

VacationIdea
DREAM VACATION MAGAZINE

"Best Romantic Getaways in Michigan"
October 2017

REWARDEXPERT

"#1 Foodie Destination in the Midwest"
September 2017



DDA **Changes**

Rob Bacigalupi

After 19 years, the DDA said goodbye to Executive Director, Rob Bacigalupi. Rob was instrumental in several projects that shaped Downtown Traverse City. His time, talent, intelligence, and integrity will always be appreciated by the Downtown community and staff.

Jean Derenzy

The DDA is pleased to have a familiar face, Jean Derenzy, appointed as the new Chief Executive Officer. Jean has served at Grand Traverse County for three decades and we look forward to her passion for the Traverse City community at the DDA starting March 1, 2018.

THANK YOU

DOWNTOWN OFFICE

303 E. State Street, Suite C
Traverse City, MI 49684

info@downtowntc.com

Phone: 231.922.2050

Jean Derenzy
Chief Executive Officer
jean@downtowntc.com

Colleen Paveglio
Marketing & Deputy Director
colleen@downtowntc.com

Nina Talarico
Office Manager
nina@downtowntc.com

Nick Viox
Communications & Projects Coordinator
nick@downtowntc.com

Nicole VanNess
Parking Administrator
nicole@downtowntc.com

Mike Helferich
Deputy Parking Administrator
mike@downtowntc.com

Elizabeth Burbee
Administrative Assistant
elizabeth@downtowntc.com