



**DOWNTOWN
TRAVERSE CITY**
A YEAR IN REVIEW

THE 2018 ANNUAL REPORT FOR THE DOWNTOWN DEVELOPMENT AUTHORITY



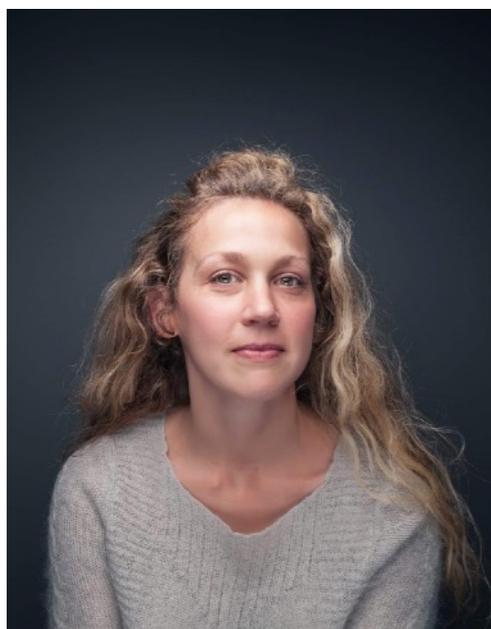
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Downtown Annual Report

A word from our Leaders



Welcome to the 2018 Annual Report for the Traverse City Downtown Development Authority. The DDA is a component unit of the City of Traverse City and serves as Downtown Traverse City's steward. As we both entered our first year leading the DDA as Board Chair and CEO, we anticipate a bright future for our beloved Downtown. Adopting a Strategic Plan, a living document that will serve as a guide for the next three - five years, was a top priority for our Board of Directors. Before being formally adopted, we sought public input. The plan now serves as a roadmap for how we approach, prioritize and implement public improvement projects. Utilizing our core strength to accomplish our Strategic Goals, and strengthening relationships with governmental agencies, the private sector, and local non-profits have contributed to increased engagement, productivity, and innovative ideas.

The past year had its accomplishments, but more importantly, it is critical to look to the future of Downtown Traverse City as it serves as the regional hub for northern lower Michigan. How do we continue the momentum? Paying attention to national trends, continuing to utilize funding tools such as Tax Increment Financing (TIF) in a responsible and efficient manner, and engaging the community in our efforts, will result in a sustainable Downtown that will serve generations to come.

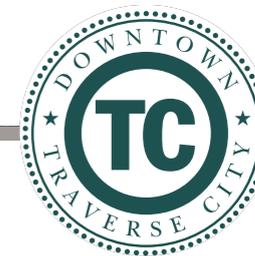
The DDA strives to serve our community through thoughtful planning that will result in a vibrant city center that is walkable, economically healthy, and most of all, enjoyed by our residents. We appreciate your continued support and encourage you to be a part of the conversation as it pertains to Downtown Traverse City. Like us on Facebook, check out the new DDA website, attend our meetings, or simply reach out to us any time. We hope you enjoy looking through the hard work and dedication the DDA has provided to the Traverse City community this past year and we look forward to seeing you Downtown!

Best Regards,

Leah Bagdon-McCallum
DDA Board Chairperson

Jean Derenzy
DDA CEO



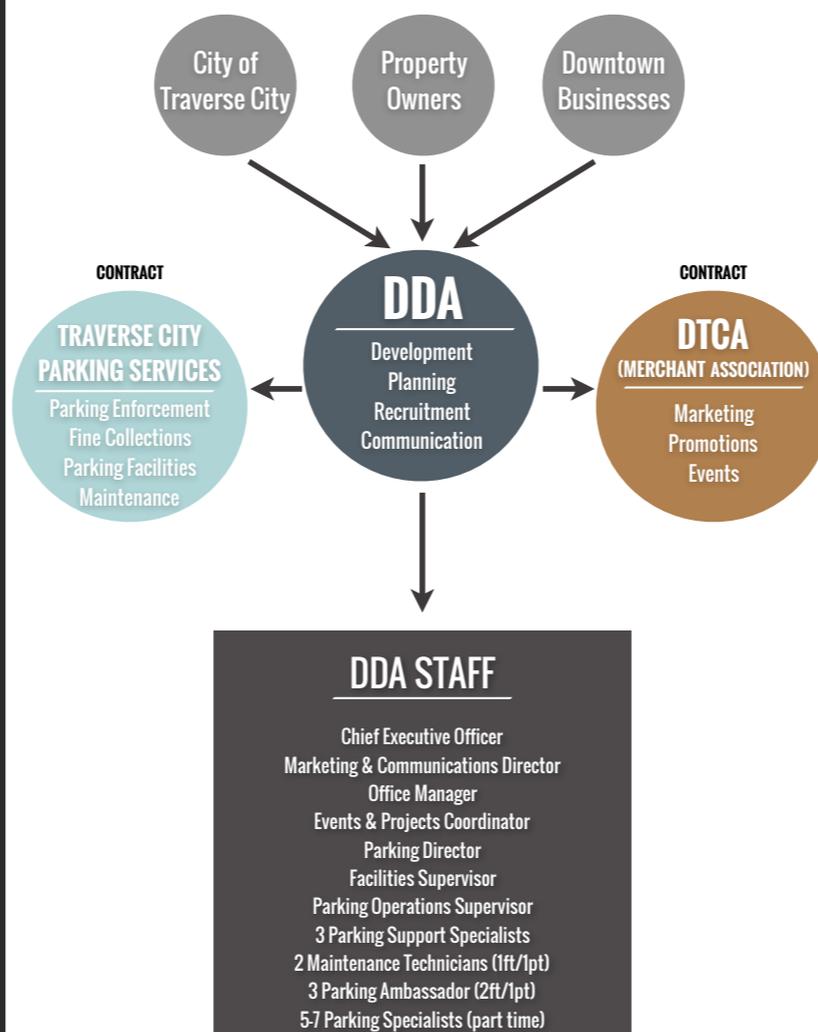


Downtown Development Authority

The Traverse City Downtown Development Authority was established in 1978.

DDA BOARD OF DIRECTORS

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



MISSION

Collaborate with all stakeholders to provide a world class downtown that is active, thriving and inclusive.

VISION

Traverse City is America's most inclusive, family-friendly fresh water destination - featuring world class dining and shopping, a growing economy, entrepreneurial opportunity, and all season recreation.



Strategic Plan

Preparing for the future of Downtown Traverse City and public projects associated with the District, the DDA adopted a three year Strategic Plan. Strategic Goals will be accomplished through the Core Strengths.



GOAL: Real Estate Development & Place Making

- Continue existing TIF Plans, begin process to update TIF Plans
- Establish process to identify and acquire properties for reuse and redevelopment.
- Develop & implement universal access system so people of all ages, needs and abilities can enjoy the lower Boardman River, complementing Union St. Dam work
- Finalize site plan and design and initiate funding campaign for Farmers Market

GOAL: Parking & Transportation

- Update definitive parking strategy and develop parking business plan using results of Transportation Demand Management Study
- Proceed with West Front Parking Garage when financially feasible
- Prepare and implement strategy for Transportation Demand Management Study
- Provide leadership for regional commuting strategy

GOAL: Business Recruitment & Retention

- Expand Redevelopment Ready Certification and attain true development readiness
- Work with appropriate interests to develop a one-stop development response program



Annual Work Plan

The Annual Work Plan is the guiding document to reach yearly goals of the Board detailed in the Strategic Plan.



1

REAL ESTATE DEVELOPMENT & PLACE MAKING

- PROJECT 1: Lower Boardman River Unified Plan
- PROJECT 2: Redevelopment of Parking Lot O
- PROJECT 3: Farmers Market
- PROJECT 4: Building Standards

2

PARKING & TRANSPORTATION

- PROJECT 1: West Front Parking Garage
- PROJECT 2: Develop the Implementation for Transportation Demand Management Study

3

LEADERSHIP

- PROJECT 1: Implement Board Orientation
- PROJECT 2: Write Grants
- PROJECT 3: Develop Leadership Opportunities for Corridors
- PROJECT 4: Assist in Implementation of High Fiber



Your Dollars At Work

The DDA has an Operational Budget and two Tax Increment Financing Budgets (TIF 97 and Old Town TIF) to accomplish goals.

Operational Budget

The Traverse City DDA Operational Budget is funded through a 2 mill levy on property owners within the DDA District. Additional funding comes from intergovernmental contracts, fees, and the Downtown Traverse City Association. The DDA Operational Budget supports administration, professional services, office supplies/rentals, and professional development.

Parking Administrative Fee

The DDA has an intergovernmental agreement with the City of Traverse City to manage Traverse City Parking Services (TCPS). The administrative fee to manage parking is taken straight from the Parking Enterprise Fund and covers the cost of administration for the employees working within the parking department. Therefore, TCPS is self sustaining. No City General Fund dollars are provided to the DDA for staffing of the organization or the parking department.

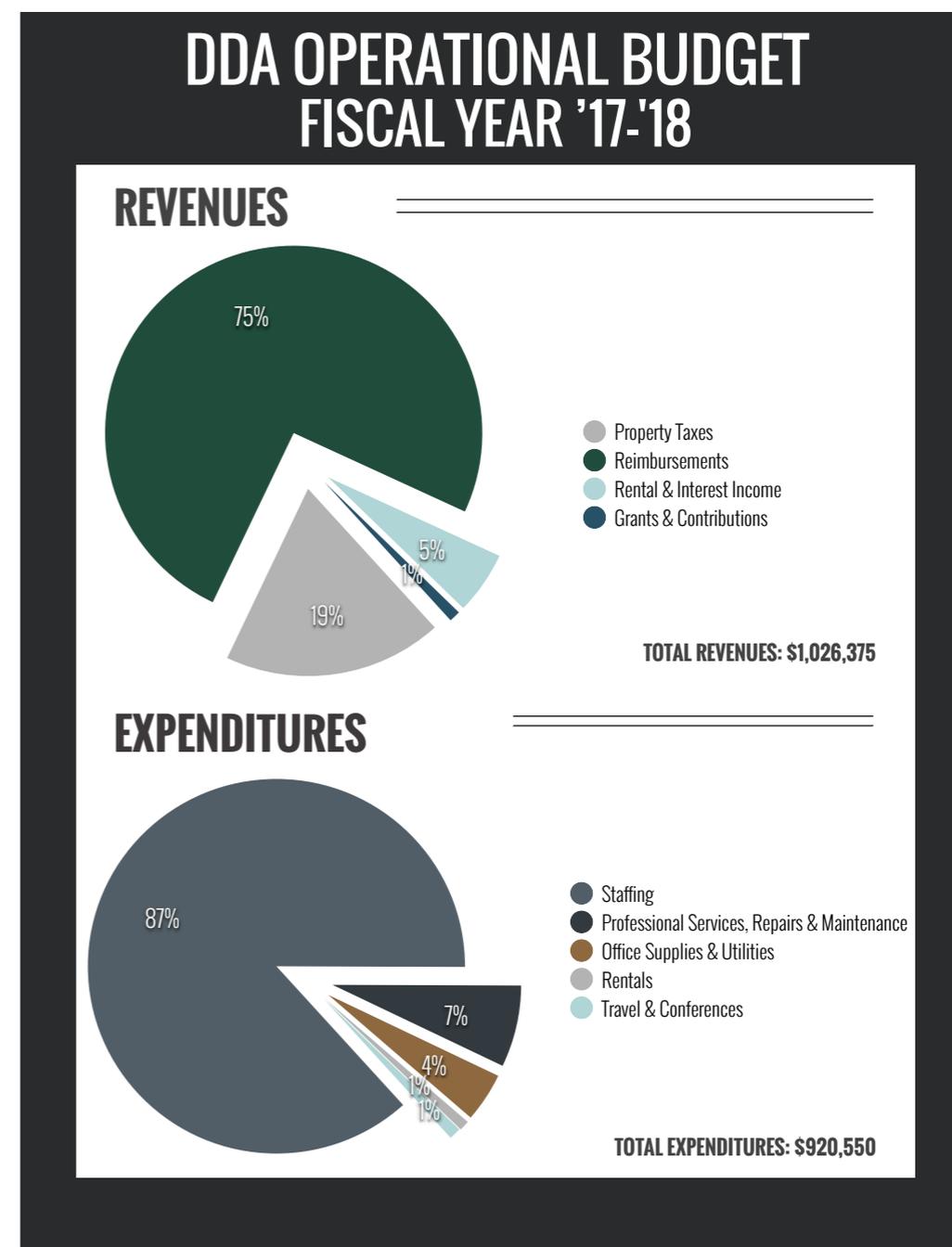
TCPS then operates with a separate annual budget that is generated through parking revenues. The City of Traverse City General fund receives 10% of parking revenues annually.

Tax Increment Financing

The DDA has two Tax Increment Financing (TIF) plans, TIF 97 and Old Town TIF. TIF is used to fund public infrastructure projects in the DDA District. The two TIFs are charged an administrative fee that serves as revenue for the Operational Budget. Annually, the City of Traverse City General Fund receives a percentage of TIF revenues from TIF 97 and Old Town TIF.

Downtown Traverse City Association Administrative Fee

The DDA has an agreement to manage the Downtown Traverse City Association (DTCA), a non-profit organization that is responsible for the marketing and promotion of Downtown Traverse City. The DTCA is funded through merchant dues, program revenues, and sponsorships. Special events, the Downtown Gift Certificate Program, and the overall promotion of Downtown is funded by the DTCA budget. The DTCA provides nearly \$70,000 annually to the DDA for administration.





Tax Increment Financing

The Downtown Development Authority Act, Act 197 of 1975 provides several methods for Downtown Development Authorities to work in partnership with municipalities and property owners to finance public infrastructure. One of these methods is Tax Increment Financing (TIF).

The DDA has two Tax Increment Financing Districts, Old Town and TIF 97. The Old Town TIF plan was adopted in 2016 and the TIF 97 plan was adopted in 1997.

What is TIF?

Tax Increment Financing (TIF) is a funding tool for DDA's to promote economic development by earmarking property tax revenue from increases on the private sector's assessed values within a designated TIF district. A "plan" is put in place to develop strategies for growth in the local economies. Strategies focus on job creation, increased economic activity, and ultimately a broader economic base that can support needed government services.

How Does it Work?

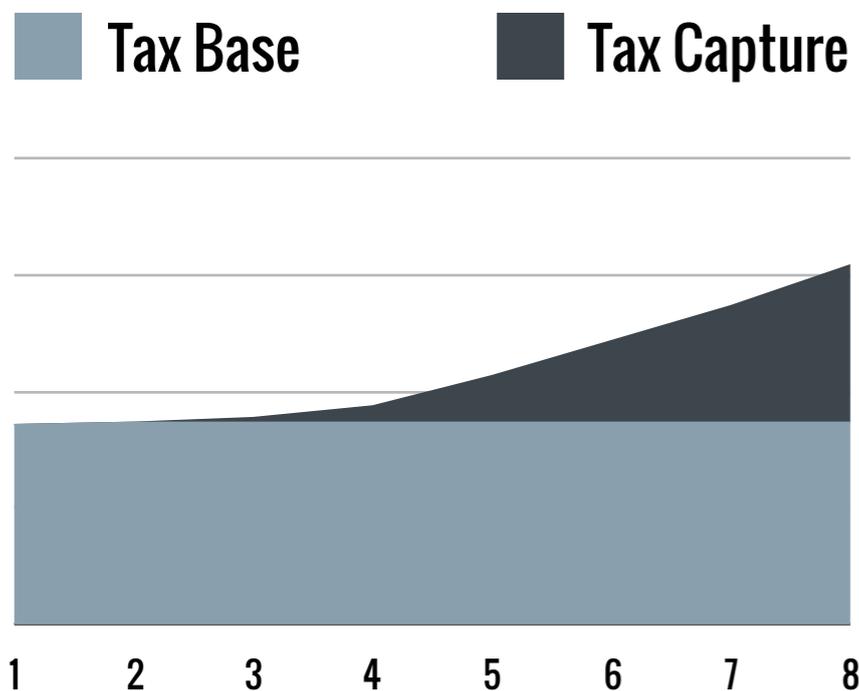
TIF is a capture on taxes in the defined district after the tax base has been set. For example, TIF 97 was set in 1997 and any increase in property values resulted in an increased in the tax base. Private investment results in increased taxes that are captured by the DDA and utilized for public infrastructure projects in the defined district.

Who Participates in TIF?

TIF is a regional collaboration with local taxing jurisdictions. Without the participation of the City of Traverse City, Grand Traverse County, BATA, Library, NMC, and local millages, TIF would not be a successful tool toward a healthy regional hub. As illustrated in the graph, when the tax base grows, the DDA captures the increased amount.

So...think tax revenue sharing. When TIF is used to repair a bridge in Downtown Traverse City, that bridge is used by residents and visitors from all over the region and beyond. TIF is a unique tool that supports such projects. The unique funding mechanism provided opportunity to invest publicly without having the City of Traverse residents bear the financial burden solely to invest in the economic epicenter of our region.

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



TIF Benefits

Traverse City, along with other communities in the state of Michigan (such as Ann Arbor and Grand Rapids), has been credited for effectively and responsibly using TIF as an economic development tool with sound financial management that promotes economic growth and contributes toward a vibrant and authentic Downtown that serves our region.

How is TIF Funding Spent?

Major projects include the Hardy and Old Town Parking Garages, Pine Street Pedestrian Bridge, Streetscapes (sidewalks and street trees), bridge replacement/repairs (all bridges in Traverse City are in the DDA District), and Riverwalks. TIF has also funded park improvements at Clinch Park, the Jay Smith Walkway, and Lay Park.

What are the Benefits of TIF?

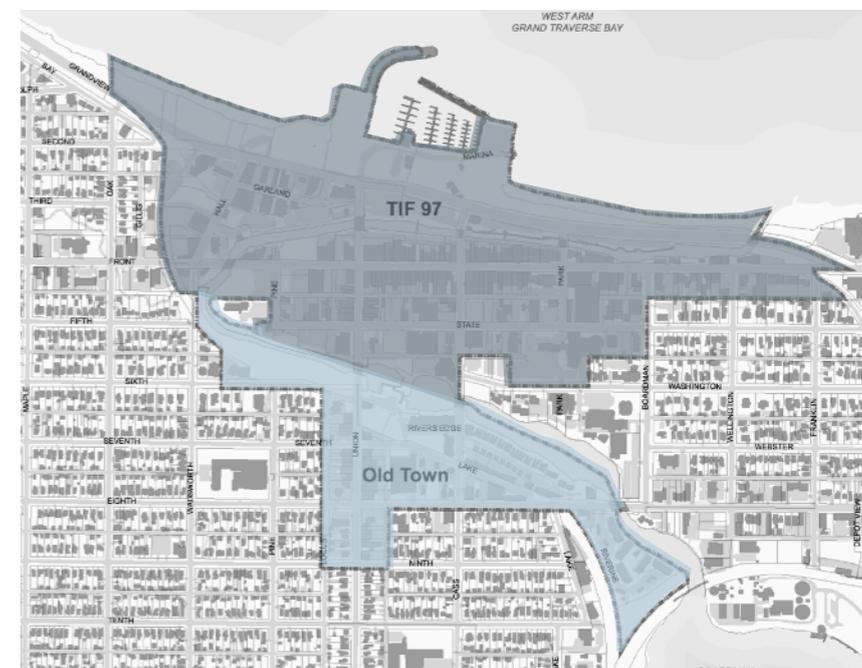
Investing in the city center and utilizing tools such as TIF increases the tax base and increases rural prosperity. In fact, Downtown TC generates three times more taxes per acre than the rest of the City. A vibrant Downtown increases property values not only in the district, but beyond. **Ultimately, Downtown TC serves as a revenue generator for the City and the County.**

TIF dollars are utilized to leverage other funds. For example, when bridge work takes place, TIF is used as the required match for MDOT and federal funding.

TIF is also used to increase the tax base, levy funds for environmental clean up, and serve as a catalyst for private investment. The Iron Works property in the Old Town District was one of the first TIF projects. TIF dollars were utilized for public infrastructure (riverwalk) while a private investment was made to redevelop the property.

Interesting Fact!

Large infrastructure projects such as the Hardy and Old Town Parking Garages would not have been possible without TIF as a funding tool. The City General Fund would not be able to support such projects of this magnitude on its own had TIF not been utilized. No City General Fund dollars were used for several DDA projects, such as the bond repayment for the Old Town and Hardy Parking Garages, bridge repair, Pine Street Pedestrian Bridge, Park Street reconstruction, Garland Street, etc.



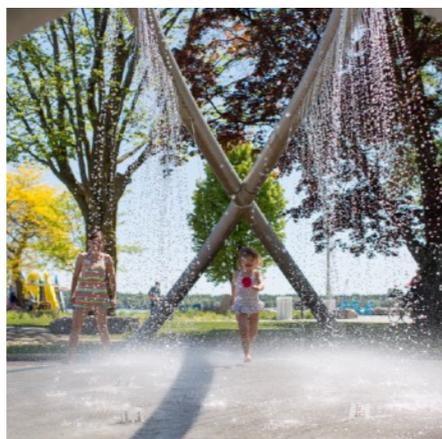
The objectives of the DDA legislation, which allows for the creation of TIFs, are to help cities accomplish the following:

- Correct and prevent deterioration of their business districts
- Encourage historic preservation
- Promote the economic growth of the designated downtown area for downtowns

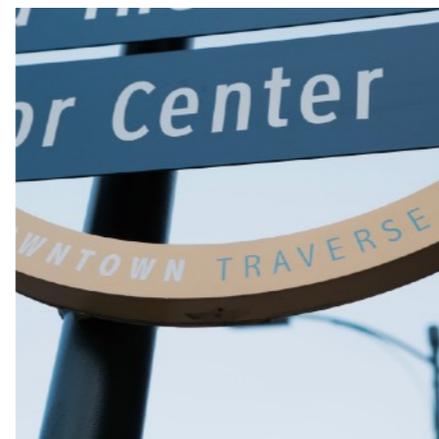
Past TIF Accomplishments

The DDA has utilized TIF to implement a number of public infrastructure projects that have had a significant impact on our local economy and provided walkability in our City Center. Public improvements have also resulted in significant private investment and job growth.

**HARDY & OLD TOWN
PARKING GARAGES**



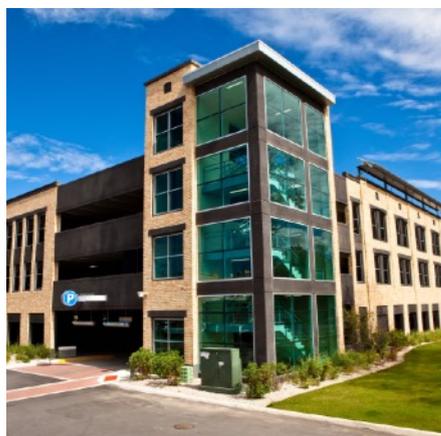
STREETSCAPES



**PINE STREET
PEDESTRIAN BRIDGE**



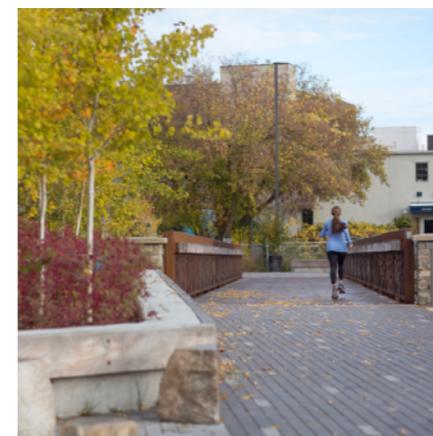
**CLINCH PARK &
PEDESTRIAN
TUNNEL**



PUBLIC WIFI



**PUBLIC
RESTROOMS**



Public Improvements



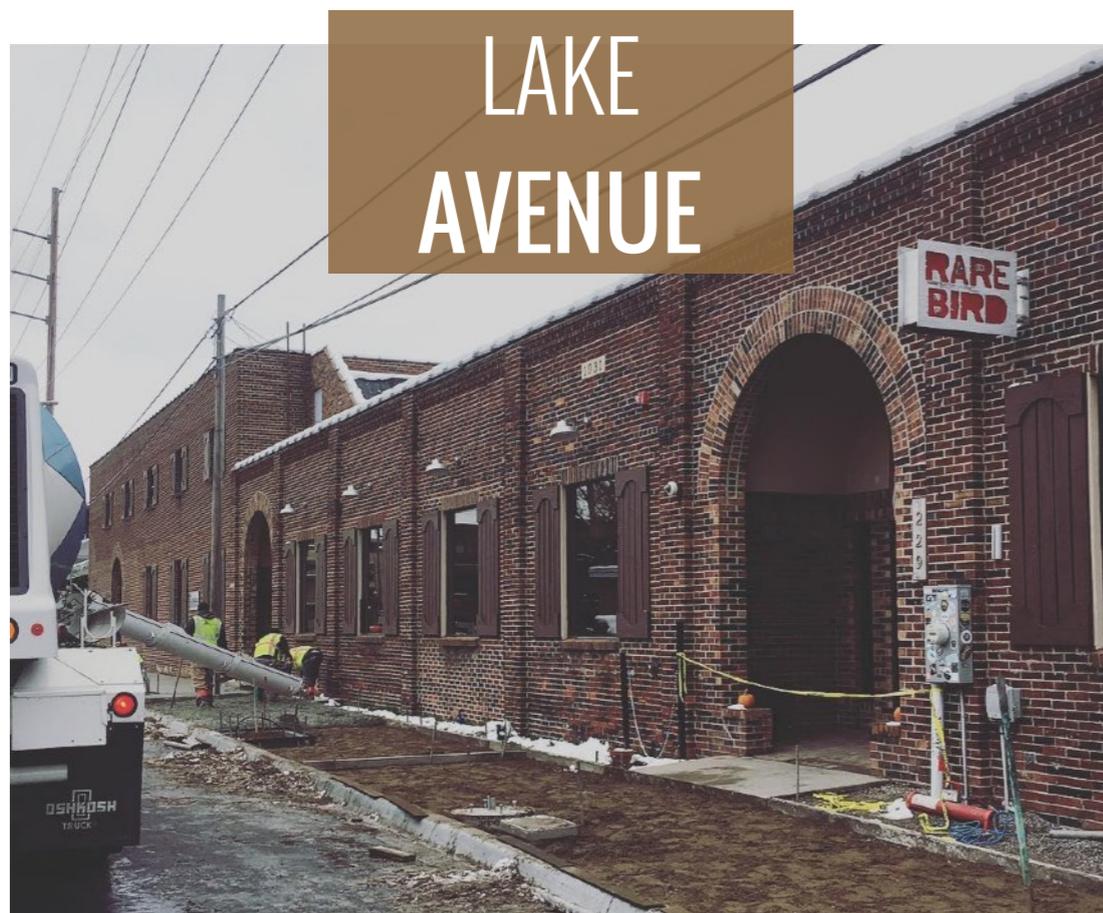
PUBLIC RESTROOMS

The DDA bonded for the Hardy Parking Garage in 2002. Included in the project was the construction of public restrooms at the Park Street pedestrian entrance to the Garage. In an effort create efficiencies in construction, the project was dependent upon a private developer at the Radio Centre III site. Socks Construction broke ground in 2016 and the public restrooms were constructed at the same time. The DDA was able to officially open the Park Street Public Restrooms in May 2018. This project serves as an amenity to the Downtown community and provides a more family friendly atmosphere. The cost to maintain and clean the restrooms are paid for by Traverse City Parking funds.

The Public Restroom construction project was funded by TIF 97.

The DDA also participates in a unique program where a stipend is provided to business owners to provide public restrooms. Locations include Morsels Espresso + Edibles, Milk & Honey, Espresso Bay, Great Lakes Bath & Body, and Brew. This program is supported through funds from TIF 97.

Public Improvements



LAKE
AVENUE

The reconstruction of Lake Avenue and the addition of streetscapes has been a long planned project. We are pleased the project was completed in November 2018 and will serve as the impetus for the Envision Eighth Street reconstruction project, which the City of Traverse City has slated for Spring 2019.

The DDA's goal for this project was to maintain the special character in the Old Town District, while still developing unique elements for the businesses in the immediate area, improving the function and safety of the street and sidewalks, and upgrading the utilities.

The Lake Avenue project was funded by Old Town TIF. Private property owners along the corridor participated in half of the cost of streetscapes.

STREET RECONSTRUCTION WITH INTERSECTION IMPROVEMENTS AT 8TH AND CASS

RAISED CROSSWALKS AT CASS STREET FOR A SAFE PEDESTRIAN EXPERIENCE

SIDEWALKS ON NORTH AND SOUTH SIDE OF THE STREET WITH STREET TREES

AMENITIES SUCH AS BENCHES AND BIKE RACKS

UPGRADES AND REPLACEMENTS TO SANITARY SEWER, WATER, AND STORMWATER

IMPROVED PARKING AND STREET LIGHTS

Public Improvements

BOARDMAN RIVERWALK



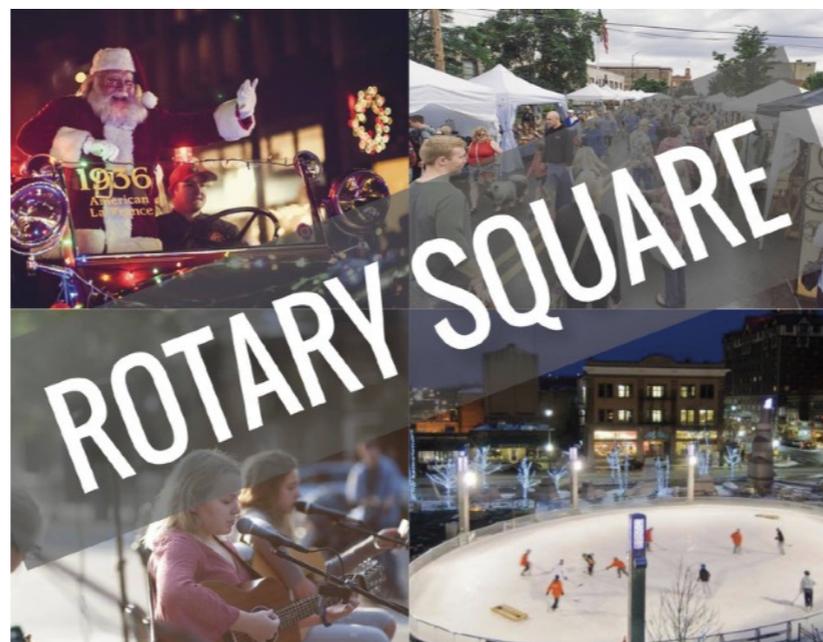
Construction began in the Fall of 2018 on a public riverwalk near the Uptown development on the Boardman River. Included in the project will be the replacement of stairs and the wooden riverwalk near the Union Street bridge. The construction of an ADA ramp to increase river accessibility will also be included at Lot E. Celebrating this natural asset and creating better access to the public will enhance our urban core.

The Riverwalk project is funded by TIF 97.

* Photo courtesy of Team Elmers, Josh Schaub

Awarded Grants

The DDA is leveraging dollars to apply for grants to better fund public initiatives and projects that benefit the community.



1 \$92,000

USDA Rural Development grant toward development of the tech incubator, 20Fathoms.

2 \$1 Million

Traverse City Rotary Club grant toward the planning and development of a Civic Square in Downtown Traverse City.

3 \$10,000

Coastal Zone Management grant for a water trail signage system along the Boardman River. The grant required a match that will be provided by TIF 97.

4 \$10,000

Rotary Charities SEED grant for the marketing and implementation of the Destination Downtown Program.

5 \$5,000

Consumers Energy Foundation grant for the Boardman River Unified Plan.

6 \$2 Million

State of Michigan appropriation toward the planning and development of a Civic Square in Downtown Traverse City.



Community Engagement

In an effort to reach a larger audience and create better access to DDA projects and initiatives, a new website and Facebook page for the DDA were developed in 2018.



- OUR STORY
- YOUR DOLLARS AT WORK
- PAST & CURRENT PROJECTS
- WHY WE DO THIS
- FAQ & COMMON INQUIRIES
- MEETING MINUTES & AGENDAS
- DOWNTOWNTC.COM
- CONTACT
- SEARCH



ABOUT THE DDA

DDA Website

Developing a website, dda.downtowntc.com, that was solely dedicated to the projects and initiatives for the DDA was a priority in 2018. Providing top navigation for the many functions of the DDA organization will help the user better navigate the site. The site is structured on the organization of the DDA, how the DDA is funded, current and past projects, and meeting dates.

The downtowntc.com site will continue to operate and focus as the marketing tool for Downtown, i.e. events, shopping, dining, and gift certificates.



DDA Facebook Page

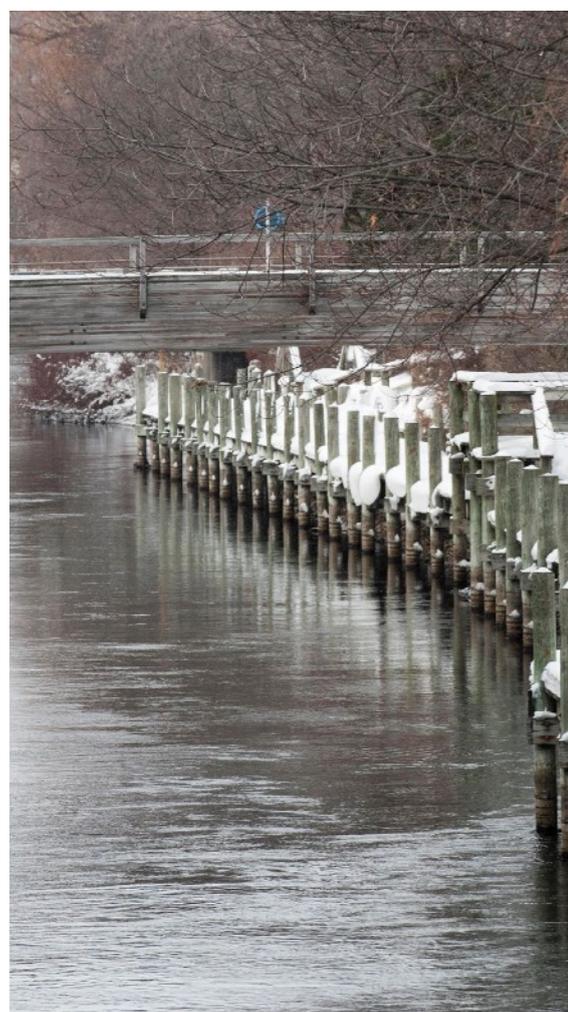
The DDA launched a Facebook Page, (Traverse City DDA), in August 2018. Joining social media to target a more expanded audience and engaging them in all things DDA was the goal. The DDA Facebook Page will post meeting dates and links to the packets, updates on current projects and various planning initiatives, and any other information that may be useful for our constituency.

The Downtown TC (Official) Facebook Page will still serve as the marketing outlet for downtown, i.e. events, shopping, and dining.



Community Participation

The DDA launched two additional committees to address on going planning efforts for the Lower Boardman River and Parking. Meetings are open to the public and the DDA encourages attendance and public engagement. Meeting dates and packets are at dda.downtowntc.com.



LOWER BOARDMAN RIVER LEADERSHIP TEAM

The primary purpose of the Leadership Team is to have a Unified Plan for the Lower Boardman River from the mouth at Boardman Lake to the mouth at the bay. The plan shall protect and preserve the river while identifying facilities, amenities, programs, and other considerations that should be implemented to encourage maximum use and enjoyment of this natural resource.

The Leadership Team meetings take place on the third Wednesday of each month at 5:30 pm at the Governmental Center.



DDA PARKING SUBCOMMITTEE

The DDA Parking Subcommittee is comprised of five DDA Board Members and two members at large. The primary purpose of the Committee is to establish a Parking Master Plan based on the Transportation Demand Management objectives by reviewing strategies and providing recommendations to the DDA Board of Directors for adoption.

DDA Parking Subcommittee meetings take place on the first Thursday of each month at 11 am at the Governmental Center.

Lower Boardman River Leadership Team Members

Harry Burkholder (Co-Chair) • Jennifer Jay (Co-Chair) • Elise Crafts
Christine Crissman • Jean Derenzy • Frank Dituri • Tim Ervin
Brett Fessell • Michele Howard • Rick Korndorfer • Deni Scrudato
Russ Soyring • Mike Vickery

DDA Parking Subcommittee Members

Rick Brown • Steve Constantin • Scott Hardy • Debbie Hershey
T. Michael Jackson • Jeff Joubbran • Todd Knaus

Public Art



Heart Wall

Paying homage to the beloved heart wall that once stood on the 200 block of E. Front Street, the DDA facilitated approval of the hearts to be installed on the front of the Public Restrooms. The hearts were funded through a donation from John Socks, Socks Construction.



Guardian Sculpture

A tribute to the men and women of the United States Coast Guard, Guardian, was installed in Triangle Park in September 2018.



Wear Your Wings

Each year the DTCA funds a public art project that is created at Friday Night Live. In 2018, an interactive wing project was created at the event by Heather Spooner, Ampersand Lettering. The wings were installed on the 300 block of E. Front Street. #wearyourwingstc

The City of Traverse City Public Art Fund is funded by contributions from the City and DDA. The DDA's 17/18 budget allocated \$20,000 toward the Public Art Fund.



**TRAVERSE CITY
PARKING SERVICES**
A YEAR IN REVIEW

Transportation Demand Management Study

Traverse City Parking Services had a Transportation Demand Management Study (TDM) 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 and multi-modal amenities. The TDM Study will shape further planning for TCPS and serve as the roadmap for the DDA Parking Subcommittee.

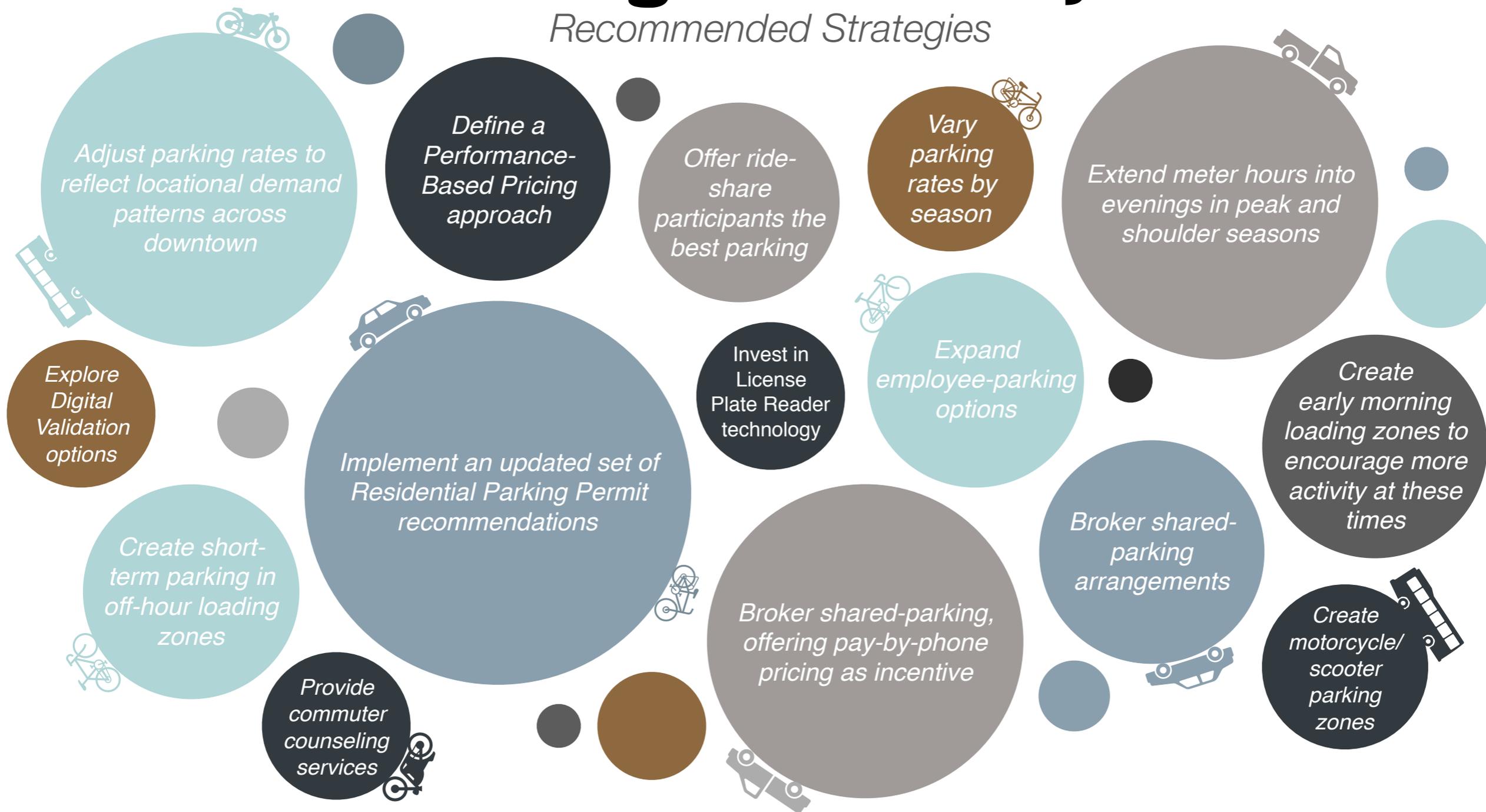
So, what is Transportation Demand Management, and how can the suggested tools be applied to Traverse City? Transportation Demand Management is a general term for strategies that increase the efficiency and effectiveness of transportation infrastructure and resources by encouraging traveler-choice patterns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

Recommended Strategies



The full report for the Transportation Demand Management Study may be found at downtowntc.com.



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.

By The Numbers

TCPS managed nearly **1,700 metered spaces** and issued **28,022 permits** for the Hardy & Old Town Parking Garages and surface lots, averaging **2,335 monthly permit holders**.

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

The Traverse City Parking fund pays for operations, maintenance and infrastructure improvements. 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 **\$330,888** to the City's General Fund in Fiscal Year '17-'18.

Mobile Payment

ParkMobile, a mobile payment option at meter parking, has increased 700% since inception in 2014.

	Metered Parking (Per Hour)		Garage Permits	Surface Permits
	Short Term/ High Demand	Long Term/ Low Demand	Month	Month
Ann Arbor	\$1.70	\$0.85	\$170 - \$240	\$105- \$130
Birmingham	\$1.50	\$1.00	\$50 - \$70	\$35 - \$70
Ferndale	\$0.50	\$0.50	N/A	\$20
Flint	\$1.00	\$1.00	\$60	\$60
Grand Rapids	\$1.75	\$1.00	\$48 - \$154	\$48 - \$154
Kalamazoo	\$3.50	\$0.75	\$30 - \$94	\$30 - \$94
Lansing	\$1.50	\$0.75	\$90 - \$170	\$30 - \$85
Midland	\$0.20	\$0.20	\$28	\$20
Mount Clemens	\$1.00	\$0.50	N/A	\$22 - \$30
Royal Oak	\$1.50	\$0.75	\$40 - \$60	\$45
Traverse City	\$1.00	\$0.60	\$48	\$36



Parking Updates

Traverse City Parking Services funds several projects throughout the year related to parking improvements, maintenance, and bicycle infrastructure.

Maintenance

Paying close attention to maintaining one of the City's major assets is the responsibility of TCPS. The two parking garages are scheduled for a preventative maintenance and restoration every five years. In 2018, both the Hardy and Old Town Parking Garages were completed. This critical project will not only maintain the parking garages, but ensures the life of the garages are extended. A boiler in the Hardy Parking Garage was also replaced in 2018.

Parking Access and Revenue Control Systems (PARCs) equipment was replaced in the Hardy and Old Town Parking Garages. The lifespan of this type of equipment is 10 years and was installed in 2003 & 2009 when the garages opened. The new equipment has functionality that will better serve parking customers and provide expanded options for validated parking.

Parking Utilization and Efficiencies

Based on the Transportation Demand Management Study findings on parking utilization, free parking was resumed in permit lots after 4 pm (previously 6 pm.) The change provided an opportunity to employees who work in the evenings to have additional choices for complimentary parking.

Parking permits were offered on a monthly basis for purchase. Previously, permits could only be purchased annually or quarterly. Monthly permits provide the opportunity to purchase a permit at any time throughout the year.

Paystations were installed on Lake Avenue and will provide more options for payment, including coin, cash, credit, and ParkMobile.

License Plate Recognition software was purchased in 2018. The software will help better provide true parking inventory numbers and assist in better planning as it pertains to parking infrastructure and performance based pricing for the future.



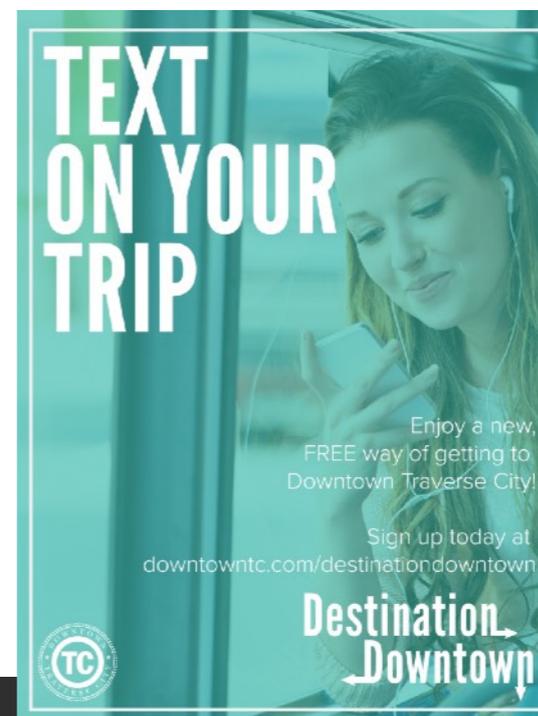
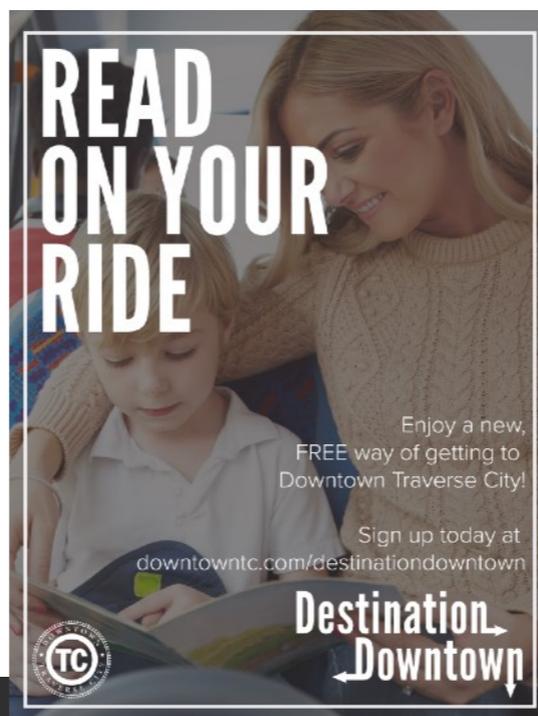
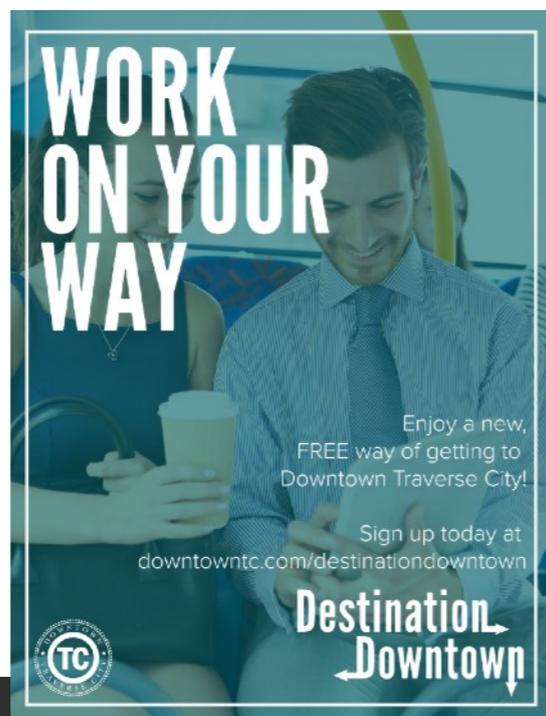
Traverse City Parking Services...

*...spent over **\$172,263 ON PLOWING** the parking lots and sidewalks in Downtown Traverse City during 17/18.*

*... provides over **170 BIKE RACKS** in Downtown Traverse City .*

*...manages and maintains **3,122 PARKING SPACES.***

Destination Downtown



The DDA partnered with BATA to develop a new program utilizing funds from Traverse City Parking Services toward providing commuter passes for employees within the DDA District that launched on June 25, 2018. The Destination Downtown program allows pass holders to utilize existing BATA City and Village routes to commute to and from work. Fees from BATA are covered by TCPS funds, so the employee has no out of pocket expense.

Benefits of Commuting on Public Transit

Reduce Your Carbon Footprint • No Stress Commute That Is Good For Your Health • No Parking Expense

Interested in Participating?

downtowntc.com/destinationdowntown





TCPS Green Initiatives

The City of Traverse City and Traverse City Light & Power have adopted resolutions to aim toward 100% renewables. Over the years, the DDA has implemented many solutions towards a greener way to approach their business.



Solar panels on the roof of the LEED Certified Old Town Parking Garage

Electric Vehicle Charging Stations

Four additional electric vehicle charging stations were installed in the Hardy Parking Garage, two on the lower level and two on level two. The Hardy Garage now has six EV charging stations and the Old Town Parking Garage has four for a total of 10 offered to the public.

Green Car

A 100% green car, a Chevy Bolt, was added to the fleet in 2018.

Bike Parking

A covered bike shelter was installed on the 400 block of E. Front Street. TCPS also installed two bike fix-it stations at the new covered shelter and at the covered shelter at the Old Town Parking Garage.

TCPS manages the seasonal on-street bike rack systems and added to the inventory by placing racks on-street on Union and State Streets. Permanent bike racks were also added to Lake Avenue.

Destination Downtown & Bayline Support

In addition to launching Destination Downtown, TCPS partnered with BATA and provided \$10,000 in support for BATA's Bayline. The free bus service runs east to west in 12-15 minute increments and provided an alternative to single occupancy vehicles traveling into the Downtown area. Park and Ride lots were designated at Meijer and Woodland Creek.



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 on-site by SEEDS (The Market Manager).



MARKET MISSION

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 Advisory Board Members

*Tricia Phelps (Chair) • Lori Buchan (Vice-Chair) • Meghan McDermott (Secretary) • Linda Grigg
Scott Hardy • Gary Jonas • Sue Kurta • Courtney Lorenz • Brenin Wertz-Roth • Tim Werner*



Sara Hardy Downtown Farmers Market



Vibrant Markets Strengthen Local Identity

Food and agriculture play an important role in Traverse City’s culture, so the placement of the Sara Hardy Downtown Farmers Market in the city center is a perfect fit! The Market supports our agriculturally rich region, connects our community to the local food system, and creates a sense of place for the community to gather. Markets catalyze healthy neighborhoods physically and economically.

New This Year

The DDA worked with Munson Medical Center to implement the Fruit & Vegetable Prescription Program. The goal of the program is to increase community/clinical linkages in addressing food access and chronic disease. Participants receive vouchers to spend at The Market to purchase fresh, local fruits and vegetables.

The DDA also welcomed food trucks at the Wednesday Market. A Coffee Food Truck and Kombucha Truck were serving up their best throughout the season.

By the Numbers

As one of the largest growers markets in the state, the Sara Hardy Downtown Farmers Market continues to be an asset to Downtown Traverse City. The market is an economic driver not only for regional farmers, but for Downtown as well. In 2018, The Market served **119 vendors** with **7,000+ acres of diversified farmland**.



**DOWNTOWN
TRAVERSE CITY
ASSOCIATION**

A YEAR IN REVIEW



Downtown Traverse City Association

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.

A Membership Organization

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

The DTCA is a voluntary membership organization for the businesses that reside in Downtown and promotes the Downtown district as the top shopping, dining and entertainment venue in the north! 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, gift certificate program, brochures, merchant directory wayfinding signage, social media, and community events that drive traffic and sales, are just a few of the programs that are funded by the DTCA.

DTCA Board of Directors

*Misha Neidorfler (President) - Morsels Espresso + Edibles • Todd McMillen (Vice-President) - McMillen's Custom Framing
John McGee (Secretary) - Slate & Sorellina • Kim Bazemore (Treasurer) - Eleven • Susan Fisher - Traverse City Film Festival
Dawn Gildersleeve - Cherry Republic • Jake Kaberle - Burritt's Fresh Markets • Liz Lancashire - Fustini's Oils & Vinegars
Jeffrey Libman - Amical*



Community Events

Community events not only create memories, but have an economic impact on the area. The DTCA hosts a year round calendar of community events and collaborate with many area non-profits, artists, and organizations.

Take a look at the impact these events had on our region in 2018.



DOWNTOWN CHILI COOK-OFF

The DTCA's annual fundraiser to help fund the many local events on the calendar. 16 local restaurants featured 22 chilies in 8 categories. Over 80 volunteers helped serve over 1,200 attendees, which resulted in only 1 bag of trash.



PRESIDENTS' DAY WEEKEND SALE

The Presidents' Day Weekend Sale takes place on the holiday weekend and supports retail in the district.



TC RESTAURANT WEEK

Highlighting our culinary region, Traverse City Restaurant Week featured 40 restaurants that offered pre-fixe menus at \$25 & \$35 per person.

ART WALK SERIES

The Downtown Art Walks are hosted in May and September and are a great way to promote the arts. The event featured 48 exhibits with nearly 100 regional artists.



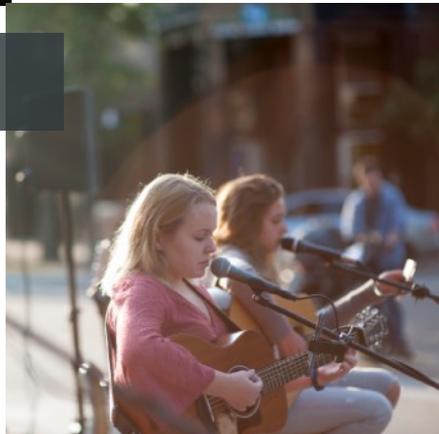
DOWNTOWN ART FAIR SERIES

Nearly 350 art vendors were on display during the Old Town Arts & Crafts Fair, National Cherry Festival Arts & Crafts Fair, and the Downtown Art Fair in June, July and August.



FRIDAY NIGHT LIVE

Friday Night Live turned 25 in 2018! A combination of 40 non-profits, 40 local artists/performers, and 20 food vendors made this four week community favorite a success!



FALL EVENTS

Happy Apple Day, the Fall Sale event, and the Downtown Halloween Walk round out fall in the most festive of ways in Downtown Traverse City.



SHOP YOUR COMMUNITY DAY

A day of giving back! In 2018, merchants donated over \$23,000 to 40 area nonprofits as a result of one day of shopping.



HOLIDAY EVENTS

The holidays are a critical time to support retail and shop local. Several events such as Ladies' Night and Men's Night drive traffic into the Downtown area. Walking in a Window Wonderland and the Downtown Cocoa Crawl have provided fun for all ages.

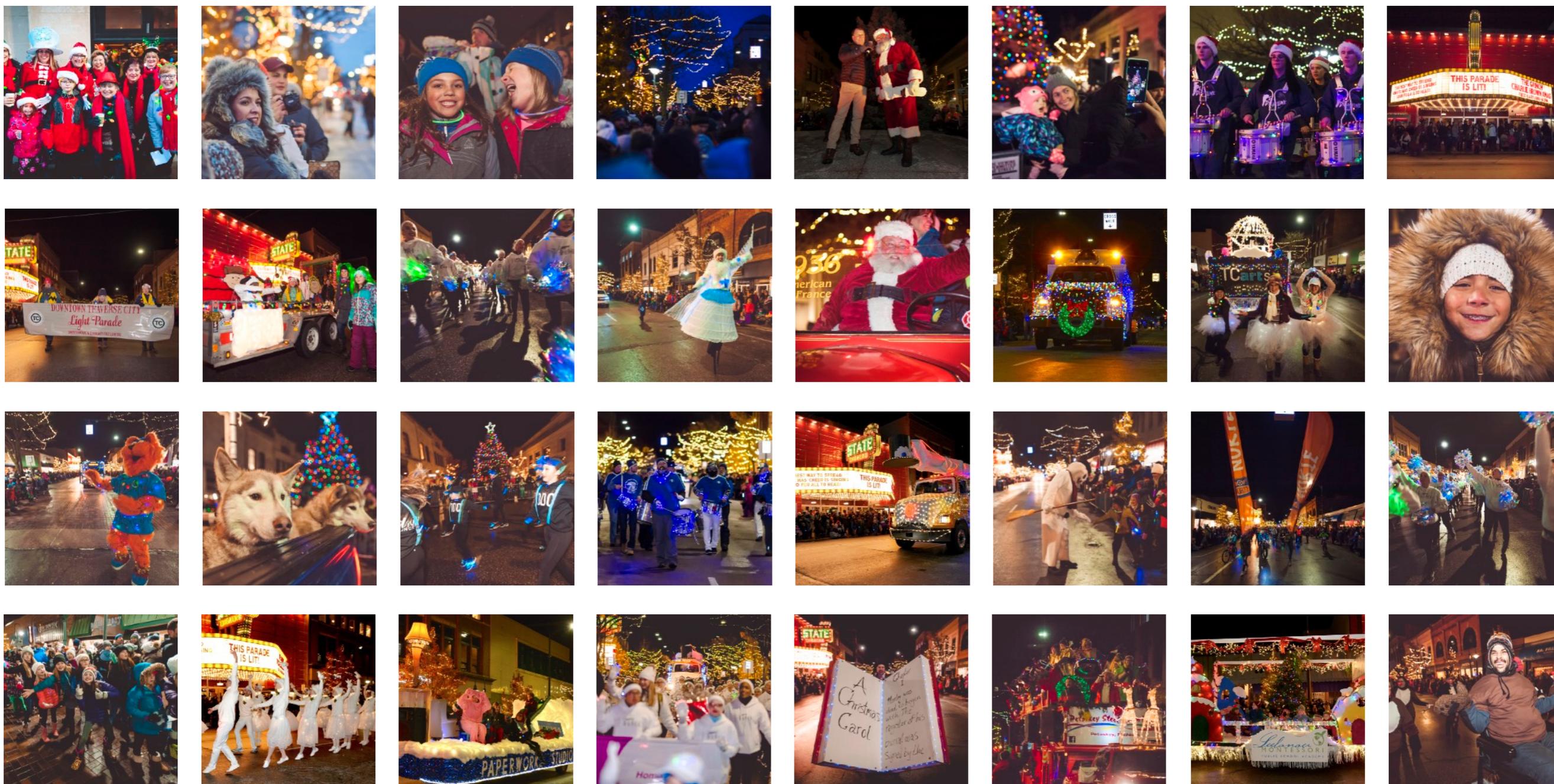
Street Sale Turns 60!

Starting in 1958 and running on the first Friday in August, the DTCA's longest running event and beloved community tradition, turned 60 in 2018! While other city centers struggle to support a strong retail sector, the Downtown Street Sale has promoted shopping local and highlights our strong locally owned businesses.



Downtown Light Parade

A new holiday tradition in Downtown Traverse City, the Downtown Light Parade entered its second year with a holiday film theme. The Grinch, A Christmas Story, Frosty the Snowman, and The Nutcracker were just some of the highlights.



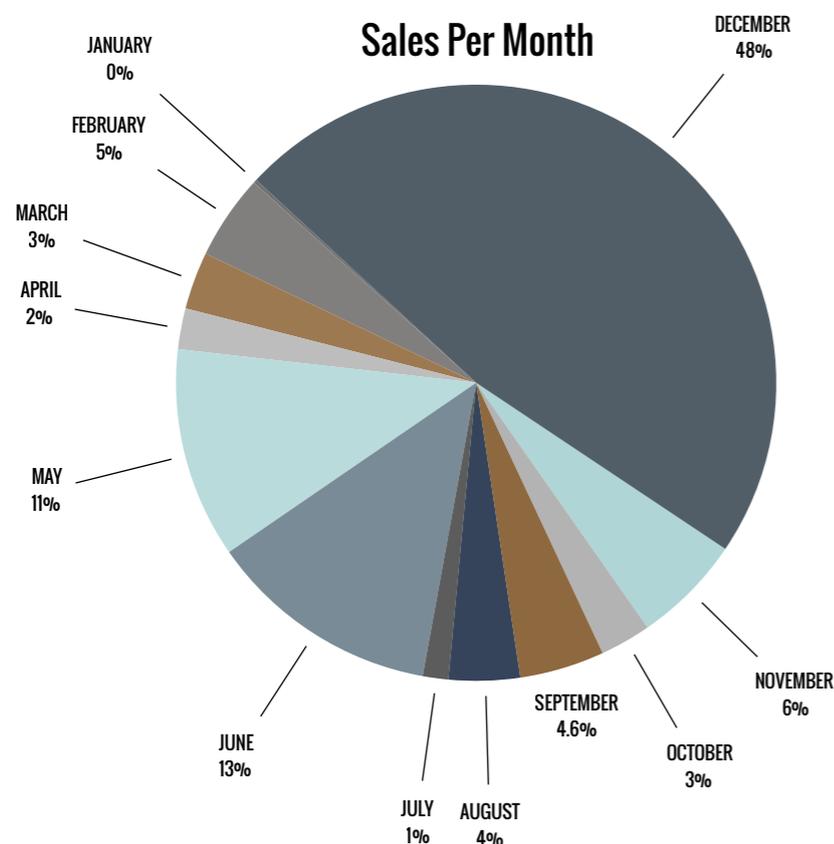
Downtown Gift Certificates

Make the Perfect Gift!

Record Year in 2018

The holiday shopping season generated huge sales in Downtown Gift Certificates! The DTCA reached a new record and sold over **\$683,000** in gift certificates in 2018, an increase from the \$623,000 in 2017! The month of December generated 48% of the sales, with over \$324,000 in a three week time period!

The Downtown Gift Certificate Program is a direct benefit to our local economy and support "bricks and mortars" in our Downtown.





Thank You DTCA Members

4Front Credit Union • 123 W. Front St. • 2nd Level Goods • 7 Monks Taproom • Acoustic Brewing Co. • Allure Salon • American Spoon Foods • Amical • Art & Soul Gallery • Backcountry Outfitters • BATA • Bay West Precious Metal Exchange • Becky Thatcher • Bishop & Heintz • 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 • Crepes & Co. • Critters • Crooked Tree Arts Center • Daisy Jane • 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 • Fusion Fine Art Framing & Gallery • 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 • Higher Art Gallery • Higher Self Book Store • Horizon Books • Hotel Indigo • Identity Resort Wear • Independent Bank • 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 • Low Bar • Lularoe Catherine Schripsema • M22 • Mackinaw Brewing Co. • Mama Lu's • Mammoth Distilling • Mary's Kitchen Port • Max's • McMillen's • Metal Arts & Home Decor • Melpomeni Kavadella • MI Happy Place • Michigan Artists Gallery • Michigan Retailers Association • Midland Burger Company • Midwestern Broadcasting Co. • Millie & Pepper • Miner's North Jewelers • Mode's Bum Steer • Momentum • MoneyFit • 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 Lights Home Decor • Northern Title Agency • Old Town Playhouse • Olson, Bzdok, & Howard PC • Omelette Shoppe & Bakery • On the Rocks • One Oak Bride • Orvis Streamside • Oviatt House • Paddle TC • Park Place Hotel • Patisserie Amie & Brasserie Bobo • Pavlova European Salon & Spa • Peace, Love & Little Donuts • Peppercorn • Petertyl Drug & Gift • Piche DDS • Pine Street Development • Pink Anchor • Plamondon Shoes • Popkies • Poppycock's • Posh • Priority Health • Rare Bird Brewpub • Red Ginger • Rehmann • Reynolds Jonkhoff Funeral Home • Robert Frost Fine Footwear • Roth Shirt Co. • Running Fit • Scalawags Whitefish & Chips • Schmidt Rogers Management • SEEDS • Shawn Schmidt Smith • Sincerely Betty • Slate • Sondee, Racine, & Doren et al • Sorellina • Sparks BBQ • State Savings Bank • State Theatre & Bijou By the Bay • Suga Suga • Sugarkissed • Suhm-thing • Sunglass Shoppe • Sweet Home Traverse City • Sweet Pea • Sweet Tartlette • SZ Ventures • Taproot • TART Trails • TBA Credit Union • TC Lofts • The Camera Shop • The Cheese Lady • The Coin Slot • The Cooks' House • The Corner Loft • The Dish Cafe • The Exchange • The Franklin • The Good Bowl • 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 Tourism • Traverse Vision • Traverse, Northern Michigan's Magazine • U&I Lounge • Unparalleled Apparel • 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



2018 Sponsors

*Thank you to our many sponsors for our community events.
Their support is critical in providing an annual portfolio of events.*





Partners & Volunteers

Thank You

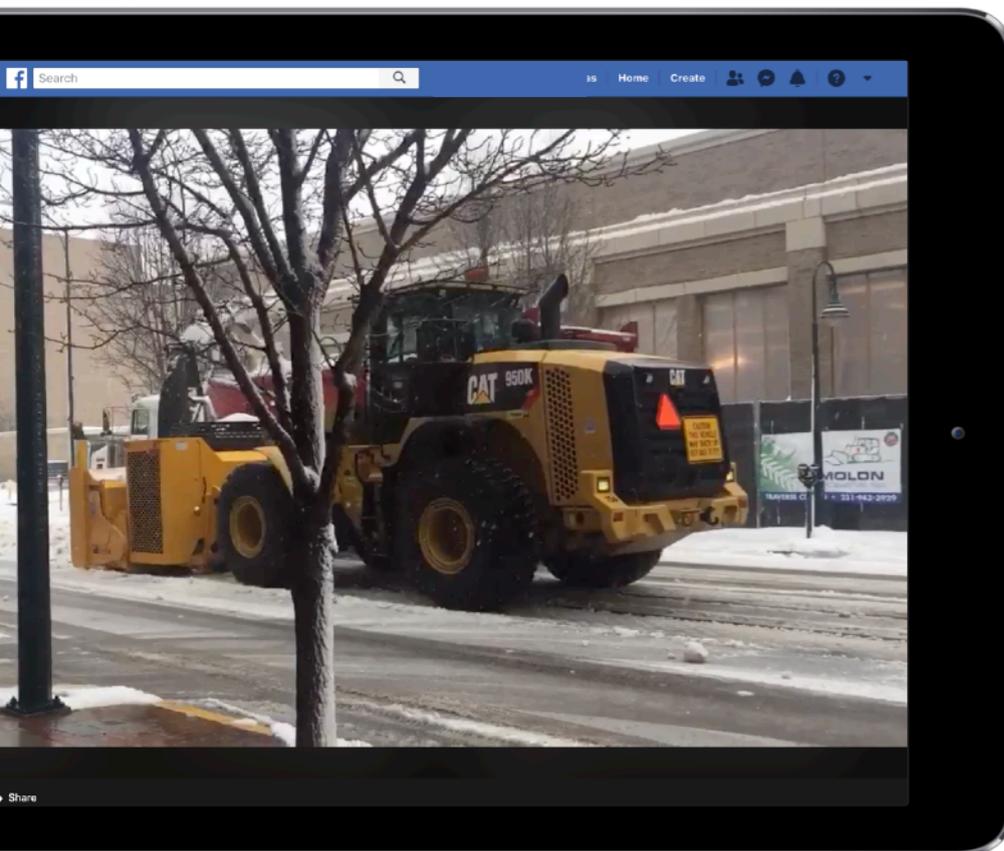
Many thanks to those that donated time and product and services to making our year of community events a success.

7 Monks • Abigail Jean • Aerie • Alena Fritch • Alissa DeMoulied • Alyssa Bright • Amanda Jorgensen • American Spoon • Arielle Jean • Ashley Thorington • Audrey B. • Ballet Etc., Dance Institute • BATA • Bayside Market • Benjamin Marentette • Betty's Hot Dish • Bill Carman • Bill Stott • Blue Heron 2 • Bob Coltman • Bob Knaack • Brenda Knaack • Brenda Majestic • Brew • Brian Patenaude • Bryn Davis • Burritt's Fresh Markets • Central High School Drumline • Cherry Hill Boutique • Cherry Republic • Christie Minervini • Cindy Milock • Cindy Weaver • Colleen Lewis • Collette Champagne • Company Dance Traverse • Connor Miller • Connor Sweeney • Daniel Stackpoole • Dave Richard • David Girdley • Dawn Gildersleeve • Debbi Waisanen • Debbie May • Deep Blue Water Samba School • Design Dance Company • Don Eastway • Donna Stein-Harris • Doug Weaver • DTE Energy • Elizabeth Dunham • Emil Braunlich • Emily Arbut • Emily Eickenroth • Espresso Bay • Fox + Fern Events • Fran Valentage • Francisco's Market • Fustini's Oils & Vinegars • Georgie Viox • Grand Traverse Pie Co. • Hannah Sweeney • Harry Burkholder • Higher Art Gallery • Higher Self Bookstore • Hopscotch Brick Oven Tap Room • Jake Kaberle • James Behne • Jan Warren • Jean Sarasin • Jeffrey Libman • Jeffrey Walker • Jill Noland • Joan franklin • John Herbst • John McGee • John Wells • Jordan Byron: BARC • Judith MacEachern • Kara • Karen Wells • Kathy Ballard • Kathy Tuckerman • Katie Carman • Katie Miller • Katy Mork • Kelly Brown • Kenneth MacEachern • Kilwins • Kirsten Harrier • Kristen Jansens • Kyle Konas • Lauren Browning • Leah McCallum • Lilies of the Alley • Lily & Stephenie Gaastra • Lisa Pointe • Liz Lancashire • Maggie Laureto • Marion Coltman • Mary Turner • Matt Turner • Maureen Ruddy • Meaghan, Dan & Daisy Kenny • Meg Weichman • Metal Arts & Home Decor • MI Happy Place • Micha Bancroft • Micheal Vickery • Michele Richard • Michelle Kitts • Michelle Zastawny • Mike Joyce • Millie & Pepper • Misha Neidorfler • Morsels Espresso + Edibles • Munson Medical Center • My Secret Stash • Myra Schaub • Natalie Martin • Nathan Fegan • National Cherry Festival • Norte • Pat Herbst • Patty Williamson • Peace, Love, and Little Donuts • Peppercorn • Pets that Pull • Pink Anchor • Rachel Iorio • Raduno • Rare Bird • Red Mesa Grill • Renee Dean • Richard Lewis • Rick Ballard • Robbin Stott • Rose Carman • Roth Shirt Co. • S2S Sugar 2 Salt • Scalawags Whitefish & Chips • Scott Hardy • Scott Holmes • Senator Wayne Schmidt • Sonya Girdley • Stand out Stilting • State Street Market • Stephenie Gaastra • Susan Fisher • Suzanne Hendry • Tes Crowley • The Cheese Lady • The Coin Slot • The Franklin • Tina Zinn • Todd McMillen • Tom Olman • Toni L Sober • Traverse Area District Library • Traverse City Firefighters Local 646 • Traverse City Light & Power • Traverse City West Senior High Drumline • Trevor Tkach • Troy Gahm • Tyler Bevier • United Way • Valarie Handy • Wayne Schmidt • Ziatun Cafe

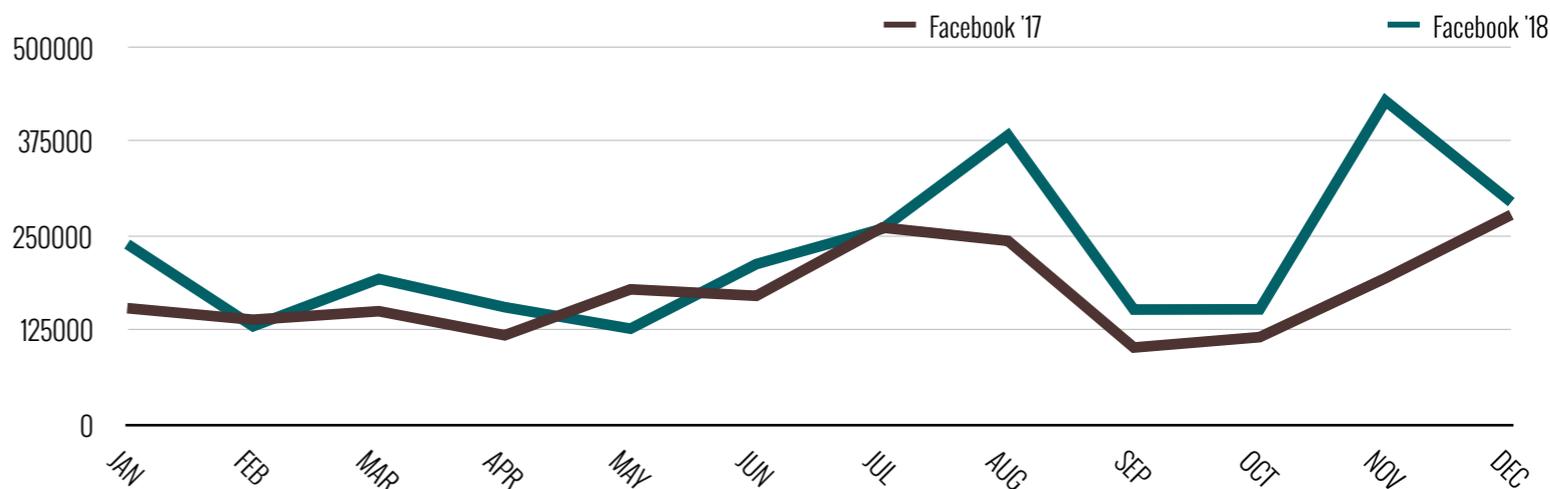


Social Media #downtowntc

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

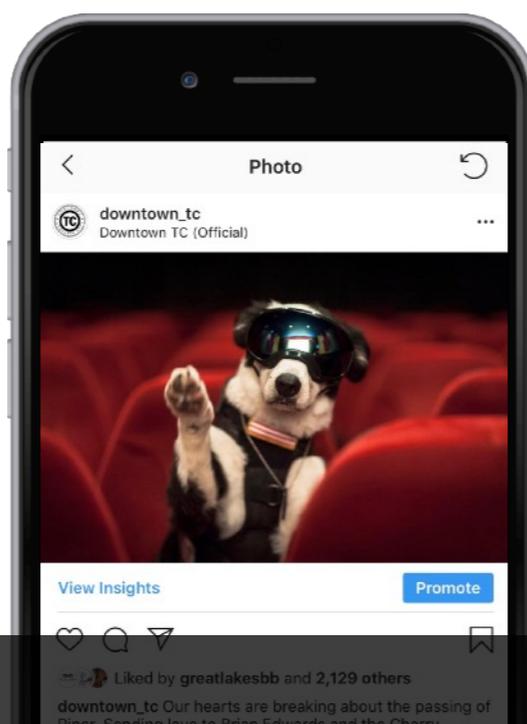


Impressions Per Month

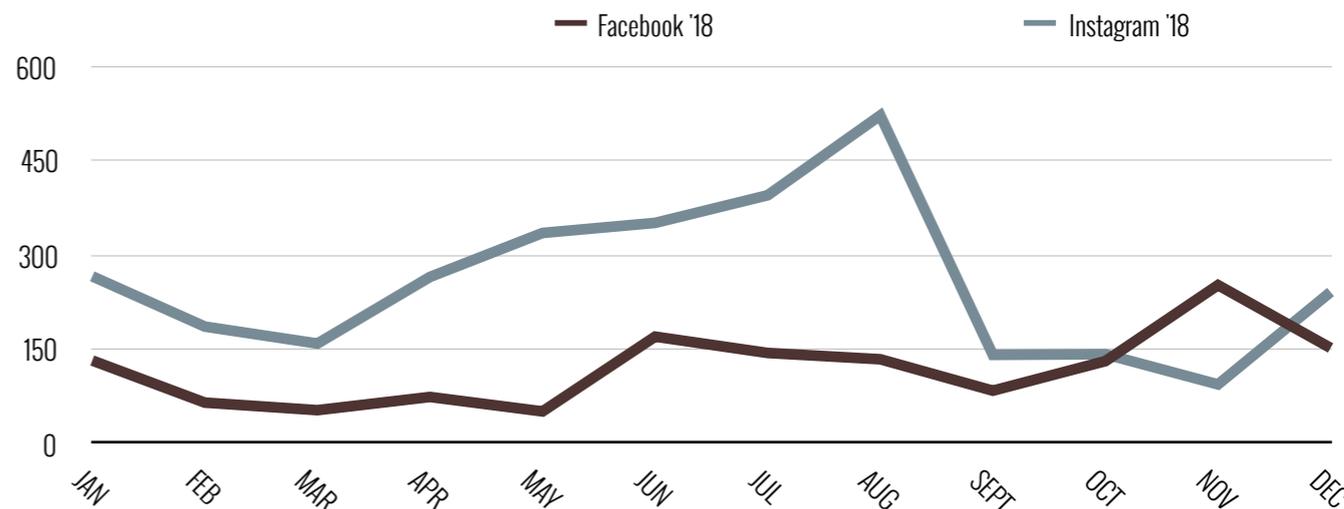


What can we say? Our community embraces the snow and got a kick out of seeing the snow removal process after a heavy snow storm in Downtown Traverse City. The snow removal post had the most **REACH** (unique profile views) for Facebook (above).

Our community mourned the loss of Airport K-9 Piper in 2018. Downtown TC paid honor to Piper and many shared in our sentiments. The Instagram post (right) totaled a reach of **52,959** people! #RIPPiper



Page Likes Per Month



#MerchantMonday



Cherry Republic

The Cherry Festival may have ended, but all things cherry are always in season in Traverse City! #MerchantMonday this week goes to Cherry Republic of Traverse City. Meet Dawn, she is the GM at Cherry Republic. Dawn embodies passion in the workplace. "I love my job! I love seeing all our customers and putting smiles on their faces when they see our cherry products!" With such a wide assortment of chewy related products, you're bound to have a "cherry" good time!

#downtowntc #traversecity #shoplocal #eatlocal #tcmi



Northern Lights Decor

#MerchantMonday - Northern Lights Decor When you walk in, you will be captured by the unique items in the store! Almost all items are handmade, now that is sure unique in itself! Check out the store to see what we're talking' about!

#downtowntc #traversecity #shoplocal #eatlocal #tcmi



Glitz & Spurs

#MerchantMonday - Meet Katie, she is the owner of Glitz & Spurs, a "shabby chic meets country" boutique! And with so much to offer, you're likely to find something you can't live without!

#downtowntc #traversecity #shoplocal #eatlocal #tcmi



Mama Lu's

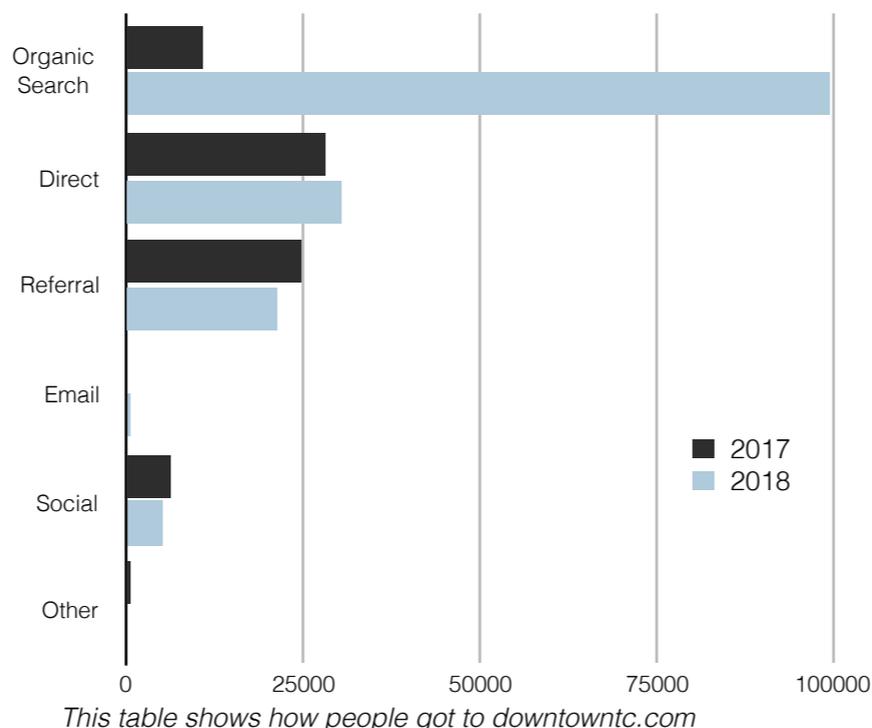
#MerchantMonday - This week, we have Mama Lu's! Inspired by authentic Mexican street food, Mama Lu's presents to you a modern day taco shop you can't pass up. The food is FULL of flavor and is bound to give you something to -taco- bout!

#downtowntc #traversecity #shoplocal #eatlocal #tcmi

The retailers and restaurants serve as the pulse of Downtown Traverse City. In 2018, the Downtown TC (Official) Facebook page launched a campaign to highlight the Downtown merchants and their products. Check out the Downtown TC Official Facebook page to learn more about happenings in Downtown TC.



Accessing DowntownTC.com



Website Analytics

downtowntc.com

- ▶ Nearly **1,000,000** page views annually
- ▶ Users span from **128 countries**
- ▶ Almost **300,000** separate sessions
- ▶ **80.8%** of the audience are new viewers

Social Followers

2018 noticed a boom of followers on all social media platforms.

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

1,442 (more followers on Facebook)



3,097 (more followers on Instagram)



893 (more followers on Twitter)



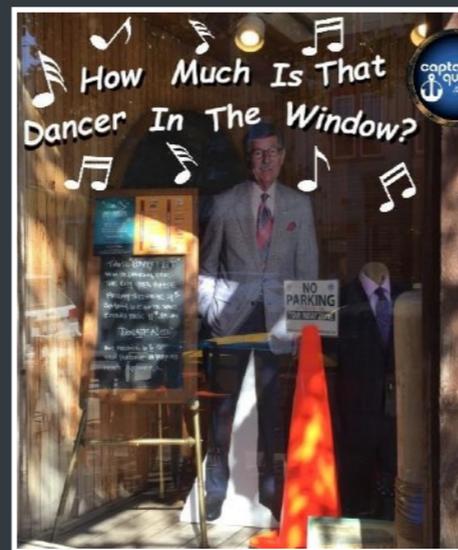
And The Honor Goes To

Downtown Traverse City is special to due many extraordinary individuals!



Golden Shovel

Clean winter sidewalks are a priority in Downtown TC! The DTCA honored Kim Fish, from The Cheese Lady, with the Golden Shovel Award in 2018.



Star Dancer

Downtown TC extends a congratulations and gratitude to Maurie Allen, who competed in Dancing with the Stars, and in partnership with Tom's Food Markets, raised \$51,730 for the City Opera House.



Lyle DeYoung Award

Each year, the DTCA awards an extraordinary individual with the Lyle DeYoung Award. Terry Beia was the deserving honoree 2018. Way to go, Terry! We appreciate all you do for Downtown TC!



Superstar Students

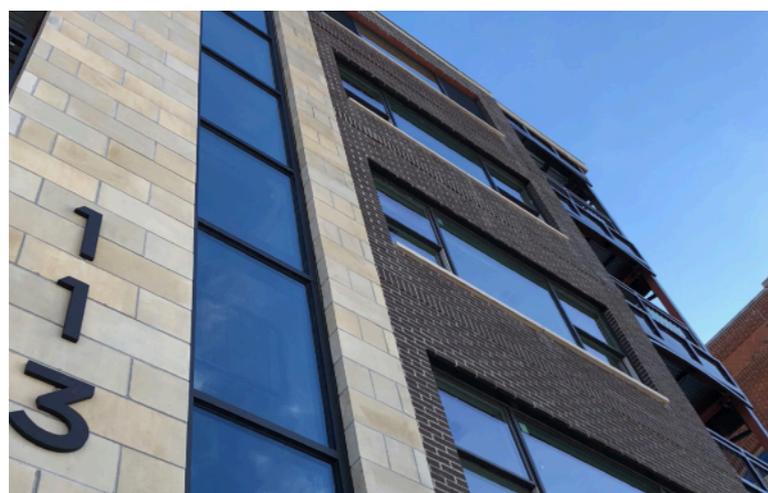
The DDA, DTCA, and TCPS partnered with TBAISD on their summer work program where students maintained Downtown facilities. These three were Downtown Superstars.



**COMMUNITY
IMPACT**
A YEAR IN REVIEW

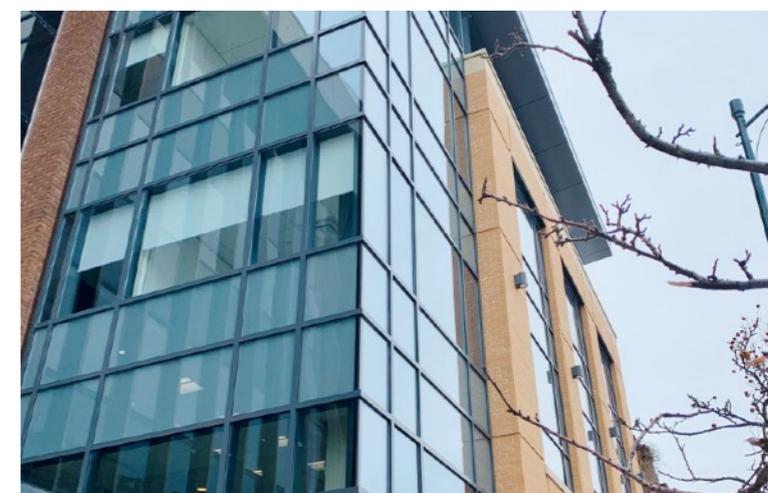
Private Investment

A healthy downtown and public improvements serve as catalysts for private development. In addition to a new state of the art conference center constructed at the Park Place Hotel, major developments were completed in 2018.



TC Lofts

TC Lofts was completed in 2018 and boasts 37,000 square feet, with 38 apartments, including 2 live+work units. Floor plans range from 590 - 970 square feet with a modern design. Amenities for residents include a roof top deck & recreational room.



Radio Centre III

Radio Centre III added to the inventory of residential units in Downtown Traverse City. Amenities include balconies and high-end finishes. Retail spaces reside on the ground floor, including Metal Arts & Home Decor and Northern Lights.



250 East Front Street

An infill building was constructed on East Front Street and fits in perfectly amongst the old architecture. The four story, mixed-use building has approximately 28,000 square feet. Hagerty has moved into the office space and restaurants, Sorellina and Slate, reside on the ground floor.



Business Roundup

Downtown boasts a diverse mix of businesses.

Downtown Traverse City has nearly 400 businesses that take up more than 1,600,000 square feet of space. Nearly half of the square footage is occupied by offices and the other half is occupied by retail and restaurants. 2018 proved to be a strong year with very little turnover.

Each year brings a number of new businesses and changes to Downtown Traverse City. The opening of several restaurants brought attention to our strong food and beverage scene, Crepes & Co., The Good Bowl, Harvest (new location on Front), Midland Burger Co., Millie & Pepper (creperie), Petoskey Pretzel Co., Slate, Sorellina (expanded to new location), Sparks BBQ (expanded to new location), and Uptown Dogs.

Maintaining a strong retail sector is vital to a vibrant Downtown. The openings of Catherine Schripsema LulaRoe, Grand Traverse Vapor, Metal Arts & Home Decor, The Nail Bar, Northern Lights, and Union Beau, were welcomed additions.

Our favorite part of being part of the Downtown TC community is the great interactions we get from both our local community and our seasonal visitors the come to enjoy the unique area that surrounds Traverse City. Many people stop in our downtown location looking for suggestions on places to hike and paddle, things to see, and where to go in the outdoors. Being near the bay is a perfect spot to talk about local adventures and our two favorite places to paddle are right outside our back door! And, in the summer months, our staff gets together and paddles to work.



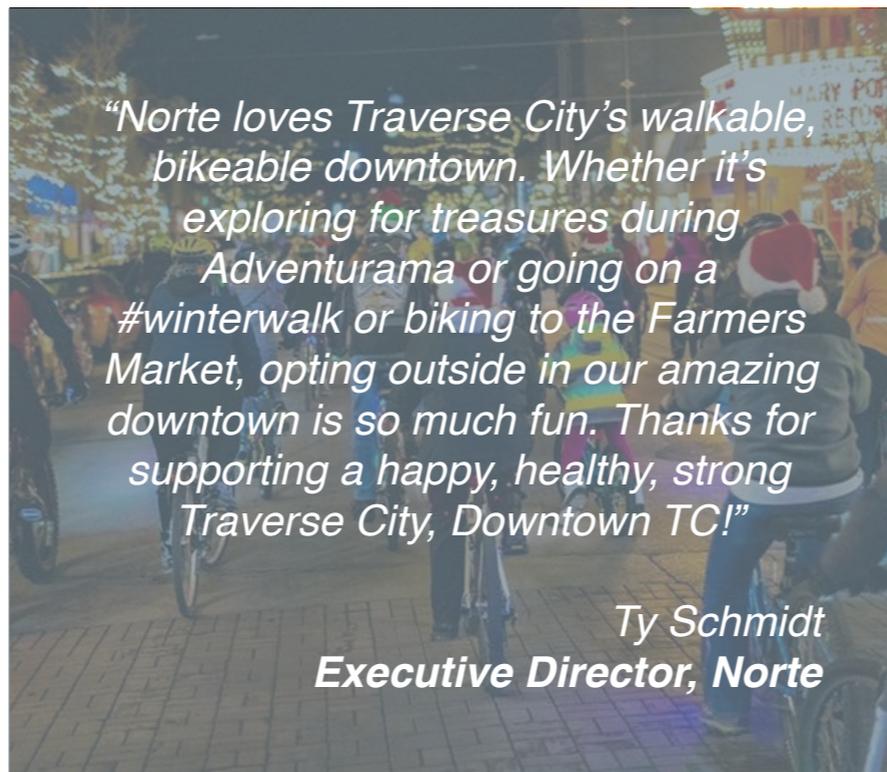
- Cory Smith,
Backcountry North, Owner



Live & Play

Downtown may be the urban core of the area, but it is a playground for all lovers of the outdoors! Because of this diversity, the Downtown District has also become popular for those seeking to live an urban lifestyle.

Efforts by the DDA have enhanced the experience for bikers, walkers, kayakers and more!



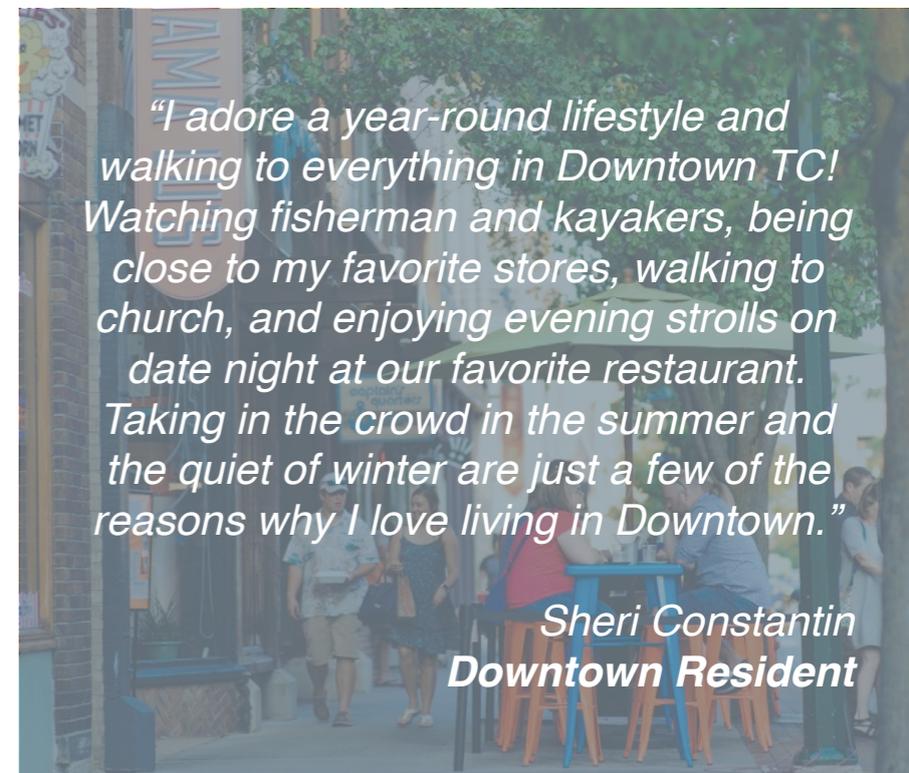
“Norte loves Traverse City’s walkable, bikeable downtown. Whether it’s exploring for treasures during Adventurama or going on a #winterwalk or biking to the Farmers Market, opting outside in our amazing downtown is so much fun. Thanks for supporting a happy, healthy, strong Traverse City, Downtown TC!”

Ty Schmidt
Executive Director, Norte



“Moving to Traverse City after living in NY and LA, living Downtown was the only place I wanted to be. And it’s been the perfect blend of lifestyles - I love being able to walk to work and be part of this vibrant community as well as enjoy all the great restaurants and entertainment options available right in my backyard.”

Meg Weichman
Downtown Resident



“I adore a year-round lifestyle and walking to everything in Downtown TC! Watching fisherman and kayakers, being close to my favorite stores, walking to church, and enjoying evening strolls on date night at our favorite restaurant. Taking in the crowd in the summer and the quiet of winter are just a few of the reasons why I love living in Downtown.”

Sheri Constantin
Downtown Resident



Traverse City Scores

Traverse City has some impressive walk and bike scores...but we can do better!



WALK SCORE

83

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



BIKE SCORE

91

BIKER'S PARADISE

90-100
Biker's Paradise

70-89
Very Bikeable: Biking is convenient for most trips

50-69
Bikeable: Some bike infrastructure

0-49
Somewhat Bikeable: Minimal bike infrastructure

Downtown Accolades



**“30 Most Beautiful
Main Streets Across America”**
August 2018



“Most Vibrant Arts Community”
#4-Medium Size Community
July 2018



The Daily Meal
**“Most Under the Radar
Food Towns in America”**
America 2018



SELECT
YOUR CITY'S SECRETS – UNLOCKED™

“10 Most Beautiful Towns in the World”
September 2018



“25 Coolest Towns in American”
October 2018



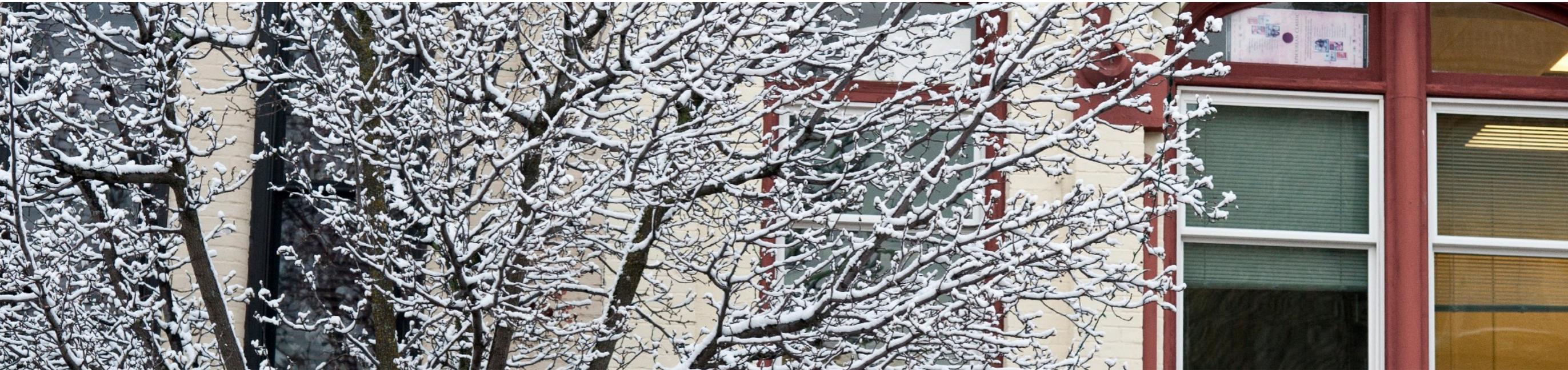
**“7 Small Beer Cities that Deserve
National Attention”**
August 2018



“America’s Happiest Seaside Towns”
June 2018



**“15 Best Vacations for
Toddlers & Parents Alike”**
March 2018



THANK YOU

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