

2015 DOWNTOWN ANNUAL REPORT



#LETS TAKEAWALK
in Downtown Traverse City





TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

DOWNTOWN TRAVERSE CITY: A GREAT PLACE

The Traverse City Downtown Development Authority is caretaker of one of Michigan's favorite downtowns and serves as a one-stop-shop for economic development, planning, marketing, hosting events, and parking management.

THE DDA

The Traverse City Downtown Development Authority (DDA) is an arm of the City of Traverse City responsible for the economic vitality of a defined downtown district. As such, it collects revenue from an added property tax millage upon downtown properties. Established in 1979, the DDA has led planning efforts and infrastructure improvements throughout downtown...from streetscape projects and pedestrian bridges, to the Larry Hardy and Old Town Parking Garages. Leveraging Tax Increment Financing (TIF) with grants and other funding sources, the DDA has provided investments in public infrastructure as a way to entice an impressive amount of new investment which, in turn, pays for the public improvements. River's Edge, Radio Centre I & II, 101 North Park, and Hagerty Campus are prime examples of these kinds of partnerships. TIF 2, the first of the the TIF plans for the DDA, was set to expire in 2015. The successes of TIF 2 will be outlined in the pages that follow.

OUR PARTNERS

For over twenty years, the DDA has operated a highly efficient downtown organization - a one-stop office where the many complexities of downtown are handled by a professional staff. This has required intense collaborative partnerships with other

organizations related to the DDA's mission. The Downtown Traverse City Association (DTCA) and Traverse City Parking Services (TCPS) are contract partners and are housed under the DDA umbrella. The DDA provides staffing and a downtown office to offer the services of these two partners. Coordinating downtown parking, retail support, events and core DDA responsibilities like infrastructure planning and implementation, allows the DDA to be extremely effective in carrying out its mission of economic development.

The DDA also has an intergovernmental agreement between the City of Traverse City and Grand Traverse County. The three organizations collaborate on targeted economic and community development, both in the DDA District and in corridors nearby, led by the County Department of Planning & Development.

Partnerships such as these along with a rich mix of retailers, creative developers, and a community that cares deeply about downtown, all make Traverse City's downtown the envy of Michigan and beyond. A healthy urban core requires a strong combination of business-supportive infrastructure, livability, sense of place, entrepreneurship, and vision. The DDA works to continually improve all of these facets to strive for a world class downtown and City.



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

Chuck Judson

Chairperson

Bill Golden

Vice-Chairperson

Steve Constantin

Secretary

Leah Bagdon-McCallum

Treasurer

Mayor Jim Carruthers

Allison Beers

Harry Burkholder

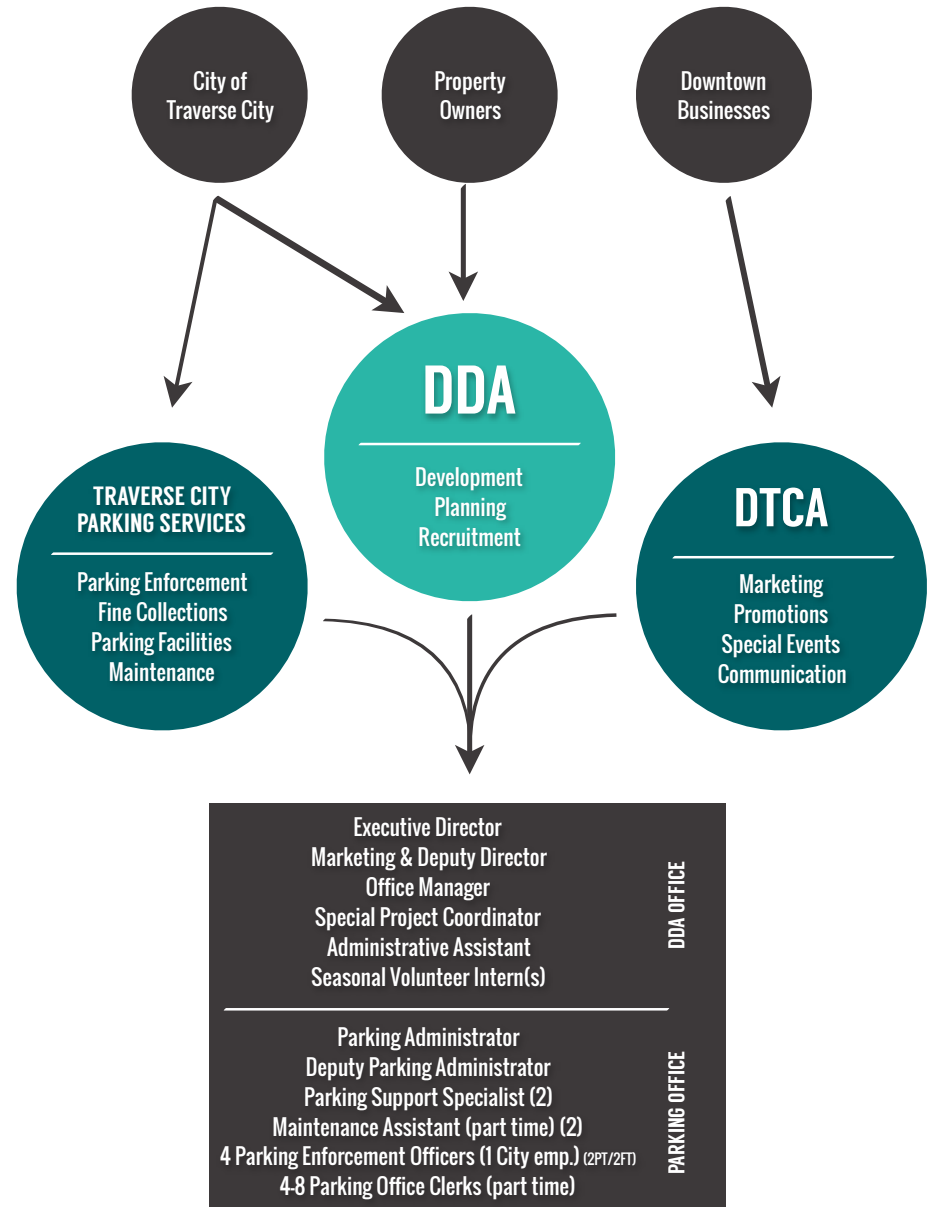
John DiGiacomo

T. Michael Jackson

Jeff Joubran

Rick Korndorfer

Gabe Schneider



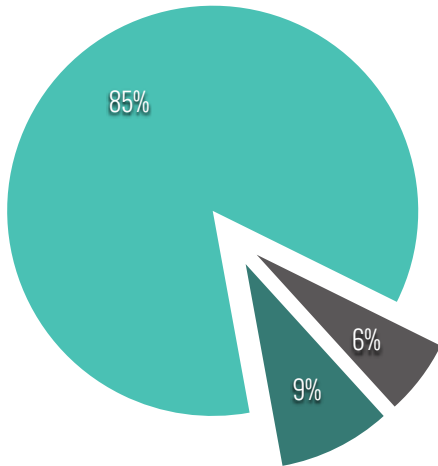


DOWNTOWN DEVELOPMENT AUTHORITY

OPERATIONAL BUDGET

FISCAL YEAR 15/16

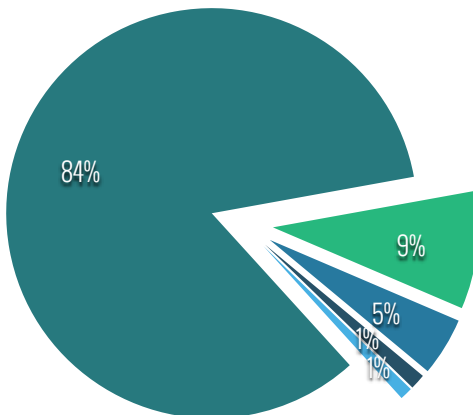
REVENUES



- Property Taxes
- Reimbursements
- Rental & Interest Income

TOTAL REVENUES: \$774,640

EXPENDITURES



- Staffing
- Professional Services, Repairs & Maintenance
- Office Supplies & Utilities
- Rentals
- Travel & Conferences

TOTAL EXPENDITURES: \$729,074

DOWNTOWN FUN FACTS

THE DDA DISTRICT HAS...

30 BLOCKS

THE DDA DISTRICT STRETCHES...

197.09 ACRES

OR **.31** SQUARE MILES

THE DDA DISTRICT BOASTS...

NEARLY **60** GREAT RESTAURANTS.

& 150 OVER EXCELLENT RETAILERS!





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.

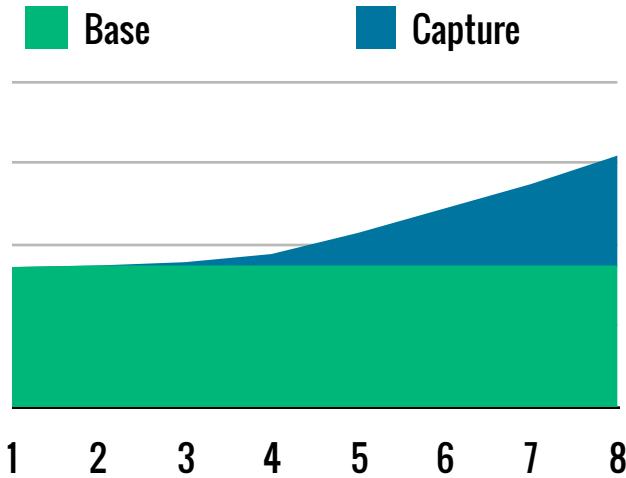
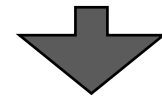
The objective of the DDA legislation, which allows for the creation of TIFs, are to help cities accomplish the following:

- 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.

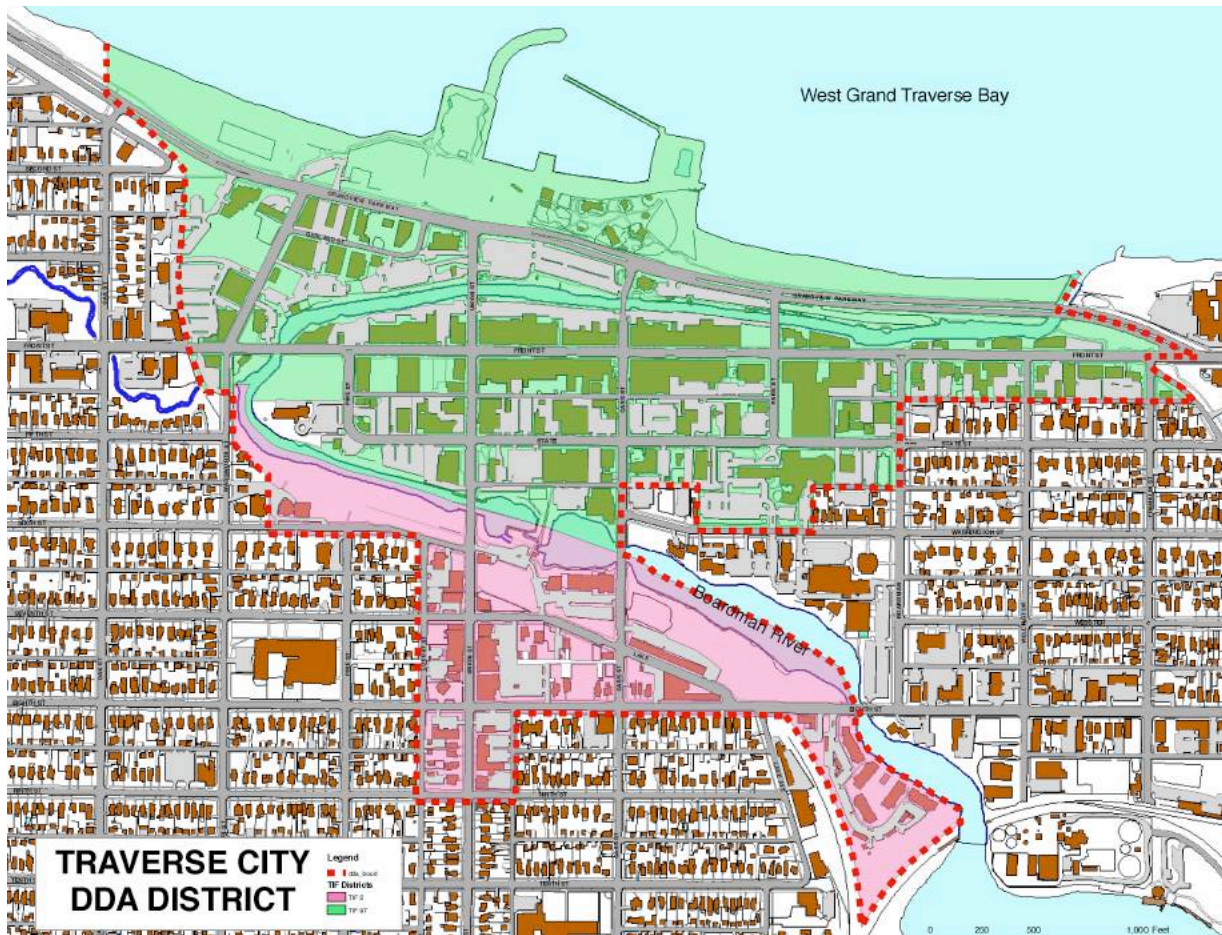
Without the tool of TIF, necessary public improvements within the DDA would have to be financed completely by the City. The TIF funds collected must be earmarked or spent on a specific development project or necessary administrative expenses within the District. If it should be determined by the DDA 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.

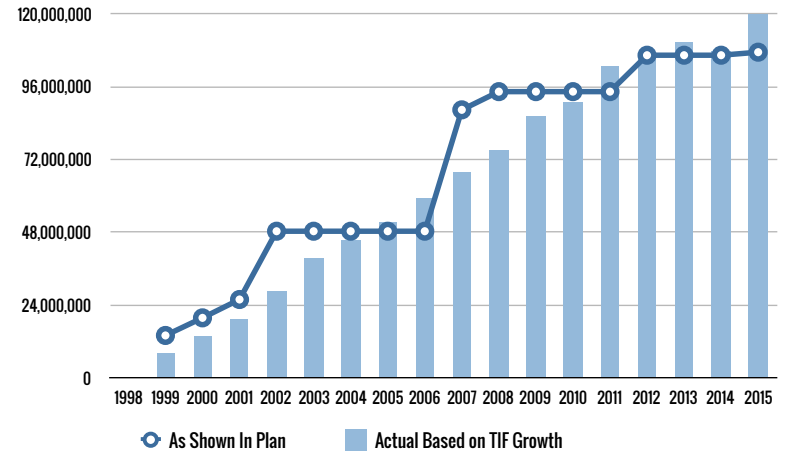




TIF 97 & TIF 2 PERFORMANCE

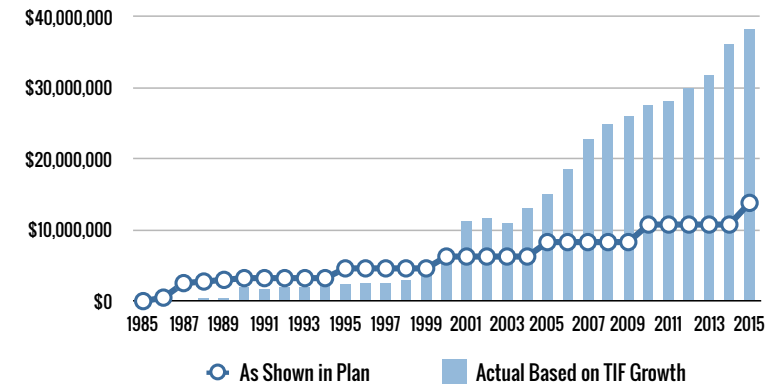


TIF 97 Plan TIF Growth Comparison



Values are estimated True Cash Value

TIF 2 Plan TIF Growth Comparison in SEV





TIF 2

AS THE 30 YEAR PLAN EXPIRES, WE TAKE A LOOK AT ITS SUCCESS

TIF 2 was approved by the Traverse City Commission on August 5, 1985. The plan focused on the redevelopment of the TC Ironworks site, which closed shortly after being purchased in 1978.



Besides Property Value Growth, What Else?

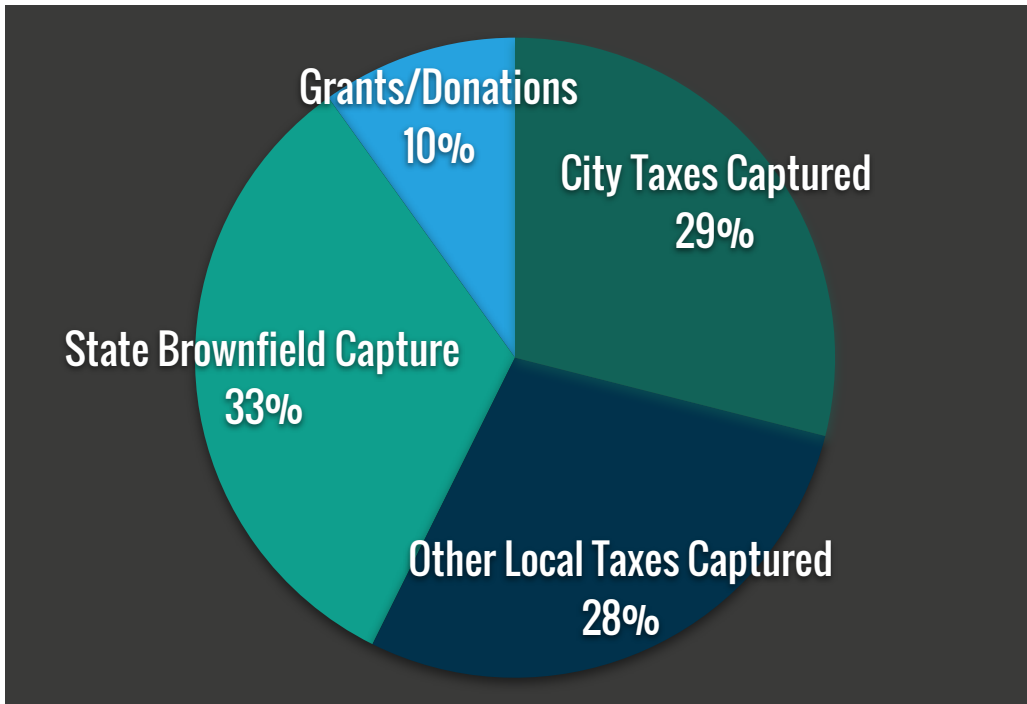
Union Street Streetscapes Project in 93/94	Old Town Garage in 09
Repaving of Eighth Street in 96/97	Wayfinding/8th Street Trail in 09/10
Cass Street Streetscape/West Public Riverwalk in 99/00	Eighth Street Bridge Repair in 11/12
Lake Street Streetscapes in 01/02	Street Tree Replacement in 11/12
East (Midtown) Public Riverwalk 03/04	Public WiFi in 14/15
Additional Cass Street Streetscapes in 08/09	



TIF 2 A SUCCESS STORY

**\$16,649,727 REVENUES COLLECTED FOR
TIF 2 PROJECTS THRU FYE 14/15**

**WHAT TAXING AUTHORITIES
WILL GAIN (ESTIMATE)**



City (net)	\$382,700	Library	\$36,200
Recreational Authority	\$11,400	Medical Care	\$21,000
NMC	\$91,300	DDA (net)	-\$52,900
GT County	\$158,600	BATA	\$10,400
GT Commission on Aging	\$19,100		

• Compound Annual Growth Rate for City of Traverse City = 5.39%

• Compound Annual Growth Rate for TIF 2 = 8.90 %



DDA INVESTMENTS PROJECTS & PLANNING

DOLLARS INVESTED

In 2015, the DDA invested approximately \$2,755,000 into public improvement projects, planning projects and general maintenance of the district.



BOARDMAN RIVER ACCESS

Work began on a public riverwalk connection at the Uptown development site at the corner of State and Pine and also a commitment to a public riverwalk to be built within the next five years.



PINE STREET PEDESTRIAN WAY

The Pine Street Pedestrian Way construction got underway in 2015. The pedestrian bridge over the Boardman River will serve as a connector between Front Street and the Warehouse District. The project is to be completed in Spring 2016.



PUBLIC ART ORDINANCE

The DDA took the initiative to draft a Public Art Ordinance for the City of Traverse City. City Commission approved the ordinance in February 2015 and created an Arts Commission following.



DOWNTOWN WEBSITE

Local firm Novum Productions was hired for a website redo in 2015. Features include interactive maps, social media feeds and more! The project was a collaboration between the DDA, DTCA and TCPS and launched in early 2016. Check it out! www.downtowntc.com

#LETSTAKEAWALK



DDA INVESTMENTS PROJECTS & PLANNING



FRONT STREET BUMPOUTS & CASS STREET STREETSCAPES

The bumpout program was continued on the 200 block in 2015 and included street furniture and planters. DDA staff crowdfunded for a portion of the project through an online campaign, A Tour Through Time, and movie proceeds at the State Theatre.

Streetscapes were completed at the Old Town Corners project along Cass Street in the Old Town District.



SARA HARDY DOWNTOWN FARMERS MARKET

Beckett & Raeder was hired to design a new Farmers Market space based on the Avenue ISR community survey conducted in 2014.



RADIO CENTRE III

Authorized the build out agreement for Radio Centre III on Park Street which will include public restrooms at the pedestrian entrance of the Larry C. Hardy Parking Garage. The project is slated to break ground in 2016 and be completed by 2017.



WAREHOUSE DISTRICT

Investment in streetscapes along Hall, Grandview Parkway, and Garland in conjunction with the Hotel Indigo Project.

Design work with Fleis & Vandenbrink for the Garland Street Project which is set to break ground in 2016.



DDA

ADDITIONAL CONTRIBUTIONS

DONOR FEASIBILITY: Hired Parallel Solutions to conduct a Donor Feasibility Study for the Sara Hardy Downtown Farmers Market capital campaign.

CARNEGIE BUILDING: Contributed almost \$5,000 to the repaving of a parking area at the Carnegie Building.

CELLULAR ANTENNAS: Invested in the development of a municipal antenna system to provide all cellular carriers a better means of providing service to their customers in downtown and elsewhere in the City, in an aesthetically attractive way.

WEST END: Authorized \$80,000 for a traffic signal at Hall and Wadsworth.

STREETSCAPES: Amended the Streetscapes Infrastructure Policy for consideration of snowmelt systems in new streetscape projects.

TRAVERSE CITY PARKING SERVICES: Authorized Traverse City Parking Services to manage the on-street bike rack program and purchase of a pay in lane station and coin counter.

COMMUNITY SUPPORT: Provided financial support to community events such as Santa's Arrival & the Holiday Tree Lighting and 4th of July Fireworks.

BEAUTIFICATION: Installed and maintained 60 hanging flower baskets during the summer months. Purchased holiday decor for planters along Front Street and purchased new waste receptacles.

CLEAN GREEN: The DDA and DTCA collaborated with the National Cherry Festival and City of Traverse City to maintain a cleaner Downtown TC during peak times in the summer season. Additional trash pick ups by the City and spot cleaning by the National Cherry Festival continue to make a huge impact.

SUPPORTING OUR YOUTH: Worked with the TBAISD Summer Work program and the ACE Program during the spring and summer months to help with various tasks in Downtown TC. The groups helped beautify the area, pull weeds, water flowers, pick up litter and more! The DDA also hosted two interns during the summer months.

HOLIDAY LIGHTS: Applied to Traverse City Light & Power and was granted \$10,000 for the purchase of new LED lights for the street trees during the holiday season and contributed \$2,300 toward the install of the lights during the 2015 holiday season. The DDA also coordinated efforts with the City to have holiday lights installed on the West End.

BRYAN CROUGH MEMORIAL: Assisted in raising \$25,000 in private funds as a match to a Rotary Grant to memorialize Bryan Crough through public art. The project is slated to be the first for the TC Arts Commission.

PEDESTRIAN COUNTS: Counting pedestrian traffic was performed in many areas throughout Downtown in the summer months.

PUBLIC RESTROOMS: The DDA manages a unique public restroom program where merchants are provided a stipend for offering a public restroom at their establishment. Current locations include Espresso Bay, Great Lakes Bath & Body, Milk & Honey, and Morsels Espresso + Edibles.

MARKET ANALYSIS: Hired AECOM to conduct a Commercial Market Analysis. Also contributing are TC Light & Power, Traverse Area Association of Realtors, National Association of Realtors and City of TC.

MICHIGAN MUNICIPAL LEAGUE: The DDA assisted in the planning of the Annual MML Fall Conference, the largest conference to be hosted in Downtown TC and also the planning of the City hosted welcome reception.



SARA HARDY DOWNTOWN FARMERS MARKET



FARMERS MARKET
ADVISORY BOARD

MISSION & PURPOSE

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). 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.

The purpose of the Farmers Market Advisory Board is to advise the DDA Board on upholding this mission for the betterment of the market.



BOARD MEMBERS

- JAN CHAPMAN, CHAIR
- LORI BUCHAN, VICE-CHAIR
- TRICIA PHELPS, SECRETARY
- TOM BRODHAGEN
- HARRY BURKHOLDER
- LINDA GRIGG
- NANCY HELLER
- REID JOHNSTON
- SUE KURTA
- JOAN OLDS
- BRENIN WERTZ-ROTH
- TIM WERNER

2015 MARKET ACCOMPLISHMENTS

Continues as largest farmers market in Northern Michigan and largest growers market in the State.

Collaborated with the National Cherry Festival and Taste the Local Difference on a Farmers Market Brunch and a "market dollar" program during the festival.

Created, in an official capacity, the Sara Hardy Downtown Farmers Market Advisory Board of Directors

Supported over 120 farms annually

Over \$45,000 was redeemed through food assistance programs at the market in 2015. Programs include EBT/SNAP, Project Fresh, Senior Project Fresh, Double Up Food Bucks and new in 2015, Hoop Houses for Health.

Increased bike parking by working with Norte! Youth Cycling to provide a bike valet during the season.

Approximately 160,000 customers visited the market May through June.

Authorized the sale of locally grown wine as a value added product



SARA HARDY

DOWNTOWN FARMERS MARKET

INVESTING IN OUR COMMUNITY



FARMERS MARKET RECONSTRUCTION PROJECT

HISTORY

1984

DDA Establishes the Market

1993

DDA invests \$10,850 into the awnings that still stand at the current location (Lot B)

2002

DDA conducts a study of the Market

DDA Board approves the plan and later places the reconstruction project in the Capital Improvement Plan

Study results in stabilization project along the Boardman River

2014

DDA hires Avenue ISR to conduct a community survey

2015

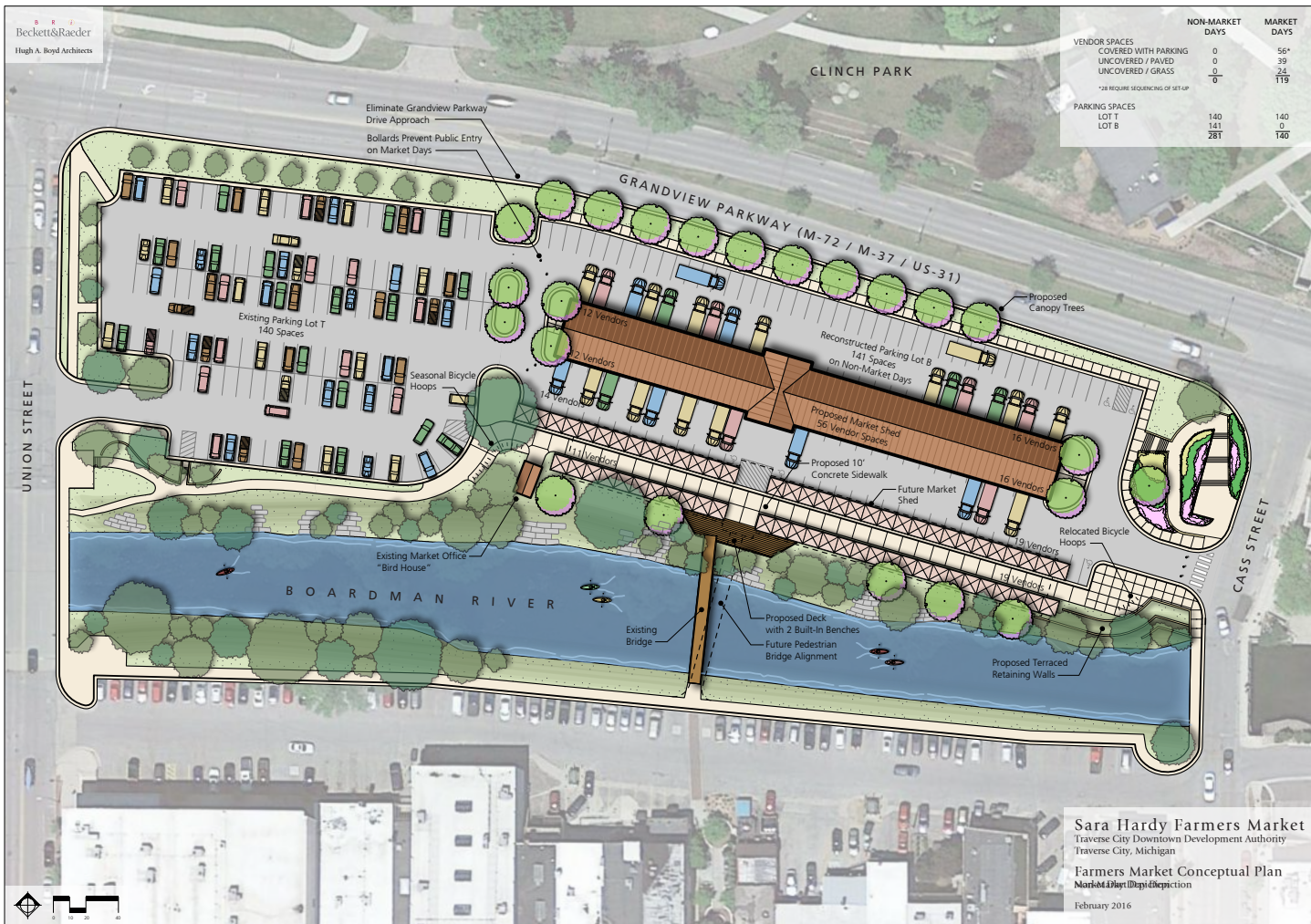
DDA hires Beckett & Raeder to develop renderings based on survey results

DDA Board of Directors, Parks & Recreation Commission, and Planning Commission support project





SARA HARDY DOWNTOWN FARMERS MARKET INVESTING IN OUR COMMUNITY



FARMERS MARKET RECONSTRUCTION PROJECT

Parkland investment, creating a multiuse space, connecting Downtown to the waterfront and celebrating the Boardman River.

- Increase from 95 vendor spaces to 119
- 56 Covered
- 36 Uncovered/Paved
- 24 Uncovered/Grass

Widen pedestrian aisles from 4' to 10' -12'

- No Parking on Market Days
- 141 on Non-Market Days

Increase Bike Parking

Rehab of Market Office

Development of deck along Boardman River near pedestrian bridge



TRAVERSE CITY PARKING SERVICES

PARKING MANAGEMENT

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.

SERVING THE CITY'S PARKING NEEDS

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. TCPS manages over 1,600 metered spaces and issues over 1,680 annual permits, 1,100 daily, 450 quarterly, and 550 monthly permits. The Traverse City Parking fund pays for operations, maintenance and upkeep of the system. The system is run as an enterprise account, meaning it is self-sustaining and does not require City General Fund tax dollars. In fact, TCPS contributes over \$220,000 to the City's General Fund each year. The Larry C. Hardy Parking Garage was completed in 2003 and serves the east side of Downtown with 103 transient spaces, and 437 permit spaces. The Old Town Parking Garage was completed in 2009 and contains 97 transient spaces, and 425 permit spaces. Tax Increment Financing is paying off the bonds for the the construction for the two garages. The Old Town Parking Garage bond will be paid off in early 2016 and Hardy Parking Garage in 2027.



TRAVERSE CITY PARKING SERVICES

SPENT NEARLY

\$100,000

IN PLOWING DOWNTOWN TRAVERSE CITY LOTS & SIDEWALKS IN FY 14/15





TRAVERSE CITY PARKING SERVICES



NEW IN 2015

METER TIME ZONES: TCPS adjusted meter time limit zones to improve customer satisfaction when visiting Downtown TC. Most two hour meter locations were increased to three hours. In order to accommodate part-time employees in Downtown TC, meter time zones were also adjusted in various locations to four and ten hour time zones.

METER RATES: Meter rates and meter bagging fees were increased to align with market rates throughout Michigan.

PARKING COMMITTEES: Planning Commission Parking Sub-Committee was created to address parking related ordinances and zoning. A bike facility sub-committee was created by the Parking & Access Committee.

ON-LINE SERVICES: Developed an e-commerce website, where parking permits may be purchased, and parking accounts can be managed by the user.

BIKE PARKING: Assumed responsibility for the on-street bike rack program, adding a rack on the 200 block of E. Front St. and maintaining racks on the 100 block of E. Front St. and Lake St. TCPS also invested in Norte! Youth Cycling to provide seasonal bike parking at the Sara Hardy Downtown Farmers Market.

INSTALLATIONS: Install of pay stations which offer expanded payment options including cash, coin, and credit. Also, expanded meter parking along the West End and Lake Avenue.

MAINTENANCE & EQUIPMENT: Resurfacing of Lot S and V. Reconstruction of Lot N and a retaining wall in Lot C along Grandview Parkway. Refurbished meter housings and meter poles. Purchased a Pay-In-Lane station for the Hardy Parking Garage and a coin counter.

City (Per Hour Rates)	Short Term / High Demand	Long Term / Low Demand
Ann Arbor	\$1.50	\$1.20
Birmingham	\$1.00	\$0.50
Ferndale	\$1.00	\$1.00
Flint	\$1.00	\$1.00
Grand Rapids	\$2.00	\$1.25
Kalamazoo	\$1.50	\$0.50
Lansing	\$1.20	\$0.30
Midland	\$0.25	\$0.25
Mount Clemens	\$0.75	\$0.50
Royal Oak	\$0.75	\$0.50
Traverse City	\$1.00	\$0.60

TRAVERSE CITY PARKING SERVICES

MAINTAINS &
PROVIDES
OVER

145 BIKE RACKS
IN DOWNTOWN
TRAVERSE CITY,



&
manages
SEASONAL

**ON STREET
BIKE PARKING**



TRAVERSE CITY PARKING SERVICES



HOW MUCH PARKING IS ENOUGH?

The DDA prepared a study comparing Traverse City parking ratios to similar Central Business Districts (CBDs) and ultimately gained a sense of how much car parking is necessary to sustain the economic development without overdoing parking and degrading the quality of life in Downtown. Cities and towns were chosen based either on their similarity to Traverse City or their reputation for being a vibrant, attractive small city CBD. Traverse City does not have a parking requirement in the CBD, and in fact prohibits private parking for most uses in that district. The City, in turn, provides parking through the Traverse City Parking System. As managers of the system, the Downtown Development Authority seeks data on optimal parking ratios to provide “just enough” auto parking to serve existing commerce as well as accommodate planned growth. Along with parking ratios, commuting data was monitored to see if there is correlation between leaner parking ratios and use of modes of transportation other than the single occupancy vehicle. In short, the goal was to find out how other modes of commuting might offset the need for car parking. So what parking ratio should Traverse City target? The study showed that Traverse City is near the average of these peer communities, meaning we are already squeezing more utility out of our parking spaces. Though the study did not show a correlation between other modes and less need for parking, it is generally accepted that promoting other modes will reduce the necessity for maintaining low commercial footage to parking space ratios. Traverse City needs to maintain stingy parking ratios while providing enough parking to promote redevelopment of its underutilized land, much of which is off-street parking. This can be achieved through organizing off-street parking in parking decks, by promoting other modes of transportation as a viable alternative to the single-occupancy vehicle, and by building density.



Preparation in 2015, will result in the development of a 2016 study on transportation demand management to assure we can accommodate the growing number of people wanting to visit downtown, whether they come by car or some other mode of transportation.

TRAVERSE CITY PARKING SERVICES



MANAGES & MAINTAINS **2,759** **PARKING SPACES** including...

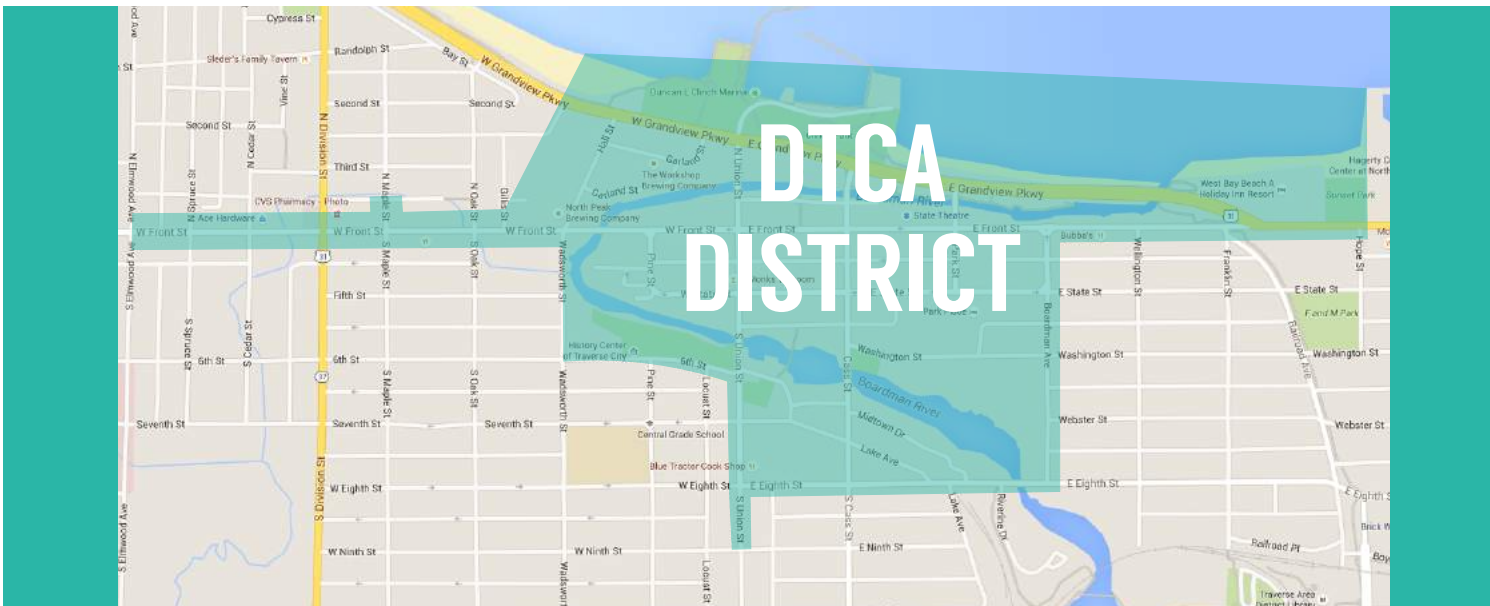
735 ON STREET SPACES · 801 LOT SPACES · 138 MUNSON SPACES · 23 NMC SPACES · 382 PERMIT SPACES · 2 PARKING DECKS



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.



DTCA BOARD OF DIRECTORS

Jeff Joubran

President

Sweet Pea

Misha Neidorfler

Vice President

Morsels Espresso + Edibles

Allison Beers

Secretary

Events North

Kim Bazemore

Treasurer

Cog's Creek

Alyssa Bright

Pavlova Salon & Day Spa

Jeff Guntzville

Miner's North Jewelers

Jake Kaberle

Burritt's

Dave Leonhard

Orvis Streamside

John McGee

Sorellina



DOWNTOWN TRAVERSE CITY ASSOCIATION



LOCAL SPENDING HITS A HIGH WITH RECORD GIFT CERTIFICATE SALES IN 2015

Most notable, the DTCA is responsible for the Downtown Gift Certificate Program. The program does come at a cost for printing and credit card fees (almost \$30,000 in 2015), but is touted as an incredibly successful shop local program. Sales for 2015 exceeded \$538,000, a \$75,000 increase from the previous year. and dollars right back into the local economy!

FUN FACT: Over \$250,000 in gift certificate sales took place in less than a three week time period leading up to the holidays in December. That's over 13,000 staff signatures on each of the certificates!

DTCA PROGRAMS

The DTCA is one of the most successful merchant associations in Michigan and serves as a unique model to garner a high level of engagement by the business community in the central business district. The DTCA serves as the marketing arm of Downtown TC, and budgets dollars toward the general promotion of Downtown Traverse City as the top shopping, dining and entertainment destination in the North. With almost almost 175 voluntary members, the DTCA manages a number of programs annually.

Thirteen pedestrian kiosks throughout Downtown Traverse City are updated annually by the DTCA. The directory contains a list of members and provides wayfinding for TART Trails, public restrooms and additional attractions located in Downtown.

The Downtown website continues to communicate all things Downtown TC and has over 1 million page views annually.

The Downtown Newsletter has a distribution of approximately 850 with an open rate of nearly 40% (above the industry standard).

The DTCA prints and distributes 45,000 Downtown brochures annually throughout the state of Michigan.

The DTCA committed \$1,000 from the DTCA Public Art Fund for the Bryan Crough Memorial. The DTCA Public Art Fund dollars are generated from wine glass sales at the Downtown Art Walks and has contributed to various art projects over the years in Downtown Traverse City.

The DTCA gifted the newly constructed West End street pole banners, hosted a mid-day Mix & Mingle in August, and also a Grand Opening Celebration in October.

Each year, the DTCA collaborates with the Winter Comedy Arts Festival, National Cherry Festival and Traverse City Film Festival to host the ever popular and much loved window decorating contests. The merchants of Downtown TC show off their talents to compete for free tickets, festival swag, and bragging rights.



DOWNTOWN TRAVERSE CITY ASSOCIATION

DTCA COMMUNITY EVENTS

Each year the DTCA is host to over twenty events in Downtown Traverse City. Most are retail oriented to drive sales into the Downtown area and boost the local economy. Following is a glimpse of how the DTCA lends support to the region through community events.

BRIDAL SHOW	Hosted 39 local vendors in the bridal industry
CHILI COOK-OFF	Connected 18 local restaurants with over 1,400 participants
TRAVERSE CITY RESTAURANT WEEK	Promoted 36 restaurants and encouraged local dining
ART WALKS	Spring: 22 businesses and 40 artists Fall: 26 businesses and 65 artists
THE VOICE	DTCA worked with the State Theatre to host NBC's The Voice and a performance from hometown boy, Joshua Davis
ANNUAL DINNER	Each year, the DTCA hosts the Downtown Annual Dinner, and honors a special recipient in our downtown community with the Lyle DeYoung Award. Amy Joslin of MyNorth Media was honored with the 2015 award. The DTCA also honors a special individual annually with the Golden Shovel Award for their extraordinary efforts in snow shoveling. The 2015 award went to Dan Beaudoin from the City Opera House.
ART FAIR SERIES	Old Town Arts & Crafts Fair: 90 artists • National Cherry Festival Arts & Crafts Fair: 164 artists • Downtown Art Fair: 64 artists
DOWNTOWN STREET SALE	Launched in 1958, Street Sale takes place on the first Friday in August. It is the longest standing shopping event in Downtown Traverse City!
FRIDAY NIGHT LIVE	35 local entertainers • 36 local non-profits • 12 local food vendors
ART IN THE CITY	Collaborated with Crooked Tree Arts Center to host Plein Air Painter at Friday Night Live and also supported 2 street artists. The art pieces have been placed at the entrance of the Hardy Parking Garage.
FALL SALE/HAPPY APPLE DAYS	Promoted a sale event in Downtown TC and distributed 74 bushels of apples purchased from Youker Farms
WEST END GRAND OPENING	Grand Opening Celebration with a harvest theme, live music, sale specials and a scavenger hunt to drive traffic to the West End
SHOP YOUR COMMUNITY DAY	Connected 69 merchants with 46 local non-profits • Donated \$25,000 to local non-profits • Over \$200,000 raised in event history
HOLIDAY EVENTS	Executes Santa's Arrival, Holiday Tree Lighting, Santa's House, The Downtown Holiday Open House, Ladies' Night & Men's Night.



DOWNTOWN TRAVERSE CITY ASSOCIATION

OUR MEMBERS

FRONT STREET DISTRICT

OLD TOWN DISTRICT

THE WEST END DISTRICT

WAREHOUSE DISTRICT

231 Outfitters • 2nd Level Goods • 7 Monks Taproom • Acoustic Brewing Co. • Allure Salon • American Spoon Foods • Amical • Art & Soul Gallery • Backcountry Outfitters • BATA • Bay Cabinetry & Design Studio • Bay West Antiques • Becky Thatcher • Bishop & Heintz • Bistro FouFou • BLKIMRKT • Blu Gypsy Boutique • Blue Cross Blue Shield • Blue Heron 2 • Blue Tractor Cook Shop • Bookie Joint • Boyne Country Sports • 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 • Dingeman, Dancer, & Christopherson • Diversions • Eleven • Ella's • Espresso Bay • Events North • Fifth Third Bank • FIM Group • Firefly • First Community Bank • Flight Path Creative • Front Row Centre, LLC • Front Street Ventures • Fustini's Oil & Vinegar • Glik's • Glitz & Spurs • Golden Shoes • Goodyear Auto Service Center • Gourdie Fraser • Grand Traverse Distillery • Grand Traverse Insider • Grand Traverse Pie Co. • Great Lakes Bath & Body • Green Island • Greenhouse Cafe • Hagerty • Handz on Art • Harbor Wear • Harvest • Haystacks • High Five Threads • Higher Self Book Store • Horizon Books • Identity Resort Wear • impres salon spa • James C. Smith Fine Jewelers • Kay's • Kilwin's Chocolate Shoppe • Lilies of the Alley • Little Bohemia • Living Light Massage & Wellness Center • Lola's • Love Traverse City • M22 • Mackinaw Brewing Co. • Mary's Kitchen Port • Max's • McMillen's • Michigan Artists Gallery • Michigan Retailers Association • Midwestern Broadcasting Co. • Miner's North Jewelers • Mode's Bum Steer • Momentum • Morgan Stanley Smith Barney • Morsels Espresso • Edibles • Mr. Bill's Shirt Co. • My Secret Stash • National Cherry Festival • Nest of Grand Traverse • Nifty Things! • Nolan's Tobacco & Lounge • North Peak Brewing Co. • Northern Title Agency • Old Town Playhouse • Omelette Shoppe & Bakery • On the Rocks • Orvis Streamside • Pangeas • Park Place Hotel • Passageways Travel • Patisserie Amie & Brasserie Bobo • Pavlova European Salon & Spa • Peppercorn • Petertyl Drug & Gift • Piche DDS • Plamondon Shoes • Popkies • Poppycock's • 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 • Smith, Haughey, Rice, & Roegge • Socks & Assoc. • Sondee, Racine, & Doren et al • Sorellina • Spirals Boutique • State Street Grille • State Theatre & Bijou By the Bay • Suhm-thing • Suite Jayne • Sunglass Shoppe • Sweet Pea • Sweet Tartlette • SZ Ventures • Taproot • TART Trails • TBA Credit Union • The Camera Shop • The Cheese Lady • The Corner Loft • The Dish Cafe • The Exchange • The Franklin • The Little Fleet • The Towne Plaza • The Wooden Gallery • Toy Harbor • Trains & Things Hobbies • Traverse Area Chamber of Commerce • Traverse City Beauty Bar • Traverse City Business News • Traverse City Development • Traverse City Film Festival • Traverse City Record Eagle • Traverse City State Bank • Traverse City Tourism • Traverse Symphony Orchestra • Traverse Vision • Traverse, Northern Michigan's Magazine • U&I Lounge • Up North Media • Urban Diversions • Venus • Visitor's Media • Votruba Leather Goods • West Bay Beach, A Holiday Inn Resort • What to Wear • Wilson Antique Mall • Wood + Cloth • Yen Yoga & Fitness • Zimmerman, Kuhn, Darling, Boyd, et al •



DOWNTOWN TRAVERSE CITY ASSOCIATION

OUR PARTNERS

Each year the DTCA has the pleasure of collaborating with many organizations on events and programs, working with volunteers that deeply care that about Downtown TC, and support from many sponsors who are a critical part of operating our community events. Kudos to all of you!



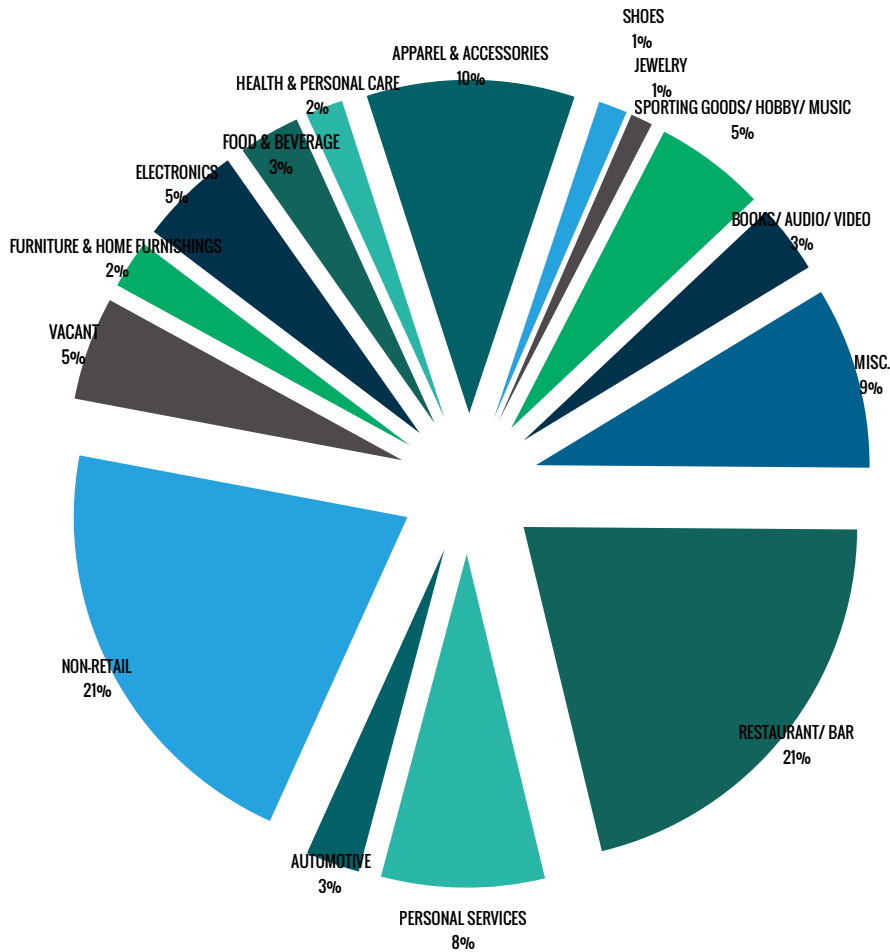
ABC 29&8 • Aerie @ GT Resort • Allison Beers • Alyssa Bright • Amy Joslin • Apache Trout Grill • Ashley Brown • Bay Area Contracting • Bay Area Recycling for Charities • Betty's Hot Dish • Blue Cross Blue Shield • Blue Heron 2 • Brenda Majestic • C.H. Robinson Worldwide Inc. • Carolyn Walsh • Christie Dompierre • Chuck Judson • City Centre Plaza • City of Traverse City • Colleen Lewis • Crooked Tree Arts Center • Cynthia Glines • Dave Leonhard • Dayclub @ West Bay Beach Resort • Day Signs • Downtown Development Authority • Edany B.L.T. • Elmer's • Floral Underground • Fred Truschke • Garret Boursaw • Grand Traverse Pie Co. • GJ's Rentals • Great Lakes Wine & Spirits • Hagerty • Harry Burkholder • Harvest • History Center • Holly Tegal • Jaime Callahan • Jake Kaberle • Jan Warren • Jane Kittendorf • Jeanine Easterday • Jeff Guntzviller • Jeff Joubran • Jessica Schlimme • Jim Valesano • Joe Paye • John McGee • John Rockwell • John Wells • Karen Brown • Karen Wells • Kat Paye • Kevin Chung • Kim Bazemore • Lani Bathe • Leah Bagdon-McCallum • Leland Lodge • Mariah Washburn • Mayor Jim Carruthers • Mark Eckhoff • McMillen's Custom Framing • Michelle Elliot • Midwestern Broadcasting • Mike Myers • Minervas • Morgan Burnson • Morsels Espresso • Edibles • MyNorth Media • National Cherry Festival • Nicole Edinburg • Norte! Youth Cycling • Northern Lightning Wash • Oryana-Lake St. Cafe • Park Place Hotel • Pat Schlimme • Pavlova European Salon & Day Spa • Pepsi • Pleasanton Bakery • Poppycock's • Red Mesa Grill • Richard Lewis • Robin Wybenga • Sarah Thune • Scalawags Whitefish & Chips • Schelde's Grill & Spirits • Scott Ripmaster • Sheri Constantin • Spaghetti Jim's • State Street Grill • State Theatre • Steve Constantin • Suzanne Hendry • TART • Todd McMillen • Tracey Truschke • Traverse City Chamber of Commerce • Traverse City Film Festival • Traverse City Fire Fighters, Local 646 • Traverse City Light & Power • Traverse City State Bank • Traverse City Tourism • Traverse City Winter Comedy Arts Festival • Trevor Tkach • TV 7&4 • Tyler Bevier • United Way • Val Handy • Wayne Schmidt • Wendy Walter • Wineries of Old Mission



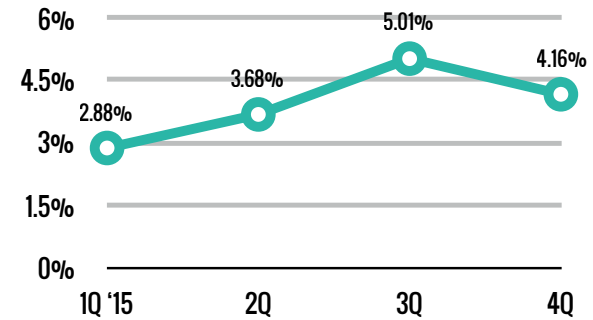
RETAIL REPORT

DOWNTOWN RETAIL MIX & HEALTHY VACANCY RATES

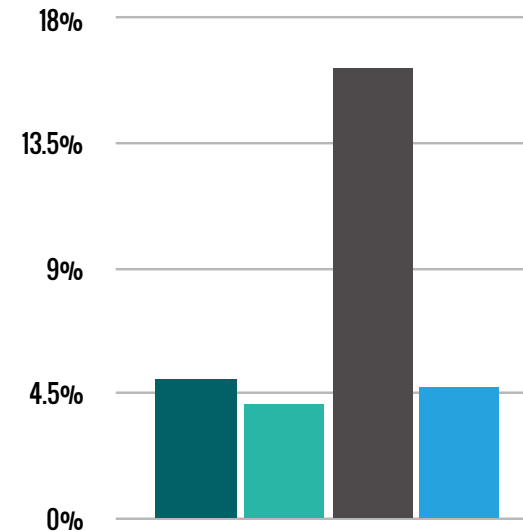
RETAIL BY SECTOR



Vacancy Rate



Vacancy Rate by District



- DDA District
- Front St. District
- Warehouse District
- Old Town District



RETAIL REPORT

LOCATE YOUR BUSINESS HERE

INVENTORY IN DOWNTOWN TRAVERSE CITY

	2014 SQUARE FT.	2014 PERCENTAGE OF SPACE	2015 SQUARE FT.	2015 PERCENTAGE OF SPACE
VACANT	13,177	2.30%	29,467	4.16%
FURNITURE, HOME FURNISHINGS, & ELECTRONICS	50,442	8.79%	51,612	7.29%
BUILDING MATERIALS	0	0.00%	0	0.00%
FOOD & BEVERAGE	26,401	4.60%	21,069	2.98%
HEALTH & PERSONAL CARE	18,186	3.17%	12,809	1.81%
APPAREL, ACCESSORIES, SHOES, & JEWELRY	104,017	18.13%	86,853	12.27%
SPORTING GOODS, HOBBY, MUSIC, BOOK, & VIDEO	51,731	9.02%	61,610	8.71%
GENERAL MERCHANDISE	0	0.00%	0	0.00%
RESTAURANT / BAR	156,499	27.28%	148,504	20.99%
PERSONAL SERVICES	42,760	7.45%	58,756	8.30%
MISCELLANEOUS INCLUDING AUTOMOTIVE	82,479	14.38%	80,902	11.43%
NON-RETAIL	27,901	4.86%	156,008	22.05%
	573,593	100.00%	707,590	100.00%



"Everyone is a neighbor who has a business in downtown Traverse City. It is always great to see someone on the street who always has a story to tell about a customer who was in their store and talking about their shopping experience and the service they received at anyone of the great stores we have in downtown. It has meant so much for our family to be able call downtown Traverse City our home since 1954. And a shoe store since 1883."

- BILL GOLDEN, GOLDEN SHOES



#LETSTAKEAWALK TO WORK

THE AVERAGE DOWNTOWN EMPLOYEE...
IS ABOUT **30-39 YEARS OLD,**
WORKS FULL TIME
← IN A DOWNTOWN →
OFFICE LOCATION
WITH ABOUT
1-10 EMPLOYEES
at each location*

*This information is provided from the "2014 Downtown Commuter Survey" conducted by the Downtown Development Authority

DOWNTOWN EMPLOYERS

Downtown employers choose Traverse City due to the many offerings and the vibrancy of the central business district. The following businesses range from 50 to 500 employees and proudly call Downtown Traverse City home:

- Hagerty
- Northern Lakes Community Mental Health
- Park Place Hotel
- Coldwell Banker Schmidt
- North Peak Brewing Co.
- Traverse City Record Eagle
- Disability Determination Services
- Fifth Third Bank
- Cherry Republic
- Grand Traverse Pie Co.
- Passageways Travel
- Blue Cross Blue Shield of N.W. Michigan
- U.S. Post Office



#LETSTAKEAWALK HOME

REAL ESTATE & RESIDENTIAL IN AND AROUND DOWNTOWN TC

Private investment into Downtown Traverse City continues. Developments in the recent past have increased density and provided a more walkable community in our city core. A recent study for housing in Grand Traverse County showed conservatively 640 owner and renter units need to be added just in the City limits alone; 1,215 in the entire County. The market remains strong in Downtown Traverse City and the surrounding neighborhoods. Most recently, Old Town Corners and The Ivy were completed, Uptown and Washington Place are under construction, and 200 River Place and Radio Centre III will begin construction in 2016.



"I love how much Traverse City has to offer, while still maintaining that small town feel. I love walking to work and waving to people I know on my way, yet having access to amazing restaurants, breweries and wineries that people from all over the world come to visit. Not only that, but there's an awesome network of support and sense of community. The scenic views definitely don't suck, either!"

-Emma Moyer

TRADE AREA DEMOGRAPHICS

Population	8,897
% Female	52.4%
% Male	46.4%
Largest Segment of Population by Age	55 - 64 year olds
Housing Units	4,829
Owner-Occupied Housing	51.7%
Rental-Occupied Housing	39.6%
Average Household Income	\$53,950
% of Population in Labor Force	95.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



#LETSTAKEAWALK TO FUN

QUALITY OF LIFE

Downtown TC's splendor is enjoyed by many. Cultural venues, community events, public art, bike friendliness, and a walkable community are items that contribute to a better quality of life. Throw in a vibrant retail mix in Downtown TC and a spectacular waterfront and you have paradise.

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

DOWNTOWN'S VENUES



The City Opera House is one of the City's most historical treasures in Downtown. With its historic ambiance the theater offers to the northwest region of Michigan an exciting, one-of-a-kind venue for national, international, local and regional entertainment and arts opportunities, educational programming, and public and private celebrations.



The State Theatre and the Bijou by the Bay are the two premier movie theatres in the heart of Downtown Traverse City. Owned and operated by the Traverse City Film Festival, these two theatres offer great movies from classics to blockbusters, from documentaries to theatrical simulcasts! Not only that, but these theatres also host some great entertainment and seminars throughout the year including fantastic comedians during the hilarious Winter Comedy Arts Festival.



The Old Town Playhouse is our hometown community theatre, nestled on the edge of the Old Town District in Downtown Traverse City. Here you can indulge yourself in live theatre with almost ten productions yearly including lively musicals, uproarious comedies, heartfelt dramas, and even children's theatre!



Some may argue that in any park, street, or business in Downtown Traverse City you can find some unique piece of creativity and entertainment. Spaces like the Open Space park and Hannah Lay Park host a variety of events like Shakespeare in the Park and The National Cherry Festival Concert Series.



A GREAT PLACE TO PLAY

DOWNTOWN TC SERVES AS A HOST TO A VARIETY OF EVENTS



WINTER MICROBREW AND MUSIC FESTIVAL

ESTABLISHED
2010

2015 ATTENDANCE
1,500



WINTER COMEDY ARTS FESTIVAL

ESTABLISHED
2010

2015 ATTENDANCE
10,000



NATIONAL CHERRY FESTIVAL

ESTABLISHED
1926

2015 ATTENDANCE
500,000



TRAVERSE CITY FILM FESTIVAL

ESTABLISHED
2005

2015 ATTENDANCE
100,000



CHERRY T BALL DROP

ESTABLISHED
2010

2015 ATTENDANCE
10,000

Downtown Bridal Show • Downtown Chili Cook-Off • Presidents' Day Weekend Sale • Traverse City Restaurant Week • Leapin' Leprechaun • Celebration for Young Children • Sara Hardy Downtown Farmers Market • Spring Art Walk • Old Town Arts & Crafts Fair • Downtown Street Sale • Friday Night Live • Downtown Art Fair • Cherry Roubaix • Happy Apple Days • West End Grand Opening • River's End Block Party • Zombie Run • Downtown Halloween Walk • Shop Your Community Day • Turkey Trot • Santa's Arrival, Tree Lighting & Holiday Open House • Ladies' Night • Men's Night • Jingle Bell 5K

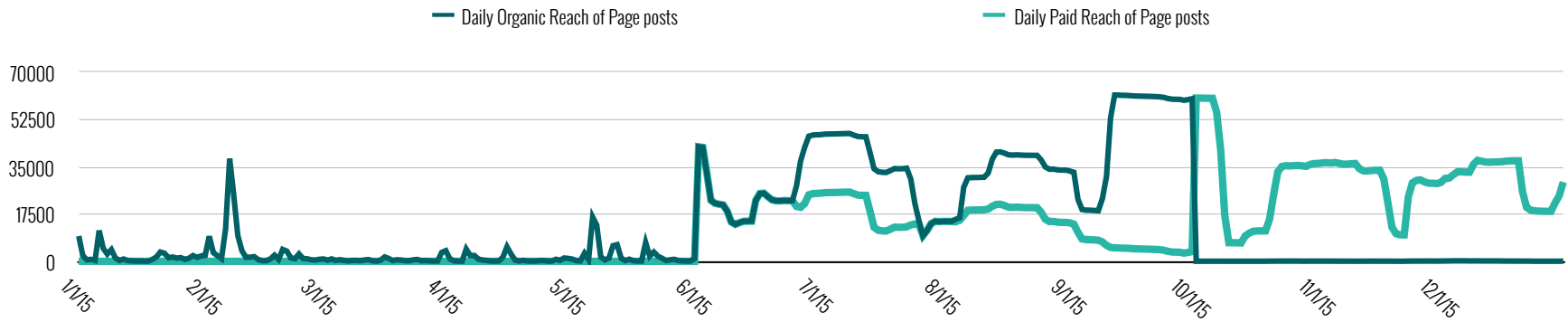


THE SOCIAL NETWORK

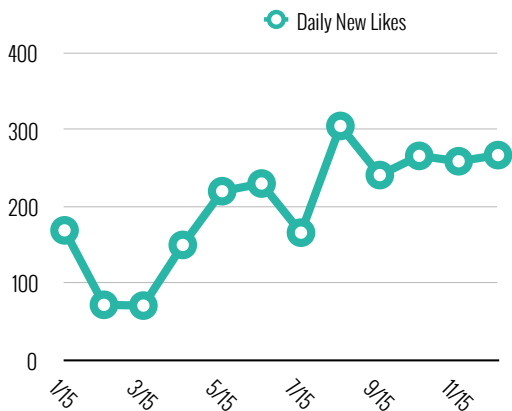


FACEBOOK 12,852 LIKES AT YEAR END

POST REACH



PAGE LIKES



TOP POSTS

Post Details

23,568 People Reached

1,452 Likes, Comments & Shares

1,242 Likes	757 On Post	485 On Shares
83 Comments	35 On Post	48 On Shares
127 Shares	127 On Post	0 On Shares

1,518 Post Clicks

322 Photo Views	6 Link Clicks	1,190 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	5 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details

25,013 People Reached

657 Likes, Comments & Shares

489 Likes	396 On Post	133 On Shares
88 Comments	61 On Post	27 On Shares
80 Shares	76 On Post	4 On Shares

748 Post Clicks

472 Photo Views	0 Link Clicks	276 Other Clicks
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NEGATIVE FEEDBACK

18 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

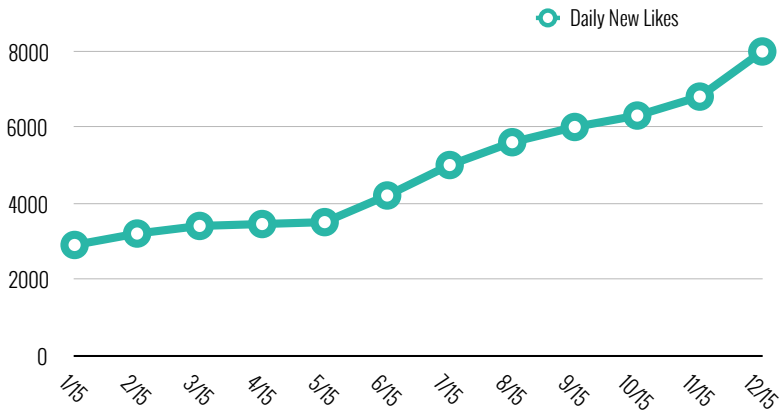


THE SOCIAL NETWORK

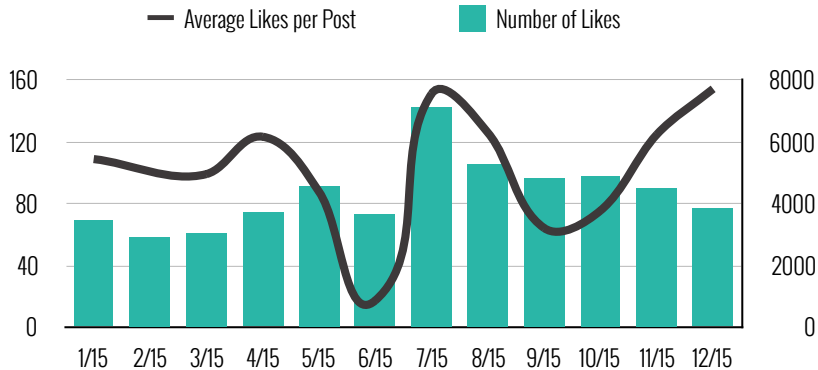


INSTAGRAM 7,894 FOLLOWERS AT YEAR END

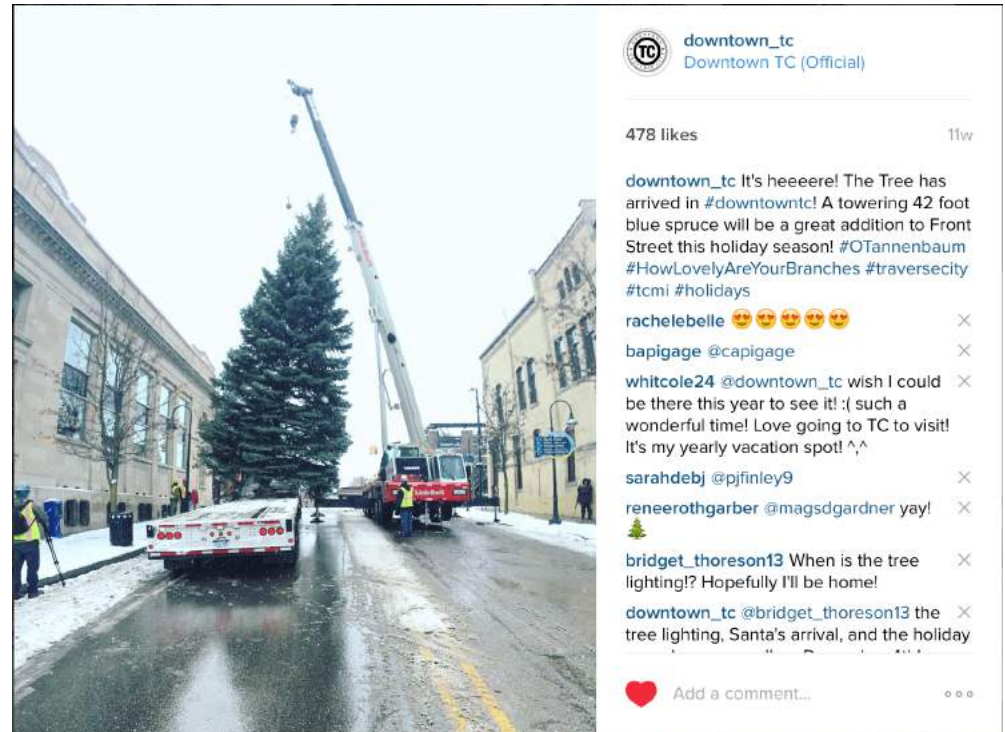
PAGE LIKES



LIKES RECEIVED



MOST LIKED POST



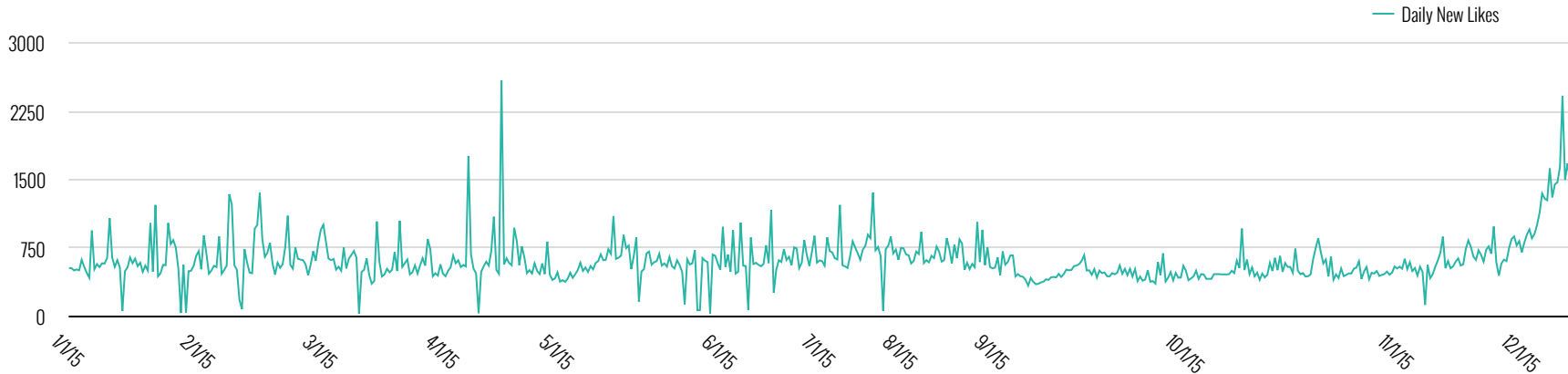


THE SOCIAL NETWORK

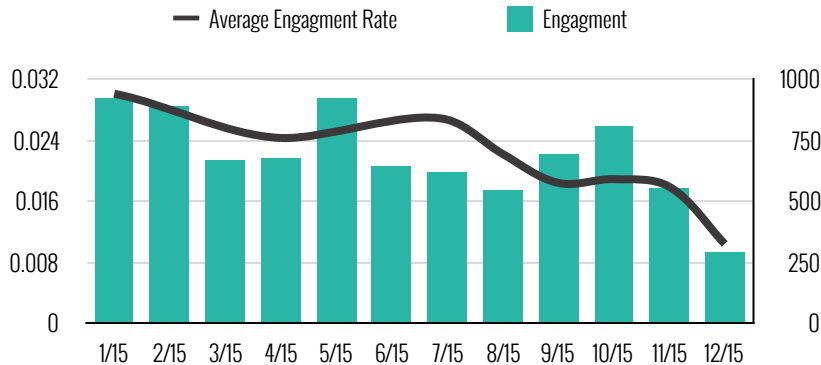


TWITTER 10,600 FOLLOWERS AT YEAR END

IMPRESSIONS



LIKES RECEIVED



MOST LIKED POST

DowntownTraverseCity @DowntownTC · Jun 28 885 43
 We completely agree, Michigan is the best state! Thanks for the ranking of #1 Thrillist! fb.me/56NGiGyq0

MOST RETWEETED POST

DowntownTraverseCity @DowntownTC · Jul 6 1,223 28
 The National Cherry Festival is in full swing and Fodor's has just named it one of the Best U.S. Summer Food... fb.me/2VFz7ZEuf



RESULTS

DOWNTOWN RECEIVES SHOUT OUT IN TC'S ACCOLADES



"The Most Beautiful Towns in America" January 2016
"Up-and-Coming Food City" April 2015



"The 12 Cutest Small Towns in America" July 2015



"The 20 Best Small Towns to Visit in 2015" April 2015



"6 Hot U.S. Food Destinations to Visit This Summer" July 2015



11 in "Top 100 Best Small Towns" June 2015



"America's Best Beer Towns" September 2015



"America's Foodiest Cities" July 2015



"14 Best Beach Towns in America" May 2015



A DAY AT THE DDA

EVERYDAY RESPONSIBILITIES + MULTITASKING

Who Knew? While focusing on the marketing, business retention, management of the DTCA & Parking, public improvement projects and more, the staff at the DDA knows a thing or two about multitasking. Here are some fun facts and a closer look at our office at work!



Gift Certificates

Our office sells nearly a half a million dollars in gift certificate each year for Downtown merchants. The Gift Certificate program is one of the most successful in the nation and most of the half a million dollars worth of sales come during the holiday season!

Wayfinding Signs

Thanks to the DDA visitors can more easily locate main attractions in the different districts by utilizing our handy wayfinding signage.

Downtown Events

The DDA Office works hard to bring over 20 community events throughout the year, not including the Sara Hardy Downtown Farmers Market which runs May through October! Most of these community events are provided free of charge to the public and the DDA Office works year-round to ensure that these events run smoothly and are enjoyed by all!

Banners

We collaborate with Britten banners to hang banners around the city announcing events like the National Cherry Festival and Traverse City Film Festival.



Happy Apple Days

Just another day at the DDA. When Autumn comes to town, bushels of apples arrive at merchant's doors free for visitors and shoppers. Our office works to get apples to participating stores and restaurants.

WIFI

The DDA worked with Traverse City Light and Power to implement a WiFi system throughout Downtown Traverse City. Complimentary WiFi has become an amenity for similar communities and the DDA hopes that this will keep the Downtown vibrant and current.

Flowers

We think it's important to stop and smell the flowers. That's why we make sure baskets are hung with pride that overflow with fragrant, fresh flowers!

Let's Talk Trash

Did you know that Downtown TC was one of the first downtowns in Michigan to recycle on a permanent basis? While the practice is more common these days as you travel throughout the great Mitten State, Downtown TC has created a Clean Green Committee to continually address keeping our Downtown clean and beautiful. The DDA staff works closely with the City of Traverse City Streets Department and also area festivals to address these issues. And worth mentioning, DDA staff picks up all the trash by hand after Friday Night Live. Poof...like it never happened! Please respect this beautiful area and do not litter.





THANK YOU

CONTACT US

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231.922.2050

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Mike Helferich

Deputy Parking Administrator
mike@downtowntc.com

www.downtowntc.com



#downtowntc



DDA Staff participating at the Cash Mob on the The West End