

ANNUAL REPORT 2019

A Year in Review for the
Traverse City
Downtown
Development Authority



TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

WELCOME TO OUR ANNUAL REPORT

The Traverse City Downtown Development Authority (DDA) was established in 1978 and is a component unit of the City of Traverse City. We serve as the stewards for Downtown Traverse City, focusing on providing critical public infrastructure and other improvements that enhance the Downtown experience, promote economic development and business growth, serve as a catalyst for private investment, and contribute to the year-round vitality and unique sense-of-place of Downtown Traverse City.

To further our mission, the DDA has formal agreements with the City of Traverse City to manage Traverse City Parking Services (TCPS), the Traverse City Arts Commission (TCAC), and the Downtown Traverse City Association (DTCA), our long-standing merchant association.



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THE STATE OF DOWNTOWN TRAVERSE CITY

A MESSAGE FROM....

Downtown Traverse City is universally recognized as the beloved heart of Northern Michigan, with a magnetic appeal that attracts people of all ages from across the world. Achieving this designation was not by accident – we earned it; through prudent and thoughtful investment, collaboration with business owners, community stakeholders and City leaders, and adhering to a comprehensive and strategic plan. But there is more to do.

2019 marked another remarkable year for Downtown Traverse City. This report – our “State of Downtown Traverse City” – highlights everything we accomplished in 2019 and also looks forward to 2020 and beyond.

Downtown Traverse City continues to be a vibrant and unique place, home to extraordinary one-of-a-kind shops and restaurants, great public space, and new opportunities to live. Recently named one of the “Best Small Cities for Startups”, Downtown Traverse City is now home to an emerging tech industry and energetic entrepreneurial spirit.

Through intentional leadership, advocacy and collaboration, the DDA continues to make substantive investments to strengthen and build Downtown Traverse City, including:

- Mobility:** Sponsoring Destination Downtown, our public transportation commuter program.
- Safety:** Hiring our first Community Police Officer for the Downtown.

Infrastructure: Constructing new boardwalks along the Boardman River.

Arts and Culture: In partnership with the Grand Traverse Band of Ottawa and Chippewa Indians, the Mazinaadin Exhibition was unveiled in the Clinch Park Tunnel.

Advocacy: Securing grants to help implement important new infrastructure projects and green initiatives.

Laying the Foundation for the Future: Developing formal plans for the Lower Boardman River and stormwater.

As we mark another strong year for Downtown Traverse City, we invite you to join us and participate in efforts that continue to build, enhance, and protect our Downtown. Help us ensure that the DDA is prepared and has the resources needed to foster a Downtown that attracts and retains vibrant, talented citizens – keeping Traverse City, and its economy, strong for generations to come.

See you Downtown,

Jean Derenzy, DDA Chief Executive Officer
Leah Bagdon-McCallum, DDA Board Chairperson



DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

Leah Bagdon-McCallum, Chairperson
Gabe Schneider, Vice Chairperson
Scott Hardy, Treasurer
Steve Constantin, Secretary
Jim Carruthers, Traverse City Mayor
Collette Champagne

Debbie Hershey
T. Michael Jackson
Jeff Joubran
Pete Kirkwood
Richard Lewis
Steve Nance

DOWNTOWN
DEVELOPMENT
AUTHORITY
A Year in Review

HOW THE DDA IS FUNDED

The DDA has an Operational Budget and two Tax Increment Financing Budgets (TIF 97 and Old Town TIF) to carry out its mission.



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.

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 both TIF 97 and Old Town TIF. In Fiscal Year '18-'19, TIF generated nearly \$200,000 for the City General Fund.

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. 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 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, which resulted in \$307,000 in Fiscal Year '18-'19.

TRAVERSE CITY ARTS COMMISSION

In July 2019, the DDA entered into an intergovernmental agreement with the City of Traverse City to manage the Traverse City Arts Commission. The DDA received \$15,000 from the Public Art Fund to manage the Arts Commission.

DOWNTOWN TRAVERSE CITY ASSOCIATION

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 a merchant association and is funded through membership dues, program revenues, and sponsorships. Funds are used to execute special events, the Downtown Gift Certificate Program, and the overall promotion of Downtown. The DTCA provides nearly \$70,000 annually to the DDA for administration.

TAX INCREMENT FINANCING

WHAT IS TIF?

Short for "tax increment financing", TIF is a state-authorized funding tool used by Downtown Development Authorities to develop, construct, and maintain critical public infrastructure that supports and promotes economic development within a Downtown.

DOWNTOWN'S INVESTMENT FUND HELPING TO BUILD A BETTER FUTURE TRAVERSE CITY

HOW DOES TIF WORK?

Under TIF, the DDA captures property tax revenue on the incremental increase in assessed property values within a defined district over time. These captured tax revenues are used to fund public infrastructure improvements within the TIF district.

HOW ARE TIF DOLLARS USED?

TIF dollars are used to support public infrastructure projects within Downtown. Previous public infrastructure projects funded under TIF include the Hardy and Old Town Parking Garages, the Pine Street Pedestrian Bridge, boardwalks along the river, numerous streetscaping projects, and improvements to Clinch Park.

In addition, TIF dollars are used to leverage other funds. For example, TIF dollars were used as the required financial match by MDOT for bridge reconstruction projects.

WHAT HAS BEEN TIF'S IMPACT?

Public infrastructure projects funded by TIF have helped spur the creation of over 1,000 new jobs (professional as well as retail and service industry jobs) in Downtown Traverse City. Studies have shown that investing in Downtown Traverse City and utilizing tools such as TIF have consistently increased property values and the tax base for the City, County, and region.

WHY IS TIF SO IMPORTANT?

TIF captured just over \$1 million dollars from other taxing jurisdictions and regional authorities (e.g., Grand Traverse County, BATA, NMC, etc.). While Traverse City's population hovers around 15,000 people, roughly 50,000 people from throughout the region come into the City each day. This influx of people places great stress on the City's infrastructure. TIF is the only regional municipal revenue sharing tool in place that uses funds from regional taxing jurisdictions to fund and maintain public infrastructure projects within the Downtown that serve residents and workers from throughout the region.





AWARDED GRANTS

The DDA continues to diversify funding opportunities to support community goals and the Strategic Plan. The following grants were awarded in 2019.

\$71,250

USDA GRANT

A \$71,250 Rural Development Grant was awarded to the DDA from the US Department of Agriculture for the business tech incubator, 20Fathoms.

\$100,000

NMRE GRANT

The DDA was awarded a \$100,000 grant from Northern Michigan Regional Entity (NMRE) to develop a program and strategy to curb the over-consumption of alcohol.

\$15,000

SEED GRANT

The DDA was awarded a \$15,000 SEED grant from Rotary Charities for the Lower Boardman River Leadership Team initiatives.

\$1,000

MCACA GRANT

A \$1,000 minigrant from the Michigan Council of Arts & Cultural Affairs (MCACA) was awarded to the DDA for the Traverse City Arts Commission's Pitch Night Program.

STRATEGIC PLAN

The DDA Board of Directors adopted a 5-year Strategic Plan in 2019. The plan identifies the Mission, Vision, Values, and six Areas of Focus.

OUR MISSION

To create, support, and promote critical infrastructure and other improvements that enhance the Downtown experience, promote business growth, serve as a catalyst for private investment, and contribute to the year-round vitality and unique sense-of-place of Downtown Traverse City.

OUR VISION

Serve as the regional hub for commerce, culture, arts, and entrepreneurship. By 2030, Downtown Traverse City will make needed infrastructure and institutional investments that provide for added business, residential, and retail capacity in the Downtown. These investments will attract new private investment and create jobs.

OUR VALUES

The Values of the DDA Board guide decisions, processes, and operations. The Values, along with the Mission and Vision serve as "filters" for decision making. The Board's Values are:

- Long-term sustainability of the DDA and the Downtown District.
- Inclusivity and collaboration in developing and implementing this Strategic Plan.
- An economically healthy and vital DDA and Downtown District.
- Transparency in the DDA's strategies, priorities and plans for Downtown.



AREAS OF FOCUS

- REAL ESTATE & PLACEMAKING
- MOBILITY - PARKING & TRANSPORTATION
- MARKETING & PROMOTIONS
- BUSINESS RECRUITMENT & RETENTION
- PARTNERSHIP & COLLABORATION
- LEADERSHIP



PUBLIC ENGAGEMENT

The DDA continues to work towards providing an inviting and inclusive Downtown. To that end, community engagement activities where meaningful dialogue and public participation are being incorporated into ongoing planning initiatives, continue to be supported.

In addition, the DDA continues to manage social media and a number of websites to better engage the community through the digital platform.

DIGITAL COMMUNICATIONS

The DDA, Parking Services, and the Downtown Traverse City Association all received new websites in 2019. These websites provide a more visually engaging experience for the user and navigation between the new sites is more seamless.



dda.downtowntc.com
The DDA website allows users to easily find information about how the DDA is funded, current projects, information about meetings, and the history of the DDA.



parking.downtowntc.com
The Parking Services website allows the user to navigate through their parking needs efficiently by allowing the user to find rules and ordinances, where to park, violations, and additional services.



downtowntc.com
The Downtown Traverse City Association's website focuses on marketing and promoting Downtown Traverse City. Users can find information on shopping, dining, special events, and purchase Downtown Gift Certificates.

The DDA has also launched lowerboardman.downtowntc.com in support of ongoing planning initiatives for the Lower Boardman River. The Traverse City Arts Commission's projects and programming may be found at tcpublicart.org.



LOWER BOARDMAN RIVER PUBLIC ENGAGEMENT

As part of the comprehensive planning process, the Lower Boardman River Leadership Team facilitated a series of community engagement activities that kicked off in June 2019.

DEVELOPING A UNIFIED PLAN FOR THE LOWER BOARDMAN RIVER

In 2018, the DDA kicked-off a comprehensive planning process to develop a Unified Plan for the 1.6 miles of the Boardman River that meanders through Downtown Traverse City.

Over the last year, the Lower Boardman River Leadership Team, an ad hoc committee made up of citizens and community stakeholders, was charged with guiding the planning process and worked to establish the values and a comprehensive vision for the river. These elements will provide the framework for the Unified Plan and help shape final recommendations and policies. To learn more, visit lowerboardman.downtowntc.com or visit the Facebook page.

LEADERSHIP TEAM

Brett Fessell, Grand Traverse Band/Co-Chair
 Jennifer Jay, City Resident/Co-Chair
 Elise Crafts, Business Owner & City Resident
 Christine Crissman, The Watershed Center
 Jean Derenzy, DDA CEO
 Frank Dituri, City DPS Director
 Pete Kirkwood, DDA Board Member

Rick Korndorfer, Property Owner & City Resident
 Deni Scudato, City Resident
 Russ Soyering, City Planner
 Mike Vickery, City Resident
 Tim Werner, City Commissioner
 Cindy Winslow, Grand Traverse Band



Nearly 30 civic engagement sessions were planned in addition to the Leadership Team's monthly meetings and presentations at City Commission, Planning Commission, and the Parks & Recreation Commission.

- June 2019: Public Engagement Kick Off Event
- June 2019: Community Scavenger Hunt
- June 2019: Two-day Sessions of Stakeholder Meetings
- June - September: Online Survey (over 500 respondents)
- August: Two Week Engagement Marathon - 18 meetings at various locations and community events
- August: Public Comment Chalkboard - Jay Smith Walkway
- October 2019: Facilitated FishPass Question & Answer Sessions



COMMUNITY ENHANCEMENTS

The DDA facilitates and contributes to a number of programs that enhance the beauty, vitality, and sense-of-place of Downtown Traverse City.

DOWNTOWN FLOWER PROGRAM

The flower program brings additional life and beauty to Downtown Traverse City. In 2019, the DDA partnered with the Master Gardeners Association and MSU Extension to implement a flower program along Front Street. Eighteen planters at the “bump-outs” and on-street bike rack locations were planted with native species.

In addition, the DDA is responsible for installing over 60 hanging baskets in Downtown Traverse City during the summer months. The petunias are locally grown and potted by Eden Hill Nursery.



HOLIDAY LIGHTS

The DDA contributed \$16,000 toward the purchase of new LED Holiday lights for the trees that line the streets of Downtown Traverse City.

Fun Fact: Downtown Traverse City has nearly 400 trees lining the streets.

COMMUNITY POLICE OFFICER

The DDA worked with the Traverse City Police Department to hire a Community Police Officer for the Downtown District. Officer Culver began policing the district July 1, 2019. The position is supported through funds from TIF 97.

TBAISD SUMMER WORK PROGRAM

During the summer months, the DDA employed individuals through TBAISD’s Adult Community Experience (ACE) program. An integrated transition program designed to provide young adults with mild cognitive impairments, autism and/or other developmental disabilities the necessary support and training to strengthen work skills.

COMMUNITY SUPPORT

The DDA provides financial support to a number of events and programs in the Downtown area, such as the Downtown Light Parade and 4th of July Fireworks.

LOOKING AHEAD

The DDA will embark upon several programs and planning initiatives in 2020.



UNIFIED PLAN

The Unified Plan for the Boardman River is anticipated to be completed in July 2020. The plan will include a series of recommendations that address policies, capital improvements, best practices, programs, and funding.



WEST FRONT GARAGE

The DDA will continue to explore the feasibility of a parking garage at the site of 145 West Front Street. The project will serve the parking needs of West Front Street and serve as a catalyst for private investment in the area.



ROTARY SQUARE

The DDA was awarded a \$1,000,000 grant from Rotary Charities and a \$2,000,000 State of Michigan appropriation to plan for a Civic Square in Downtown Traverse City. The DDA is exploring various locations and looking to secure property in 2020.



GREEN INFRASTRUCTURE

In 2019, the DDA had a study conducted on how to address stormwater in our community. Opportunities will be explored to better protect the waterways throughout Grand Traverse basin. The study may be found at dda.downtowntc.com



WALKABILITY

Walkability has always been a top priority for the DDA. As planning is underway for future streetscape projects, the DDA will look into the feasibility of incorporating snowmelt systems.



BRIDGE WORK

The DDA will utilize TIF dollars to match MDOT funding for improvements to and the reconstruction of the City's bridges, which all reside in the DDA District. TIF dollars will be utilized for the project.



RESPONSIVE RETAIL PROGRAM

The DDA intends to develop Responsive Retail Program, which includes the retention and protection of existing businesses by utilizing an Action Plan that addresses key issues and opportunities facing Traverse City's Downtown retail.

TIF 97 EXTENSION

A PLAN REVIEW

TIF 97 was established in 1997 to encourage private business development and promote good land use by building and maintaining public spaces and infrastructure in Downtown Traverse City.

Set to expire in 2027, several of the critical public infrastructure projects that remain in the original TIF plan require more time to complete. A 13-year extension will allow the DDA to implement these needed projects, and continue the vibrant and thoughtful growth of our Downtown.

Each public infrastructure project listed in the TIF 97 Plan was identified in 1997 through an extensive public engagement process. The goal of the plan was to support and promote economic development through strategic investment in new and improved critical infrastructure and better land use.

Individual taxpayers remain unaffected by TIF 97, as they would pay the same rate if TIF 97 is extended. In addition, local governments and authorities subject to TIF will continue to receive some property tax.

Should TIF 97 not be extended, future infrastructure projects, as well as needed maintenance and upgrades to existing infrastructure, would come directly from the City's General Fund. Taxpayers within the City would assume the cost of public infrastructure projects within the Downtown, rather than just the Downtown property owners, as it exists today. This would likely mean that hard choices would need to be made and critical infrastructure as well as needed maintenance and upgrades throughout the Downtown, as well as the entire city, may be eliminated or deferred.



1997 TIF 97 Begins

- CITY STREETSCAPES (1998, 1999, 2001, 2007, 2012, 2015, 2017)
- HARDY PARKING GARAGE (2003)
- PEDESTRIAN DIRECTORIES (2004)
- COMPREHENSIVE WAYFINDING (2007)
- CITY OPERA HOUSE IMPROVEMENTS (2012)
- CLINCH PARK IMPROVEMENTS (2013)
- PINE STREET PEDESTRIAN BRIDGE (2016)
- GARLAND STREET (2016)
- BOARDMAN RIVERWALK (2017)
- PUBLIC RESTROOMS (2018)
- COMMUNITY POLICE OFFICER (2019)

2020 TIF 97 Extends

VOTE BY CITY COMMISSION

- STORMWATER INFRASTRUCTURE
- WEST END PARKING GARAGE
- BRIDGE REPAIRS
- LOWER BOARDMAN
- CIVIC SQUARE
- FARMERS MARKET

2040

PROPOSED DDA BOUNDARY EXPANSION

In 2019, the North Boardman Lake District (NBLD) approached the DDA to consider expanding the current DDA District along Eighth Street (see map below). The DDA continues to work with the NBLD and City leaders on the potential expansion of the district as well as future opportunities for redevelopment.



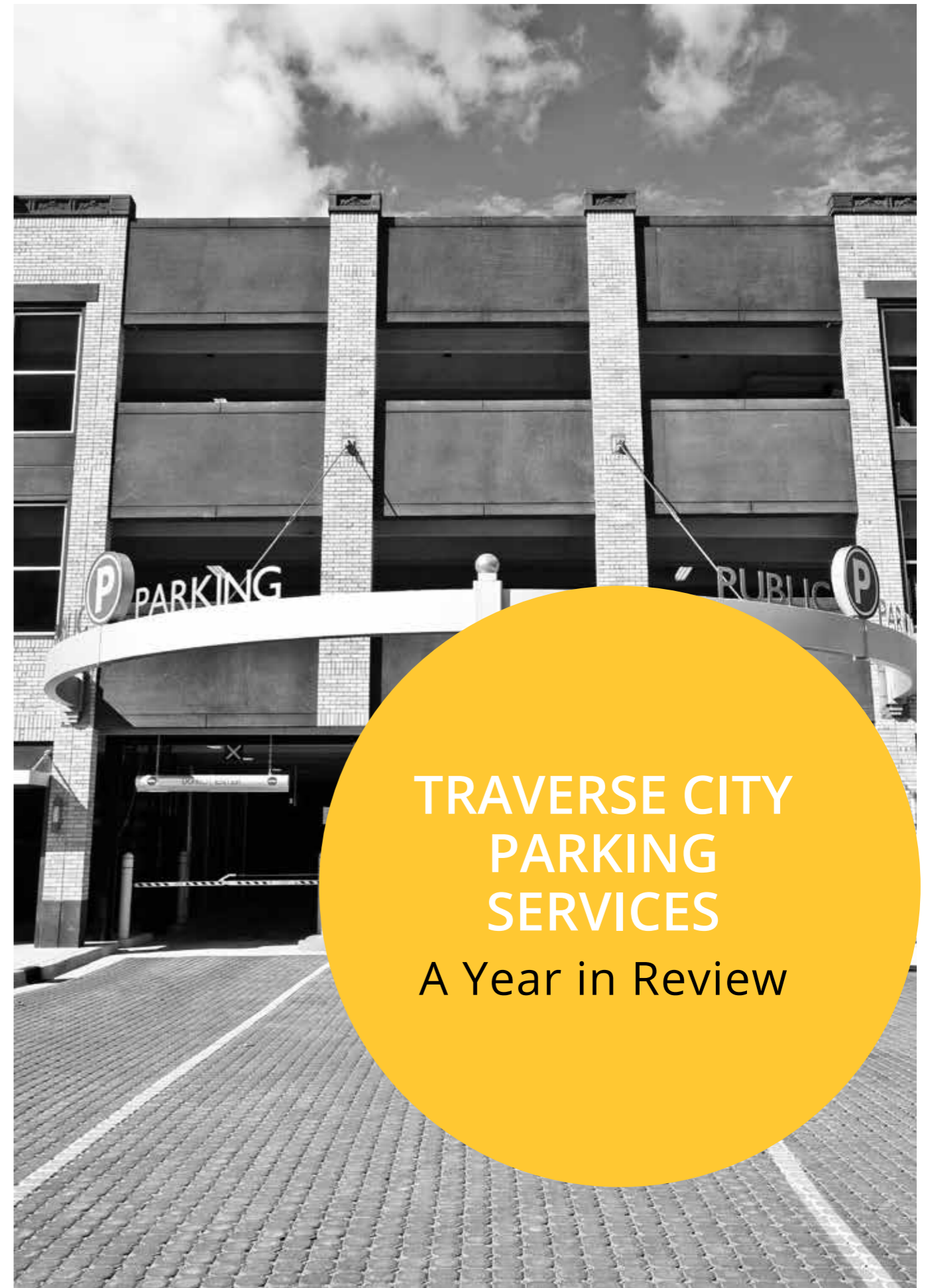
A HEALTHY EIGHTH STREET

Since the community charette process, Envision 8th, there has been a growing desire to achieve more along the the Eighth Street corridor that advances the health and well-being of the local community. Recent planning efforts, policy decisions, and infrastructure investments (including streetscape design) have transformed the corridor into a more welcoming, robust street for people that includes choice, opportunity, and connectivity.

In an effort to apply best practices to healthy placemaking, the DDA teamed up with the Grand Traverse Regional Community Foundation to conduct a study on the Eighth Street Corridor that would serve as a framework for future planning. To learn more about the steps toward a healthier Eighth Street, the full report conducted by Perkins and Will may be found at dda.downtowntc.com.

The focus for healthy placemaking will be driven by the following

- PHYSICAL ACTIVITY
- HEALTHY FOODS
- TRANSPORTATION OPTIONS
- SAFETY
- SOCIAL ACTIVITY SUPPORT
- HOUSING OPTIONS
- HEALTHY ENVIRONMENT





DDA PARKING SUBCOMMITTEE

The DDA established the DDA Parking Subcommittee in 2018 to review strategies and provide recommendations to the DDA Board of Directors. The 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 Transportation Demand Management (TDM) objectives.

The Committee provides recommendations to the DDA which includes the following:

- Capital Improvement Plans to maintain, improve, and invest into equipment and technology that improves the services provided
- Recommendations for expanding or reducing parking allocation through private property and shared-use leases
- Review and recommend zoning changes related to parking requirements and park- once initiatives
- Review parking supply and support recommendations that improve utilization
- Define and formalize performance-based pricing guidelines
- Define Parking Benefit District guidelines
- Define incentive guidelines for new developments
- Support and expand biking options and infrastructure
- Support transit initiatives
- Support and expand mobility services (i.e. Destination Downtown and Bayline programs)
- Support incorporating Transportation Demand Management objectives in new public and private developments

DDA PARKING SUBCOMMITTEE

Scott Hardy, DDA Board Member/Chair

Rick Brown, Member at Large

Steve Constantin, DDA Board Member

Debbie Hershey, DDA Board Member

T. Michael Jackson, DDA Board Member

Jeff Joubran, DDA Board Member

Todd Knaus, Member at Large



TDM THREE YEAR IMPLEMENTATION PLAN

In 2018, the DDA adopted a three year implementation plan that relates to the Transportation Demand Management Study. The plan is updated annually and will demonstrate the need for better land use and an increase in multimodal transportation opportunities. Learn more about the 2019 accomplishments in the following pages and how they relate to the three year implementation plan.

2019

- Parking rates
- Loading zones
- Bike share programs
- Residential - overnight parking

2020

- Develop zones based on demand
- Implement performance based pricing
- Evaluate data for residential permits

2021

- Evaluate and adjust performance based pricing
- Evaluate data to adjust meter activation times (evening, seasonal, late morning)

ONGOING

- Increase bike parking maintenance (inverted u's, in-street racks, permanent shelters, fix-it stations)
- Increase communications and provide counseling services
- Support eliminating redundant curb-cuts
- Add new private lots for permit and evening parking shared-use which may include pay-by-phone

MULTIMODAL TRANSPORTATION INITIATIVES

Traverse City Parking Services continues to implement programs that support multimodal transportation opportunities for our residents and visitors.



BIKE INFRASTRUCTURE



BIKE SHELTER Traverse City Parking Services installed a covered bike fix-it station and bike shelter at the entrance of the Hardy Parking Garage on the 300 block of E. Front St.

BIKE RACKS Traverse City Parking Services replaced bike racks and refurbished bike racks along the Front Street corridor.

BATA PARTNERSHIP

The DDA has partnered with the Bay Area Transit Authority (BATA) to utilize parking dollars toward programs that increase transit usage.

DESTINATION DOWNTOWN

The DDA launched Destination Downtown as a commuter program on March 1, 2019. The Destination Downtown Program provides unlimited use of all BATA City and Village routes for the purpose of commuting to and from work. In 2019, there were over 2,600 rides through the Destination Downtown Program.

For more information on the Destination Downtown Program and how to obtain a commuter pass, visit parking.downtowntc.com

BAYLINE

The Downtown Development Authority (\$5,000), Traverse City Parking Services (\$25,000), and Downtown Traverse City Association (\$500) sponsored the BATA's Bayline, an east/west route running every 15 minutes that is fare free to the public. In 2019, there were 205,740 rides on the Bayline.

BUS SHELTERS

Traverse City Parking Services, in collaboration with BATA, split the costs for six new BATA bus shelters in Downtown. Five of the shelters were installed at Wellington & E. Front St., Park & E. State St., Maple & W. Front St., Parking Lot E, and E. Eighth St. The sixth location will be determined at a later date.

PARKING UPDATES

Traverse City Parking Services maintains the parking facilities and infrastructure relating to the parking system. In addition to several specific projects targeted in 2019, Parking Services continues to facilitate large infrastructure improvements and ongoing maintenance to its parking assets.



MAINTENANCE

Traverse City Parking Services is responsible for maintaining a number of the City's major assets. The two parking garages in Downtown Traverse City are routinely scheduled for critical maintenance. In 2019, the Hardy Parking Garage saw the replacement of two boiler systems and new roofing. Ensuring that these projects are executed is critical to maintaining the life of the structures.

Additional maintenance was performed on meter posts, including refurbishing, repainting, and replacement, within the Downtown District.

The reconstruction of the leased Parking Lot P, located along State Street, was completed in 2019. The project expanded parking from 28 spaces to 54 spaces.

BY THE NUMBERS

TCPS managed nearly 935 metered spaces and issued 6,740 monthly permits for the Hardy & Old Town Parking Garages and surface lots.

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 fund, meaning it is self-sustaining and does not require City General Fund tax dollars. In fact, TCPS contributed \$307,600 to the City's General Fund in Fiscal Year '18-'19.



TRAVERSE CITY PARKING SERVICES ...

...spent \$268,194 ON PLOWING the parking lots and sidewalks in Downtown Traverse City during Fiscal Year '18-'19.

... provides nearly 200 BIKE RACKS in Downtown Traverse City.

...manages and maintains 3,058 PARKING SPACES.



RESIDENTIAL PARKING PROGRAM

The City of Traverse City approached the DDA to implement a Residential Parking Program (RPP) based on information gathered over the course of a previous pilot program. After extensive community conversations, the City approved the Residential Parking Program in October 2019.

The DDA hosted a number of public forums in February and March 2019 to gather input from the neighborhood residents on their parking needs. The RPP is intended to supplement resident parking needs on a temporary or as-needed basis. The program does not eliminate on-street parking for public use, but aims to limit use by non-residents by enforcing posted time limits.

The Residential Parking Program only takes effect when 51% of a particular neighborhood block expresses interest in the program. The intent of the permits are to allow residents to park within a reasonable distance of their home. Information on the Residential Parking Program may be found at parking.downtowntc.com.



SARA HARDY
DOWNTOWN
FARMERS MARKET
A Year in Review

MARKET MISSION

The Sara Hardy Downtown Farmers Market is operated by the DDA and is managed on-site by SEEDs, a local non-profit organization.

The Market Mission 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.



MARKET UPDATES

- The 2019 Market welcomed food trucks on Wednesdays and Saturdays.
- The DDA worked with Taste the Local Difference who managed a food demonstration program with local chefs at the Wednesday Market.
- The DDA planned a new layout for the Wednesday Markets that created wider aisles for the customer.
- Wednesday Markets featured a local non-profit organization. The venue serves as an opportunity for non-profits from the region to engage with the local community.

FARMERS MARKET ADVISORY BOARD

Tricia Phelps, Chair

Lori Buchan, Vice-Chair

Meghan McDermott, Secretary

Joann Brown, Market Vendor

Scott Hardy, DDA Board Member

Linda Grigg, Market Vendor

Gary Jonas, Customer Representative

Sue Kurta, Market Vendor

Courtney Lorenz, Market Vendor

Nic Welty, Market Vendor

Tim Werner, City Commissioner

Brenin Wertz-Roth, Customer Representative

MARKET DATA BY THE NUMBERS

6,722 ACRES

of diversified farmland in production by vendors

America loses an acre of farmland every hour to development



21 MILES

average distance food travels from our farms to the market

That's fresh! Most food eaten in the U.S. has travelled nearly 1,200 miles

1,844 CUSTOMERS

visit our market on an average day

Visitors have twice as many encounters at a market than at a chain supermarket



597 EMPLOYEES

are supported by our vendors' businesses

Small businesses create new meaningful employment opportunities

\$31 SPENT

on average, at neighboring businesses during market day

That's money recycled back into the local economy



74% OF VISITORS

came to the area specifically for the market

Markets increase foot traffic in the area

61% OF VISITORS

plan to shop nearby during market day

Markets are good neighbors



\$24 SPENT

by each customer, on an average market day

The Local Economy Wins

16 VENDORS

women-owned farms

Our market offers economic opportunity to all members of our community



FOOD ASSISTANCE PROGRAMS

The Sara Hardy Downtown Farmers Market participates in a number of food assistance programs (see below) that provide easy access to fresh and healthy foods.

The DDA also worked with the National Cherry Festival and IronMan on promotions to encourage shopping at the market during event time. "Market Dollars" were funded by the respective organizations and provided to loyal customers of the market.

FRESH FOOD ACCESS
FOOD ASSISTANCE PROGRAMS AND MORE
\$48,095
REDEEMED AT THE MARKET

MUNSON MEDICAL CENTER FRUIT & VEGETABLE PRESCRIPTION PROGRAM \$15,660	EBT \$8,432 PROJECT FRESH \$4,489	DOUBLE UP FOOD BUCKS \$9,142
NATIONAL CHERRY FESTIVAL MARKET DOLLARS \$1,500	SENIOR PROJECT FRESH \$6,872	IRONMAN MARKET DOLLARS \$2,000



TRAVERSE CITY
ARTS
COMMISSION
A Year in Review



TRAVERSE CITY ARTS COMMISSION

The City's Public Art ordinance and Arts Commission was formed in 2014 and provided an opportunity for public art programs to be publicly funded through an allocation from the City and the DDA annually. For more information on the Traverse City Arts Commission and its programs visit tcpublicart.org.

STATEMENT OF PURPOSE

The City Commission of Traverse City finds that public art advances the interests of Traverse City and enriches the cultural and aesthetic quality of life in our community by:

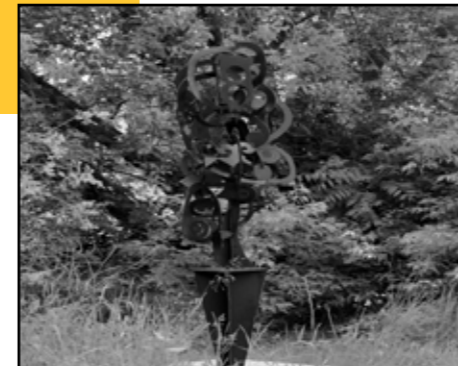
- Contributing to the general welfare by providing access to cultural resources that engage and inspire the mind and senses by creating high aesthetic expectations.
- Stimulating community dialogue between people of all ages by challenging familiar experience.
- Increasing the City's desirability by enlivening the appearance and appeal of public spaces, creating a more culturally-driven urban environment.
- Aiding in the enhancement of property values and promoting economic growth.

ROBERT SESTOK EXHIBITION

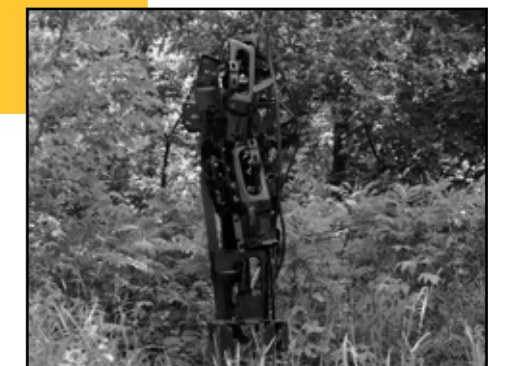
The Traverse City Arts Commission is working with TART Trails to develop an art trail along the Boardman Lake Loop. The "Boardman Lake Art Trail," at the east end of Tenth Street near Boardman Lake, will serve as public space with rotating exhibitions. The Arts Commission teamed up with Michigan Legacy Art Park to secure four sculptures from Detroit artist, Robert Sestok, to exhibit. The sculptures are constructed of welded steel and were installed in June 2019.

ROBERT SESTOK

1946, UNITED STATES



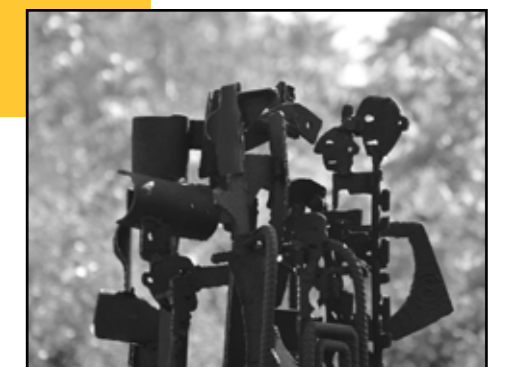
MACHINE



REMEMBERING
GORDON NEWTOWN



THIRD MAN



VAN BRUNT STREET

The Sestok Sculpture program was funded by the Traverse City Arts Commission's Public Art Trust Fund.



MAZINAADIN EXHIBITION

In 2019, the Arts Commission commissioned public art with the intent to be retrospective and culturally reflective of the Woodland Indians of the Great Lakes and specifically the Grand Traverse Band of Ottawa and Chippewa Indians.

Through meetings with Tribal Council members, it was established that the Clinch Park Tunnel served as a preferred location to maintain an indigenous presence through public art. The mouth of the Boardman River is a traditional meeting place for native peoples and it is in this spirit and purpose that this project aimed to honor a historical connection to place.

The Arts Commission worked closely with Tribal members to accurately and artistically honor their heritage. The Mazinaadin (Make an Image) Exhibition was installed in October 2019. Nineteen murals by artist Bobby MaGee Lopez have unique meaning and each honor the Anishinaabe ancestral connections to the area.

The Mazinaadin Exhibition serves as an example on how art can transform a space. The hand painted murals were digitally printed and mounted on a panel system. Included in the project were upgrades such as a new LED overhead lighting system, power washing, painting, and a new LED lighting system around the perimeter of the mural panels.

BOBBY MAGEE LOPEZ

1980, UNITED STATES



The Mazinaadin Exhibition became a reality through a generous grant from the Grand Traverse Band of Ottawa and Chippewa Indians 2% grant program. Additional funds came from the Traverse City Arts Commission's Public Art Trust Fund.

THEN & NOW PROJECT

The Traverse City Arts Commission worked with the Traverse Area Historical Society and the Traverse Area District Library to launch the Then & Now project, a series of ten plaques featuring photos from "then" next to the landscape of "now." The plaques were installed throughout Downtown Traverse City in October 2019. The photos were selected from Traverse City's historical archive and photographic restoration was provided by The Camera Shop.



The Then & Now project was funded by the Public Art Trust Fund and funds from the Downtown Traverse City Association.

UP NORTH PRIDE

The Arts Commission collaborates with area organizations to create more visibility about public art programs. Since 2018, the Arts Commission and Up North Pride have teamed up on a public art project during Pride month in June. In 2019, rainbow crosswalks were installed along the route of Up North Pride's Visibility March and provided thought provoking discussion about art, diversity, and inclusivity.



The Up North Pride project was funded by the Public Art Trust Fund and funds from Up North Pride.

TRAVERSE CITY ARTS COMMISSION

Debbie Hershey, DDA Board Member/Chair
Charlotte Smith, City Resident/Co-Chair
Ashlea Walter, City Commissioner/Co-Chair
Roger Amundsen, City Resident

Megan Kelto, City Resident
Chelsie Neimi, City Resident
Matthew Ross, City Manager Appointee

LOOKING AHEAD

Looking ahead in 2020, the Arts Commission is working toward fostering a more robust public art program.



PITCH NIGHT

The Arts Commission will launch Pitch Night on March 5, 2020, a one-night event intended to engage and inform artists and the community about public art through a fun, dynamic, fast paced, democratic event wherein one artist will be selected and funded for an art installation in Downtown Traverse City (pictured above). Pitch Night will take place at the Workshop Brewing Co. and will be free and open to the public.



BOATHOUSE SCULPTURE

A private donation, in memorial of an individual, was made to the Arts Commission in 2019. The donation, along with funding from the Public Art Trust Fund was utilized to commission a sculptural mural by artist, Daniel Roache. The artwork will be installed on the Boathouse in Hull Park and feature a nautical theme. The installation and dedication ceremony are being planned for May 2020.



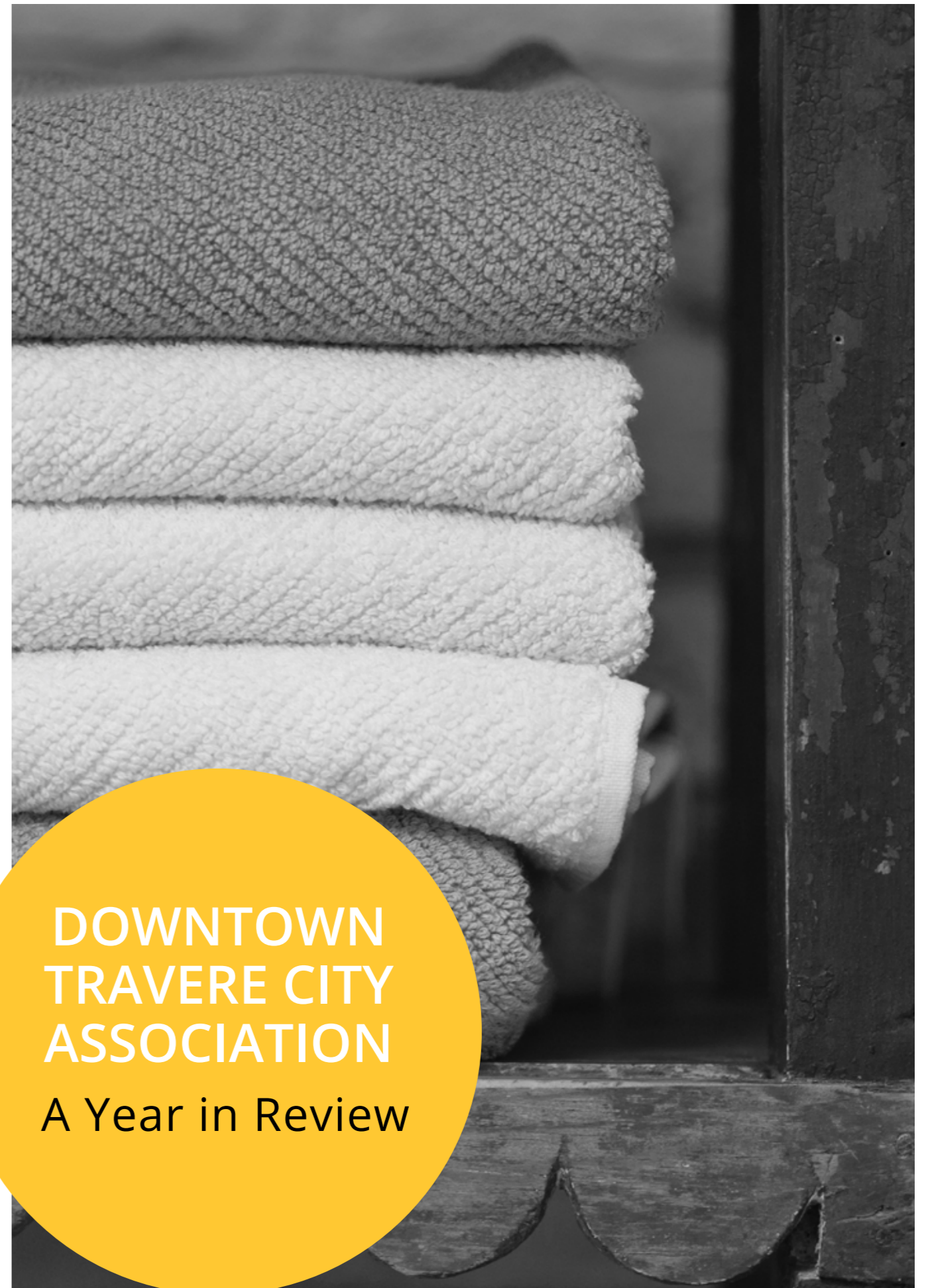
UP NORTH PRIDE PROJECT

The Arts Commission will team up with Up North Pride in June 2020 to install a pop-up public art installation and also a community mural along Union Street.



ART ON THE TART

TART Trails is working toward the construction of the Boardman Loop in 2020 and the Arts Commission will work alongside the TART team to establish an Art on the TART program in various locations on the Loop.



DOWNTOWN
TRAVERE CITY
ASSOCIATION
A Year in Review

DTCA MISSION

The Downtown Traverse City Association (DTCA) is a voluntary merchant association whose mission is to advance, protect, and perpetuate the commercial, professional, financial, and general business interests of Downtown Traverse City.

ABOUT THE DTCA

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



SUPPORT LOCAL BUSINESS

LOCAL BUSINESS SUPPORT YOU

- Did you know that non-profit organizations receive on average 250% more support from small business owners than they do from large businesses?
- YOU CAN MAKE A DIFFERENCE: Studies show that if the residents of an average American city were to shift 10% of their spending from chains to local businesses, it would bring an additional \$235 million per year to the community's economy.
- When you buy local, you support yourself and others in the community. When buying from local businesses, they in turn support other local businesses.
- Local businesses reinvest into their communities. Throughout the US, only about 33.6% of the revenue from national chains is reinvested in the community, whereas there is an approximately 64.8% return from local business.

Additionally, a recent study in Austin, Texas found that \$100 spent at a local bookstore produced \$45 worth of economic activity, and \$100 at a chain bookstore brought back only \$13.

A large yellow circle is superimposed over a background of folded white towels. Inside the circle, the text reads: '2019 DOWNTOWN GIFT CERTIFICATES SALES' in white, followed by '\$566,390' in large, bold, dark grey font. Below the sales figure, there are three paragraphs of text in a smaller, dark grey font.

2019
DOWNTOWN
GIFT CERTIFICATES
SALES

\$566,390

Holiday gifts, teacher gifts, coach gifts, employees gifts...
Downtown Gift Certificates truly make the ideal gift!

The month of December generated 56% of the sales, with over
\$320,000 in a three week time period!

January and December of 2019 proved to be the
months where the most gift certificates were
redeemed at Downtown businesses, generating
\$190,000 between the two months.

SOCIAL ENGAGEMENT

The DTCA organizes over 20 community events each year that engage the entire community. Each event works to develop traditions, create unique experiences, build relationships, and drive economic activity. Check out some fun facts and community partner numbers below.

DID YOU KNOW?

- The DTCA Board, DDA staff, and volunteers constructed a new float to carry Santa in the 2019 Downtown Light Parade. The float boasted more than 9,500 lights!
- Since inception of the DTCA's Shop Your Community Day program, Downtown merchants have given back more than \$300,000 to local charities.
- The DTCA's annual fundraiser, the Downtown Chili Cook-Off, only generates one bag of trash due to the use of compostable items!

23
COMMUNITY
EVENTS

NEARLY
100,000
ATTENDEES

75
RESTAURANTS

450
ARTISTS

NEARLY
200
MERCHANTS

75
NON-PROFITS

DTCA EVENT PORTFOLIO

- | | |
|---|---------------------------------------|
| Downtown Chili Cook-Off | Fall Sale/Happy Apple Days |
| Presidents' Day Weekend Sale Event/Lookin' for Lincoln Celebration for Young Children | Downtown Halloween Walk |
| Art Walk (2) | Shop Your Community Day |
| Old Town Arts & Crafts Fair | Downtown Light Parade/Santa's Arrival |
| National Cherry Festival Arts & Crafts Fair | Black Friday/Small Business Saturday |
| Downtown Street Sale | Walking in a Window Wonderland |
| Friday Night Live (4) | Downtown Cocoa Crawl |
| Downtown Art Fair | Ladies' Night |
| | Men's Night |

SPONSORS

Big gratitude is extended to those that provide financial and in-kind services that benefit the DTCA's community events.





THANK YOU DTCA MEMBERSHIP

- | | | | |
|---|---|--|---|
| 4Front Credit Union
123 W. Front St.
2nd Level Goods
7 Monks Taproom
Acoustic Brewing Co.
American Spoon Foods
Amical
Apogee
Art & Soul Gallery
Backcountry Outfitters
BATA
Bay West Precious
Metal Exchange
BCD Interiors
Becky Thatcher
Bishop & Heintz
Blue Tractor Cook Shop
Bookie Joint
Boyne Country Sports
Brenton Law Group
Brew
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
Firefly
First Community Bank
Flea
Flight Path Creative
Forrest, A Food Studio
Fox & Fern Events | Front Row Centre, LLC
Front Street Ventures
Fusion Fine Art Framing
Fustini's Oils & Vinegars
Glik's
Glitz & Spurs
Golden Shoes
Gourdie Fraser
Grand Traverse Pie Co.
Great Lakes Bath & Body
Greenhouse Cafe
Green Island
Groundwork
Hagerty
Handz on Art
Harbor View Farm
Haystacks
Higher Art Gallery
Higher Self Book Store
Horizon Books
Hotel Indigo
Identity Resort Wear
Independent Bank
James C. Smith Fine
Jewelry
Kayak, Bike, & Brew,
Kilwin's
Lakes & Grapes
Liana's
Lilies of the Alley
Little Bohemia
Living Light Massage
Livn'fresh
Low Bar
Lularoe Catherine
Schipsema
M22
Mackinaw Brewing Co.
Mama Lu's
Mammoth Distilling
Mary's Kitchen Port
Max's
McMillen's
Mercer Group
Metal Arts & Home
Decor
Michigan Artists Gallery
Michigan Retailers Assn
Middle Coast Brewing
Midwestern
Broadcasting Co.
Millie & Pepper
Miner's North Jewelers
Mode's Bum Steer
Momentum | MoneyFit
Morgan Stanley Smith
Barney
Morsels Espresso +
Eatables
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
Orvis Streamside
Oviatt House
Paddle TC
Park Place Hotel
Park Street Cafe
Patisserie Amie
Peace, Love & Little
Donuts
Peppercorn
Piche DDS
Pine Street
Development
Plamondon Shoes
Popkies
Poppycocks
Priority Health
Rare Bird Brewpub
Red Ginger
Rehmann
Reynolds Jonkhoff
Funeral Home
Robert Frost
Rocket Fizz
Roth Shirt Co.
Running Fit
Scalawags Whitefish &
Chips
Schmidt Rogers
Sincerely Betty
Slate
Sondee, Racine, &
Doren | Sorellina
State Savings Bank
State Theatre & Bijou
By the Bay
Sugarkissed
Suhm-thing
Sunglass Shoppe
Sweet Pea
Sweet Tartlette
SZ Ventures
Taproot
TART Trails
TBA Credit Union
TC Lofts
The Camera Shop
The Cheese Lady
The Cherry Stop
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 Connect
TC Business News
TC Development
TC Record Eagle
TC Tourism
Traverse Vision
Traverse, Northern
Michigan's Magazine
U&I Lounge
Unparalleled Apparel
Visitors Media
Votruba Leather Goods
West Bay Beach Resort
West Bay Handmade
What to Wear
Wilson Antique Mall
Workshop Brewing Co.
Yana Dee
Yen Yoga & Fitness |
|---|---|--|---|

DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD OF DIRECTORS

- Misha Neidorfler, Morsels/President
Susan Fisher, Traverse City Film Festival, State & Bijou
Theatres /Vice President
John McGee, Slate & Sorellina /Secretary
Dawn Gildersleeve, Cherry Republic/Treasurer

- Jake Kaberle, Burritt's Fresh Markets
Liz Lancashire, Fustini's Oils & Vinegars
Margaret Morse, Hotel Indigo
Blythe Skarshaug, Copy Central
Amanda Walton, Toy Harbor



DTCA PARTNERSHIPS & VOLUNTEERS

The DTCA worked with several partners, non-profit and community organizations, and volunteers in 2019 to promote a number of the programs that support Downtown Traverse City. Many thanks to those that donated time, product, and services!

123 Speakeasy	Dena Wilson	Leaders & Lopers 4H Club	Red Mesa Grill
Aerie	Deep Blue Water Samba School	Leah McCallum	Richard Lewis
Alexandra Friar	Design Dance Co.	Leland Brown	Rose Carman
Allison Beers	Don Eastway	Lilies of the Alley	Running Fit
Amanda Walton	DTE Energy	Liz Lancashire	Sage Brown
Ann Miller	Espresso Bay	Lorna Laskey	Scalawags Whitefish & Chips
Anna Beers	Francisco's Market	Margaret Morse	Scott Hardy
American Spoon	Fustini's Oils & Vinegars	Marion Coltman	Senator Wayne Schmidt
Apache Trout Grill	George Felski	Mary Turner	Sheri Constantin
Apogee TCMI	Grand Traverse Pie Co.	Matt Turner	Stand out Stilting
BATA	Grind Coffee Co.	Maureen Ruddy	Steve Constantin
Bay Area Recycling	Higher Art Gallery	Meg Weichman	Steven Marchany
Benjamin Marentette	Higher Self Bookstore	Metal Arts & Home Decor	Sunglass Shoppe
Betty's Hot Dish	Jake Kaberle	Millie & Pepper	Susan Fisher
Bill Carman	James Behne	Minervas	The Cheese Lady
Bill Froehlich	Jan Warren	Misha Neidorfler	The Franklin
Bill Hershey	Jean Sarasin	Morsels Espresso + Eatables	Tina Zinn
Bill Ludwig	Jeffrey Libman	Munson Medical Center	Todd McMillen
Blue Tractor BBQ	Joan Franklin	My Secret Stash	Toni L Sober
Blythe Skarshaug	Joann Brown	Myra Schaub	TBAISD-Career Tech Center
Bob Coltman	John Herbst	Natalie Martin	TC Arts Commission
Boots for Kids	John McGee	National Cherry Festival	TC BBQ
Brew	John Wells	Nick Beadleston	TC Brew Bus
Cathy Foster	Jordan Byron	Noah Froehlich	TC Firefighters Local 646
Central High Drumline	Karen Wells	Norte	TC West High Drumline
Cherryland Ghostbusters	Karyn Kotimko	Omelette Shoppe	Traverse Area District Library
Cherryland Human Society	Katherine Brege	Oviatt House B&B	Traveres City Film Festival
Cherry Republic	Kathy Tuckerman	Painting with a Twist	Traverse City Light & Power
Chrissie Reitmeyer	Katie Carman	Paperworks Studio	Traverse City Pit Spitters
Colleen Lewis	Katie Miller-Roskamp	Park Street Cafe	Traverse City Tourism
Company Dance	Kelly Brown	Pat Herbst	Trevor Tkach
Crooked Tree Arts Center	Kelly Conlon	Peace, Love, and Little Donuts	Tyler Bevier
Dawn Gildersleeve	Kirsten Mesner	Pete Kirkwood	United Way
Debbie Hershey	Lake Leelanau Rowing Club	Pets that Pull	Warehouse Kitchen + Cork
Declin Johnson	Laura Scott	Quinn McDonald	Yana Dee
		Rare Bird Brew Pub	

AND THE AWARD GOES TO...

The DTCA hosts their Annual Meeting each year in June to highlight the past year's accomplishments and gather with our Downtown neighbors and friends. The evening is topped off with honoring the recipient of the Lyle DeYoung Award, an award dedicated to a group or individual that has provided significant dedication to Downtown Traverse City.



LYLE DEYOUNG AWARD ROTARY CHARITIES

Rotary Charities was honored with the annual Lyle DeYoung Award in 2019 for their countless efforts towards making a more healthy and vibrant Downtown Traverse City.

In 1989, the historic Park Place Hotel was bought out of bankruptcy court for \$2.6 million, beginning Rotary's commitment to Downtown Traverse City. They believed retention and renovation of the hotel would serve the greater good and be a catalyst for other re-development and investment. With time and significant investment to the tune of over \$13,000,000, the newly renovated Park Place Hotel opened its doors in 1991 and gave a much-needed boost to the rebirth of Downtown Traverse City. Later, Rotary sold the property to Regency Hotel Ventures which still owns and operates the property today.

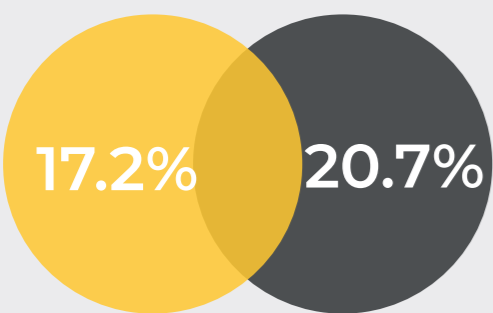
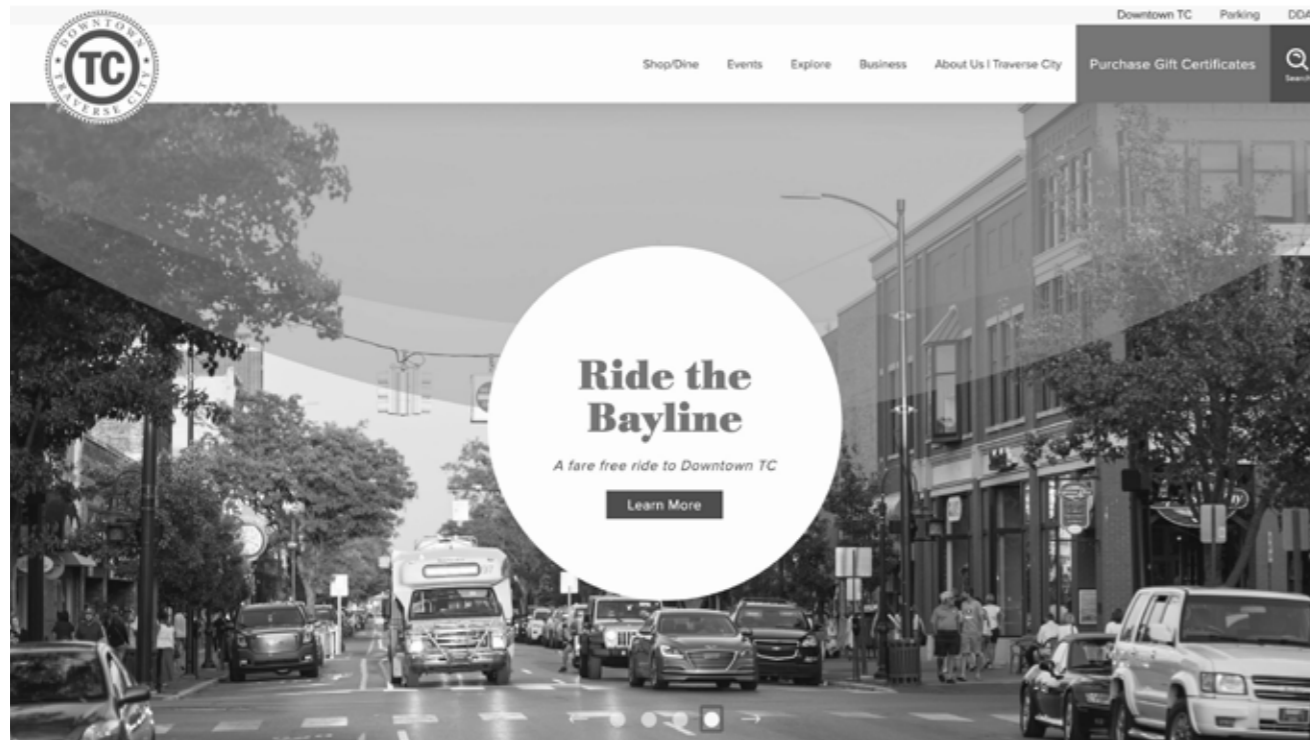
Rotary Charities made a \$1 Million pledge to the State Theatre Project in 1997 with plans to renovate the theatre and adjacent building. However, in 2007, Rotary Charities gave the Traverse City Film Festival the keys. And most recently, Rotary Charities awarded the DDA with a \$1 Million grant to make the dreams of a Civic Square in the heart of Downtown Traverse City a reality.

GOLDEN SHOVEL AWARD PAULA HAGEN

Clean winter sidewalks are a priority in Downtown TC. The DTCA honored Paula Hagen of Espresso Bay with the Golden Shovel Award in 2019. Paula is extremely dedicated to keeping a clean and safe sidewalk, and word on the street is that she is going for the award for year #2, a feat that has never been done before!

WEBSITE ANALYTICS

Having a strong digital presence is important as we promote Downtown Traverse City and communicate with our many constituents.



USERS & SESSIONS

2019 saw an increase of **new users** of downtowntc.com of 17.24%. The number of **individual sessions** on our site increased 20.68%



DEMOGRAPHICS

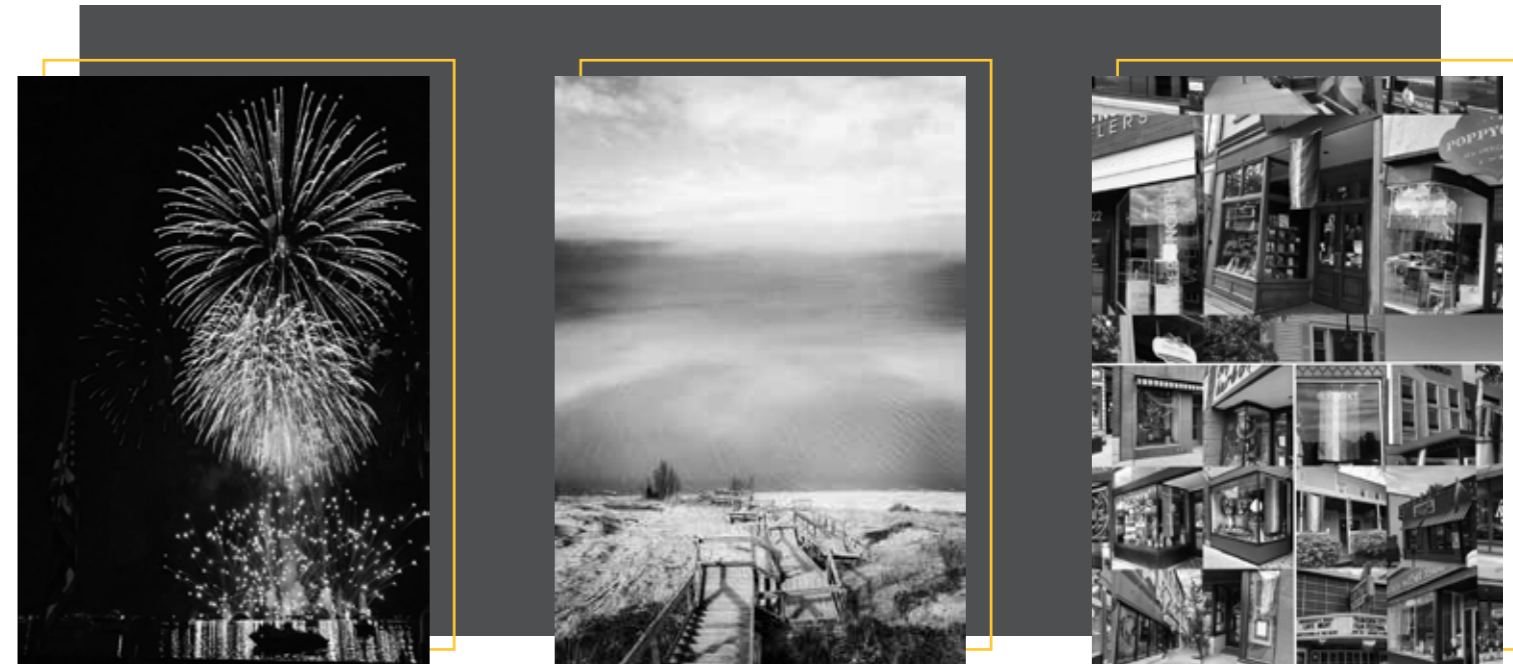
The **average user** of downtowntc.com is a **female** (60%), **25 - 34 years of age** (25.68%), on their **mobile device** (63%).

SOCIAL MEDIA

FACEBOOK

@DowntownTC(Official)

21K fans
2.3K new fans
17K engagements
2.4K comments
1.1K shares



INSTAGRAM & TWITTER

@downtown_tc
@Downtown TC

19K twitter followers
23K instagram followers





COMMUNITY IMPACT

The DDA, the City of Traverse City, and our regional economic development organizations have worked to make Downtown Traverse City a home for entrepreneurs.

NEW BUSINESS, EXPANSIONS, AND MORE

2019 brought several new businesses to Downtown Traverse City.

- APOGEE
- BENEDICT
- THE CHERRY STOP
- FORREST, A FOOD STUDIO
- FRESH WATER TEXTILES
- GOODBOY PROVISIONS
- GITCHE GUMEE (EXPANDED)
- GRIND
- MADDY'S
- MCMILLEN'S FRAMING (EXPANDED)
- PARK STREET CAFE
- ROCKET FIZZ
- SOLITUDE FLOAT & WELLNES SPA
- TABLETOP UNDERGROUND
- TC BBQ
- WESTBAY HANDMADE

NEW PRIVATE INVESTMENT

A number of new developments and building rehabilitations are underway in the DDA District that are increasing housing and mixed use.

- 160 E. STATE (OLD CITY HALL)
- 222 E. STATE (MIXED USE)
- 304 W. FRONT (4-FRONT CREDIT UNION)
- 205 GARLAND (BREAKWATER)
- 415 E. FRONT (HONOR BANK)
- 250 E.FRONT (CHASE BUILDING)
- 101 E. FRONT (HANNAH LAY)
- 312 S. UNION (MSU CREDIT UNION)



COMMUNITY IMPACT

Walk Score and Bike Score saw no change from 2018 to 2019. As efforts continue to increase the walkability and bike infrastructure in the Downtown core, the DDA looks forward to seeing scores rise in the future.

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

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

ACCOLADES

Each year, our beloved community is honored with accolades from various publications and media outlets that discover the beauty of the Grand Traverse region. Take a look at some of the reasons why we all know how special this place is that we call home.



50 Best Cities to Live in the US
September 2019



14 Idyllic Fall Family Vacations
Across the US
September 2019



20 Beach Towns You Need to
Visit This Summer
June 2019



17 Amazing Places to Take
Your Summer Vacation
May 2019



Top 10 Places to Visit in
Michigan
July 2019



12 Best Michigan Vacation
Ideas for All Seasons
April 2019



Top Travel Destinations in
North America for 2020
December 2019



48 of the Best Road Trip
Destinations in the U.S. for
Families
February 2019

THE TEAM

THE DDA EMPLOYS OVER TWENTY INDIVIDUALS FROM OUR COMMUNITY, INCLUDING OUR CORE TEAM SHOWN HERE. ADDITIONAL SUPPORT STAFF WORK FOR THE PARKING DEPARTMENT.



JEAN DERENZY
Chief Executive Officer



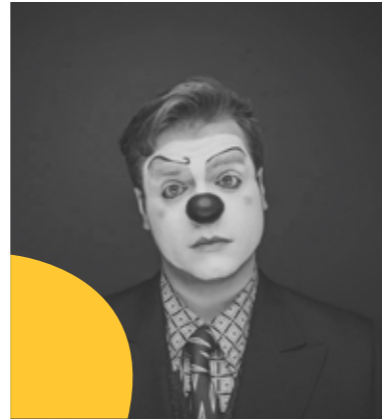
HARRY BURKHOLDER
Chief Operations Officer



COLLEEN PAVEGLIO
Director of Marketing & Communications



NINA TALARICO
Office Manager



NICK VIOX
Events & Projects Coordinator



NICOLE VANNESS
Parking Director



AMY RUSSELL
Parking Operations Supervisor



TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

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Traverse City, MI 49684
Phone: (231) 922-2050
Email: info@downtowntc.com

dda.downtowntc.com