



Dear Downtown Merchant,

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

The DTCA is a merchants' group that advocates for the best interests of downtown businesses. Our mission is to "advance, protect and perpetuate the professional, financial, and general business of downtown Traverse City." We accomplish this mission through a variety of programs that help market individual businesses and the downtown, along with hosting a variety of events and programs that keep our community engaged with and excited about their city center.

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

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

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

Our downtown is lucky to have you!

Sincerely,

DDA/DTCA Staff

Member Testimonials

Being a member of the DTCA goes beyond just the benefits. It's about being part of a healthy community that supports and empowers local businesses. We have long served with cornerstones of commerce in our beloved downtown. Here's what some of these dedicated members have to say about membership:

Community & Increased Business

"The DTCA has fostered a fantastic sense of community for Toy Harbor. Our events bring in customers and create excitement for downtown Traverse City. I am looking forward to a summer full of fun events and the annual Street Sale in August!"

Amanda Walton, Toy Harbor

Networking & Support

"From the moment I joined the DTCA over ten years ago, the strong sense of belonging, lasting connections, and networking opportunities have been invaluable. It's benefitted my business by expanding my professional network and creating numerous collaborations and business partnerships."

Dawn Gildersleeve, Cherry Republic

Marketing & Growth Opportunities

"The DTCA's marketing support has significantly boosted our visibility. If you're a local entrepreneur seeking growth, the DTCA is a must-join! Being part of this community means you will have access to opportunities that can help your business thrive."

Karen Roofe, My Secret Stash & Planty and Fancy

DTCA Membership Benefits

The following apply if your membership is in good standing.

SPECIAL EVENTS

Downtown events are developed and produced by the DDA on the behalf of the DTCA, with events focused on building merchant traffic and sales, community connection, and revenue generation for the DTCA. Members receive:

- special invitations to participate official downtown events
- discounted fee or no charge to participate in select events like TC Restaurant Week, Art Walk, and Friday Night Live
- exclusive Street Sale participation under DTCA registration and insurance

PARKING PERMITS: REDUCED RATE

Two (2) employee Old Town Parking Structure parking passes are available at half cost. Email parking@traversecitymi.gov to order or if you have questions.

MARKETING PROMOTION

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

DOWNTOWN EMPLOYEE DISCOUNT CARD PROGRAM

Downtown employees work, shop, eat, and play with us, and they can enjoy 10% savings with participating DTCA members. Our new card program features a QR code that links employees to our website featuring those businesses, ensuring employees always have access to current discounts.

VOTING RIGHTS AND RIGHT TO SERVE ON BOARD OF DIRECTORS & COMMITTEES

Provide leadership and direction for downtown activities and issues.

TOAST TO DOWNTOWN

The DTCA hosts an annual celebration to commemorate everything our Downtown community has accomplished together. The event includes activities, food, drink, and prizes, with an emphasis on connection to your colleagues and friends.

DOWNTOWN EMPLOYEE APPRECIATION EVENT

This is a free event to show appreciation for all the hard work from these important members of our downtown community.

TABLE HEALTH: Healthcare Solutions for Small Businesses

Members can now provide health benefits for employees through [Table Health Direct Primary Care \(DPC\)](#) with a 25% discounted rate off sign-up fees. (Scroll down for more information.)

ADVOCACY

- Advocate for issues that affect your business
- Public improvement processes: parking, streetscapes, riverwalks, etc.
- Request for use of public space
- Michigan Downtown Association Member

DOWNTOWN MARKETING PROMOTION

The DTCA/DDA acts as a multiplier for the efforts of individual merchants. By promoting the entire downtown district, we create a rising tide that lifts all boats, bringing more customers to the area and benefiting all the businesses within it.

Contact Information

Our staff is ready to serve you! If you have any questions, call Sara Klebba at our office at 231-922-2050, or e-mail us directly:

Harry Burkholder, Executive Director: harry@downtowntc.com

Lauren Bohac, Deputy Director: lauren@downtowntc.com

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

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

EVENT CALENDAR & PROGRAMS

Traverse City Restaurant Week

40-50+ Traverse City and Grand Traverse County restaurants participate annually! Members benefit from a discounted participation fee.

Art Walk

This spring event features local artists that set up displays (and even live demos) downtown shops and restaurants. Live music and interactive art activities round out the event. Dozens of downtown businesses participate every year with artist exhibits in each location. Participation is free for DTCA members.

Art Fairs

Three art fairs a year draw thousands of art buyers to downtown. We host one in Old Town and two downtown on Union and Cass Streets.

Street Sale

One of the benefits of membership: we take care of the permit, advertising, and provide the needed insurance coverage to the City. Non-members are not allowed participation. The 100 & 200 blocks of Front Street and sidewalks of Downtown shut down for this annual sale, 8 am to 9 pm on the first Friday in August. This event includes Friday Night Live.

Friday Night Live

Front street is closed on two blocks for this fan favorite block party: a night of music, entertainment, nonprofits, and fun food and drink.

Halloween Walk

The Halloween Walk invites families to bring their little monsters downtown for a bustling morning of trick-or-treating. Thousands show up every year for this entertaining event.

Shop Your Community Day

Held in November two weeks before Black Friday, the DTCA Board reviews dozens of local nonprofit applicants to receive a percentage of participating merchants' sales that day to the charity of the customer's choice.

Tree Lighting, Santa's Arrival, Light Parade

The traditional tree lighting takes place at Cass and Front Streets. Santa arrives to light the tree, and the light parade electrifies the crowd of 10,000+ at this annual beloved event.

Ladies' Night & Men's Night

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

Window Walks & Merchant Crawls

Events like the Haunts & Harvest Window Walk, Cocoa Crawl, and more help promote signature events, create a PR buzz, and give cause for guests to visit your storefronts.

Downtown Gift Certificate Program

It's the gift for all seasons and all reasons! These paper gift certificates are redeemable at (almost) all restaurants, shops, theaters, hotels, and businesses in Downtown Traverse City. See more on the policy below.

Ribbon Cuttings

Grand openings (and re-openings) need to be celebrated! Our staff sets up photo shoots with new downtown merchants, their staff, friends & family – and a giant pair of scissors. We collaborate with new owners to share the good news on our social media of the newest downtown destination.

Downtown Traverse City Association
2024-2025

Annual Membership Dues:

Category	Prime (100, 200, 300 blocks of Front Street)	Non-prime
Restaurant/Bar	\$1,120	\$650
Food Truck	\$400	\$400
Retail	\$1,000	\$500
Retail (3 employees or less)	\$400	\$400
Hotels	\$1,600	
Financial Institutions	\$1,700	
Office	\$700	
Other	\$600	

GIFT CERTIFICATE POLICY

PURPOSE:

To enhance the vitality of Downtown, for the purpose of “keeping the dollars Downtown,” the Gift Certificate Program has existed for a number of years.

The gift certificates are in a BANK CHEQUE style format, available in denominations of \$20 & \$25.

WHERE CAN CUSTOMERS PURCHASE THEM?

- Downtown Traverse City Association office, 303 E. State St.
- Online: downtowntc.com
- Independent Bank (on Grandview Pkwy): Cash or check only

Cash, Check (Personal or Company), or Credit Card are accepted.

WHO ARE THE PARTICIPATING MERCHANTS?

With each order, we provide the Downtown promotional rack card that links from a QR code to a list of downtown businesses (as well as a list of confirmed businesses that do not participate). We educate the purchaser that they are accepted virtually everywhere in the downtown district but recommend that they reach out in advance before purchase to confirm.

If your business does not wish to participate, please reach out to Sara Klebba:
sara@downtowntc.com.

See DTCA district map, next page, for gift certificate boundaries.

HOW DO I REDEEM THEM AS A RETAILER/SERVICE?

- Simply remit with YOUR deposit into YOUR bank, as you would any check or cash for the FULL face value.
- Always give cash back. Remember to give your customer FULL face value, even if it means giving them cash back, if they do not spend the entire amount. Change is given back to the customer. Store credit is allowed.
- You will ALWAYS be reimbursed for the FULL amount.
- DO NOT write “VOID” on the gift certificate or your bank will not accept for deposit.

The continued success of this program helps to build our programs year after year. Thank you for your participation!

Questions/Comments: sara@downtowntc.com or call Sara at 231-922-2050.



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This map is based on digital databases from the City of Traverse City. Traverse City cannot accept any responsibility for errors, omissions or positional accuracy. There are no warranties expressed or implied.



DOWNTOWN TRAVERSE CITY ASSOCIATION (DTCA) BOUNDARY

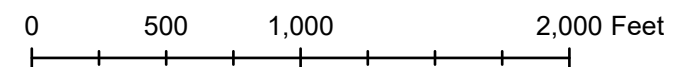


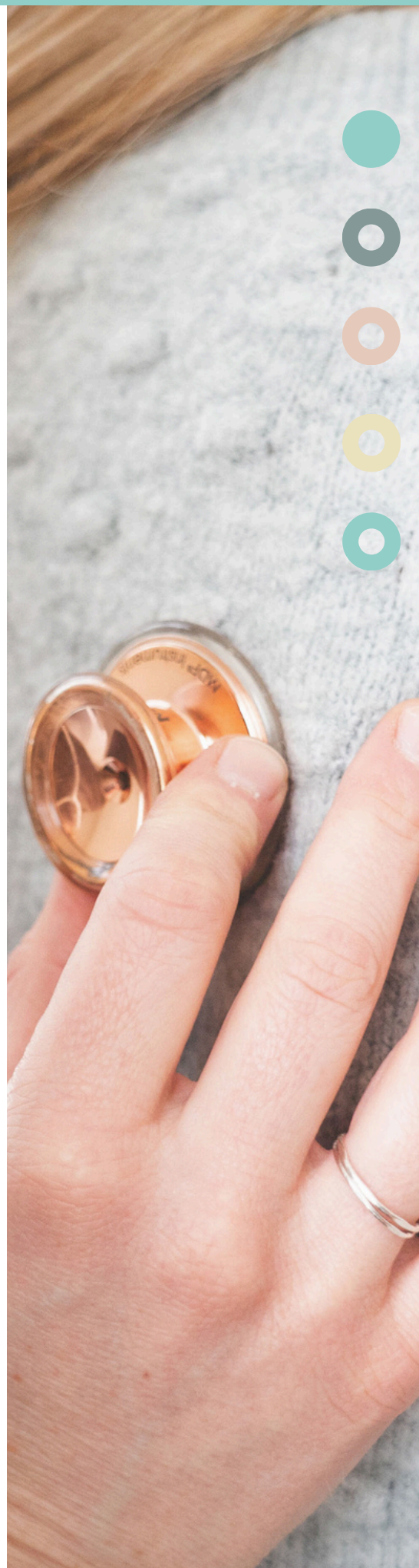


TABLE HEALTH

Healthcare Solutions for Small Businesses 2024

Redefining healthcare with
transparency, authenticity, and
value.

TABLEHEALTH.COM | 231.333.1331
TRAVERSE CITY • PETOSKEY



REDEFINE HOW YOUR BUSINESS APPROACHES HEALTHCARE

When considering employee healthcare, small business owners have access to cost-effective options beneficial for both themselves and their teams including savings for the company, boosted employee morale, heightened productivity, and increased retention rates.

WHAT IS DIRECT PRIMARY CARE (DPC)?

Direct Primary Care (DPC) operates as a membership-based primary care service. This model emphasizes access to the doctor with no copays and no deductibles for primary care services. With routine care covered, you can opt for a lower-cost "high-deductible" health plan.

ACCESS TO AFFORDABLE, HIGH-QUALITY HEALTHCARE

- 💰 Saving Employers Money
- 👉 No Copay. No Deductible.
- 👤 Saving Employees Money
- ⊕ High Value Care
- 👣 Increased Access
- ✔️ Cost Transparency



Photo credit: Traverse City DDA

HOW DOES TABLE HEALTH DPC WORK?

PATIENT/DOCTOR RELATIONSHIP

Because we don't bill insurance our overhead is low and we're not bound by contracts which can create barriers for doctors and patients in their quest toward optimal health.

NO COPAYS. NO DEDUCTIBLES. NO WAITING.

A monthly fee covers primary care services from your annual exam to stitches, and everything in between, and it's easy to see your doctor.

SERVICES & COSTS ARE TRANSPARENT

Membership fees and wholesale testing costs are more affordable, known ahead of time, and easy to understand.

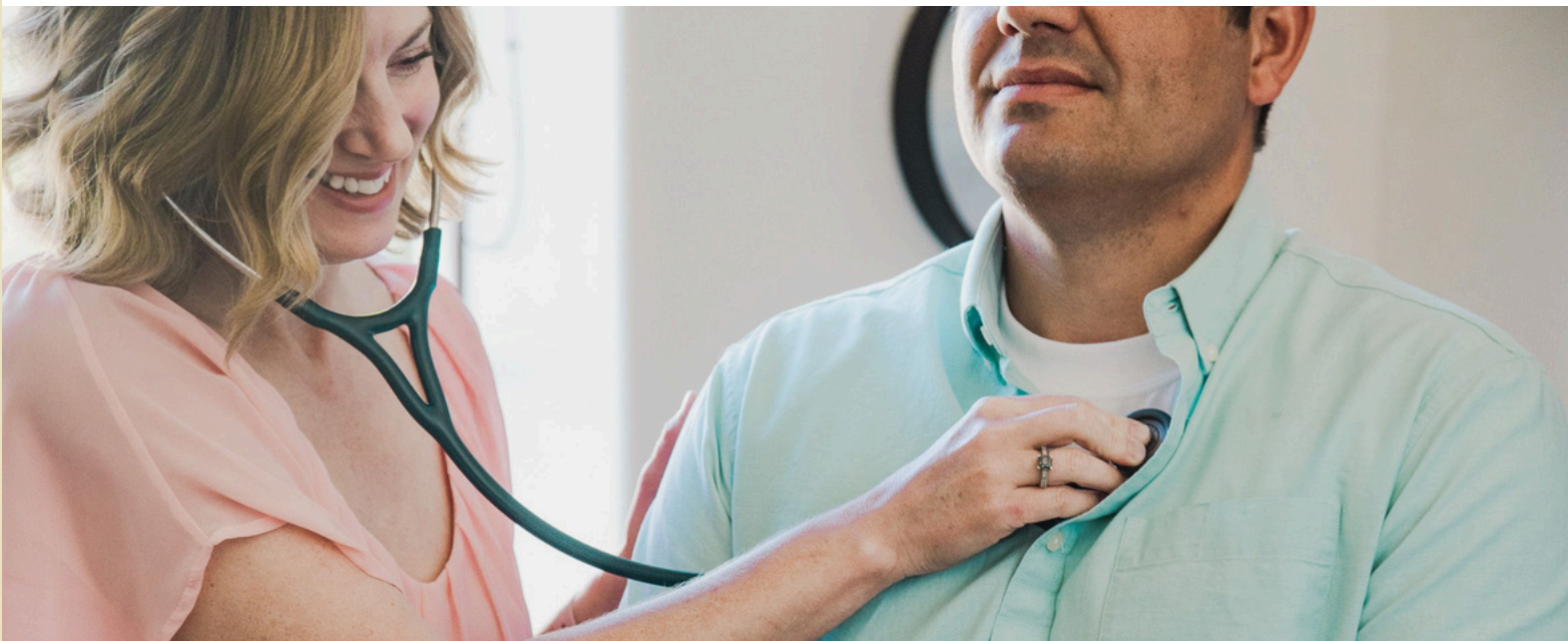
PATIENTS GET THE ACCESS
THEY NEED TO STAY HEALTHY

SAME-DAY & NEXT-DAY APPOINTMENTS

AFTER-HOURS AVAILABILITY

IN-PERSON OR VIRTUAL VISITS

SEAMLESS PATIENT PORTAL ACCESS



*"I am seen and heard as a person and not just a patient with symptoms.
I've never had a healthcare experience like this in my life."*

- JULIE, TABLE HEALTH DPC MEMBER

TABLE HEALTH DPC: FLEXIBILITY & CHOICE

Table Health DPC can stand alone or complement conventional insurance or health share plans, offering flexibility and choice to businesses and their employees.

Employers have flexibility in how they design their benefits package to incorporate DPC. Some employers may fully cover the DPC membership fee for employees, while others may offer it as an opt-in benefit with cost-sharing arrangements. The specific structure depends on the employer's preferences, budget, and workforce needs.

WHEN EMPLOYERS CHOOSE THIS TYPE OF HEALTHCARE FOR THEIR EMPLOYEES THEY CAN EXPECT:

- An overall reduction in net healthcare costs
- Reduced utilization of emergency room care
- Increased accessibility to primary physician
- Increased employee satisfaction

(Milliman study 2020)

"We've worked with Table Health for about a year...We have so appreciated their servant hearts and willingness to do whatever it takes to provide quality care to our employees."

ABE MANTHEI
PRESIDENT OF THE MANTHEI GROUP
TABLE HEALTH DPC EMPLOYER PARTNER



DPC MEMBERSHIP: AT A GLANCE

- Annual health assessment
- ACA-compliant preventative care management
- Unlimited medical visits for chronic & acute conditions
- Same-day appointments for urgent issues
- 24/7 access to the physician
- In-office diagnostic labs
- Comprehensive screenings & counseling
- Common diagnostic labs
- Common medications
- Procedures

SAMPLE: ANNUAL OUT OF POCKET COST FOR OUTPATIENT CARE OF ROUTINE CHILDHOOD ILLNESSES

On average, a child will experience several illnesses in a single year. Here is an example of what their medical need may cost on an insurance plan versus how it could be shared as a DPC patient and member of Table Health.

SERVICES	CONVENTIONAL HIGH DEDUCTIBLE PLAN	TABLE HEALTH DPC BUSINESS MEMBERSHIP
Dr. Visit 1: Upper Respiratory Infection	(\$116) + Prescription (\$25) \$141	\$0
Dr. Visit 2: Strep Throat	(\$116) + Strep Test (\$30) + Prescription (\$10) \$156	\$0
Dr. Visit 3: Ear Infection	(\$116) + Prescription (\$25). \$141	\$0
Dr. Visit 4: Sport Injury Ankle Sprain - No X-Ray	(\$116) \$116	\$0
TOTAL OUT OF POCKET COST	\$554	\$0



“Beyond incredible! Meeting Dr. Vince is the best thing that happened to our family. It was the first time I actually felt like a doctor cared about us. He is extremely knowledgeable, kind, and amazing with kids!”

- KATHRYN, TABLE HEALTH DPC MEMBER



Amy Bodnarchuk, MD

PHYSICIAN

Dr. Bodnarchuk is a board-certified internal medicine physician and a Direct Primary Care (DPC) physician at Table Health in Petoskey. She attended medical school at University College Cork in Ireland, and her commitment lies in providing holistic, evidence-based, and individualized care. For over a decade, she honed her expertise as Chief Medical Resident at Baystate Medical Center Tufts School of Medicine in Massachusetts and as an internal medicine specialist at the Cleveland Clinic in Ohio. She is thrilled to merge her extensive experience with the DPC philosophy, empowering individuals in all stages of their wellness journey and she strives to redefine the patient-physician relationship, emphasizing proactive wellness and personalized attention.



Andrea Stoecker, DO

PHYSICIAN

Dr. Stoecker is a board-certified osteopathic family physician and a Direct Primary Care (DPC) physician at Table Health in Traverse City. She attended undergrad and medical school at Michigan State University. In addition to providing a full range of primary care needs, she specializes in women's health, hormones, GI issues, mental wellness, weight loss, and Osteopathic Manipulative Therapy (OMT) to help the body achieve balance. As a doctor trained in functional medicine, Dr. Stoecker listens to each patient's individual health story to determine the root cause of their symptoms to develop a plan for healing.



Vince WinklerPrins, MD, FAAFP

PHYSICIAN

Dr. Vince WinklerPrins is a board-certified family physician and a Direct Primary Care (DPC) physician at Table Health in Petoskey and Traverse City. He attended undergrad and medical school at the University of Michigan. Working with primary care patients of all ages, Dr. Vince particularly enjoys working with young families. With decades of experience as a family physician including work in Michigan, Wisconsin, Maryland, Virginia, Washington, D.C., The Netherlands, and Brazil, Dr. WinklerPrins also has held high-level academic positions at Michigan State University's College of Human Medicine and Georgetown University's School of Medicine and has won many teaching and clinical awards.

TABLE HEALTH DPC MEMBERSHIP INCLUDES:

COMPREHENSIVE ANNUAL PHYSICAL

- Women's wellness exam including screening pap smear, sexually transmitted infection screening, HPV screening, and contraceptive education
- Men's wellness exam including mental health, heart health, sexual function and transmitted infection screening.
- Health maintenance screenings - depression, breast cancer, prostate cancer screening, colorectal cancer, immunizations, skin cancer, HPV, sexual health, blood pressure, smoking cessation, nutrition and lifestyle, diabetes, bone density

SAME OR NEXT DAY

appointments Monday - Friday

ALL MEDICAL FOLLOW-UP

- Disease Management
- Sick Visit
- Lab Review
- New Symptom
- Treatment Plan Follow-Up
- Misc. Medical Visit

PRESCRIPTION MEDICATIONS

A selection of common medications for urgent illnesses including antibiotics.

IN-OFFICE DIAGNOSTIC LABS

urine dip, rapid strep, rapid flu, pregnancy, glucose

IN HOUSE PROCEDURES

- Mole Removal
- Stitches
- Cleaning and Treatment of Superficial Wounds
- Breathing or Asthma Treatments
- Drainage & Treatment of Boils, Skin Eruptions or Joints
- Contraceptive Placement
- Splinting
- Blood Pressure Monitoring



HEALTH SHARE

Direct Primary Care PRIMARY & PREVENTATIVE CARE

Table Health is a direct primary care and functional medicine practice that helps you transform your health through transparency, authenticity, and value for the individual, family, and company.

- ✓ True relationship-based care
- ✓ Cost transparency and ease of financial transactions
- ✓ More flexibility and availability
- ✓ Addressing the root cause so you can heal

Medical Cost Sharing LARGER MEDICAL COSTS

Inspired by the modern sharing economy, health share models center on Member-to-Member sharing. Health share members support one another's financial and physical health by sharing burdensome medical expenses.

- ✓ Large curative treatments
- ✓ Clear guidelines and simple sharing process
- ✓ Dedicated member services team
- ✓ Average of 50% in cost savings



CONTACT US FOR HEALTH
SHARE PARTNER OPTIONS
AND SIGN-UP DETAILS

SMALL BUSINESSES CAN CUT THEIR HEALTHCARE COSTS IN HALF WITH OUR COMPLETE MEMBERSHIP OPTION.

We welcome the opportunity to discuss how Table Health Direct Primary Care can align with your business goals and help you achieve cost savings while taking care of your most valuable asset—your employees.

Please reach out with a convenient time for a brief call or meeting, and a member of the Table Health team will be happy to give you more information and answer any questions you may have.

TABLE HEALTH TEAM

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