

## **Downtown Cadillac Promotions**

This Spring and Summer there will be various events, contests, and promotions going on throughout downtown Cadillac. The City of Cadillac, the Downtown Cadillac Association (DCA) and the Downtown Development Authority (DDA) are working together to make downtown a FUN destination during this consecution project. Here is a brief description on some of the new things happening in Cadillac this year. Check out [www.downtowncadillac.com](http://www.downtowncadillac.com) weekly for information on these promotions.

**Mystery Parking Spot:** Every week, 2 cars will be picked randomly from open public parking lots to win a prize. If you are parked in a public lot, you have a chance to be chosen.

**Coffee Breaks:** The City of Cadillac and MDOT will host coffee breaks every Friday, beginning DATE at 8am at Kodiaks. Project updates will be given and you can get answers to your questions.

**Mix 96.7 daily reports:** Once construction begins, you can get a one-minute daily report on Mix 96.7 every morning. Find out any schedule changes, what's happening that day in the construction zones and any special promotions going on.

**Golden Cone Promotion with the Cadillac News:** The DCA and the Cadillac News will run a fun promotion this July and August. People will come downtown and search for the Golden Cone in area businesses. Twice a week the Cadillac News will print an entry form in the paper with a clue about where the Golden Cone may be located. Contestants must cut out the entry form and drop it off at the business with the Golden Cone. Golden Cone businesses will change weekly. Weekly winners will be selected!

**Mitchell Street Passport Promotion with 9&10 News:** The DCA and 9&10 News have partnered together to help you find out where the back door pass through entrances are in downtown. So you can easily get to your favorite store. In May and June, passports will be located in downtown Cadillac, people can pick one up and have it stamped at participating retailers. Once all your locations are stamped turn it in at a back door entrance for you change to win a great prize.

### **Update Cones:**

Construction cone displays will be placed in businesses throughout the central business district. These cones will have information, press releases, and updates displayed for customers. Local customers will recognize these cones as the place to go for updates on construction happenings, upcoming events, and promotions.

**Back Door BBQs:**

Two downtown cookouts will occur this summer. The public is invited to come downtown and learn where the back door entrances are located. Many businesses will have special events and prizes. This event will feature food and fun for everyone. The BBQ's are scheduled for May 30, 2009 and sometime in July.