

# Downtown Cadillac Association

## 2018 Membership & Benefits

The **Downtown Cadillac Association (DCA)** is a member driven organization committed to '**Revitalizing Downtown with events and activities.**' The primary objective of the DCA is be a voice of the businesses and coordinate events located in the Downtown Development Authority (DDA) to promote downtown shopping, dining and area commerce.

### Your Membership includes your support of the following:

*\*All memberships received after February 31 will NOT be listed in these publications*

- **\*NEW Downtown Cadillac Gift Vouchers** – these gift certificates are available in \$25 increments to consumers and area businesses to be spent at ONLY DCA member businesses. The list of participating members will be printed on the back -- this new program will be promoted to area employers, thru social media, area media and e-blasts. Watch your membership fees come back to you directly!
- **Downtown Cadillac Brochure** – we are launching a NEW brochure in 2018 to highlight our members and the great assets we have downtown, ONLY members\* will be included. Distributing 10,000.
- **DCA Support Staff** – we have two part-time support staff helping us fulfill the needs of the organization, and they donate a lot of extra time to make sure it happens, let's make sure they keep it up ☺
- **DCA Events** – ability to draw NEW customers thru your doors - know what's going on in your downtown, participate & support events and festivals that draw people into our downtown – without your support of the DCA, these events won't happen. Examples: Back to the Bricks, Made in Michigan Market, Sidewalk Sales, Cadillac Craft Beer Festival, Fall Color Trains, Small Business Saturday, many others
- **DowntownCadillac.com Website** – DCA Website listing of each member business, with description, a link to your website, and web SEO to help get people to your business
- **FB/Downtowncadillac page** – a new Downtown Cadillac facebook page was launched prior to the 2014 holidays, sharing of posts, etc, and is over 1,700 likes TD with less than \$200 in paid advertisements. (Up from 700 last year at this time)
- **Membership Meetings** –networking with other small businesses, these are held the second Thursday during January, April, July and October. These also serve as our Board Meetings.
- **Annual Meeting** – every February, we finalize the event calendar, present the plan and introduce new Board of Directors, plus eat and have fun.
- **Leadership** – the DCA offers you and your employee's opportunities to gain leadership experience by volunteering for the Board of Directors, Committee Chairs, Committee Membership, and representing the downtown during media interviews, etc.
- **Member E-News** – we e-mail an electronic bulletin with downtown and area event updates, at least once a quarter, if not monthly, timely and critical information you need to know.
- **Cadillac Area Visitors Bureau - Cooperative Marketing Program**–
  - **Coupon distribution to visitors** - DCA members receive cooperative marketing opportunities such as inclusion in goodie bags/ coupons for groups, charter buses, state park, etc.
  - **Annual Visitors Guide Listing** - only DCA members get their business listed in the Downtown Shopping and Dining section of the CAVB Visitors Guide - distributed throughout the state Visitor Centers, trade shows, mailed, and distributed locally at hotels, restaurants, gas stations, Mitchell State Park, etc. 75,000+ printed annually (members paid by August 1 are eligible).

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## 2018 Membership Application & Invoice

Mail your completed application and payment to the DCA at the address listed below – please keep a copy for your records:

**If paid by Jan 29, 2018..... after Feb 1, 2018**

<b>___ Friends of DCA</b> (Individuals, churches, service or retail businesses residing outside of the DDA District*(s))	\$100	\$125
<b>___ Building Owner*</b> (Owners of buildings within the DDA District)	\$125	\$150
<b>___ Service Business*</b> (Businesses providing services such as Attorneys, Realtors, Salons, etc, within the DDA District)	\$150	\$200
<b>___ Retail Business*</b> (Businesses selling or serving products such as Banks, Restaurants, Merchants, etc, within the DDA District)	\$200	\$225

*\*The DDA District spans from River Street to Granite Street and one block off Mitchell Street.  
 New Business Incentive offer – 50% off any Service or Retail business in the first year of business.*

**Please make check payable to the 'Downtown Cadillac Association' or 'DCA'**  
*Mail payment to: DCA, 201 N. Mitchell Street, Suite 103, Cadillac, MI 49601*

\*Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

\*Phone: \_\_\_\_\_ \*Address: \_\_\_\_\_

Fax: \_\_\_\_\_

\*Website: \_\_\_\_\_ \*Facebook: \_\_\_\_\_

\*E-mail (1): \_\_\_\_\_ E-mail (2): \_\_\_\_\_

If you have additional e-mail addresses you would like your Member News sent to, please provide addresses on back of this form.  
 \*This information will be posted on the DCA website member page. Please offer us a reciprocal link on your business website if possible.

Business Description for Web listing (40 words or less): \_\_\_\_\_

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