

The **Downtown Cadillac Association (DCA)** is a member driven organization committed to **‘Revitalizing Downtown with events and activities.’** The primary objectives of the DCA is be a collective voice of the Downtown businesses, to provide economic development support, and connect Downtown signature event participants to our downtown businesses.

## Your Membership Dues includes Benefits of the following activities:

*\*All memberships received after March 1, will NOT be listed in this promotional opportunity*

- **\*Launched in 2018 Downtown Cadillac Gift Vouchers** – these gift certificates are available in \$10 & \$25 increments to consumers and area businesses to be spent at ONLY DCA member businesses. The list of DCA participating members is be printed on the back -- this new program is promoted thru direct mail, social media, area media and e-blasts. Watch your membership fees come back to you directly! Available for consumer purchase at DCA/CAVB Office, Horizon Books, Cadillac Tux & the Sweet Shop.
- **DCA Support Staff** – we have two part-time support staff to fulfill the needs of the organization, with new business support, material distribution, digital media updates & coordination, event organization for all 4 majors, media relations, sponsor relations, event volunteer coordination and training... and they donate a lot of extra time to make sure it happens, let’s make sure they keep it up, renew today 😊
- **DCA Events** – ability to draw NEW customers in front of your business - 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, the following events wouldn’t happen: **Cadillac Lakes Cruise & Car Show** (June), **Cadillac Craft Beer Festival** (September), **Fall Color Trains & Halloween Downtown** (October), **Small Business Saturday** (November), and many others are marketed thru our channels. 2020 will bring back **SIDEWALK SALES** in JULY – be part of the team!

- **DCA Websites -**

**DowntownCadillac.com** – member listing of each business with description, a link to your website and social, and web SEO to help get people to your business

**Cadillaclakescruise.org** – rebranding in 2019 rolling out in January, registration and event info

**Cadillaccraftbeerfest.com** – created in 2009 as host to the annual beer fest, links, etc.



- **DCA Facebook pages –**

**Fb/DowntownCadillac** was launched in 2014, sharing of posts, etc, and is over 2,950 likes and is active year around

**Fb/Backtobricks** now **Fb/Cadillaclakescruise** was launched in 2012, has over 2,600 followers and is active January – September with car show activity

**Fb/Cadillaccraftbeerfest** launched in 2010, has over 4,900 followers and is active year around.



Additionally we encourage our members and social service organizations that host events downtown to **tag us as a ‘co-host’** so we can assist in helping them promote their event. @downtowncadillac is the tag

- **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. Please feel free to add as many of your employees to the e-mail list as you deem fit (on the renewal form).



## 2020 Membership & Benefits

- **Cadillac Area Visitors Bureau - Cooperative Marketing Program – ONLY AVAILABLE TO DCA MEMBERS \***
  - **CAVB Promotional Vouchers** – with your Visitors Guide listing your business is eligible to redeem the CAVB promotional vouchers, an annual \$10,000+ BUY LOCAL program.
  - **Flyer/Coupon distribution to visitors** - DCA members receive cooperative marketing opportunities such as inclusion in goodie bags/ coupons for groups, charter buses, state park, trade shows, weddings, etc.
  - **Cadillacmichigan.com** - launched a new website, all DCA members having listings, as well as ability to add additional photos, social outlets, and events. Average monthly traffic 45,000+
  - **Quarterly Visitors Guide Listing** - only DCA members get their business listed in select layouts of the Downtown Shopping and Dining section - distributed throughout the state Visitor Centers, trade shows, mailed, and distributed locally at hotels, restaurants, gas stations, Mitchell State Park, etc. 30,000 x 4 = 120,000 annually are printed (members paid by February 1 are eligible for 2020 guide listings).
- **Membership/ Board Meetings** – networking with other small businesses, leadership and communication skill building. We have 5 active board members. These meetings are held the second Thursday during January, April, July and October.
- **Annual Meeting** – every February, we invite a guest speaker, finalize the event calendar, present the plan for the next year and introduce the new Board of Directors, plus eat and have a bit of fun. At the annual meeting all present obtain a copy of our actual expenses from this past year, and the next year’s budget allocation. 2020 Theme – ‘Engagement – What can YOU do to make it all happen downtown?’
- **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.

### Since **2017** the DCA donated **\$20,000+** to area organizations from event NET proceeds –

- **\$5,000** to the City of Cadillac towards the Cadillac Commons Phases 1-4.
- **\$3,500** to the City of Cadillac for the NEW twinkle lights for lampposts, Christmas Drape across Mitchell Street, plus paid **\$650** towards maintenance of the banner poles/wires across Mitchell Street
- **\$1,000** to the CHS Band Boosters, **\$600** to the CHS Choir Boosters & **\$1,000** to the CHS Volleyball Team
- **\$4,000** to the Wexford Genealogy Association for their involvement in coordinating on-site registration during 3 days of our Car Show
- **\$2,400** to the Cadillac Jaycees for their involvement in coordinating the Food/ Product vendors during 2 days of our Car show, used towards their Coats for Kids program.
- **\$2,500 in vouchers** to the Cadillac Chamber Leadership, Rotary Auction, Oasis Luncheon, Oasis Cigar event, Craft Beer Festival Volunteers, etc.

**RENEW or SIGN-UP today – it’s worth the investment!**

*\*only Retail and Service Members of the DCA receive these benefits of the CAVB.*

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**KEEP THIS COPY FOR YOUR RECORDS & use through-out the year as a checklist ☺**

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# 2020 Membership & Benefits

## Membership Application & Invoice

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

**Rates noted below are valid if paid by December 20, 2020, please add \$25 to each category if paid thereafter.**

Please place a check mark , and circle your correct payment amount:

- 501C3 Non-profits** residing within DDA and/or who host events within the DDA\* \$0  
(non-profit organizations who reside or host events within the DDA District\*(s))
- Friends of DCA\*** \$125  
(Service or retail businesses residing outside of the DDA District\*(s))
- Building Owner\*\*** \$150  
(Owners of buildings within the DDA District, not running a business in the building)
- Service Business\*\*** \$175  
(Businesses providing services such as Attorneys, Realtors, Salons, etc, within the DDA District)
- Retail Business\*\*** \$225  
(Businesses selling or serving products such as Banks, Restaurants, Merchants, etc, within the DDA District)

*\*Non-profits & Friends of the DCA do not receive listed benefits from CAVB*

*\*\*The DDA District spans from River Street to Granite Street and one block off Mitchell Street east and west  
New Business Incentive offer – 50% off any Service or Retail business in the first 12 months of business*

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

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

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

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

\*WWW: \_\_\_\_\_ \*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) e-mail to [downtowncadillac@gmail.com](mailto:downtowncadillac@gmail.com)
- I am interested in learning more about the Downtown Cadillac map coupons (deadline January 3, 2020)

### **TWO WAYS TO PAY!! – place a check mark next to your choice:**

Paying with **Check** - Please make check payable to the 'Downtown Cadillac Association' or 'DCA'

Paying with **Credit Card** - go to [downtowncadillac.com](http://downtowncadillac.com) website SHOP link – **make sure you STILL fill out this form** and send it in! We need your info for your listing(s) on the website and printed material. Mail to address below: