



201 N. Mitchell Street, Suite 102
Cadillac, MI 49601
Phone: 231-775-0657
Fax: 231-779-5933
admin@downtowncadillac.com
www.downtowncadillac.com

May 14, 2020

To past DCA members, and future DCA members,

We want you to be part of the **Downtown Cadillac Buy Local, Give Local Campaign**. COVID-19 has had a devastating impact on our small businesses, and this is just another way the DCA is here to bring us all together.

Please take the time today, to fill out the application for membership. Our deadline for inclusion in the "Downtown Cadillac Buy Local, Give Local" campaign is May 27. By end of day on May 27, we will finalize the list of participants to be printed on the back of the Vouchers to be used for this first of several flights of the campaign.

The donation portion of the campaign runs thru June 30. The redemption of the Vouchers will be 90 days from issue. So this campaign could continue to push customers to your doors thru the end of September.

The payment plan has two options (Mark on the application which one you want):

1. **'REBATE'** - Applying 50% of your voucher value received to your membership fees, up to \$200. With \$20,000 as our goal, we are estimating each participant will average over \$400 in direct redemption. With your direct promotional support of the program, you will see at least that, expecting more.
2. **'PLAN'** - Paying a \$50.00 monthly fee starting with your application due May 27, with \$50 additionally due each month for June 27, July 27, August 27.

We have kicked off a donor drive to area larger businesses and funding mechanisms to support this effort. We are confident we will meet or exceed the \$20,000 goal.

Additionally, we are working hard on your behalf to create additional opportunities to support lost revenue due to event cancellations. To ensure you are part of the Buy Local, Give Local and additional funding opportunities, please download the application today, and either e-mail or fax it.

Downtowncadillac@gmail.com or 231-779-5933.

Sincerely,

The DCA Board of Directors