



D.C.A.

Downtown Cadillac Association

Dear Downtown Merchants and Friends of the DCA,

As most of you know, the Downtown Cadillac Association (DCA) lost our Executive Director this year when Joy took a position with the U.S. Forestry Service. We wish her well in her new position. Moving forward the DCA Board is actively trying to re-image, reignite, revamp, and refocus our future for the DCA.

Please look for a visit from one or two of our Board Members in the near future. We are putting together a survey, and potential membership packet to discuss with members, and future members. Our goal is to be a voice, and give support to our Downtown Businesses.

First though, we have some VERY exciting news to announce to everyone! Consumers Energy launched a new program on Thursday Dec. 10th. As part of their 'Our Town' Program, they have pledged over \$500,000 in matching funds through the purchase of a gift card, to help promote and support Small Businesses. The GREAT news..... Cadillac was awarded \$8000.00 for this campaign!!

What does this mean, and how does it work? What this means is when a person buys a DCA gift voucher for \$10.00 or 25.00 their purchase is doubled by matched funds from the Consumers Energy Grant. That means \$16,000 dollars to enter into circulation in the Downtown Cadillac Businesses. The DCA gift Vouchers can be used at all participating downtown businesses that are listed on the back of the voucher. (Also listed on the voucher are the non-merchant members who support the DCA)

Our Board knows that this year has been a very rough year on all of our Small Businesses, and we know that times are extremely hard. The DCA is working hard to get this money circulating into our downtown businesses. We want everyone to have the opportunity, and to take advantage of this voucher program. In order to have your business listed on the voucher, you will have to be an active member of the DCA. We know this is very short notice, and there has not been a membership packet sent out this year yet. (As we mentioned, we are in the process of revamping) As a one-time COVID deal, the membership fee for the upcoming year is being lowered to \$150 for retail/restaurant membership and \$75 for service/friends of the DCA.

Please look for more information coming quickly, as we need to have this campaign kicked off before Dec. 31st. For questions please contact: Tereesa Arn - cadillacmgr@horizonbooks.com or text or call 231-285-1709.

Please note, we are volunteers and have businesses to run also, so we will try to respond as quickly as possible!

Best Regards,

Downtown Cadillac Association Board