



## Mission Statement

To advance the economic, professional, cultural, and civic welfare of the City of Manitowoc, to encourage the growth of new and existing business, to support all those activities believed to be beneficial to the community and area, to oppose those which might be detrimental, and in general to promote the welfare of all area citizens.

## Things We Do

The main focus of MCCA is to serve as a marketing organization for downtown businesses, events and promotions. We also hold quarterly meetings for all members and potential members to cultivate communication and networking.

**Promoting Business as a Downtown** - Working together with many media advertising opportunities, MCCA offers reduced priced marketing exposure to its members in many popular outlets such as the Visitor's Guide, Hotel Directories, Downtown Map, Herald-Times Reporter/ Lakeshore Chronicle, WOMT/Q102/Lake98, WCUB/WLTU, etc.

**Organizing/Promoting Downtown Events** - Our past Events Calendar has included:

**Ice on 8th** (Winter Activities, Music and fun downtown, sponsors always appreciated)

**St. Pat's Parade & Fireworks/Gold Coin Grab** (contribute \$, assist in planning and promotion)

**Ladies Night Out** (Feb., April, Sept. & Nov. promotions working with member businesses)

**Krazy Daze** (Granddaddy of all sidewalk sales! Has been around 50+ years)

**Balloon Glow** (Joint collaboration between many organizations & sponsors)

**HarvestFest** (Fall celebration and sidewalk sales)

**Treat Street/Trunk-n-Treat** (Businesses offer treats to celebrate Halloween)

**Small Business Saturday** (Working with American Express one of the biggest shopping days)

**Evergleams on Eighth** (Window display of your own, borrow from a family or our 'Tree Guy')

We have also worked with many other organizations interested in bringing events downtown. In the past we've worked to bring the Farmers Market to its present location, worked with the S.S. Badger, the Hog Rally, the PGA promotions, the Memorial Day and Holiday Parades, etc. as requested to advertise and help promote.

## Who We Serve

MCCA is a 501 (c) 6 non-profit corporation. The IRS requires the group's income come from membership dues & activities related to its purpose. We are considered to be a membership organization, open to anyone interested in our objectives and paying our yearly \$100 dues.

