



The Manitowoc City Center Association is your networking connection for downtown businesses that want to be involved! It is best known for the downtown events it helps organize, fund, and promote throughout the year. Our year began on July 1 and kicked off with Krazy Daze, the Granddaddy of all Sidewalk Sales, dating back to the late 1950's and Balloon Glow, now presented jointly with many great sponsors.

Your \$100 membership fee helps to fund those events mentioned and these scheduled events for 2017: HarvestFest (October 7), Treat Street (October 28) Small Business Saturday (November 25) and Evergleams on Eighth (Nov. 18-Jan. 7). We'll start the New Year with Ice on 8<sup>th</sup> (Feb. 11) and the St. Pat's Celebration (March 1-17). As great ideas form, expanding on or adding additional downtown events is always possible!

M.C.C.A. membership has many benefits including *significant discounts* in advertising when included as a part of our group! These include a 2 page 'Downtown Destination' ad in the Visitors Guide (\$150) and 3 Hotel Directories (\$150) to name just a few. (non-members pay \$200 for each of these ads.)

Another benefit is membership meetings, held Quarterly or as events require. You may already be receiving an email to invite you to these meetings. You're encouraged to attend!

And the biggest benefit of all is your satisfaction at being a contributing part of a vital downtown.

If you have any questions or would like additional information, please contact any of the Board members.

We look forward to hearing from you!

Sincerely,

*MCCA Membership Committee*

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