



TCCA Question & Answers for Stakeholders

Why do I get emails from Tracy City Center Association (TCCA)? As a stakeholder in downtown Tracy, we want your input, thoughts, ideas, and participation to grow and help with the revitalization of downtown.

What is a stakeholder? Downtown Tracy has four main types of stakeholders: property owners, merchants, city of Tracy staff, and the community at large.

What is Tracy City Center Association (TCCA)? We are a non-profit public benefit corporation whose goal is to facilitate the investment of private and public capital, the offering of quality public improvements, educational, cultural, artistic, charitable, and social events & services that will result in the increased economic well-being of residents, employees, business & property owners within the TCCA district and the downtown locality.

Does being a stakeholder of TCCA cost me money? TCCA is funded through a property owner assessment, revenue from its various events, grants, and other fundraising. There is no "charge" or "fee" to become a stakeholder as an individual.

As a merchant, how do I benefit from being a TCCA stakeholder? We expose your business to potential customers that we attract to downtown through our events. Examples include: Summer and Winter Farmer's Markets (over 120,000 people), Wine Stroll (2,500+ people), Taps on Tenth craft beer (2,000+ people), Holiday parade and tree lighting (4,000+ people) Ornament Stroll (1,000+ people) and the Halloween Trick or Treat Costume March (1,500+ people), Late Night Thursdays, Downtown Spring Sidewalk Sale, and Vintage & Antique Faire. City of Tracy sponsored events such as Girls' Nights Out, Block Party series, and Blues, Brews, and BBQs also play an important role in attracting people to Downtown Tracy.

What has TCCA accomplished and how has it helped me? Since TCCA's inception in 2010, we have increased foot traffic, property values, business patronage, and sales tax revenue has grown exponentially. There has been an emphasis on the adaptive reuse of existing historic buildings to maintain Downtown Tracy's traditional feel, and a collaborative emphasis supporting the Valley Link Light Rail project along with a focus on Transit Oriented Development within our district boundaries.

Is TCCA the same as City of Tracy? They are two separate organizations; however, the city of Tracy is one of our valued stakeholders and we work closely with them to attract new businesses and retain existing businesses by drawing people to downtown. Some of the city of Tracy events include the Summer Block Party series,

Girls Night Out, Blues Brews and BBQ, and Movies in the Plaza. We would not be successful without the collaborative and supportive relationship of a number of city departments: economic development, public works, police & fire departments, city manager's office, development services, parks and recreation to name just a few.

What are the boundaries of our district? Our district boundaries include portions of 10th street, Central Avenue and 6th street.

What events are put on by TCCA? Winter and Summer Farmer's Markets, Wine Stroll, Taps on Tenth craft beer tasting, Holiday Parade and Tree Lighting, Ornament Stroll, Halloween Trick or Treat Costume March, Late Night Thursdays, Downtown Spring Sidewalk Sale, and the Vintage & Antique Faire are all events sponsored by TCCA.

How does TCCA work? TCCA consists of an Executive Director, District Manager, Programs Assistant, Board of Directors and Executive Officers. TCCA is divided into four committees: Executive Committee, DISI Committee, SOBO Committee, CenTen Committee.

Can I come to the committee meetings? Yes. We want to hear from you. We need YOUR assistance to make our district the best it can be. Everyone is welcome to our meeting and are open to the public.

Who are the direct contacts of TCCA if I have questions?

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How can I get involved? Attend meetings, volunteer at events, and/or join our board.

How do I become a board member or committee member? If you have interest in joining our board or committees, please contact our office.