



DOWNTOWN TRACY

TRACY CITY CENTER
ASSOCIATION

TCCA Question & Answers

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

What is a stakeholder? Downtown Tracy has 4 main types of Stakeholders. Property owners, merchants, City of Tracy and the public at large.

What is Tracy City Center Association (TCCA)? We, including you as a stakeholder, are a non-profit organization that works to revitalize downtown Tracy by bringing new businesses and retaining existing businesses by drawing people to downtown through our events held within our district boundaries.

Does being a stakeholder of TCCA cost me money? No. TCCA is funded through a property owner assessment and events.

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: Farmer's Market (over 100,000 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.

What has TCCA accomplished and how has it helped me? We have increased foot traffic downtown, property values have increased, and business patronage has grown exponentially. There has been an emphasis on the adaptive reuse of existing historic buildings to maintain Downtown Tracy's traditional feel.

Is TCCA the same as City of Tracy? They are two separate organizations; however, the City of Tracy is one of our stakeholders and we work closely with them to bring in 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.

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?

Dino Margaros (Executive Director, dmargaros@tracycitycenter.com, 209-815-1179)

Kristin Barrios (District Manager, kbarrios@tracycitycenter.com, 209-597-0379)

Sommer Adams (Programs Assistant, sadams@tracycitycenter.com, 209-597-0073)

How can I get involved? Attend meetings, volunteer at events and 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. Tracy City Center Association located at 20th West 11th Street. 209-597-0073

Tracy City Center Association

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