



**DOWNTOWN
TRACY**
TRACY CITY CENTER
ASSOCIATION

TCCA Questions & 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 our revitalization.

What is a stakeholder? Downtown Tracy has four 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 and promotions held within our district boundaries.

What are the boundaries of our district? Our district boundaries include portions of 10th Street, Central Avenue and portions of 6th Street. Please see attached map.

Does being a TCCA stakeholder cost me money? No. TCCA is funded through property owner assessments and revenue generated from downtown Tracy 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, social media, marketing, and promotions. Examples include: Farmers' Market (100,000+ people), Wine Stroll (2,500+ people), Taps on Tenth (2,000+ people), Holiday Parade and Tree Lighting (4,000+ people), Ornament Stroll (1,000+ people), and the Halloween Trick-or-Treat and Costume March (1,500+ people), Late Night Thursdays, Downtown Spring Sidewalk Sale, and Vintage & Antique Street Faire.

What has TCCA accomplished and how has it helped me? Stakeholders have benefitted from increased foot traffic, increased property values, patronage has grown exponentially, and TCCA has pushed for the adaptive reuse of existing historic buildings, leading to new restaurants and retail.

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 new and to retain existing businesses. Some of the City of Tracy events include: Summer Block Party series, Girls' Night Out, Blues, Brews, and BBQ, Harvest Festival (NEW), and Movies in the Plaza.

What events are put on by TCCA? Our events include Farmers' Market, Wine Stroll, Taps on Tenth, Holiday Parade and Tree Lighting Ceremony, Holiday Ornament Stroll, Halloween Trick-or-Treat and Costume March, Late Night Thursdays, Downtown Spring Sidewalk Sale, Vintage & Antique Street Faire.

What makes up TCCA? TCCA consists of a staff of a District Manager and District Coordinator, Executive Officers and Board of Directors. All committees Executive Committee, DISI Committee, SOBO Committee, and CenTen Committee, are volunteer based. A description of our different committees is attached.

Can I come to the committee meetings? Yes! We want to hear from you and would like YOUR assistance to make our district the best it can be. Everyone is welcome to attend our meetings as they are open to the public. Prior meeting agendas are available at www.tracycitycenter.com.

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

Lora Hatch, District Manager 209-597-0073 lhatch@tracycitycenter.com
Kristin Barrios, District Coordinator 209-597-0379 kbarrios@tracycitycenter.com
20th W. 11th Street (located inside the Tracy Inn)

How can I get involved? Attend meetings, volunteer/sponsor at events, and join the 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. We are located at 20th West 11th Street, or you can call 209-597-0073.