



April 2, 2007

MCCA News

What is MCCA?

“MCCA” stands for Manitowoc City Center Association. This association currently consists of over 50 enthusiastic downtown Manitowoc business & property owners. These members meet on a monthly basis to discuss downtown business and plan all of the great downtown events. Some of the events they are responsible for are: the Farmer’s Market, Crazy Days, St. Patrick’s Day Parade and Fireworks and the Balloon Glow.

These citizens choose to be a part of MCCA for two primary reasons. First, of course, they want their voices heard when it comes to downtown events and decisions because it directly affects their business. Secondly, they are passionate about downtown Manitowoc. They love the quaint streets and historic buildings as well as the breathtaking views of Lake Michigan. They love our unique small town charm with all of its potential to provide urban entertainment, shopping and tourist draw. They are able to visualize significant growth due to our fantastic location and maintain positive uplifting attitudes in even the most trying of times.

MCCA members realize that other members of our community share this enthusiasm about Manitowoc. They would like to invite any Manitowoc citizen who has this passion to become a member of MCCA. They need more people, more voices, opinions and ideas from everyone and anyone who respects our history and sees our potential. Please step forward and contact Kathy Carl at Heart & Homestead at heart_h@sbcglobal.net if you are interested or have any questions.

Look forward to additional “MCCA News” updates in subsequent Herald Times Reporter editions. These news columns will include specific meeting topics as well as a link to our interactive website at www.downtownmanitowoc.org. This website will allow community members to post their ideas and opinions about our grand city.