



NICK
**DOWNTOWN EXPERIENCE
COORDINATOR**
TRAVERSE CITY
DOWNTOWN DEVELOPMENT
AUTHORITY

CORE TASKS

- Invoicing, merchant communications, gift certificate sales
- IT assistance and general office management
- Coordination of Farmer's Market, Friday Night Live and other events
- Responsible for graphic design and social media

OUTLOOK



**Increase in
job demand**

**Check out other
occupations like
HR Specialist or
Sales Engineer**



ANNUAL SALARY RANGE

\$32,330–\$96,270
MICHIGAN



\$32,750–\$89,470
**NORTHWESTERN
MICHIGAN**

• Salary information from O*net



**Nick's thoughts on getting into
careers for outreach or publicity:**

Volunteer – a ton!
Get involved.
Realize that you are a brand.



**HIGH SCHOOL CAREER
TECH OPTIONS**

- Charlevoix Emmet ISD Career Tech Programs: Business Administration Management; Marketing, Sales and Service
- Northwest Education Services Career Tech Center: Business Careers; Graphic Arts; Film and New Media
- Wexford Missaukee ISD Career Tech Center: Business Management Administration; Hospitality, Retailing and Entrepreneurship



**EXPERIENCE
COORDINATORS OFTEN
HAVE AN ASSOCIATES OR
A BACHELORS DEGREE**

- Baker College
- Kirtland Community College
- North Central Michigan College
- Northwestern Michigan College
- Westshore Community College
- University Center (NMC):
 - Davenport University (Business)
 - Ferris State University (Business)

FOCUSING ON CAREERS NEAR YOU



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