



Top of the Lake Communities Association

(TOLCA) is a non-profit organization run by volunteers and supported by member businesses, individuals and civic groups throughout the region of Michigan's Upper Peninsula that it represents: the northernmost point of the Lake Michigan shore.

Formerly known as the Naubinway/Engadine Merchants Association, TOLCA was reorganized in 2009 to promote and encourage involvement in activities and events that support the local economy and quality of life in the area that stretches across Garfield, Hendricks, Hudson and Newton Townships and includes Engadine, Epoufette, Gould City, Naubinway and Rexton.

TOLCA encourages business development, fosters hospitality for residents and visitors, and takes an active interest in the civic, social and moral welfare of the communities.

Top of the Lake Communities Association Board

The volunteer board consists of six members plus officers:

President: Dean Brodberg

Vice President: Sharon Oven

Secretary: Leah Brouwer

Treasurer: Kelly Roth

Contact TOLCA

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topofthelake.org



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Why Should You Become Involved?

- A chance for active participation in local events that positively impact the community. Your involvement is beneficial to your business, family, friends, civic organization, church, the local community and our overall local economy.
- Events in our communities bring together visitors, family and friends, resulting in good will and economic benefits. These events bring our communities together at key times during the year.
- Revenue generated from sponsored events and fundraisers benefits our communities by sponsoring our 4th of July Celebration, making our area a tourist destination, supporting local charities, services and businesses, and improving our quality of life.
- Participation in activities and events is important and helps to ensure their success, while demonstrating support for the individual organizations involved as well as the overall Top of the Lake Communities Association.
- Special projects such as the lightpost welcome banners are only possible with joint cooperation by TOLCA and local donors, who are recognized on the TOLCA website.
- The TOLCA Community Development Committee collaboration with Garfield Township for promotion of the Naubinway Marina has great possibilities for the Top of the Lake area as a tourist destination and increasing business in our communities.
- Member businesses receive a free listing and weblink on the TOLCA website, and identifying TOLCA member decal.

How Can You Become Involved?

- **Join!** Annual membership for businesses is \$75, membership for individuals is \$50. The application form is at the website: topofthelake.org
- **Attend a meeting!** Meetings are held at 5 p.m. on the first Monday of each month at the Top of the Lake Snowmobile Museum in Naubinway. Additional meetings may be scheduled as needed.
- **Volunteer!** Do as much or as little as your time allows, whether it's an hour or two helping to set up for an event, staffing the popcorn booth or taking on bigger tasks. You may meet new people, have fun and enjoy the satisfaction of contributing to the success of a community event.

TOLCA Annual Events:

February: Antique Snowmobile Show & Ride (pancake breakfast and banquet)

February: Lake Millecoquins Winter Carnival (fishing contests, cook-off and Polar Plunge)

June: Golf Outing Fireworks Fundraiser at Hiawatha Sportsman's Club

July: 4th of July Celebration (parades, games, fireworks, Black Bear Run, Blessing of the Fleet and other activities)

September: Fall Fest (vendors, food, recipe contest and crafts)

September: Top of the Lake Snowmobile Museum Swap Meet

December: Christmas Bazaar (crafts, vendors, Santa Claus and holiday fun)

Ideas for new fundraising events are welcomed!

Where Does the Money Come From?

Where Does it Go?

In addition to sponsoring events and publicizing the area and our events through advertising and signage, TOLCA annually contributes to Love INC., the local snowmobile groomer fund, American Legion Cancer Fund, American Legion Flag Fund, Engadine High School Sports Boosters and other organizations.

Income Sources: Member dues, website banner ads, donations, bank account interest, raffles and fundraisers (Antique Snowmobile Show & Ride, Winter Carnival, Golf Outing, 4th of July Celebration, Fall Fest, Christmas Bazaar).

Expenditures: Postage and PO Box rental, liability insurance, website maintenance, lawn care, contributions, advertising, office supplies and printing, materials required for fundraising events, dues and fees.

You're Welcome!

We look forward to welcoming you at our community events throughout the year, and invite you to become involved as a TOLCA member or volunteer.

Thank you for your interest in Top of the Lake Communities Association.

topofthelake.org