



NEWS RELEASE

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4Front announces administrative center plans

Financial solutions leader to construct mixed-use building in downtown TC

4Front Credit Union today announced the planned location of its new administrative center in downtown Traverse City. Construction of the mixed-use building at 305 W. Front Street is slated to begin this year, with completion expected in late 2020.

"We sought a location and building design that not only supports our mission, but integrates with the overall look and character of downtown Traverse City," said 4Front CEO David Leusink. "Our financial cooperative is northern Michigan through and through, with more than 125 years of combined service to the region, so ensuring a good fit for both the credit union and the community is very important to us."

The four-story 73,000-square-foot building will accommodate 4Front team members currently dispersed across seven Traverse City-area locations, including several branch offices, however existing branch operations will not be impacted by the project. The building's bottom two floors are expected to be occupied by retail and office uses.

"Uniting a significant portion of our administrative team in a single location makes sense for our members," said Leusink. "We develop and deliver innovative financial solutions, efforts requiring a great deal of workplace collaboration."

The project is in partnership with Traverse City developer Pine Street Development One, LLC, owners of the parcel upon which the new building will be constructed.

"We're pleased to work with 4Front to add enhanced vibrancy to this end of downtown," said Pine Street Development One's Joe Sarafa. "It's always exciting to see investment like this in a community."

"4Front invests in people and places in communities across northern Michigan," said Leusink. "While our administrative center will be located in Traverse City, our impact will always be the most significant in our branch locations and the communities they serve."

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