



Tap Into Montavilla: Branding the District

The Association's Branding Committee has retained a graphic designer to assist with the creation of a district logo to be used in conjunction with the new district web site, a business recruitment kit, and a district poster – all part of an effort to create a cohesive identity for the district and to prepare for future district marketing campaigns.

The "Tap Into Montavilla" campaign is part of a two-year work plan supported by grant funds and the time and talents of volunteer METBA board members. Campaign goals include developing an online identity and utilizing online tools to bring awareness to the district; developing collateral materials for distribution electronically and via print collateral; creating an information packet for recruiting new businesses and services into the district; and encouraging Montavilla

residents to tap into the resources, goods and services that exist within the district before going outside Montavilla.

The focus of the branding and identity project is to bring an awareness to all businesses in the four quadrants of the district. The poster design includes a map of the different areas within the business district, so viewers can clearly see how far the district extends.

The newly designed district web site has now entered the testing phase. After receiving an invitation from the web designer, member businesses will be able to upload information to their individual web page. Every member page will have a similar visual look and layout, with information presented the same way. This begins the process of pulling all the member businesses together under the Montavilla business district brand.

UPCOMING EVENTS

Sunday, June 5

Montavilla Jazz Festival open planning meeting

Time: 12:00-2:00 p.m.

Location: Fillmore Coffee, 7201 NE Glisan Street

Tuesday, July 12

Quarterly General Meeting for METBA members

Time: 12:00-1:30 p.m.

Location: Flying Pie Pizzeria, 7804 SE Stark Street

Sunday, July 31

Annual Montavilla Street Fair

Time: 11 a.m. – 5 p.m.

Location: SE Stark Street between 82nd Avenue and SE 76th Street

Sat.-Sun., August 20-21

Montavilla Jazz Festival

Location: Portland Metro Arts, 9003 SE Stark Street

THIS EVENT HAS BEEN CANCELLED:

Tuesday, May 24

First Quarterly "Stark East" Happy Hour

Time: 5:30-7:00 p.m.

Location: MBank, 9415 SE Stark Street

The 2016 Montavilla Jazz Festival is returning for its third year the weekend of August 20-21, 2016 with a program featuring both local and out-of-town artists. The festival, a project of the Montavilla Neighborhood Association, is not only a showcase for talented jazz musicians, but also a way to support music education in schools. Festival organizers have designated three neighborhood public schools as recipients for grant funds.

Businesses can support the festival through sponsorships, which can bring visibility through festival advertising and program listings. The festival web site received over 20,000 visits last year, and there were over 1,000 festival attendees.

For information about sponsorship for this year's festival, contact Neil Mattson at **503.830.1657** or **neil@montavillajazzfest.com**

BUSINESS NEWS **Mia's Boutique** opened its doors at **7831 SE Stark Street** on Saturday, May 14. The shop, which is open for business seven days a week, sells contemporary clothing and accessories for women.

The Montavilla East Tabor Business Association monthly newsletter will be distributed electronically to Association members and made available on the Association's web site (**www.metba.org**).

It is intended to provide members, neighborhood groups/organizations, and the general public with information regarding the district. Comments, questions, news items, and event announcements are welcome. Send information via email to the newsletter coordinator: **juliekoro@comcast.net**, with "METBA newsletter" in the subject line.