



Marketing the Montavilla East Tabor district

METBA received grant funds this fall to expand the district web site, Montavilla.biz, in anticipation of the addition of new Association member businesses. The grant award of \$3,000.00 will cover the cost of hiring Montavilla resident and professional photographer Kathryn Elsesser to capture business owners in their best light.

METBA, in collaboration with a graphic designer, has developed print collateral to market the district through the Travel Portland visitor center location in Pioneer Square and at the Convention Center. These are brochure “rack” cards that are available to members by request. “Tap into Montavilla” posters will soon be going up both in the district and around the Portland Metro area.

The board is also forming a committee to develop a communications strategy

to provide consistent communication throughout the year with businesses, district residents and other community members and stakeholders. The strategy will establish new channels of communication (print and web-based) and be used to market the district and draw attention to member businesses.

The Association will be updating members on the launch of these aspects of its marketing campaign as they come online. Stay tuned.

DISTRICT NEWS

Frosty Fridays have been a seasonal staple in the Montavilla East Tabor Business District for several years. This year, the month-long format is being condensed into **Frosty Fest**, with holiday-themed events taking place over the course of two weekends.

On **Friday, December 9**, businesses in the downtown Montavilla sector will be

GLISAN STREET BUSINESS SECTOR – COMMUNITY & MEMBERSHIP PARTICIPATION

The Second Annual Trick or Treat on Glisan Street event on Halloween attracted 110 attendees, a huge increase in participation over last year. The number of participating businesses also increased over the previous year, to 24. The new METBA district organizer, **Calvin Hoff**, noted that families who attended the event were visiting businesses along the street that they have never entered before. Organizing events that draw residents and neighbors to businesses in the district is one way the METBA board is working for the membership.

The quarterly Meet & Greet on Glisan in early October succeeded in drawing people from different sectors of the district. Most were interested in the networking aspect of the event. This was a good showing of members and business owners, and an indication that these events are important for building connections between the different district sectors. A big THANK YOU to our Glisan Street representatives **Alex** and **Nana** for your efforts in getting the word out about these events.

participating in the “**Merry Montavilla Soiree**” business crawl. Patrons will be able to enjoy drink specials at the following businesses:

The Observatory will be offering \$5 mulled wine and a free growler in exchange for warm clothing donations for METBA’s clothing drive to benefit JOIN, a local organization that supports individuals and families transitioning from homelessness to permanent housing.

Redwood will be offering holiday "Glogg", a Scandinavian mulled wine. Receive \$1 off of Glogg when you bring in an item for our warm clothing drive.

Townshend's Tea House is serving a "mint creme latte"; receive 20% off your purchase with a donation to our warm clothing drive.

Vintage will be serving its specialty crafted Egg Nog.

Montavilla Brew Works will be tapping 2 very limited release beers.

Union Rose will be donating 10% of its sales during the

Merry Montavilla Soiree to JOIN.

On **Saturday, December 10**, bring the kids down to **Wix Insurance**, 8037 SE Stark Street for **Santa Saturday**. Starting at 11 a.m. and running until 2 p.m., the event includes a Santa meet and greet, a hot cocoa bar, arts and crafts activities, and vendors (Montavilla Co-Op, Luby Wind, Bridger Elementary).

On **Sunday, December 18**, the **Academy Theater** opens its doors at 5 p.m. for a free showing of “Elf.”

Be sure to check out holiday window displays along Stark Street in downtown Montavilla. You can vote for your favorite window on the METBA.biz Facebook page. Voting closes on December 18.

MEMBER NEWS

Winter is on its way, but this doesn't mean the **Montavilla Farmers Market** is on its way out! Don't miss out on the Stock-Up Markets, featuring the vendors you love. The extended shopping season for farm-direct and local products will continue on the following Sundays **between the hours of 11**

a.m.-1 p.m.: December 18th, January 15th and February 12th.

Expect to find seasonal, local, fresh, and farm-direct items in a quick and easy one-stop shopping venue. Be sure to stop by for farm-fresh winter produce and fruits, storable crops, meats, eggs, cheeses, bread, sweets, preserves, and more.

The Montavilla Farmer's Market provides Double Up Food Bucks to all EBT shoppers. If you spend \$10 in EBT funds at the market, you'll get an extra \$10 that you can use to buy more produce.

To receive reminders about the Stock-Up Markets, go to www.montavillamarket.org to sign up for the market's e-newsletter; you will receive reminders about each market and the lineup of vendors who will be at the market each month. The market is located in the 7700 block of SE Stark Street, in the gravel lot adjacent to Montavilla Animal Clinic and across the street from Mr. Plywood.

Jim Bridger School Auction seeking support for school programs

Annual fundraiser benefits children participating in enrichment activities

The Bridger School PTA is seeking donations for its annual fundraiser, which will be held on March 4, 2017. Molly Jimenez, a Bridger parent and one of the auction chairs, attended the November METBA board meeting to ask for district support of the auction. She and Dina Whitkey, another Bridger parent, have distributed letters and donation forms to businesses throughout the district.

The PTA needs more sponsors for this year's auction. Sponsors will be highlighted in all auction marketing materials. It's a great way to advertise your

business while supporting the school. Businesses may also donate goods and services to attract new customers or unveil a product while receiving a tax deduction.

Bridger is a Title 1 School, meaning that it receives financial assistance from the Dept. of Education to improve academic achievement for low-income students. Proceeds from the auction will support the PTA's budget, which pays for enrichment programs that the public school budget does not cover. The SUN Community Program, for instance, gives students meals and a place to do

homework after school and allows them to participate in special activities and classes (for instance music and art). Can you offer a class? Business owners and community members are welcome to propose ideas for classes as another way to support the school.

The deadline for donating to the auction is **December 15**. To contact the auction chairs for information or with questions, send an email to auction@bridgerpta.org; or call Molly Jimenez (503.254.8322) or Merrell Baker (206.734.8190).

The Montavilla East Tabor Business Association monthly newsletter is intended to provide Association 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.