



ANNUAL MEETING
OCTOBER 16, 2017

What is METBA?

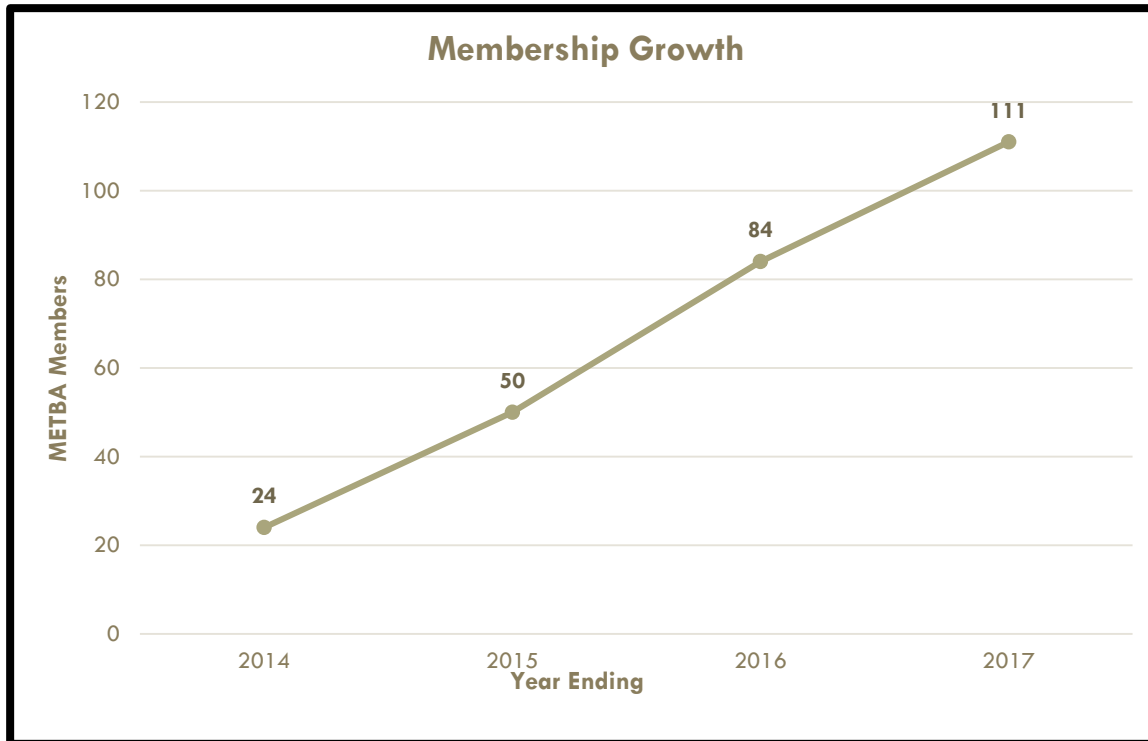
METBA is comprised of a volunteer board and member businesses with a common goal of creating a community hub and a strong local economy.

What We Do:

- Promote local businesses on our website, Facebook, Instagram
- Promote the business district among neighbors, Portlanders at-large, and tourists
- Advocate for member businesses interests among neighborhood groups and with city council
- Host quarterly networking events (Montavilla Mixers)
- Produce regular events:
Street Fair, First Friday, Frosty Fest, Trick-or-Treat on Glisan Street

Year in Review: Accomplishments

Significant Growth in Membership



- 32% increase this year
- 2018 Goal: 150 members!

Year in Review: Accomplishments

Expanded Marketing and Communications

- Connected the District to Travel Portland
- Distributed mailer to 6,000 households
- Refined website / Launched blog



Montavilla.Biz #golocalMontavilla



Portland Oregon
MONTAVILLA

FOOD, DRINK, SERVICES, RETAIL

Tap Into Montavilla!

Montavilla is an eclectic, vibrant neighborhood in East Portland with a friendly small-town vibe. The business district provides locals with goods and services within a short walk. Destination shops, food, drink, entertainment and a variety of outstanding professional services make it a town within a city for locals as well as a popular destination for visitors.

The district is accessible by car (via I-84, I-205), bus (lines 15, 19) and Max (82nd Ave stop).

Montavilla.biz

The complex block contains a photograph of a street scene in Montavilla, Oregon, showing cars parked along the street and utility poles. Above the photo is a logo with a tree silhouette and the text "Portland Oregon MONTAVILLA". Below the photo is a dark teal banner with the text "FOOD, DRINK, SERVICES, RETAIL". Below that is a dark purple banner with the text "Tap Into Montavilla!". Below that is a dark teal banner with a paragraph of text. Below that is another dark teal banner with a paragraph of text. At the bottom is a dark teal banner with the text "Montavilla.biz".

Year in Review: Accomplishments



[Home](#) [District Maps](#) [Events](#) [Calendar](#) [News](#) [Members](#) [Join](#) [Contact](#)



Year in Review: Accomplishments

Expanded Visibility

Great media coverage

- Lonely Planet
 - Oregonian
 - USA Today
 - Money (time.com)
 - MSN
 - UpRoxx
- CNN.com
- Portland Tribune
- East Portland News

Improved Social Media Presence

- 37% increase in Facebook likes
- 40 posts/month on average
- Incredible “reach” expansion



Video Destinations Bookings Shop

Hot ‘hoods in the US: 10 neighborhoods you need to visit

America is a dynamic country, and its most oft-visited cities are always different every time you stop by. It can be hard to keep your finger on the pulse of a city, especially when whole neighborhoods go and reinvent themselves while you aren't looking.

Inspired by Lonely Planet's [list of the coolest neighborhoods around the world](#), we asked our US-based travel experts and Lonely Planet Locals to report back about the neighborhoods in their favorite cities that should be on any traveler's must-visit list.

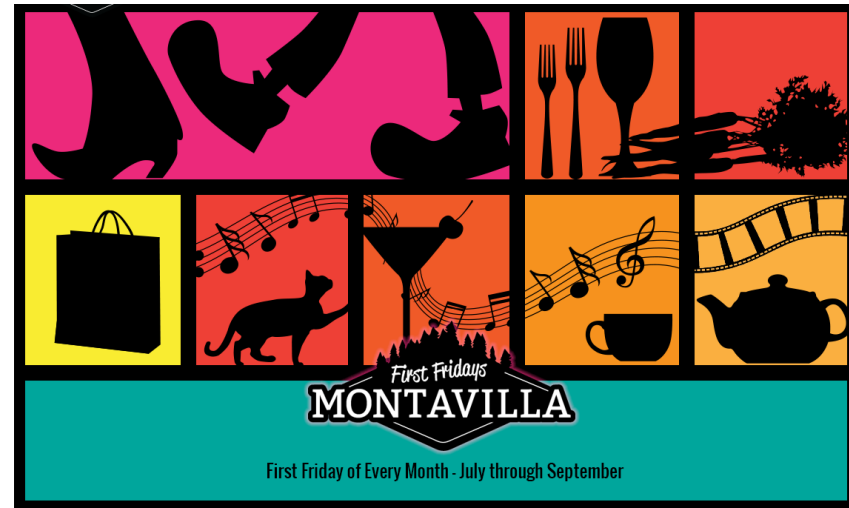
Reach: Organic / Paid Post Clicks

Published	Post	Type	Targeting	Reach
10/10/2017 10:13 am	 The Montavilla Farmers Market continues to provide delicious food			44.7K 
10/03/2017 3:14 pm	 The answer to this doesn't surprise us. Congratulations to East Glisan			108.2K 
09/29/2017 10:23 am	 Find out what Montavilla's theme song would be and what a perfect			83.7K 
09/20/2017 9:03 am	 Great to see some love for Montavilla in the national news. Congrat			809 

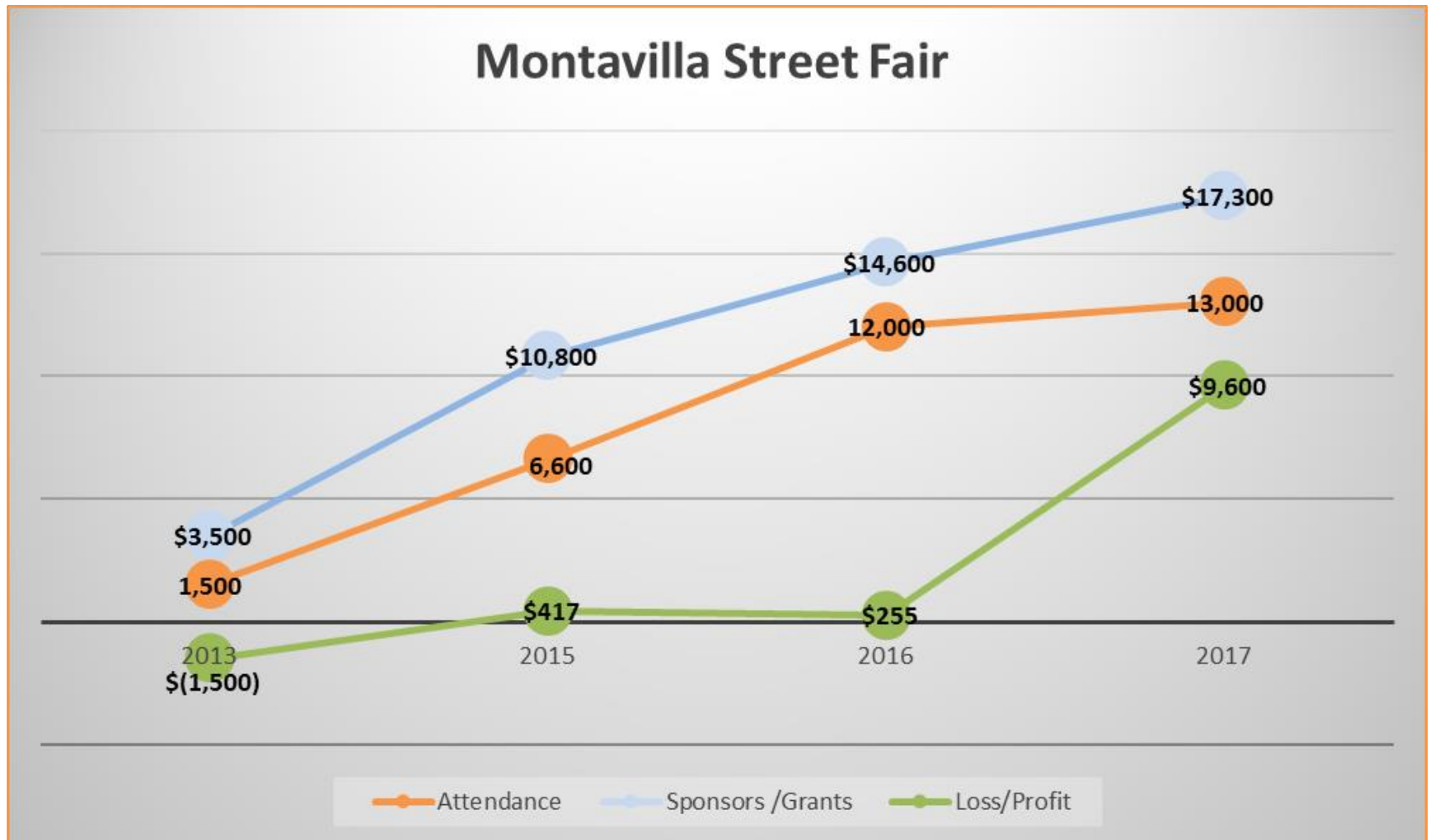
Year in Review: Accomplishments

Event Production

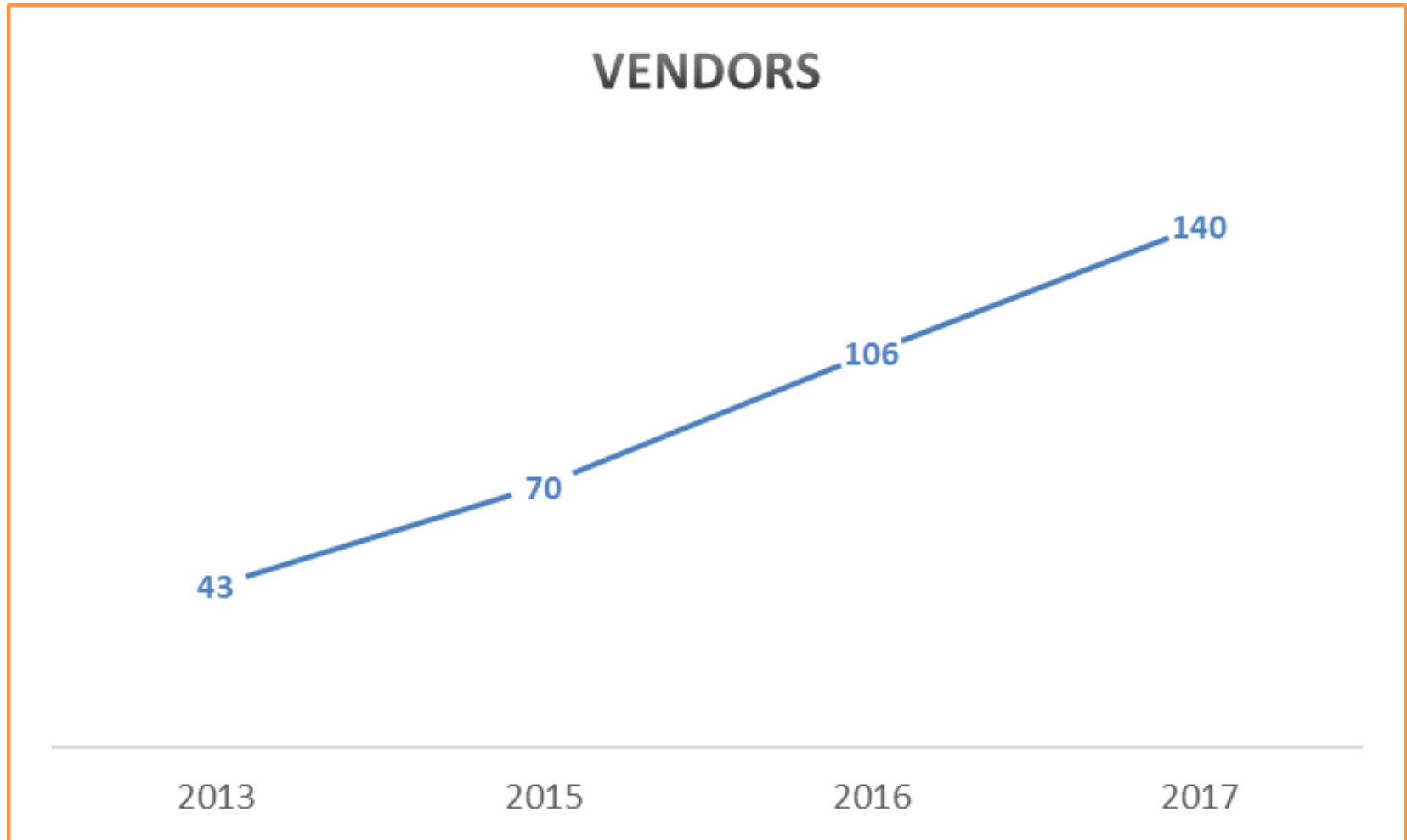
- ▣ Montavilla Mixers
- ▣ Reorganized First Fridays
- ▣ Frosty Fest
- ▣ Trick-or-Treat on Glisan St.
- ▣ Glisan clean-ups
- ▣ Street Fair



Year in Review: Accomplishments



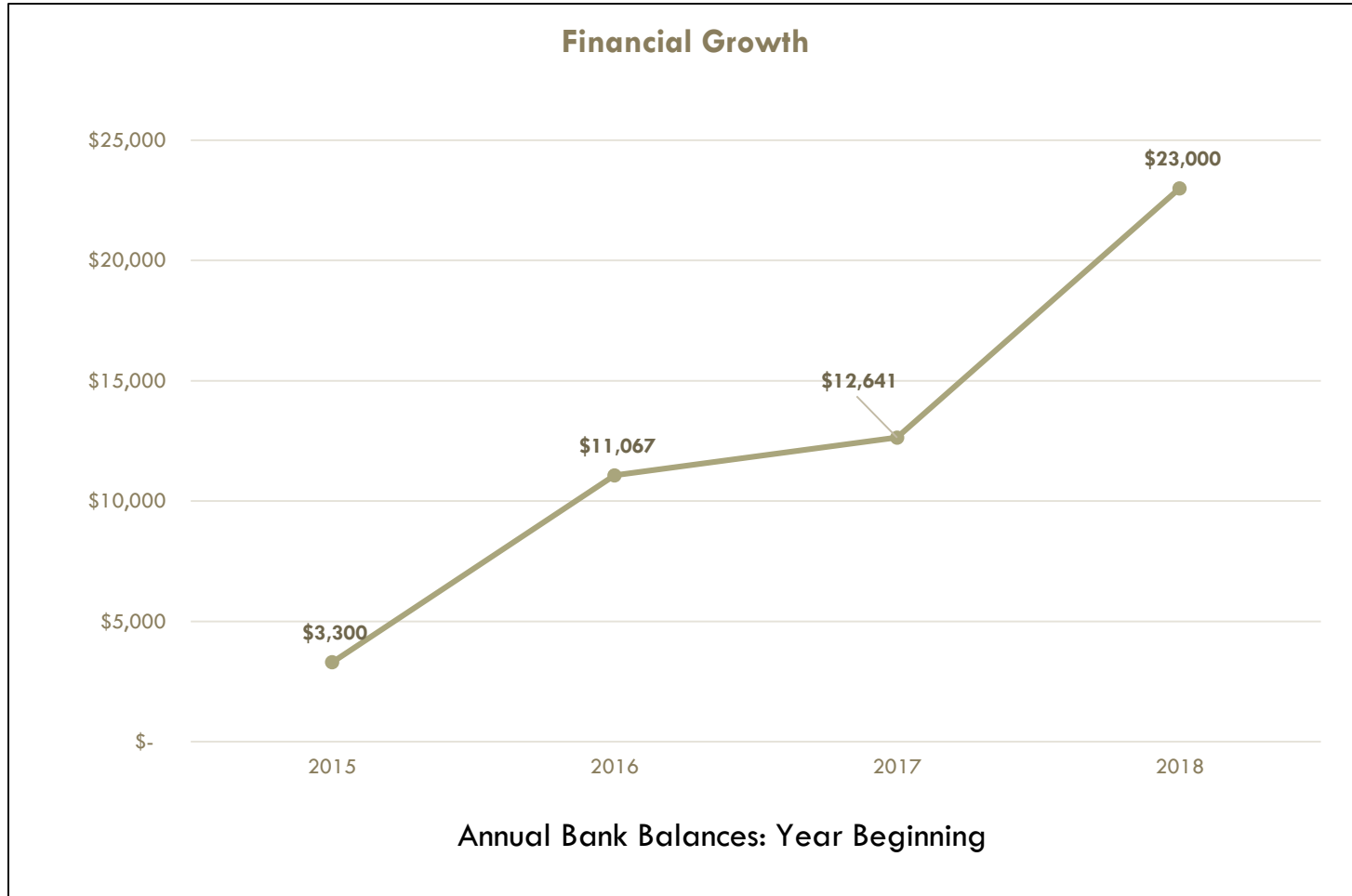
Year in Review: Accomplishments



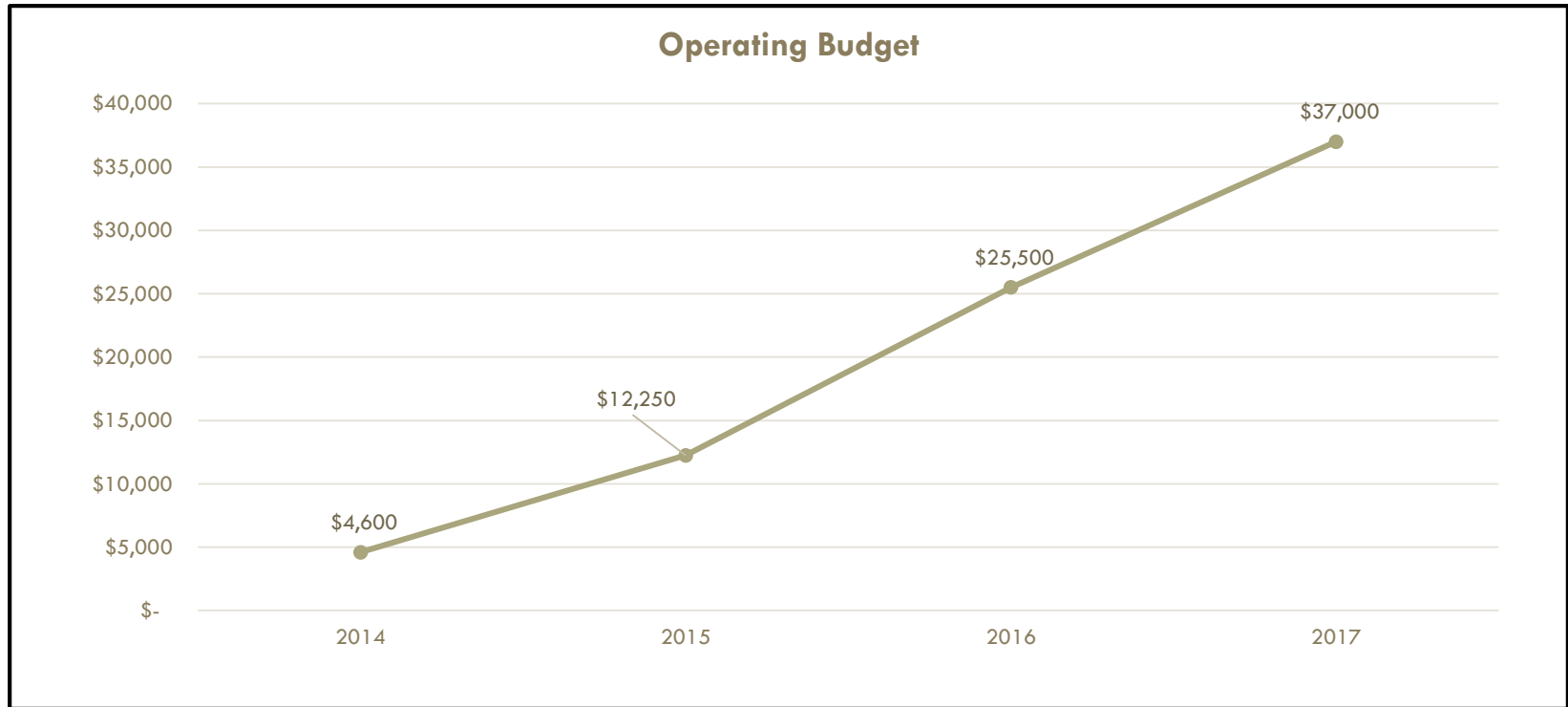
Year in Review: Financials

2017 Financials	
Operating Budget	~\$37,000
<ul style="list-style-type: none">• Revenue: member dues, vendor income, sponsorships, grants• Expenses: street fair, event production, insurance, marketing, advertising, postage, printing, etc.	
Net Earnings	\$11,042
Retained Earnings	\$12,641
Balance (as of 9/12/17)	\$23,683

Year in Review: Financials



Year in Review: Financials



Take Away:

The more members we have, the more value membership has for each member

Strategic Focus in 2018

2018 Goals:

1. Continue to improve marketing and communications efforts (e.g., District map)
2. Support improvement of district safety and walkability
3. Complete organizational restructuring to ensure sustainable operations.
4. Increase volunteer capacity

Strategic Focus in 2018

Organizational Restructure

