



Membership Benefits 2018

Events

- **Street Fair** attracts 13,000 neighbors and visitors to the district
 - Members receive a complimentary 10 x 10 space (a \$125 value) if reserved by May
- **First Fridays** promotes Downtown Montavilla with special discounts and entertainment
- **Frosty Fest** drives customers into the district with lights, decorations, and events
- **Trick or Treat on Glisan Street** promotes Glisan Street businesses and focuses awareness on exciting growth along the corridor

METBA events are heavily promoted via social media, print ads, poster/postcard distribution, direct mail, and the Montavilla.Biz website. Sponsorships are available.

Website and Social Media

- **Website Promotion.** Member businesses are prominently displayed on the Montavilla.Biz website
 - Members receive a dedicated webpage
- **Social Media.** Each member receives exposure on Facebook and Instagram (2,200 followers)
- **Event Calendar.** Members can promote events on the website calendar of events page.
- **Blog.** Monthly posts promote member businesses and highlight district news **NEW**

Marketing and Promotion

Member dues help pay for:

- **Direct mail.** Marketing materials are regularly sent to area households to promote District events.
- **Travel Portland membership.** Volunteers promote Montavilla and send tourists our way.
- **Advertising Campaigns.** The *Tap into Montavilla* campaign promotes the district to visitors and Portlanders at-large; The *Go Local Montavilla!* campaign (**NEW**) promotes the district to neighbors.
- **Earned Media.** In 2017, articles and news about Montavilla were in CNN, Food & Wine Magazine, Lonely Planet, the Oregonian, The Portland Tribune, SE Examiner, and East Portland News.

Networking and Education

- **Montavilla Mixers.** Members are invited to attend networking events held at various member businesses throughout the district. Food and drink is complementary.
- **Member Meetings.** Network with other members, provide input to the board, gather news and learn from guest speakers training on topics relevant to small business owners. Lunch is complementary.