



## Membership Benefits 2019

### 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
- **Spring Block Party** promotes Downtown Montavilla with special discounts and entertainment
- **Frosty Fest** drives customers into the district with lights, decorations, and events
- **Harvest Fest** 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](http://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.** Posts promote member businesses and highlight district news.

### Marketing and Promotion

Member dues help pay for:

- **District Map and Business Directory.** 10,000 district maps (that highlight member businesses) will be distributed in 2019. Advertising is also available for a modest fee.
- **District Banners.** “Montavilla Business District” banners will go up throughout the district in 2019 including on Stark St., Washington St., Glisan St., and key intersections with 82<sup>nd</sup> Ave.
- **Travel Portland membership.** Volunteers promote Montavilla and send tourists our way.
- **Advertising Campaigns.** The *Tap into Montavilla* campaign (for visitors) and the *Go Local Montavilla!* campaign (for neighbors) promote the district.
- **Earned Media.** Articles and news about Montavilla have been 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.