

Mississippi Ave

JOIN THE HISTORIC MISSISSIPPI AVE BUSINESS ASSOCIATION!

**Marketing Membership \$400 | Non-Profit, Non-Retail Membership \$240
Food Truck Membership \$200**

Our mission is to promote, develop and preserve the North Portland business community as a desirable and vibrant place to work, shop, and live.

Annual Membership Includes:

- FREE booth at Mississippi Street Fair (\$205 value, 30-50k visitors each year)
- Inclusion on Mississippi Ave street map and website
 - Distributed to visitor centers, hotels, and beyond.
 - Three physical directories at various locations along Mississippi Ave
- Access to paid marketer to promote your events
- Business promotion on our Facebook, Twitter, and Instagram
- Business page on mississippiave.com
- Opportunities to submit blog entries for our website
- Involvement in HMBA Signature Events including: Halloween Trick-or-Treat, Mardi Gras Parade, Ice Cream Social, Holiday Lights, and more!
- Community giving initiatives including: Small Shops Big Hearts, Giving Tuesdays, Movies In The Park
- Invitation to attend all HMBA monthly member and marketing meetings
- Learn more at mississippiave.com/membership

PAYMENT OPTIONS

Online:
mississippiave.com/pay
(paypal fee extra)

Checks:
Payable to "HMBA"

**Drop off at Trailhead
on Mississippi or
mail to
HMBA
PO Box 11106,
Portland 97211**

Community Support:

HMBA's unique Giving Tuesday campaign provides an opportunity to give back to the community and the ability to make an impact in the lives of local youth. Last year, HMBA businesses donated a portion of sales to Self Enhancement, Inc. (SEI), a nonprofit organization that supports underprivileged youth, and Boise-Eliot/Humboldt School, a local, public elementary, raising more than \$8K on Giving Tuesday on November 29th for Boise-Eliot and \$12K on May 23rd for SEI.

In addition, proceeds from the Mississippi Street Fair beer gardens benefit Boise Business Youth Unity Project (BBYUP), a summer paid-internship program for youth.

"Participating in BBYUP has been beneficial for the whole community and staff. Interns learn valuable job skills and have an opportunity for a continued position, and all staff become mentors therefore acting as their 'best selves,' which is positive for them and for the businesses."

- Bryan Steelman, ¿Por Que No?

The HMBA board has been thorough about getting the most mileage out of your dues. In the past year, on the advice of our open Marketing Committee, we've run a Cinema 21 ad campaign, printed hundreds of our maps for Travel Portland (distributed throughout the city and beyond), produced 20 TriMet bus tail ads that ran for 8+ weeks throughout the city last summer, produced a full page ad for the Portland Uncovered hotel book, a glossy magazine that targets tourists and is seen by 3.2 million Portland visitors annually and increased our garbage pickup service to three days a week.

As always, we rely heavily on our Marketing Manager Alice Rogers, the only paid position on the board. Alice works directly with our Marketing Committee to promote Mississippi Ave, including managing our social media accounts, distributing press releases and maintaining the Mississippi Ave website, event calendar and blog.

QUESTIONS? PLEASE EMAIL MISSISSIPPIAVE@GMAIL.COM

Payment can be made online or by check. If your business info has changed, please email us or complete and send the form below.

Pay online via PayPal at <http://mississippiave.com/pay>.

Checks payable to "HMBA" can be dropped off at Trailhead Credit Union on Mississippi Avenue, or mailed to:

HMBA
PO BOX 11106
Portland, Oregon 97211

Not ready to join? Please consider helping your neighbors by sending us a \$50 trash pick-up donation.

Business Name:

Business Address:

Owner/Manager:

Marketing Contact:

Email Address *(For HMBA use only)*:

Phone Number *(for HMBA use only)*:
