



Mass Ave Cultural Arts District Inc

Mass Ave Business & Merchants Association Inc

Supporting a vital, equitable, diverse and inclusive cultural arts district

Mass Ave Cultural Arts District Business Membership

The Mass Ave Merchant's Association Inc is a 501c6 nonprofit business membership organization formed to promote business vitality, provide group marketing, and offer group business services. It expanded in 2021 to include businesses within the larger Mass Ave district bounded by Ohio, Penn, Fort Wayne, and Interstates 65/70 to the north and east.

Stay in the know, participate, and help shape the shared future of the Mass Ave community.

Connect

- ❖ **Get listed** in the directory on our website to help grow your exposure and business.
- ❖ **Post/share** your business and events on the Mass Ave Indy Facebook Page, and on Instagram and Twitter. Follow us @MassAveIndy.
- ❖ **Access/connect** with neighboring businesses and merchants for internal communication with your neighbors via the private/closed MassAveIndy Facebook Page.
- ❖ **Find your business listing** under the "directory" on our website: <https://massaveindy.org>
If your listing is missing, contact Ben Snyder at snyder@massaveindy.org and he will work with you to make sure you are added.
- ❖ **Join the MassAveIndy google group** so you can easily communicate with other business members: massaveindy@googlegroups.com. Contact storrow@massaveindy.org
- ❖ Receive a Free Membership Window Cling **Membership Window Cling**: with QR code linked to the [MassAveIndy.org](https://massaveindy.org) website.

Participate

- ❖ **Monthly Member Meetings**
Second Tuesday of each month, 2 PM – Hybrid
Participate to hear updates, learn about events, and network with fellow businesses.
In person at Mass Ave NEXT Community Room, 342 Mass Ave, Suite 103
Or join Zoom Meeting (download free zoom app)
<https://zoom.us/j/97655176501?pwd=Wm1vMDhkRUVlOXI3c1JEL3Z4YTBUQT09>
Meeting ID: 976 5517 6501
Passcode: MassAve
- ❖ **Annual Meeting**
Second Tuesday in October, 2 PM – In person at the Mass Ave NEXT Community Room.
Participate to elect board members, hear updates, and provide feedback on important issues affecting Mass Ave.

2023 Membership Details

Mass Ave Merchants Association

Mass Ave Mile Cultural District Map

- ❖ 20,000 copies of a color printed map featuring Mass Ave business members provided to all business and merchant members every year.
- ❖ Distributed to downtown Indianapolis convention attendees, the Indianapolis Arts Garden, White River State Park and by other businesses along Mass Ave.
- ❖ Shows the location of your business with a color code by type (food + drink, shopping, experience, etc).
- ❖ Opportunity for your 2"x2" business ad or QR code on the back of the map for additional fee (ad sign-up closes March 1 every year). Sign up at this link: <https://mass-ave-cultural-arts-district-inc.springly.org/collect/description/310691-u-invoice-for-mass-ave-map-ad>

Mass Ave Indy Events and Opportunities

- ❖ **Community Socials**, First Fridays in June, August and September, 5 PM – 8 PM; hosted on the roof deck of the Marietta Building. Join us to mingle with residents, donors and other business owners. Showcase your business by donating a gift card, food or drinks .
- ❖ **Mass Ave Clean Ups**, volunteer or sponsor one or both spring & fall Mass Ave clean ups. We pick up trash, weed landscape beds, and paint the curbs in our logo colors. Averaging 60-people twice a year. Provide a gift card, food, drink, or other volunteer thank you.
- ❖ **Sidewalk Sale**, last Saturday in July in coordination with Bottleworks Vendor Day. All Mass Ave businesses invited to participate. Have a presence outside on the sidewalk – support your fellow businesses, sell discounted merchandise, or offer tastes, meal deals.
- ❖ **Mass Ave Mile Summerfest**, last Sunday in July. Mass Ave closes a selected block for a street festival. Features local performers, buskers, and artist/maker booths in the street. Sponsorships available. Share your swag at the Mass Ave booth.
- ❖ **Monster Mash**: Sunday before Halloween. Based on a 60's hit song and a 1995 movie associated with Frankenstein's Monster, a creature shunned by society as "other", Monster Mash on Mass Ave invites you to mask-up and welcome the others among us for a fun night at the intersection of arts, culture and commerce.
- ❖ **Midnight Shopper**, 3rd Friday in November. Calling all night owl shoppers to enjoy an evening out with friends on Mass Ave. Participating businesses are up WAY past their bedtimes and are offering deals, discounts or donating profits to local charitable organizations. Find gifts in home décor, pet supplies, clothing, accessories, beauty, wine, artwork, sweet treats, locally crafted artisanal products, and more. Sip a hot cider or chocolate from participating restaurants to keep you warm on your trek.
- ❖ **Small Business Saturday**, Saturday after Thanksgiving. Small Business Saturday is a day dedicated to strengthening the community by supporting small independent businesses. As a way of saying "thank you" for the year-round support, the Merchants of Mass Ave give away gifts and prizes by handing out Shop Small Swag Bags to the first 10 customers of the day.

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Mass Ave Merchants Association

Fee for Service Add On's with membership

- ❖ Landscape Bed Sponsorship: <https://mass-ave-cultural-arts-district-inc.springly.org/collect/description/326401-t-adot-a-flowerbed-sponsorship-program>
- ❖ Exploring sidewalk power washing and snow removal – let us know if you are interested.

Access shared Mass Ave documents at this link:

<https://massaveindy.egnyte.com/fl/24tf345j9R>

Membership registration at: [Join/Support – Mass Ave Cultural Arts District \(massaveindy.org\)](https://massaveindy.org/Join/Support)



2023 Board Officers/Contacts

Mass Ave Cultural Arts District Inc

Mass Ave Business & Merchants Association Inc

Meg Storrow, Board President

Storrow Kinsella Associates

317-697-5250 | storrow@massaveindy.org

Tracy Robertson, Board Vice President

Mass Ave Pub

317-974-0745 | robertson@massaveindy.org

Chris Mize, Board Treasurer

James Whitcomb Riley Museum Home

317-808-8565 | mize@massaveindy.org

Michael Rawlings, Board Secretary

Resident, IU Physician

rawlings@massaveindy.org

Marjorie Kienle

HUNI & Lockerbie Neighborhood resident

Ryan Hickey

Geronimo Hospitality Group

Charlesfontaine Macon

Allen Chapel AME Church

Clay Miller

Roberts Park Methodist Church

Katy Smith

Stenz Corporation

Mick McDaniel

Artisans Gallery

Ben Snyder

Central Indiana Community Foundation

Amy Cunningham

Ratio Design & Chatham Arch resident

Ashish Kalgonkar

Hot Room Yoga

Craig Mince

Athenaeum Foundation

Vacancy

Three-year term

Contact Meg if interested!

storrow@massaveindy.org