



Mass Ave Cultural Arts District Business Membership

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

The Merchant's Association members are part of the MAMA & Commercial District Committee of the Mass Ave Cultural Arts District. *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: MAMA@massaveindy.org. Contact storrow@massaveindy.org for more information or help with googlegroups
- Receive a Free Membership Window Cling **Membership Window Cling**: with QR code linked to the [MassAveIndy.org](https://massaveindy.org) website.

Member Meetings

- ❖ Monthly Business Meetings: Second Tuesday of each month, 2 PM – Hear updates, learn about events, and network with fellow businesses. Attend in person at Mass Ave NEXT/Community Room, 342 Mass Ave, Suite 103, 46204; or join via Zoom Meeting (download free zoom app)
<https://zoom.us/j/99639684599?pwd=ZGxMMTR4Ym5mOUlZYzNGMjZzb2g1UT09>
Meeting ID: 996 3968 4599 | Passcode: MassAve
Call in number 1-305-224-1968
- ❖ **Annual Meeting**
Monday, October 7, 2023 at 3 PM – In person at the Mass Ave NEXT/Community Room. Virtual login provided. Elect board members, hear updates, and provide feedback on important issues affecting Mass Ave. Rooftop social immediately following.



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 locations in the Mass Ave Cultural Arts District.
- 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 February 1 every year). Email: contact@massaveindy.org if you would like more details.

2024 Mass Ave Indy Events and Opportunities

- ❖ **Rooftop Community Socials**, First Mondays in June, August, and October at 5 PM – 8 PM; hosted on the roof deck of the Marietta Building. Join us to mix and mingle with residents, donors and Mass Ave business owners. Showcase your business by donating a gift card, or sponsoring food, drinks and/or entertainment. Other Community Social evenings may be offered.
- ❖ **Events & Promotion Committee Meetings** - Third Tuesdays of the month. Open to the membership. Email: events@massaveindy.org if you would like to participate.
- ❖ **Mass Ave Board Meetings** – Open to the membership. First Monday of the month at 10 AM. Email: contact@massaveindy.org if you would like to attend.
- ❖ **Mass Ave Clean Ups**, 2nd Sunday in April (April 14) and 3rd Sunday in October (October 20) at 9 AM - 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.
- ❖ **Clean & Green Flowerbed Sponsorship**: Your annual donation provides sponsorship of a sustainable program with centralized management to keep the Mass Ave Cultural Arts District clean, green & beautiful. Our program includes management of the flowerbeds, maintaining and developing our public art gallery, and updating the wayfinding signs. Your name and/or logo will be featured on a plaque placed in the bed. These are being sponsored quickly, so reserve the one nearest you as soon as possible. More information at: <https://massaveindy.org/initiatives/>.
- ❖ **Mass Ave Summerfest and Merchant Sidewalk Sale**, July 20. The Mass Ave Cultural Arts District, in partnership with the District Theatre, invites the community to learn about Mass Ave history and celebrate the enduring legacy of the Mass Ave district through the arts. Mass Ave will close the 600 Block for a street block party and festival. Features local performers, buskers, and artist/maker booths in the street. Coordinated with the Bottleworks Vendor Market all Mass Ave businesses are invited to participate. Have a presence outside on the sidewalk – support your fellow businesses, sell discounted merchandise, or offer tastes, meal deals and drinks. Sponsorships available.

- ❖ **Monster Mash:** Sunday before Halloween (October 27, 2024). The theme is 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,** Friday before Thanksgiving (November 22, 2024). 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 (November 30, 2024). 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 Free Shop Small Swag Bags to the first 10 customers of the day for each participating merchant.
- ❖ **Annual Holiday Fundraiser** on the second Thursday in December (December 12, 2024). Mass Ave Cultural Arts District partners with a local theater or entertainment venue to offer holiday fun and reception to its supporters. More details available as we get closer to the date. Check the Mass Ave event calendar here: <https://massaveindy.org/events/>