



# Mass Ave Merchants Association

## Business Membership

Stay in the know, participate, and help shape our shared future.

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### Leverage the collective power of being a member

#### Business Support

- ★ Listing on both the interactive digital and printed Mass Ave Maps
- ★ Group marketing, events and promotions
- ★ Features on Mass Ave social media channels
- ★ Window Cling with QR Code link to website business directory

#### Connecting

- ★ Internal communication with other members through Google Group email
- ★ Monthly Membership Meeting for in-person updates and dialog
- ★ Community building events

#### Collaboration

- ★ Celebrating and strengthening the Cultural Arts District
- ★ Collaborating with other tourism entities
- ★ Collaborating with the City on behalf of the Mass Ave Cultural Arts District

#### Safety

- ★ Rapid response network that fosters a civil public space
- ★ Creative collaboration with IMPD and the Horizon House Street Outreach Program
- ★ Working with utility agencies and DPW on immediate and long-term issues

#### Beautification, Wayfinding and Public Art

- ★ Management and maintenance of 52 flowerbeds
- ★ Purchase and installation of waste receptacles
- ★ Maintenance of Cultural District Signage
- ★ Public art enhancement, lighting and maintenance

#### Shaping a Shared Future

- ★ Anticipating change and being proactive to shape Mass Ave's future
- ★ Review and response to development proposals