



Merchants Association (MVMA)
Membership & Fall Festival Packet

Thank you for your interest in joining the Midtown Village Merchants Association! Please find enclosed information about the group, membership benefits, and an invoice to fill out and return. The invoice and check should be mailed to SPW Productions (See *Invoice Form*). Once we receive this, we will use the *New Member Data Sheet* to upload your business information and photos on your own page on the Midtown Village website.

Mission Statement:

The **MVMA** was founded in July 2006 with the goal of forming a united group of merchants that would work together to build an identity for the area, build a brand, and increase brand recognition, which in turn would increase visitation to the Midtown Village area.

Objectives:

- Continue the buzz about the Midtown Village neighborhood and its businesses.
- Coordinate media opportunities and campaigns that raise neighborhood awareness.
- Plan and execute the Fall Festival bringing additional people to the area.
- Work with local corporations and the City of Philadelphia to enhance the area.
- Build a strong interactive website and participate in social media in such a way that highlights the member businesses and links to their own unique websites.

Officers and Administrative Manager:

The Officers and Management Company of the association are here at your service. Please call on us with your thoughts and ideas to improve our neighborhood and increase business for everyone. Remember, the association is **ours** ... and it takes all of us to make our business district the best it can be.

President:

Jeff Alexander - Beneficial Bank

Board Members:

Marney Kolsky -Holiday Inn Express Midtown (Membership for MVMA)

Chris Mullins -Mc Gillin's Old Ale House

Tom Jackson -El Vez

Kate Moroney Miller—Vintage, Time & Bar

Valerie Safran – Bud & Marilyn's, Barbuzzo, Grocery, Jamonera, Little Nona's, Lolita, Verde, Open House

Brian Michael—Shibe Vintage Sports

Fergus Carrie—Fergie's Pub

Administrative Management:

Sharon Phillips Waxman and Jacqueline McBreen- **SPW Productions**

Please email: jacqueline@spwproductions.com Please call: (215) 670-4323

Committees- Please consider volunteering on one of our committees:

- **Membership**
- **Social Media, Public Relations & Marketing**
- **Sponsorship/Fund Raising**

Members work towards specific goals set out by committee chairs and the MVMA Board of Directors. If you are new to the neighborhood, it is the **best** way to get to know your neighboring business owners in a constructive and close-working way.

General Membership Meetings:

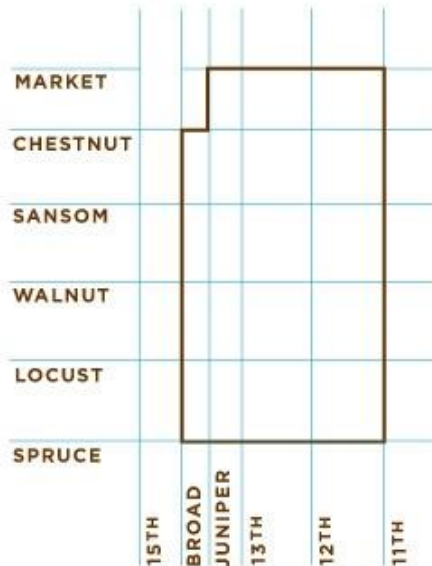
Participate in the General Membership meetings and hear updates on police/crime, marketing, program participation opportunities, festival updates as well as updates from other member businesses. Membership meeting dates are usually the **First Thursday of every other month** The meeting runs from 4-5PM and locations are announced closer to the meeting. If your business can host a meeting, please let us know as we are always looking for new venues.

Association Boundaries:

Market Street to the North
Spruce Street to the South
Broad Street to the West
11th Street to the East

★ ★ ★ ★ ★ ★ ★

**COME CHECK OUT ALL OF THE GREAT
SHOPS & SERVICES LOCATED**



IN THE VILLAGE!

★ ★ ★ ★ ★ ★ ★

Benefits and Accomplishments

- The Midtown Village Merchants Association produces the Annual **Fall Festival** bringing 50,000+ people to the area on the ***First Saturday of October***, which keeps the brand active in the minds of the regional population.
- **Holiday Week** featuring a holiday decorating contest and live entertainment.
- Participation in an organization that has developed a brand for the area.
- Opportunity to attend meetings and communicate your product/business within your own neighboring community of customers.
- Listing on Midtown Village web site with an opportunity to add promotions, sales, etc.
- Window Decal to show Membership and inclusion in the Association.
- The opportunity to have a booth at the fall festival at reduced “member” fee.
- Midtown Village has more than 40 pages of content on Google, with more than 200 web based articles, many of which include links to Village businesses.
- Opportunity for involvement with Center City District, Greater Philadelphia Tourism Marketing Corporation and City of Philadelphia promotions and programs. Access to crime prevention information sharing, crime alerts and communication.
- Midtown Village is now present as a destination on many maps that are used by leisure tourists and convention guests.
- Hotel concierge, taxi drivers, tour bus drivers, and Meeting Planners are now sending people to this area, as we have successfully changed the perception of the area.
- Member discounts within the membership where applicable.

The only way for the organization to continue its ability to build the brand, produce events, and host special events, is with engaged, supportive members.



Fall Festival Participation / Space Request
FALL FESTIVAL DATE: October 1, 2016

- The Annual Midtown Village **Fall Festival** brings thousands of people to the area on the first Saturday of October, which includes Music, Food and Beverage and Arts & Crafts.
- The Festival spans 6+ blocks with the epicenter being 13th Street and Sansom St.
- **Participation in the Fall Festival is a first com basis. The deadline for festival fees and festival space is September 1, 2016. NO requests/inquires/payments will be accepted after the September 1st deadline.**
- Interested merchants, vendors and sponsors are encouraged to request their space as soon as possible to ensure space availability.
- Members have the first right for participating at the space directly in front of, or adjacent to their business in Midtown Village. They pay a lower fee for this space as they also have membership dues, and contribute to the organization all year long.
- The MVMA follows the guidelines of the City of Philadelphia, the Philadelphia Health Department, and the Department of Licenses and Inspections.
- All Participating vendors must use the Tent Rental Company that the MVMA contracts with for uniformity and organizational reasons. The Arts & Crafters who are associated with Renaissance Crafters are exempt from this requirement.
- The following form outlines the fees for participating in the Midtown Village Fall Festival.
- To submit your request, print out the Fall Festival Invoice. Complete the Invoice and bring it along with your check made out to Midtown Village Merchants Association or mail to:

SPW Productions
Attn: Jacqueline McBreen
MAC Y1379-045
123 S. Broad Street
4th Floor
Philadelphia, PA 19109

- **There will be a mandatory Fall Festival Meeting that outlines all the specifics of the event on Thursday, August 25, 2016. All participating merchants/vendors must attend this meeting.**
- For questions of any kind, email Jacqueline McBreen: jacqueline@spwproductions.com

Membership and Fall Festival Invoice

Company Name: _____

Contact Name: _____

Contact Phone # _____

Contact E-mail: _____

All businesses participating who are within the MV borders, must be active members
(Borders are Market Street to Spruce Street and Broad Street to 11th Streets)

MEMBERSHIP FEES FOR MIDTOWN VILLAGE MEMBERS

Annual Association Membership Fee: **\$ 150.00**

(Annual Dues reduced by \$25.00 when you bring in a new member)

*****DEADLINE for memberships dues are August 1st, 2016*****

FEE TO PARTICIPATE IN THE FALL FESTIVAL

| | |
|---|----------|
| MV Member selling Retail—No Food or Beverage: | \$150.00 |
| MV Member selling Food but No Alcohol: | \$300.00 |
| MV Member selling Food and Alcohol | \$425.00 |
| • Use of Beam Suntory, Penn Distributor and Cupcake Wine Products | |
| MV Member selling Food and Alcohol | \$800.00 |
| • Non-use of Beam Suntory, Penn Distributor and Cupcake Wine Products | |

Total Enclosed \$ _____

Please make checks payable to
“Midtown Village Merchants Association”

(The MVMA reserves the right to restrict vendors based on the good of the Festival)

Please mail or bring this form and your check to:
Jacqueline McBreen with SPW Productions

MAC Y1379-045 - 123 South Broad Street - 4th Floor - Philadelphia, PA 19109

Ck Amt: _____ Fest Amt: _____ Total: _____

Ent: _____ NM Kit: _____ Anniv. Date: _____

NEW MEMBER DATA SHEET

This form is used to create a page for your business on the MV website

Business Name: _____

List on MV Web Site As: _____

Address: _____

City/State/Zip _____

Telephone: _____

Public Email: _____

Website: _____

Contact Person: _____ **Title:** _____

Midtown Village Web Site Copy (maximum 50 words):

Facebook Page: _____ **Twitter Account:** _____
(Not for publication)

Email: _____ **Cell #:** _____

Corporate Business Name: _____

Address if different: _____ **Zip** _____

X _____
Signature of business owner or representative

Please return via email to SPW Productions at Jacqueline@spwproductions.com
along with three .jpg images of your business