

# PLAZA



# MIDWOOD

## MERCHANTS ASSOCIATION

### WHY JOIN?

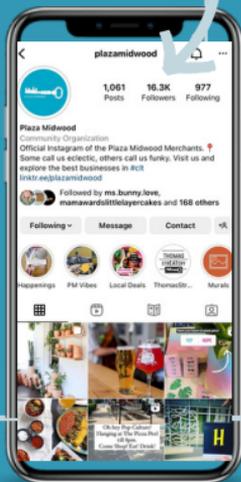
The PMMA's main goal is to support small businesses in Plaza Midwood. We believe that our neighborhood thrives when we all thrive, and our goal is to work together to make that happen! We do this through Exposure (Social Media and our PM Map) Community Events (Franks Chili Fest, Juneteenth, Thomas Streatery) Land Use Discussions, Funding for the business district, and Beautification (Monthly cleans ups, Gordan Street Alley) We want people to love when they are in PLAZA MIDWOOD. Your partnership helps to make that happen.

### WHAT WE DO

We strive to create more synergy and cooperation among the businesses along the Central Avenue corridor. We believe strongly, and have proven, that we can accomplish great things when we work together. However, with your help, we can do so much more! Improving communication, identifying and generating public support for community initiatives, and preserving the rich diversity, soul, and character of Plaza Midwood are our top priorities.

### SOCIAL CONTENT

Not only do we share with our followers about your business. We provide you with both videos and pictures to use to promote your own business! Be sure to add us as a co-host on your next event or as a collaborator on your posts, reels, or toks.



### MERCHANT MEETUPS

Throughout the year the Plaza Midwood Merchants have a meetup supporting a local business in the neighborhood. When you attend you will stay up to date on all things Plaza Midwood, as well as have the opportunity to connect with other business owners. When you host - we pay you to do so! Not gonna lie, it's also a GREAT TIME

## PLAZA MIDWOOD GUIDE & MAP

To put it simply, a listing on our map will get the word out about your business. This map is distributed not only throughout the business district but at the Charlotte visitors center and our surrounding hotels and Airbnbs.



We encourage collaboration and organize events to promote the rich culture and businesses that can only be found here in Plaza Midwood.

### LET'S SUPPORT EACH OTHER!

### CONTACT US

plazamidwood.com  
@plazamidwood  
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We would be excited to have you join us and support all things PLAZA MIDWOOD



# PLAZA MIDWOOD

## MEMBERSHIP OVERVIEW

The Plaza Midwood Merchants is a 501(c)6 organization. All donations including memberships are tax deductible.

## I'M A PLAZA MIDWOOD FAN!

### \$500 / Annual Membership

- Listing on the PLAZA MIDWOOD map with logo for Brick & Mortar locations.
- Explore Plaza Midwood - Sticker with QR code
- Invitation to Lunch & Learns
- Invitation to Member Meet Ups
- Invitation to Board Meetings
- Invitation to our Holiday Soiree
- Access to tag us and cohost events on social media platforms.
- Access to tag us for shared social content on our social platforms.
- Participation opportunities in community events
- Support of the neighborhood in all initiatives

## PM MAP FEATURES

### Spend the perfect day in Plaza Midwood

- Your business is highlighted as one of the locations on Spend the Perfect Day in Plaza Midwood. Includes Logo and Overview of business. \$500

### Live in Plaza Midwood feature

- Apartment will be highlighted as one of the locations in the Where to Live feature on the Plaza Midwood Map. Will include logo, contact information and 3 features to be included. \$2500

## EXTRAS

### Business shout out or event push on social media

- Need some help in getting the word out. Social post, video, event push, includes access to the content collected. Email communication and Link in Bio support. \$350

## Can't commit?

Just want to donate?  
Any amount helps! THANK YOU.