



MISSION MERCHANTS
MISSION
EST -M·A- 1909
ASSOCIATION

**GRANT
PROPOSAL**



ABOUT US

Founded in 1909, the Mission Merchants Association is one of the oldest neighborhood business organizations in San Francisco. From Cesar Chavez St. to Duboce St. and Dolores St. to Potrero, the MMA represents the entire Mission. With almost 100 member businesses, we represent a diverse group of owners and organizers.

**WITH THE
\$50K
WE WOULD:**

**INVEST
REBUILD &
SUSTAIN
OUR FUTURE**

Promote our anchor events

(Carnaval, Cinco de Mayo, Day of the Dead, Lowrider parade, and more)

Website revitalization

Community Art Installation



PROMOTION OF MISSION EVENTS

The Mission District is one of the most vibrant neighborhoods in San Francisco. Our events are a staple of the City. Unfortunately with the effects of the COVID-19 pandemic, many of these events were canceled in 2020. This presents a large marketing challenge and the promotion of these events will require a significant amount of resources. From flyers, advertisements, and more, we will get the word out to the hundreds of thousands potential attendees and bring back our events in style!

OLD LOGO



Mission Merchants Association

NEW LOGO



WEBSITE RELAUNCH

Our website will become a hub for real time information and key post-COVID-19 resources for members and the community.



**HELP US
INVEST,
REBUILD,
AND
SUSTAIN**

We are deeply grateful to be considered for this grant and look forward to growing our organization together.