

Batavia MainStreet is your local non-profit, small business and community advocacy group. Our programs include the Batavia Farmers' Market, the Artisan Collective, and the Batavia Boardwalk Shops. We also run several fundraising and place making events throughout the year; such as Cocktails in the Park, BatFest, and the Holiday Lantern Walk.

Batavia MainStreet has several opportunities for downtown merchants to increase exposure, gain new customers, and enhance their presence in the community. Merchants can take advantage of our free services all year long with the following opportunities to get involved.

On Going:

ATTEND QUARTERLY MERCHANT MEETINGS

Learn what's happening downtown, network with other merchants, share your ideas for improvement!

REACH A WIDER AUDIENCE - SHARE YOUR EVENTS WITH US!

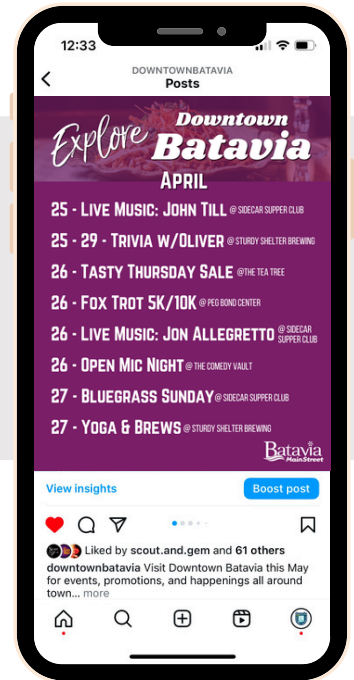
Send your monthly events, happenings, and promotions to events@downtownbatavia.com by the 25th of each month and we will share via:

- Social Media Post (In our weekly happenings post)
- Events Calendar on our website
- Weekly e-Newsletter with 5,300+ subscribers

PROFESSIONAL PHOTOGRAPHY

- Batavia MainStreet has contracted with a professional photographer to build a downtown photo library featuring businesses and their owners.
- These photos will be used in on-going social media promotions, blogs and day-out experiences on our website throughout the year.
- We encourage you to share and help spread the word about all the wonderful things we have going on in Downtown Batavia!

 TAG US
@DOWNTOWNBATAVIA
ON INSTAGRAM
FOR DAILY SHARES
TO OUR STORIES

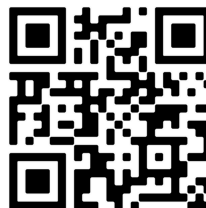


Volunteer

HELP US PUT OUR PLANS INTO ACTION!

Consider joining a committee or volunteer at an event.

Scan the QR code below or email info@downtownbatavia.com for more information.



Annual:



CELEBRATE SUCCESS - FEBRUARY 9TH 6-9PM @ STURDY SHELTER BREWING

Join Batavia MainStreet for an evening reflecting back to celebrate the prior year's successes in Downtown Batavia. Socialize with fellow business owners, enjoy complimentary appetizers and bar, and help us recognize our supporters, committees and Downtown businesses that make Batavia such a unique place to live, work and play!

POP-UP AT THE FARMERS' MARKET - SATURDAYS 8AM-12PM @ N. RIVER ST.

- Merchants are invited to pop-up at the Farmers' Market once per season free of charge and sell, market, and interact with the 3,000+ weekly attendees.
- If you're interested in popping up at the market more than once, limited market sponsorships are available for \$800 for a total of 5 pop-ups in addition to advertising on MainStreet's website and social media platforms.



BATFEST



BATFEST - SATURDAY OCT. 24TH 10AM-12PM @ DOWNTOWN BATAVIA

- A place making event with the goal of bringing people downtown to visit local businesses and participate in free activities at Peg Bond Center.
- Batavia MainStreet invites merchants to participate in this event by handing out candy/treats to attendees from their business location.

MAINSTREET PROVIDES:

- Event promotion via social media, press release, and Batavia MainStreet's e-newsletter.
- A window sign indicating your business is participating.
- Your business name and location on the event map.

MERCHANT PROVIDES:

- Candy and/or treats (min. 2,000 pieces).

ATTENDANCE:
5,000+
SOCIAL MEDIA
VIEWS:
236,000+

HOLIDAY LANTERN WALK & GIFT GUIDE - NOV. 13 5-9PM @ DOWNTOWN BATAVIA

- Batavia MainStreet's Holiday Lantern Walk & Gift Guide provides an annual reminder to our community and surrounding areas the importance of shopping locally first during the holiday season.

MAINSTREET PROVIDES:

- Lanterns for sidewalks.
- MainStreet compiles a gift guide featuring gift ideas such as stocking stuffers, gifts by age, teacher gifts, and more from participating businesses.

MERCHANT PROVIDES:

- Merchants stay open late Friday evening to showcase their new seasonal products, while providing complimentary beverages, snacks, and live music.

Holiday Gift Guide



2025 GIFT GUIDE VIEWS: 1,500+