

Ada Village Event Information 2023

Winter Wonderland Shop Local Passport: January 16th - February 3rd

How to participate: Sign up to be featured as a participating business and donate to a prize package. Place the QR code somewhere within your establishment. Get creative about how you can attract consumers into your business.

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Galentine's: February 9th @ 6pm-9pm

How to participate: An event for the Gal's and the Guy's, celebrate Valentine's with a discount, snacks, beverages, activities or something to attract the guests.

Who to contact: Liz Haan, discoveradavillage@gmail.com

Leprechaun Hunt: March 10th @ 4pm-6pm

How to participate: Add an Ada Village Leprechaun to your business! Hide your Leprechaun in a fun area for families to find.

Who to contact: Liz Haan, discoveradavillage@gmail.com

Ada/Forest Hills Community Expo: March 11th @ 10am-2pm

How to participate: Sign up as a sponsor or vendor to showcase your business at the Expo. Provide family-friendly entertainment. Volunteer opportunities.

Location: Ada Christian School (6206 Ada Dr)

Who to contact: Kim Rantala, kim@adabusinessassociation.com

Family Day: May 20th @ 10am-5pm

How to participate: Create a family oriented activity in your business or donate a promotional item to our gift bags (200). Due May 6th (handed out at the GR Children's Business Fair 10am - 12pm). Volunteer opportunities.

Who to contact: Liz Haan, discoveradavillage@gmail.com OR Kim Rantala, kim@adabusinessassociation.com

Rides on River Street: June 3rd @ 12pm-3pm

How to participate: Create an experience in your business for the car show guests or donate a promotional item for our 40 exclusive car guests.

Location: River Street, Ada

Who to contact: Liz Haan, discoveradavillage@gmail.com

Ada Village Farmers Market: June 6 - October 25, Tuesdays @ 9am-2pm

How to participate: Make your Tuesdays fresh with a visit to your local Ada Farmers Market! Businesses can get involved through sponsorship opportunities or setting up a booth.

Location: The Community Church (7239 Thornapple River Dr SE)

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Music On The Lawn: June 14 - August 23, Wednesdays @ 7pm-9pm

How to participate: Help promote the events, sponsor a concert, volunteer or simply enjoy the music.

Location: Legacy Park (7430 River St SE)

Who to contact: Mark Fitzpatrick, mfitzpatrick@adatownshipmi.com

*No concert scheduled for 7/5 as the band will play on 7/4 during the 4th of July Festivities. No rain dates scheduled this year.

Beer's at the Bridge: June 16th @ 6pm-9pm

How to participate: Sponsor a concert, volunteer, help promote and enjoy the show.

New Location: Legacy Park (7430 River St SE)

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Ada Township's 4th of July Celebration: July 4th - Parade @ 10am

How to participate: Host a family-friendly activity at your business, host a float in the parade, volunteer & help promote.

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Beer's at the Bridge: July 21st @ 6pm-9pm

How to participate: Sponsor a concert, volunteer, help promote and enjoy the show.

New Location: Legacy Park (7430 River St SE)

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Pickle Ball Tournament: July 29th @ 8am-5pm & July 30th @ 8am-1pm

How to participate: Sponsorship opportunities available.

Location: Ada Township Park (1180 Buttrick Ave SE)

Who to contact: Wesley Deason, wdeason@adatownhshipmi.com

Story StROLL Ada Village: August 3rd - September 3rd

How to participate: Sponsor, host a drawing pARTy this spring or host children's artwork at your business.

Who to contact: Cynthia Hagedorn, connect@cynthiahagedorn.com

Beer's at the Bridge: August 18th @ 6pm-9pm

How to participate: Sponsor a concert, volunteer, help promote and enjoy the show.

New Location: Legacy Park (7430 River St SE)

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Tent Sale/Sidewalk Sale: August 25th & 26th @ 10am-6pm

How to participate: It's time to sell those sale items! Setup a tent on your sidewalk and welcome guests to shop sale items and more.

Who to contact: Liz Haan, discoveradavillage@gmail.com

Women's Night: September 15th @ 6pm-9pm

How to participate: Donate to our giveaway basket, guests will be entered to win the basket for every \$50 purchase they make in a participating business.

In-store you can offer a discount, activity, giveaway, food, beverage, etc.

Who to contact: Liz Haan, discoveradavillage@gmail.com

Fall Festival featuring Brats & Bonfires: October 6th @ 4pm-7pm

How to participate: Create a fun, Fall activity in your business. Offer a discount, giveaway, food, beverage, etc. Launch your pumpkin items. Volunteer.

Who to contact: Liz Haan, discoveradavillage@gmail.com OR Haley Stichman, hstichman@adatownshipmi.com

Pumpkin Prowl: October 27 @ 5pm-8pm

How to participate: Hand out Halloween candy or goodies to trick-or-treaters in Ada Village. Businesses who do not have a storefront will set up along River St (closed to traffic). Host a spooky activity! Sponsorships available.

Who to contact: Kim Rantala, kim@adabusinessassociation.com OR Liz Haan, discoveradavillage@gmail.com

Ada History Center Wreath Sale: November 17th, 18th, 24th, 25th December 1st, 2nd, 8th, 9th

Or until sold out

The Wreath Sale has been Ada Historical Society's biggest annual fundraiser, held every year to fund efforts to preserve, share, and celebrate Ada history with historic collections, programming and events.

WINTER WONDERLAND

Tinsel, Treats and Trolleys: December 1st @ 5:30pm - 9pm

How to participate: Host a family-friendly activity at your business or sponsor one of the many holiday activities occurring in Ada Village - trolley rides and stops, character meet & greets, Santa's Village and more!
Volunteer opportunities.

Who to contact: Kim Rantala, kim@adabusinessassociation.com

Festival of Trees: December 1st - 31st

How to participate: Sponsor and decorate a tree in Legacy Park
See ABA website for details.

Who to contact: Kim Rantala, kim@adabusinessassociation.com

Window Competition: December 1st - January 1st

How to participate: Create an eye-catching winter window. Each business will have their own QR code for guests to vote. The winning window will be promoted and DiscoverAda will purchase a \$500 gift card from that business. The gift card will be given to a voter, promoting that business.

Who to contact: Liz Haan, discoveradavillage@gmail.com

Winter Lights Walking Trail: December 1st - January 31st

How to participate: Enjoy the Winter Walk through Ada

Who to contact: Haley Stichman, hstichman@adatownshipmi.com

Santa Parade, Saturday, December 2nd @ 11am

How to participate: Host a float in the parade, volunteer & help promote.

Who to contact: Dave Murray, dmurray@adatownshipmi.com

Women's Night: December 9th @ 6pm-9pm

How to participate: Donate to our giveaway basket, guests will be entered to win the basket for every \$50 purchase they make in a participating business. In-store you can offer a discount, activity, giveaway, food, beverage, etc.

Who to contact: Liz Haan, discoveradavillage@gmail.com

COMMUNITY EVENTS

Grand Rapids Triathlon/GR Youth Duathlon 2023 - June 10th - 11th

GRTri Expo(s): Friday, June 9th, 3pm-6pm & Saturday, June 10th, 2pm-6pm

GR Triathlon: Saturday, June 10th, 7am-10:30am & Sunday, June 11th, 7am-3:30pm

GR Youth Duathlon: Saturday, June 10th, 1pm-2:30pm

How to participate: Support the racers! Sponsor, host an activity or add a promotional item to our race exclusive hotel bags.

Who to contact: Jon Conkling, jconkling@tris4health.com OR Liz Haan, discoveradavillage@gmail.com

Ada Chili and Beer Festival: December 2nd @ 11am-3pm

How to participate: Get your business name in front of 3,000-5,000 people by sponsoring the event, volunteer on your own or with a group from your organization, enter a chili into the competition.

Who to contact: Andrew Grashuis, agrashuis@greenridge.com OR Mara Norden, mara@thecommunity-ada.org

Hosted by: The Community Church & Ronald McDonald House Charities of West Michigan

Contact Information

#DISCOVERADA



DiscoverAda - Liz Haan

Email: discoveradavillage@gmail.com

Ada Business Association - Kim Rantala

Email: kim@adabusinessassociation.com

Ada Township DDA - Haley Stichman

Email: hstichman@adatownshipmi.com

Please note: Events are subject to change