

# Ada Village Event Information 2024

## **Ada/Forest Hills Community Expo: March 9th @ 10am-2pm**

*How to participate:* Sign up as a sponsor or vendor to showcase your business to the local community (est. 1500 - 2000 people). Volunteer opportunities.

*Location:* Ada Christian School (6206 Ada Dr)

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

## **Spring Women's Night: April 25th @ 6pm-9pm**

*How to participate:* Create an experience in your business for the guests. Showcase your Spring arrivals, menus, beverage specials, etc. Partner with other local businesses.

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

## **Rides on River Street: June 1st @ 12pm-3pm**

*How to participate:* Create an experience in your business for the event guests.

*Location:* River Street, Ada

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

*River Street Road Closure*

## **Ada Village Farmers Market: June 4 - October 29, Tuesdays @ 9am-2pm**

*How to participate:* Businesses can get involved through sponsorship opportunities or by 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 12 - August 21, 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:* Wesley Deason, wdeason@adatownshipmi.com

\*No concert scheduled for 7/3 as the band will play on 7/4 during the 4th of July Festivities.

No rain dates scheduled this year.

## **Beers at the Bridge: June 21st @ 6pm-9pm**

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

*Location:* Legacy Park (7430 River St SE) - *River Street Road Closure.*

*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

*River Street Road Closure.*

## **Cars and Coffee: July 13th @ TBD**

*How to participate:* Create an experience for the thousands of event guests.

Add marketing material to the Discover Ada guest giveaway bags (150).

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

*Hotel Parking Lot Closure*

## **Beers at the Bridge: July 19th @ 6pm-9pm**

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

*Location:* Legacy Park (7430 River St SE) - *River Street Road Closure.*

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

## **Cars and Coffee: August 10th @ TBD**

*How to participate:* Create an experience for the thousands of event guests. Add marketing material to the Discover Ada guest giveaway bags (150)

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

*Hotel Parking Lot Closure*

## **Beers at the Bridge: August 16th @ 6pm-9pm**

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

*Location:* Legacy Park (7430 River St SE) - *River Street Road Closure.*

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

## **Tent Sale/Sidewalk Sale: August 23rd & 24th @ 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

## **Fall Women's Night: September 12th @ 6pm-9pm**

*How to participate:* Create an experience in your business for the guests. Showcase your Fall arrivals, menus, beverage specials, etc. Partner with other local businesses.

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

### **Fall Festival featuring Brats & Bonfires: October 3rd @ 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

### **Pickleball Tournament: October 5th 9am-3pm & October 6th 10am-3pm**

*How to participate:* Sponsorship opportunities available.

*Location:* Ada Township Park (1180 Buttrick Ave. SE)

*Who to contact:* Wesley Deason, wdeason@adatownshipmi.com

### **Pumpkin Prowl: October 25th @ 5pm-8pm**

*How to participate:* Host an activity and/or 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). Sponsorships available. Volunteer.

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

*River Street Road Closure.*

### **Ada History Center Wreath Sale: TBD**

**\*Or until sold out\***

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

*Who to contact:* Marie Vierson, mvierson@gmail.com

### **ABA Festival of Trees: December 1st - 31st**

*How to participate:* Sponsor and decorate one of the 45 trees.

*Location:* Legacy Park (7430 River St SE)

*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

### **Tinsel, Treats and Trolleys: December 6th @ 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

### **Santa Parade, Saturday, December 7th @ 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 14th @ 5pm-8pm**

*How to participate:* Create an experience in your business for the guests. Showcase your Holiday arrivals, menus, beverage specials, etc. Partner with other local businesses. Capture the holiday shopping spirit.

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

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## **COMMUNITY EVENTS**

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### **Grand Rapids Childrens Business Fair: May 18 @ 10am-12pm**

*How to participate:* Donate a promotional item for gift bags (200) handed out at the Fair. Due by May 10th to Liz or Kim. Volunteer opportunities.

### **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

# Contact Information

**#DISCOVERADA**



**DiscoverAda - Liz Haan**

**Email: [discoveradavillage@gmail.com](mailto:discoveradavillage@gmail.com)**

**Ada Business Association - Kim Rantala**

**Email: [kim@adabusinessassociation.com](mailto:kim@adabusinessassociation.com)**

**Ada Township DDA - Haley Stichman**

**Email: [hstichman@adatownshipmi.com](mailto:hstichman@adatownshipmi.com)**

**Please note: Events are subject to change**