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For Immediate Release:

Mayor Robert F. Sullivan launches “Brockton Open for Business Initiative”

Mayor to embark on ‘listening tour’ as part of initiative to support businesses in Brockton

BROCKTON – Mayor Robert F. Sullivan has launched the “Brockton Open for Business” Initiative – a regulatory reform effort to make it easier to do business in Brockton - and will be embarking on a listening tour that will include visits to several city businesses.

“The City of Brockton was hit hard by the COVID-19 pandemic and I am proud to say that the City of Brockton is going to be a partner to businesses in their efforts to recover,” said Mayor Robert F. Sullivan, “As of today, it is all hands on deck working within city government to help our businesses get back on their feet.”

The mayor and his staff will be visiting a variety of city businesses downtown, as well as at Westgate Mall, Campello, Montello, and other business districts, in the coming weeks. Business owners can share concerns and learn about help available through the “Open for Business Initiative” as the City shifts from COVID-19 emergency response to pandemic recovery efforts.

The effort will make it easier to do business in Brockton in three ways: through regulatory and policy adjustments; the introduction of new technology and best practices that will facilitate the process of working with City departments; and the hiring of new staff members whose main focus will be to help businesses navigate government and the resources available to them.

The “Brockton Open for Business” Initiative kicks off with the release of a 5-minute business survey to collect data and make initial contact with businesses that are either currently operating in Brockton or considering a move to the City. The Initiative includes an internal review of city department regulations, policies, and procedures to identify ways to streamline and improve user experience. In order to effectuate this review, the Mayor sent a memo to all City departments asking municipal staff to recommend ways that the City can become more efficient and more business friendly.

“It’s important for the City government to eliminate unnecessary burdens on our local businesses – especially as they recover from COVID impacts – and to create an environment where people want to invest and feel confident doing business here,” said Mayor Sullivan.

The Open for Business Initiative is an important part of the City’s recovery efforts and the work has been quietly underway for several months. The City has been working to explore the potential for online permitting, a commonly held municipal best practice, which the Mayor hopes to announce soon.

“City government has an obligation to protect the health, safety and overall well being of our residents and visitors, and I believe we can improve those outcomes while also making it easier to comply with our rules, simply through better utilization of readily available technology,” said Mayor Sullivan.

Working in partnership with the Mayor’s office, the Brockton Redevelopment Authority has hired a new position of **Business Assistance Coordinator** (Adelsa Mendes, 508-818-1770) who will serve as a business ombudsman for the City in addition to facilitating business feedback for the “Brockton Open for Business” Initiative.

“The Brockton Open for Business Initiative is exactly what Brockton should be doing to support business recovery after the pandemic and to enable new business formation,” said CEO of Eastern Bank Bob Rivers. “The City has done an exceptional job keeping their local economy going during some very challenging times, and I am happy to see them taking critical steps to shore up the City’s economic vitality into the future.”

"The Mayor is taking bold and targeted action to assist businesses and enhance future growth and economic development," said City Council President Winthrop Farwell. "Employing technology to make the city more responsive is proven to be successful in many other cities. I fully support the Mayor as he focuses on policies and plans to generate jobs and make Brockton a true partner with the business community. I'm sure members of the City Council will be pleased with the Mayor's business agenda."

The City of Brockton welcomes and encourages businesses to submit suggestions and ideas for local reforms to OpenForBusiness@cobma.us.

“I want to hear from businesses who have ideas for how we can do better as a City, and I look forward to working with our public and private stakeholders who can help us make a long-lasting impact through the Brockton Open for Business Initiative,” said Mayor Sullivan.

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