

Contact: Daveson Perez, Public Relations Associate, Office of Mayor Robert F. Sullivan, City of Brockton, (508) 942-7043

September 20, 2021



For Immediate Release:

**City of Brockton Launches New Mobile App for Businesses**

*This is the first advanced technological tool to come from Mayor Sullivan's  
"Brockton Open For Business Initiative"*

BROCKTON – As local municipalities develop strategies for business recovery and resiliency amid the COVID-19 pandemic, the City of Brockton has collaborated with Old Colony Planning Council, and with grant funding from the MA Office of Business Development and developed a new mobile app for the "City of Champions." The mobile app is the first technological tool under Mayor Robert Sullivan's "Open For Business Initiative."

The "Brockton MA City of Champions" app will assist Brockton businesses by providing residents and visitors with an accurate business directory right at their fingertips. Businesses in the city will have the opportunity to claim their business on the app and upload website information, digital menus, special deals/discounts, and more. Currently, there is a list of over 2,000 businesses, many of which are still waiting to be claimed by business owners. Businesses can claim their business by visiting and following six easy steps [claim.mycivicapps.com](http://claim.mycivicapps.com) (instructions for claiming business on attached PDF).

The mobile app is being funded by a \$71,000 grant, awarded to Old Colony Planning Council (OCPC), from a [Local Pilot Project Grant Program](#) offered by the MA Office of Business Development, which was established to support recovery solutions based on the specific economic needs of individual regions of the Commonwealth.

"Old Colony Planning Council takes pride in being in the trenches with our communities, listening to their needs, and responding with technical assistance and potential grant

opportunities,” said OCPC Executive Director Mary Waldron. “Our Economic Recovery Planner Dottie Fulginiti prepared an application for four communities in an effort to replicate a ‘Buy Local’ program started in Easton. Brockton leaped at the opportunity to be one of those communities. I am confident that this mobile app will be of great value to the City and its businesses.”

Brockton is one of four municipalities that elected to participate in this mobile app opportunity brought forth by OCPC. The mobile app, which is only funded by the grant for one calendar year, will provide important user data (i.e: site traffic, number of downloads, and etc.), that will define its value to the City and its businesses. With the data that is collected, the City will assess its value and determine ways in which to sustain this tool under the “Brockton Open For Business Initiative.” The Mayor, under this initiative, is committed to introducing innovative technology to assist businesses in our community.

“When I launched the Brockton Open For Business Initiative, working with public and private partners to bring new and exciting ideas and technologies to the City of Brockton is what I envisioned,” said Mayor Robert Sullivan. “I strongly believe this mobile app will be a huge asset to our local businesses and am really impressed by its functionality. I’m thankful to Old Colony Planning Council for providing the City of Champions this wonderful opportunity.”

While the mobile app is designed to assist businesses, it also provides instantaneous access to the BAT Bus Schedule, contact information for all City departments, a Virtual Events Calendar, and etc.

The mobile app is now available for download on the [Apple](#) and [Android](#) app stores.

###