

Ideas for Greenfield Business Association Programs and Activities in 2021

Suggestions by Penny Rickets on January 3rd, 2021

I think we should have a theme all year like Rediscover Greenfield

Encourage businesses that use social media like FB, we will help share those posts.

In Rediscovering Greenfield, we can perhaps do trivia questions once a month. For example, name 2 other businesses that were located in the current Main Street Bar and Grille

What did your Saturday look like in 1970 in Greenfield? I lived in Wendell but our family came to Mammoth Mart, ate at Corner Cupboard, and went to matinee at Garden Theater.

Let's incorporate the past with today. How many shoe or clothing stores can you name?

Once a month trivia put out by GBA would be fun. Name a big band that played at the armory?

Current places are always known for something? Popular dish or best beverage.

I think having a frame sign scavenger hunt or trivia question will get people out to various businesses.

I wonder if we could encourage businesses to make brief videos and we can help promote or see if we can encourage some young folks interested in working with GCTV to do brief interviews.

Marketing is key!!

I ordered from Hope and Olive today because they decided to start delivery. I got Thanksgiving and Christmas dinners from Terrazza because they delivered.

We are not budgeted to do marketing for businesses but we can look at our membership to see if we can partner folks to work together. The Garden was doing a great job of promoting a restaurant with a current movie.

Yes, next year will be rough. I still notice many folks checking in outside of Greenfield. Let's promote the city, businesses will step up if they can. Fairgrounds light show was a huge success. We start thinking now of an entry we could pull off.

More later

Penny

Suggestions by Amy McMahan of Mesa Verde

On Jan 4, 2021, at 1:06 PM, Michael Muller <tech@montaguewebworks.com> wrote:

Hey Amy,

Excellent idea. Our meeting is next Tuesday at 8:30, via Zoom. I'll share this concept with the board (no need to attend unless they decide to pick it up, which I'll encourage at least for further consideration -- we can have a follow-up later).

As I understand it, these were your thoughts (with a little embellishment by me):

- Called "**Poets Seat Passport**" Franklin County's Crossroads Bingo Game
- Mobile app (or website) that uses QR Codes to drive a bingo-like game
- Each participating business gets a page with a QR Code
- Each participating business can donate a gift certificate or physical prize
- Each participating person gets an account and a virtual bingo card to fill via scanned QR Codes
- Bingo winners get prizes
- Weekly? Monthly?
- Occasional news / emails about upcoming promotions and events
- In conjunction with VisitGreenfieldMA.com?

Issues I see with this idea:

- Building the app or website to handle user accounts, random bingo cards, play by QR
- Hosting the app or website
- Maintenance of technology
- Management of project, including soliciting of businesses, tracking donations, tracking of games, and winners
- Longevity

Questions that may arise:

- Is it free for users to play?
- Is it free for businesses to participate?
- Who pays for development work and maintenance?
- Who manages the project, and do they get paid for their time?

The GBA does have money, but I'm not sure they'd be willing to foot the whole bill.

Amy said: "I think all participating businesses should pay to be a part of it. What would be amazing is to get Treehouse Brewery (Charlton, MA) involved with the marketing and prizes. They have stated that they are interested in partnering with the surrounding communities."

I added: "I think customer participants can only play if they make a purchase of at least \$10 from the participating business. They have to actually go in and buy something to be shown the QR Code."