

Greenfield Business Association

July 2008

G-Biz

GET INVOLVED!

Summerfest 2008 July 11 & 12

A new infusion of energy into the annual sidewalk sale brings with it more reasons to spend the day in Greenfield. We are partnering with the Farmers Market and many Greenfield businesses to pump up the excitement: Live music, performances, scavenger hunt, starving artist sale, street entertainment and more.

BE A PART OF IT!

Your business can sponsor an activity or set up a tent to gain exposure to new customers. If you'd like more information on how you can join in; Call 774-2791 or email gba@franklincc.org!

COME ON DOWN!

Think of this stroll down Main Street as a "STAYCATION", a mini, at-home vacation, to do all the errands you have been putting off, take a peek in places you've been meaning to stop in, get those birthday, anniversary and host gifts crossed off your list. We'll be out on the sidewalks chatting with neighbors and friends, humming along to the live music planned in three different locations, having some ice cream and lunch, sending the kids on the scavenger hunt around town. It's a nice way to experience our Main Street. Please come down and say hello! GBA tent will be in front of Café Koko!



What Matters To You Department

GREENFIELD DOLLAR PROGRAM BECOMES A MEMBER BENEFIT!

The Greenfield Business Association Board of Directors has made the decision to open participation in the Greenfield Dollar Program, formerly known as "Downtown Dollars" to all members in good standing of the GBA.

This serves our members and our community at the same time. It gives customers more options on how and where to use their dollars and makes the "dollars" more appealing, thus we hope, creating a bigger pool of users and receivers.

In the 6 years these "dollars" have been in existence we have sold between \$7,000 and \$15,000 worth each year. GBA Participants are listed on the promotional materials, will be offered laminated identity signs for their windows and will be listed as accepting dollars on our website. These gift certificates are especially popular around the holidays as gifts and are often purchased in bulk for corporate gift giving. It is a wonderful way to remind the customer about the vast range of goods and services that are available in Greenfield and plug the local shopping benefits.

We are planning a rollout of information and promotional materials for GBA members at the end of July. GBA members will be given

the choice of signing on or not. Although the participation is a choice each member makes, there are very good reasons to get on this list; it identifies you as a GBA member in good standing and in camaraderie with your business neighbors; it puts your name in front of people who may never have heard of you (surprisingly enough, it still happens, in a small town like ours); it puts your name out there as part of our marketing plan; and as a way to keep the local economy vibrant and active.

Please stay tuned for the details and check the YES, I'll take Greenfield Dollars box!

The GBA Annual Meeting & Breakfast held on Friday, June 20 at Bill's Restaurant focused on Building as a literal and figurative issue for the Greenfield business community. Ted Carman, who is leading the way for 2nd floor rehabilitation project for some of the downtown businesses and Mark Snow, Greenfield's building inspector, gave generously of their time. Results of the election:

2008-09 GBA Board of Directors

Officers

President: Sue Dillon, Bank of Western MA
Vice-President: Liz Fisk, WHAI & Bear Country
Treasurer: George Gohl, Garden Cinema
Secretary: Tami Beauregard, Wilson's Dept. Store
Past President: Patti Waters, Fkln Comm. Co-op

Board members

Mary Walsh-Martel, Magical Child
Rich Fahey, The Recorder
Larry Clark, The Music Store
Kristie Faufaw, Ryan & Casey Liquor Store
Tim Farrell, Farrell Insurance and Town Council
Lisa Cocco, Opus

gba@franklincc.org 413-774-2791



CALENDAR OF THINGS YOU DON'T WANT TO MISS

Ryan & Casey Events

July 11th & 12th: Summerfest Local Tastings; V1 Vodka
Green River Ambrosia Meadery, West County Winery.

July 17th: Rum & Tropical Drink Tasting. Enter to win 2 Country Music Fest, Poet's & Pirates Tour with Kenny Chesney tickets.

July 24th: Drawing for Poets & Pirates tickets - 6pm. Gas-n-Go w/ Bear Country 4-6pm. Qualify to enter to win **\$1,500.00 in free gas**. Drawing 8/08 Also, in-store tastings.

772-6585 for details

July Events:

7th: Pioneer Valley Symphony Solar Series: 6 pm-Energy Park
Soup and Games Night: 5-8pm-Hope & Olive Restaurant
8th: Guiding Star Grange Hall Farmers Market 3-6pm-401 Chapman Street
Greenfield Military Band-7-8pm-Energy Park

July 11 & 12:

Greenfield's Summer fest and Sidewalk sales!
Featuring great sales, scavenger hunt, art sale, expanded farmers markets- Downtown Greenfield!
Friday and Saturday 10-6

July 13: Sundays in the Park-Brookes Williams and Sloan Wainwright-Energy Park

July 17, 18 & 19:

Green River Festival (www.greenriverfestival.com)
Thursday Kickoff Concert: Energy Park 5-8
Friday and Saturday: GCC Campus
Tickets \$40 for the weekend through 7/17

New Members for July

Fim Salon

Herdis Eriksson, owner
395 Deerfield Street
fimsalon@gmail.com 413-219-3199

This is a little slice of heaven. A purely peaceful spot for very personal attention to the style and cut of your hair. Treat yourself!

Carried Away Consignment

Mona Miner, owner
10 Miles Street
getcarriedaway@msn.com 774-3900
www.getcarriedaway.com

A lovely shop with distinctive, affordable furniture and home accessories. Call for hours.

Jenny O's Boutique

Jenny Odat, owner
200 Main Street
Bestpinkdepot.@gmail.com 413-824-9988
What to wear, what to wear? Jenny has it covered, with great labels, fine fabrics and excellent pricing this sweet Main Street shop can get you covered!

David Singer, Attorney & Mediator

377 Main Street, Suite 9
djsinger@verizon.net
774-3100
Many situations are served best represented by legal counsel, Attorney Singers areas of expertise are real estate, commercial and mediation services.

MAIN STREET and BEYOND-GREENFIELD

Though I think in many ways the current household economy and energy prices will change consumer spending, local businesses may end up the reaping rewards. The decision to get in the car to go shopping miles away is a bigger proposition now than it used to be and people are thinking twice about what they need and where they are going to find it.

The Greenfield Business community can make hay with this quandary. May I suggest a fresh look at your storefronts and window displays? Many folks have been passing in and out of the doors of their businesses for so long, they no longer see the cobwebs or debris that has built up in the window sills or can't see their image the way a customer sees them.

Do you sweep every day? Do you or your staff go out several times a day to check for trash, to wash the windows, to remove old posters, washed out advertising, dead plants or faded, dusty pictures?

It's time to be MUCH MORE AWARE of what you look like on the outside. Do you leave an energy efficient light on your newly creative window display at night? Is your OPEN sign removed when you are not open? Are your current hours posted and in line with your neighboring businesses?

Is your counter and register space neat and welcoming? Are your prices clear and posted? Are you displaying your merchandise in its brightest and best light?

Is your website or email contact (if you have one) posted in the store and up to date? Have you considered partnering with your neighbor businesses to advertise, have specials or befriend a particular group of shoppers (mid-day mothers, for example)?

Do you want help with thinking about these issues? We are ready to help. One Main Street business that stops caring or noticing affects everyone on the street. Could it hurt to have another pair of eyes, a friend in business look at your image and make a few suggestions?

We are ready to help!

774-2791/gba@franklincc.org