



## Town of Sturbridge

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Economic Development & Tourism Coordinator

# Business Newsletter – September

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## Business Breakfast – September 12<sup>th</sup> at RapsCALLION Brewery

We are very excited to announce that the next business breakfast will be hosted by RapsCALLION Brewery on Tuesday September 12<sup>th</sup> starting at 7:45am and should conclude by 9:00am. As was requested at the last breakfast we will have a presentation by Town Planner Jean Bubon on the Commercial Tourist District. She will discuss the study the Town conducted in 2014, what progress has been made, what still needs to happen and what business owners can do to help.

In addition we will have a panel discussion with the Town's inspectional services departments which will include the Building Commissioner, the Health Inspector, and the Fire Inspector. They will be telling you about some of their new programs and answering your questions. As always we will provide you with an update on what the Town has been doing and we will leave plenty of time to hear your questions, comments, concerns, and ideas. Food and beverages will be provided. If you would like to join us please RSVP with Kevin Filchak via email at [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) or call 508-347-2500 ext. 1411.

## Business Directory Information

The Town has recently launched its new Town website: [www.town.sturbridge.ma.us](http://www.town.sturbridge.ma.us). It is a vast improvement over its predecessor and it now has resources dedicated entirely to businesses. One aspect of the new website is a business directory that highlights the diversity of shops, restaurants, hotels, offices, and industries here in Town. To populate this list we used information already available on Google using each business's Google Listing (see next section if you're not sure about your business's Google listing). We would like to ensure that all of the information included is correct, and to be sure that we have not missed anyone. Please take a look at our business directory to ensure that the information we have included for your business is accurate. If there are any errors please contact Kevin Filchak via email at [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) or call 508-347-2500 ext. 1411 directly and we will solve the matter as quickly as possible.

## Google's "Get Your Business Online" (GYBO) Program

A necessary question today for any business owner is how you are viewed online. As was referenced above, the Town uses Google Listing to link to the businesses in our directory. As a Town we want to make sure that not only is your information accurate on our website, but that it is accurate with your

customers. Google's "Get Your Business Online" program is designed to help businesses see how they are represented on Google and help them update or improve their online presence. You can learn more at [www.gybo.com](http://www.gybo.com), contact Kevin Filchak via email at [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) or call 508-347-2500 ext. 1411 for more information.

## Business Focus Group

The Town of Sturbridge is looking for volunteers from the business community to serve on a focus group this fall to help us better understand the needs of local businesses. The focus group will answer three key questions:

1. What are the current challenges for businesses in Sturbridge as it relates to local Town government?
2. What are the short and long term solutions for each of the challenges identified?
3. How should the Town evolve to become business friendly to all businesses in Sturbridge?

The Town is hoping to gather a diverse set of volunteers from across all sectors of the Sturbridge business community to help answer these questions. The expectation is that this group will meet around three or four times in total, with the final meeting being a presentation to the Board of Selectmen to discuss their findings. The meeting times for this committee will be arranged so as not to interfere with the focus group's other daily responsibilities. If you are interested in participating, please contact Kevin Filchak via email at [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) or call 508-347-2500 ext. 1411 by September 30<sup>th</sup> for further information.

## Special Events Committee

The Town of Sturbridge has formed a Special Events Committee in order to develop more community events. The Committee will begin its work this fall. Please see the press release for this committee using the following URL for more information: [www.town.sturbridge.ma.us/town-administrator/news/sturbridge-create-special-events-committee](http://www.town.sturbridge.ma.us/town-administrator/news/sturbridge-create-special-events-committee)

## Business Tours

The Town of Sturbridge would like to know its businesses better. To help improve our knowledge and to start a dialogue with local owners, the Town has started a business tours program where members of the Town's Staff, Committee members and the Board of Selectmen will visit and tour a local business and have a discussion about how things are going. So far we have had a number of businesses participate in the program including (but not limited to) the Comfort Inn, Optim LLC, Alternatives for Health, and the Stageloft Theater. If you are interested in participating in our tours program, please contact Kevin Filchak via email at [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) or call 508-347-2500 ext. 1411.