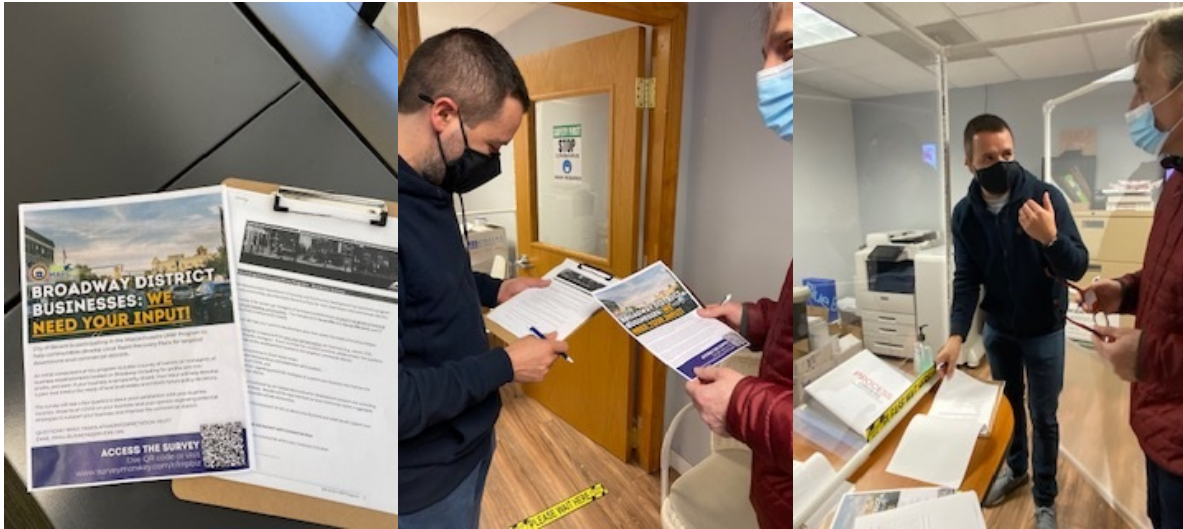


FOR IMMEDIATE RELEASE: April 5, 2021

CONTACT: Small Business Response Team, [smallbusiness@revere.org](mailto:smallbusiness@revere.org)



*John Festa of the City's Small Business Team Distributes Survey to Juan Jaramillo of Sofistech*

## **Broadway Business Recovery Plan Kicks Off With Small Business Survey**

REVERE, MA -- Mayor Arrigo today announced the kickoff of the Rapid Recovery Planning Process for the Broadway Business District, beginning with a survey of small businesses and nonprofits located along the city's central business district. This survey, which can be completed online or on paper and will be available in four languages, represents the first phase of a planning process that will be facilitated by the Metropolitan Area Planning Council (MAPC) and the City's Small Business Response Team, with additional outreach support from the City's COVID Ambassadors.

In this first phase, businesses and organizations located on and near Broadway are invited to participate in the survey, which closes on April 14. The survey, which takes an estimated 5-10 minutes to complete, asks questions about business characteristics, impacts of COVID, and opinions on strategies to support businesses and improve the district.

Over the next ten days, the City's Small Business Team and COVID Ambassadors will be contacting and visiting businesses to support the district's survey response rate. Staff will be providing survey information, technology support, interpretation, or assistance completing the survey if needed. Response options include:

- **Online:** surveys can be completed by businesses online in English at <https://www.surveymonkey.com/r/LRRPBiz> or in Spanish at <https://www.surveymonkey.com/r/LRRPBiz?lang=es> ;
- **On paper:** surveys will be available in English, Spanish, Arabic, and Portuguese; and/or
- **With individual support:** businesses can also request individual assistance from City staff in completing a paper or online version

City and MAPC staff will review responses and conduct follow-up engagement during the spring and early summer, activities that will guide the business recovery and district improvement goals to be included in a Broadway District Rapid Recovery Plan.

This project is funded entirely through a technical assistance grant awarded through the Department of Housing and Community Development (DHCD)'s Local Rapid Recovery Program (LRRP), which focuses on the revitalization of downtown commercial districts. To learn more about this program, visit <https://www.mass.gov/info-details/rapid-recovery-communities>.

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