



PRESS RELEASE

Meredith L. Mooney
Economic Development Planner
Town of Brookline, MA
333 Washington Street
Brookline, MA 02445
mmooney@brooklinema.gov
617-264-6478

Release Date: May 13, 2020

BROOKLINE LAUNCHES STOREFRONT SIGN PROGRAM TO SUPPORT SMALL BUSINESSES

Brookline, MA – The Town of Brookline – in partnership with the Brookline business community – is launching a coordinated storefront sign program and #ShopBrookline social media campaign to brighten Brookline storefronts and to convey how the Brookline community can support its small businesses during this difficult time. Signs will be available to businesses as of May 13th and distributed by Brookline’s Economic Development Division staff. Sign requests, social media kit, and other program information are available at <https://www.brooklinema.gov/1763/ShopBrookline-Signage-Program>.

This idea was the brainchild of Lucia Berman-Rossi, owner of Tiny Hanger in Coolidge Corner, and grew out of a series of virtual town hall meetings for Brookline businesses impacted by COVID-19. Brookline’s Small Business Development Committee has hosted these weekly virtual town hall meetings since mid-March. “Given the level of uncertainty and the rapid pace of change that businesses are contending with right now, frequent communication between the Town and the business community is critical. These weekly virtual town hall meetings have been an effective way of not only addressing that need, but also encouraging two-way communication and

collaboration between the Town and businesses,” said Brookline Select Board Member Raul Fernandez, who chairs the Town’s Small Business Development Committee.

“The Town immediately recognized the value of this idea, and Economic Development staff moved quickly to make it happen,” said Berman-Rossi. The project designer, Annika Sarin of Sarin Design, a Brookline resident and Small Business Development Committee member, worked with Economic Development staff and a small group of local business owners to develop the program. “We really saw this as an opportunity to build a sense of community in Brookline by promoting a positive visual message in storefronts town-wide, while also communicating valuable information about how businesses are open and how we can support them,” explained Sarin. “And given that so many of our businesses have had to quickly pivot to online offerings as customers have gone virtual, we felt it was important for this initiative to have a virtual presence, as well, which is why we developed the social media kit,” Sarin added.

“Annika’s beautiful designs perfectly capture the information and feeling that we were trying to impart to the community. This program is a fantastic way to remind people to shop local and that we’ll get through this together,” said Berman-Rossi.

###