

PRESS RELEASE

DOWNTOWN BROCKTON ASSOCIATION UPDATE

Dear Brockton,

After careful consideration, is with great sadness that the Downtown Brockton Association (DBA) announces its decision not to spearhead the planning of the 2024 Greater Brockton Holiday Parade.

This year has presented Downtown Brockton with notable challenges, impacting the Downtown Brockton Association (DBA) significantly. Over time, numerous dedicated individuals have generously volunteered their time, showcasing a deep sense of community spirit through extensive hours devoted to planning events. Orchestrating a large-scale event such as the holiday parade requires financial resources, logistical support, time commitments, and, most importantly- collaborative community effort. Regrettably, in the absence of these essential elements, the DBA finds itself unable to take the lead in organizing this cherished event. We earnestly hope that another community entity will see this as an opportunity to preserve this tradition and uphold a legacy of holiday cheer here in Brockton.

We wish to express our profound gratitude to our dedicated members and supporters. Your unwavering backing sustains the DBA during challenging times and contributes significantly to the unique spirit of Downtown Brockton. We hope that with your continued support, we can still be impactful for the businesses and residents of Downtown Brockton on a broader level. Please see our attached strategic goals- which will highlight the areas we will be focusing our efforts.

To our volunteers, small business community, members, friends and residents- we see you, we hear you, and we support you.

FOR IMMEDIATE RELEASE

Downtown Brockton Association

70 School Street , Brockton MA 02301
(774) 539-8226

www.dbabrockton.org
brocktondba@gmail.com

DBA PRIORITY AREAS 2024-2025

- **Supporting members, residents, and local ventures with advertising, business & technical support, and pursuing grant funding for these partners to stimulate and grow the downtown economy.**
- **Working to facilitate and promote adoption of the BID (Business Improvement District)- as we truly believe this is the way forward for Downtown Brockton.**
- **Committing to the Clean City Initiative- supporting consistent clean up and beautification of Downtown Brockton.**
- **Growing DBA Membership & Community Network- if you are interested in becoming a member, please visit our website.**

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