



Ashland Business Association (ABA)

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Ashland Business Association: BIDs for Ashland? Discussion at The Bagel Table, February 5

ASHLAND, MA—January 30, 2019—The Ashland Business Association (ABA) will hold its monthly program on Tuesday, February 5, 5:30 to 7:30 p.m. at The Bagel Table, 21 Main St. Ann Burke, consultant, and Richard Braga, former Hudson police chief, will speak about BIDs—business improvement districts, initiatives run and financed by a town’s business districts. The program is free and open to the public. Register to attend on the ABA website, ashlandbusinessassociation.com/events.

Early networking starts at 5:30; the program runs from 6 to 7:30 p.m. Refreshments will be provided by The Bagel Table.

The Program

In the summer of 2018, Hudson formed a BID to make their downtown more attractive. Hudson found that a handful of improvements—new benches, lighted decorations and flowers, and new trash receptacles—were a first step towards revitalization. Burke and Braga will share success stories on how a BID can help transform a town and drive business in a downtown or other commercial area.

Should Ashland create a BID for its commercial areas downtown or on Pond Street? Come to the February 5 program to learn more.

Business Spotlight

Also on the program is Business Coach Ken Erdelt, co-owner with his wife Janet of a new local business, an ice cream truck, Refreshin' Concessions. Erdelt will share insights on how family dynamics impact running a business.

Trash Bag Raffle

This spring, the Ashland Emergency Fund (AEF) is partnering with the Ashland Extended Day Program and the Ashland Food Pantry to hold their 10th annual Trash Bag Raffle, and is looking to make this year's fundraiser the biggest one ever. Attendees to the ABA program are encouraged to bring coupons and gift cards for the AEF Trash Bag Raffle. Attendees donating prizes on February 5 will be entered into a raffle that night to win one-half off their ABA membership. Businesses donating prizes will be listed on the AEF website and Facebook page.

Businesses will have until February 8 to donate prizes. Kids will have until the end of March to donate packages of Ashland trash bags to the Ashland Food Pantry. The kids will then be entered into a raffle for the donated coupons and gift cards. For more information about the Trash Bag Raffle, contact ABA Vice President Wendy Pyne, wendy@protegro.com.

About the Ashland Business Association

Nearly 120 Ashland businesses make up the Ashland Business Association (ABA). The ABA holds programs or socials on the first Tuesdays of most months throughout the year. For more information, contact President Adam Sachs at president@ashlandbusinessassociation.com or call 508-656-0503. To join the ABA, visit www.ashlandbusinessassociation.com.

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Business Coach Ken Erdelt addresses the challenges of running a family-owned business on February 5. (Photo/supplied)