

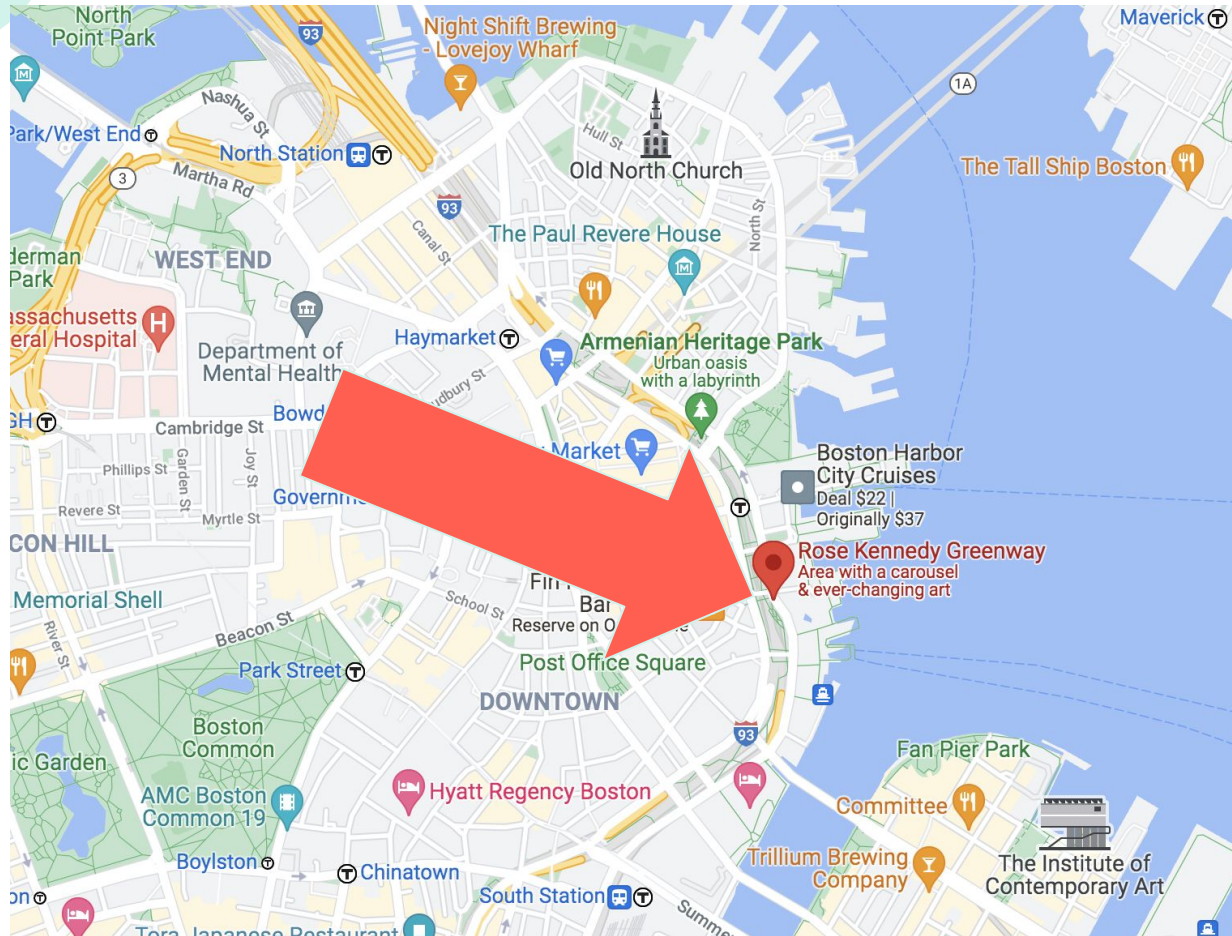
The background is a light teal color with a repeating pattern of various fruits and flowers. The fruits include watermelon slices, papaya halves, lime slices, and oranges. The flowers are small, five-petaled white flowers with yellow centers. There are also green leaves and small white dots scattered throughout the pattern.

# The Annual Boston Local Food Festival

Proddy Sukcharoen SHA'22

# Event Details

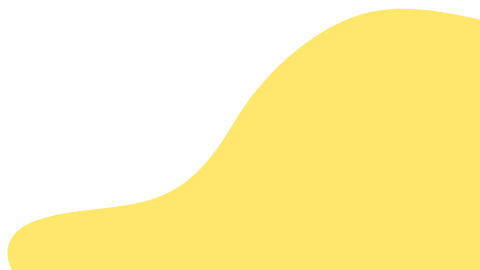
- Date: September 19, 2021 (11AM-5PM)
- Venue: Rose Fitzgerald Kennedy Greenway
- Entrance fee: none!
- Hosted by the Sustainable Business Network of Massachusetts (SBNMass)





# *Healthy Local Food for All!*

Vendors share the same vision on healthy eating and sustainability





# HOST VENUE SWOT ANALYSIS

ROSE FITZGERALD KENNEDY GREENWAY  
ATLANTIC AVE, BOSTON, MA 02110

BY PRODDY SUKCHAROEN SHA'22

## S

- COVID-19 social distancing safe: outdoor
- Booths situated not too close to each other
- Trash bins provided covered the whole venue area
- Strong emphasis on sustainability due to being hosted by the Sustainable Business Network of Massachusetts (SBN)
- Volunteering options available (BU's APO community service fraternity reached out and they allowed volunteers)

## W

- Event not advertised or promoted well-enough. Too heavily reliant on word of mouth and Facebook as the means of advertising
- Outdoor venue can be at risk of unpredictable weather
- Located near seaport; therefore it was too windy at times
- Booths did not have consistent standards e.g. some looked more professional than others

## O

- A system similar to BU's green badges to ensure all attendees are COVID symptom-free
- More advertisements through a plethora of social media platforms such as Instagram
- Partnering with schools and colleges around the area for bigger sponsorships
- Having a 'warm area' for attendees to gather at when it gets too cold
- A standardized booth requirement so that people can expect consistent booth presentations and service levels across all booths

## T

- No COVID-19 screenings mean that attendees are put at risk of the virus
- The entrance fee is free of charge, this makes the host lose an opportunity on making revenue
- No security checks upon entry due to being an open space outdoors mean that anyone can be carrying dangerous items such as weapons



# Moving Forward

- COVID-19 screenings
- Standard booth settings
- “Warm zone”
- More promotions on social media
- Security checks
- Medical care booth





*Thank you for listening!*

