

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

APRIL 5, 2016

A meeting of the Planning and Economic Development Committee was held on Tuesday, April 5, 2016, at 7:00 p.m. in the Aldermanic Chamber.

Alderwoman Mary Ann Melizzi-Golja, Chair, presided.

Members of Committee present: Alderman-at-Large Daniel T. Moriarty, Vice Chair
 Alderman-at-Large Brian S. McCarthy
 Alderman Tom Lopez
 Alderman Benjamin M. Clemons

Also in Attendance: Mr. Paul Shea, Executive Director, Great American Downtown

PUBLIC COMMENT - None

PRESENTATIONS

Mr. Paul Shea, Executive Director, Great American Downtown

We gave this presentation to a group of folks about a month ago to highlight the year of activities that we have undertaken and to highlight the direction that we are going to take the American Downtown in the year ahead. This is our first annual meeting presentation that we've had for some time. I want to thank Alderwoman Melizzi-Golja for having me and allowing me to make this presentation.

So, who are we? We are a 501c3 non-profit organization that promotes economic and cultural vibrancy in downtown Nashua through creative marketing and great community events.

How are we funded? The City of Nashua funds approximately one third of our annual budget and in recent years that amount has been \$35,000; our overall budget is about \$106,000. We are also supported to a significant degree through sponsorships, for example, through the Holiday Stroll, that is a largely sponsorship driven event. We generate a total of \$34,000 this past year for that event and that's about on par with prior years. The event itself costs approximately \$18,000 - \$19,000 to run and the remainder of which the funds raised goes towards our general operating budget. We also raise funds through events. The Taste of Downtown is our largest event revenue generator. We have approximately 700 to 800 people who attend that event each year. It's a great event that involves the pairing of downtown retail locations along with restaurants to highlight all of what downtown has to offer. The net on that event last year was \$24,000. We also have a series of smaller events throughout the year including the Nashua Farmer's Market, most of which generate a modest amount of revenue.

What are we known for? We are known for the Nashua Farmer's Market, the Taste of Downtown, Restaurant Week promotions and the Winter Holiday Stroll. These are our big signature events that we have been doing for a number of years. We have grown to great degree in the last year. We have new staff including myself as the executive director and Deb Sutton as the executive assistant. The Nashua Farmer's Market has grown significantly; in the past year we were able to grow the market from an average of six to eight vendors per week to between twenty two and twenty four by the end of last season. The cultural festival partnerships, we partnered up with a few area groups including the Richelieu Club to put together a French heritage festival as well as partnering up with the Indian community to help them promote their event, the Celebration of Democracy on Indian Independence Day, both of which were well attended. The French Cultural Festival was an event that was spurred off thanks to Alderman Tom Lopez providing the opportunity for the Great American Downtown to partner up for that event and it was quite well attended. Also this past year we organized the Nashua Pride Clean-up Day which was attended by about eighty five folks and we were able to clean up 1.8 miles of the Nashua Heritage Rail Trail during that day. We are bringing that event back this year and it will

take place on April 16th. This past year we also launched the downtown scarecrows competition between businesses. They produced scarecrows which were hung in partnership with the DPW and the Parks & Recreation Department from the base of lamp posts. There were a total of 25 scarecrows on display through the month of October. This promoted people to vote on social media and also come downtown and take a selfie with the scarecrows for additional points. The winners of that competition were the Dancing Corner, Triangle Credit Union and Gentle Dental. We anticipate that we will bring that back again this year. This past February we launched the Chocolate Stroll which is a retail-centered promotion where folks at retail locations offer some variation of chocolate. We had about twenty participating locations and we had about 200 folks come out for that and a lot of them were folks that did not know the shops were even there. They came out for the chocolate and they learned some stuff about downtown. We also organized a bike-in move night in partnership with 603 Bikes driven by James Vayo. We had a movie screening of Premium Rush that was screened at the Water Street lot on a movie screen that we purchased thanks to a donation from New Sky Productions. We have a 16' x 9' movie screen now that can be mounted to the city stage which is very cool. We had about twenty folks come out for that and we also had somewhat of a downtown alley cat bike race component to it. We also had an event called Steampunk City which was organized in partnership with the Nashua Public Library's Anime Event and that event featured a set of three fashion designers in the area. It's a funky thing and it's not something that I personally am too interested in but I know that there is an interest for it. Steampunk is a genre of fiction that interprets elements of a Victorian styling and the Wild West and it's in an alternate world where technology has developed using a lot of steam and gears and levers as opposed to more electronic development. It's kind of hard to explain but it's a pretty neat thing. One of our volunteers encouraged me to go down to Waltham's Watch City event where they have a Steampunk Festival that they have been running for about seven years. Their festival is attended by a few thousand folks a year which is pretty impressive. We had about 200 folks come out for this.

How else have we grown? The mission of our organization is centered on great community events and effective and creative marketing. The marketing area is a component of what we do that there is a good bit of room for growth. We did some aggressive outreach, a lot of social media advertising and we've revamped our newsletter. Our newsletter, the Downtowner has become a weekly newsletter that highlights downtown events and promotions. Typically we have anywhere from five to seven different events that are happening downtown in any given week. One of the things that we know is that there are a lot of great things that are going on but it's really a matter of connecting people with that information. We have a lot of events that we do. We brought on a lot of new events but there are also a lot of great community events that if we highlight them through our channels then we can improve the experience that folks have or the perception that folks have about downtown. We grew our active contact list from 2,200 up to 3,600 over the past year. We increased our open rate from 31% to 39% using a new e-mail interface called Robly which offers a technique called Robly ai, it detects when people open their newsletter and over time it learns when the most likely time they might open their mail would be and sends it out about fifteen minutes before that. The other technique that we've used to increase the success of our newsletter is called OpenGen. It creates a list of the folks that receive the e-mail and if they don't open it over the course of two days then you can resend the e-mail with a different subject line. At first I thought this might be a bit intrusive and obnoxious but I found that the folks who have opened it on the second go around were completely unaware that it came out the first time. It doesn't seem to have any type of spam feel to it and it has increased our open rate by a significant margin. We get about 150 to 200 additional opens each week. We've also grown in our outreach on Facebook. We have invested in a good bit of Facebook advertising through our marketing budget. An additional part of our events budget is dedicated towards Facebook advertising. It allows us to do very effective targeting depending on what the thing is that we are highlighting and we can connect folks who might be interested in that more so through Facebook advertising than we would with a broad media. We have also grown in our presence on Twitter and Instagram. We were able to reclaim the "@DowntownNashua" handle for Twitter. We also fired up an Instagram page which is also "@DowntownNashua" and try to post at least a couple of times a week and we get a pretty good response, whether it's a piece of art or a plate of food. We have grown on Instagram to about 350 folks that follow us. Video content, we put out a pretty good set of videos over the past year with some pretty significant reach. When the Broad Street Parkway opened up we produced a video that was a time lapse of a trip down the Broad Street Parkway with short dribs and drabs of information and demonstrated how to get to the parking

garage. That video received 37,000 total views between our You Tube page and our Facebook page. We did have a good organic response on Facebook but that was bolstered well with an advertising campaign. When the United Main Street Methodist Church storefront row was brought down we put up a video highlighting that. We've also done a video for the renovation of Bicentennial Park, the Scarecrow Competition and our SteamPunk event.

On the horizon we do plan to continue to grow. Some of the new programs that we've done and some of the new approaches to older programs that we have done have had a really great response. The Nashua Farmer's Market which grew significantly; we have vendors on the Pearson Avenue lot. Across the street from the Main Street Bridge market setup and this year it's our hope to grow into the Water Street Lot. We have been working with city departments on the process for that. We have received a USDA Grant in partnership with the Nashua Regional Planning Commission to support continued growth as well as to bring in market wide EBT systems which will help to provide access to fresh local produce for folks who are beneficiaries of those programs. The cool thing about how that is all going to work is the Granite State Market Match Program through the New Hampshire Food Bank offers an incentive for EBT and SNAP beneficiaries to go to Farmer's Markets by providing double points. When someone comes to the market this year and they use an EBT card what they will do is swipe the card at a central station for say \$5.00 but what they will get in return is \$10.00 worth of wooden tokens to cash in at the vendors. With the support of the New Hampshire Food Bank we are going to take produce that might otherwise be 15% to 20% more expensive and bring it to about 30% less expensive. It's pretty exciting and we expect it to be a significant driver of attendance to the market. We can expect to grow the market to as many as 35 members this year. It is a two federal fiscal year grant and we hope to get up to 40 to 45 members by the year 2017. It's really exciting stuff and the folks at the New Hampshire Food Bank have been great partners. The Nashua Public Health Department also has a hand in this, they are working with us on a part of the grant which really isn't in our wheelhouse but it's a neat thing. It's the feasible study for a mobile food market. It would be like a reclaimed bus that had a set of racks in there that you could bring to food desert areas and provide a pop-up Farmer's Market to folks. In talking with NRPC, there are two census tracts in downtown Nashua that are ½ mile food desert zone but there's also a good bit of area over in Merrimack and meets the low income requirements for that group as a designation. That may be a program that grows beyond Nashua. It's not anything that the Greater American Downtown will have to do it but it's a pretty exciting thing that this grant is making possible. Another thing that the grant is making possible is a feasibility study on the idea of a winter market. The NRPC is going to be doing surveying at our market as well as a number of other survey methods to determine if there is a market for a winter market and also helping to develop a model for how that might work. If it's feasible it could happen in downtown Nashua. I would anticipate that it would be a continuation of the Nashua Farmer's Market through the cooler months. A new program that we are really excited about is the Downtown Nashua Street Piano Project. It is going to be conducted and partnered with North Main Music. One of the folks that works over there is Sarah Vasano, who was the previous director of this organization, and she reached out to me with this idea. A street piano is a piano that is pretty goodly decorated and placed out in the public way for folks to play at their leisure. The street piano idea is that basically you would have folks that have a latent piano talent that maybe took lessons as a kid but don't own a piano anymore or even do still play but walking down the street casually and encountering this piano which invites them to play. It's been received very well. Littleton, NH is a local example of it. This has taken place in Boston, New York City and throughout Europe. It should be a really cool thing. The folks from Positive Street Art are working on painting the pianos. We've had some interest from Chronicle, WMUR. Chronicle has been over at North Main Music doing some video of the pianos being painted and we are on target to roll the pianos out on April 28th for an April 30th celebration and we expect Chronicle to be there for that. Art Everywhere, I put this in here because over the course of this next year it's my goal to grow the degree to which we highlight all of the great art that exists in our city. We really are a culture rich city from the Sculpture Symposium to a variety of murals that are throughout downtown to arts events and festivals; including the area Artist Association. All of these things come together to make a nice fabric of really great culture here in the city. It's going to be our goal over the next year to communicate to those that to folks. Our newsletter is growing as a way that we reach out to folks and also growing the number of folks that we reach out to. This is a very important area and to continue to build our identity as an arts rich city I think is a very positive thing for the perception of downtown as well as giving people more opportunities to

experience the creativity that's out there. This year we are working directly with the folks from the Gate City Marathon to help them highlight their event and connect them with downtown business owners as well as other organizations in the city and potential volunteers as well. We've also been working directly with the New Hampshire Bacon and Beer Festival folks as partners in their event connecting them most specifically with downtown restaurants that will be joining in for the fun on that event. The New Hampshire Bacon and Beer Festival is an inaugural year event run by the High Hopes Foundation. It's basically a local variation of Make-A-Wish Foundation. They try to provide great opportunities for kids who could use some time having a great experience. They have had phenomenal success with minimal advertising. They had almost 40,000 express an interest in that event and from what I understand tickets are going to be limited. I expect they will have an opportunity to grow it significantly and perhaps to have multiple sessions in the future. That event is taking place at the Millyard Technology Park. For new event partnerships we are always welcome to connecting with area groups who might need assistance in one way or another. Similar to how the French Cultural Festival worked out. If there are any folks listening at home that have an idea for an event and might like to reach out or might need a partner, the Greater American Downtown is always available to be contacted at downtownnashua.org. The more events we can have in downtown Nashua the more cultural offerings it brings. Growing an audience, we will continue to grow our audience using the methods that we have in this past year, specifically we are going to focus on building our e-mail list. It's my hope that by the end of 2016, our e-mail list might be as high as 4,500 to 5,000. The more folks that subscribe to that the better. Naturally, just by virtue of using Facebook and social media we plan to continue to grow, I wouldn't be surprised if we hit 5,000 on our Facebook page. We are also looking into potentially jumping into Snap Chat. If you are 18 to 24 Snap Chat is probably where it's at right now. Getting an opportunity to highlight all that is great about downtown Nashua to a younger generation I think would be important in the long-term. Basically you send brief video snip-its out and one of the cool things that they have added to it recently is regional stories. So, if you are in Nashua and you take a Snap Chat video of something cool that's going on you can actual send it to the regional story and that goes out to folks that subscribe to it. There's a New Hampshire one as well and if you can get into that then that's potentially tens of thousands of people who could see your brief snip-it highlighting whatever cool thing is going on in downtown Nashua. We are also going to do some work on the back end of our website to improve that. Our community calendar, it is our hope in this coming year to grow the capabilities of our community calendar. We have purchased some new plug-ins for the website that provides us with the ability to have multiple logins for different community groups. Say for example, Makelt Labs would like to connect with that calendar we could provide them with a login and they could set up events in the calendar which would highlight their events and give them a platform that might be visited by some folks that are not in the core audience. We've had some preliminary conversations with folks at different groups and folks at the library on how to brainstorm on how this might be best implemented. We still have a good amount of work to do but it's our hope that in the coming year we can really build out our calendar so it becomes an even better resource.

Volunteer Recognition, we have a few volunteers that have been in the Great American Downtown forever that have broken 100 hours and we are excited to share that and thank them. Our number one volunteer is Basil Mansfield. Basil is always there when you need him and he helped out with the Farmer's Market every week and has been our go to guy for any event that's happening downtown. Amber Hetue, Kevin O'Meara and Ryan Hirsch were all great contributors over the past year. Honorable mention goes to Mike Watt, April Murphy, Pam Anderson, Ric Everhard and Will Shea. Beyond this group of volunteers we engage about 140 volunteers over the course of the year for our mix of events and without their contributions it would not be possible. The federal government estimates that volunteer hours are worth somewhere in the ballpark of \$22.00 to \$24.00 and the amount that they contribute is fairly significant. During the next year it is our hope to do a more robust tracking effort so we might be able to quantify that in the future based on those numbers. I wouldn't be surprised if the volunteer efforts that come out of our organization are valued well over \$10,000 over the course of the year.

The state of our downtown, the downtown sidewalk project is all but complete. There are a few buttoning ups that need to be done but the downtown businesses are very excited about that. The Broad Street Parkway is open and we have a number of new downtown businesses that have opened up. Some figures suggest that

we are looking at between 400 to 500 units of housing on the way to downtown Nashua which is really exciting. The launch of the maker's space, the new location for Makelt Labs over at Crown Street is really exciting. There's also a number of incubator projects happening as well which is great. The state of the downtown is strong and getting stronger. I think with the improvements of the overall economy and with the stability of what we have here in New Hampshire that we are looking at a great time ahead with our downtown. It's really incredible the number of new downtown businesses that have popped up this year; Main Street Gyro, Fratello's, Kodax, Z Master Builders, Cotton Mill Square, Purple Finch Properties, LB Fitness, Dressed to Impress Consignment, Snap, It's Vintage, MSYS Systems, the Vanity Room, Five Star Furniture, Center for Women & Enterprise, Taj India, the Thirsty Turtle, the Bale House, Velocity Performance, Arial Mood, the Fit Furnace, Millyard Brewery and in the year prior Cavadevino, Ja Ja Belles, California Burrito. We've had some growing businesses over the past year and a half; Riverwalk Café had a significant build out of a new music space which has been very well received. Crane popped into a new location on West Pearl Street. O'Brien's Sports Bar has undergone some expansion. New Sky Productions has undergone significant expansion of their office spaces. Charron Medical and CVS are kind of part and parcel as far as businesses are moving and growing.

I just want to say thank you for having me. I appreciate you providing me and the Great American Downtown with an audience to share with you the things that we have done and what we are hoping to accomplish over the next year.

Alderman Clemons

Mr. Shea, I appreciate you coming down and presenting everything. Do you partner with the city to promote things like the fireworks, the parades and things like that and also I know that you have done some stuff with the Silver Knights so if you could expand on that it would be great.

Mr. Shea

Part of highlighting all of the things that downtown needs to offer is highlighting the things that go on at Holman Stadium including the 4th of July celebration. We also had a good hand in promoting the Gate City Fall Festival. I've been the emcee for the Summer Fun series and I will do so in this coming year. Greeley Park is a hop, skip and a jump from downtown but we do highlight some of the things that go on such as cultural events.

Alderman Clemons

That's great because one of the things that always got me about the Fourth of July in Nashua was literally you will have cars parked all over the street. Probably we have 30,000 people come down for that. They stay for an hour or so and then there's a traffic jam out of the city and never towards downtown. I feel we have such a great opportunity there. We're one of the few cities that always do it on the Fourth of July. Manchester does it before. We're not competing with other major cities. That's one area that definitely I think can be capitalized on more. You do a great job. I was particularly pleased with the grant that you were talking about with the Farmer's Market for accepting EBT. It's not often that you hear a positive story about EBT. It's usually negative. To hear that program is going to be accepted at the Farmers Market soon is really great. Thank you and keep up the good work.

Alderman Lopez

I have some questions. We had a very spirited discussion yesterday about the roles of the Nashua Arts Commission and how we are positioning it to accomplish its purpose. The piano roll outs, I am somewhat familiar with it because I am overseeing the Positive Street Art side of it. Is there coordination with the Nashua Arts Commission? I'm sure you're talked with DPW about making sure you are allowed to have the pianos, but have they been in a supportive role?

Mr. Shea

The Nashua Arts Commission, from what I understand, is in a period of transition. We did not reach out directly to them. I am familiar with the Nashua Arts Commission as an entity that oversees and fund disbursement for different events and sat before for them for Art Walk last year. It didn't really seem like there was a space where we could engage them on this. I am regularly in contact with a number of folks that are on that commission. I would gather that most, if not all of them, are fairly aware of that happening. But no, we did not engage them on this particular project.

Alderman Lopez

I know one of the two new appointees for the Arts Commission is Judith Carlson, who is the Vice President of City Arts Nashua who is involved in the project. I'm sure they are aware of it. I just think if you are going to promote a lot of future art events, it would be good to include them. I'm sure they would like to be aware and in coordination with all of the arts events and activities. Also knowing because I have been friends with you for ten years, I'm aware that you are very committed to a lot of different projects and you don't have a lot of free time. But have you considered attending the Cultural Connections Committee more regularly so you could be a resource for cultural festivals?

Mr. Shea

I'm sure that I could come to those meetings. I don't know that regular attendance at those meetings is really the best use of my time. I'd be glad to be engaged by that committee. If there was a particular opportunity for partnership that might be presented, I'd be glad to hear about it for sure. Regarding the Nashua Arts Commission, we have worked with them closely on a number of other things including highlighting the performing arts center study. We've been engaged with them and will continue to do so. For the cultural committee, by all means if there is an opportunity for partnership there, I'd be glad to chat more about that.

Chairwoman Melizzi-Golja

I, too, am happy to hear that the EBT system is going to be working at the Farmers Market. That's been a long time coming, and you and I have had conversations about that. I am currently forwarding your newsletter to people who aren't on your list. Since we have the opportunity to engage the broader public for people who would like to contact you to get on your weekly newsletter, how should they do that?

Mr. Shea

They could email us at info@greatamericandowntown.org. There's also at the top of our Facebook page, a sign up form. The pin post on our Facebook page is our direct signup.

Alderman Moriarty

Now I'm going to try and notice what time of day and what day of the week I get your emails.

Mr. Shea

Let me know if you can pick up on a pattern, and if you do let me know. I'm still not entirely certain how the whole thing works but it seems to be having a positive result.

COMMUNICATIONS - None

UNFINISHED BUSINESS - None

NEW BUSINESS - None

GENERAL DISCUSSION

Alderman Lopez

I wanted to remind the public that this is Public Health Week. It's a great week to be talking about access to fresh food for people on the EBT program. There are also a lot of activities that are happening in the downtown area. We had a nice, snowy downtown walk yesterday with the Mayor. I just wanted to remind the public and explain why the bobble head is here. It was part of the public health walk.

Chairwoman Melizzi-Golja

I noticed the public health week activities are on the city calendar. If people wanted to see what's happening and when, they can check it on the calendar.

PUBLIC COMMENT

Mr. Steve Williams.

I own Cavadevino. We're a wine and food specialty store. I wanted to personally thank Paul. We're in our year three of business due to a lot of the efforts of Paul brining people downtown. We grew out business 48 percent last year. A lot of that had to do with the recognition of finding who we are by these events. We just closed out our first quarter, and we're up another 48 percent. Really pleased with what is going on. Only comment is I would like to see more things go on. I'd love to see a Folk Festival like Lowell where we shut the streets down in the summer. We need to bring more people downtown. We have a beautiful downtown area. A lot of great stores. The more people that come down, the more people want to open their businesses down here and make Nashua great again.

Mr. Mark Levesque

I own Studio Mark Emile Photography on Main Street. We've been downtown for about eight years now. We've seen GAD in various incarnations. This is far in a way the best that we've seen. The belief that you can actually do something and make a difference is markedly different than what we have had in the past. Paul follows up. He has ideas. He runs with things. He makes stuff happen. The Farmers Market is right outside our door. We can very easily see that it has more than doubled in size and in attendance. Paul is doing a wonderful job, and we are very happy he has taken the reins. It's about time somebody does something, and we're thrilled that it is happening.

Ms. Jessica de Pontbriand

I own jaja Belle's downtown. I've been there for about two years. Over the last couple of years, I've gotten into many spirited conversations with people about the state of our downtown as they point fingers at city hall and Paul and Tom. Then I've heard it's the Chamber. Many times I've heard it is Greater American Downtown, to which I would say: it is not their job either. We do not have anybody that pushes for us and cheers for us. The role of Greater American Downtown has been to bring events downtown. I can slowly see that changing, and it's such a wonderful thing with the addition of Paul. He's doing it right, and that's the simplest way to say it. Between his newsletters that come every week, Farmers Market, I believe strongly, as those who know me know, what it can do for a city. The way he is going with this, we are very, very, very lucky to have him, with the addition of James as well for our downtown. Finally as a business owner, it feels like someone is cheering for us and we don't have to cheer for ourselves because we often times don't have the time to cheer and all

come together. So thank you and I've said that to you before. I think you are doing a fabulous job. You can see people who we've never, ever seen come into our downtown because of Great American Downtown and come to our stores. For that, thank you. You have taken social media and run with it. We haven't had that as business owner's downtown.

Mr. Jim Vayo, 32 Spaulding Street, Nashua

I am also the Economic Development Downtown Specialist for the Division of Economic Development in the Mayor's Office. In general, I like to come to the PEDC meetings. I didn't even know Paul was presenting tonight, but I was excited to see it for the third time now. I just wanted to point out that over the years I have been on Main Street probably for six years now in various forms. I have had the opportunity to work with both Tom Lopez and Paul Shea directly on many projects to visualize Nashua initiatives. Over time, I've really gotten to know both of them and their abilities. I couldn't be more excited to be in this room with these individuals and see their growth personally. I just want to give a shout out to Paul relative to this presentation in that I've had the opportunity to work with three of the last executive directors for Great American Downtown. I'm really excited for Paul because Paul has a talent for understanding events and understanding the drivers to get people downtown. I think we're very lucky to have his talents here in our City working on behalf of downtown. Thank you.

REMARKS BY THE ALDERMEN

Alderman Clemons

I'll just follow up what Alderman Lopez was saying. We also have the Downtown Improvements Committee as well. That consists of a number of business owners and people with interest in downtown from a number of different perspectives. You should also find out when those meetings are and attend those or at least read the minutes. That committee is in charge of the extra parking revenue. When we raised the meter fees, we did it so we could generate money for downtown. It's important that committee hears from a variety of different stakeholders in the community. You don't have to be just from downtown. You can be someone who enjoys downtown. We appreciate that input. The next meeting is actually this Friday morning at 7:30 a.m. in Room 208, which is down the hall that way. We do meet in the morning because there are a lot of business owners that have to open shop so we meet before they open. Again, it's your customers' money that we're spending. It would be nice to hear from the larger community as well and thank you for coming this evening.

Chairwoman Melizzi-Golja

Thank you Paul and all of the business owners for attending this evening. Alderman Lopez and Alderman Clemons stated it's important for us to hear from you and how we can all work together. Mr. Vayo in previous times has come to this meeting and talked to us about what makes our downtown vibrant. We have had discussions in the past about the vibrancy of downtown being related to the vibrancy of the greater city, and people throughout the city being interested in what their downtown is and what it has to offer. It's important that we kept the community going, so thank you once again for attending.

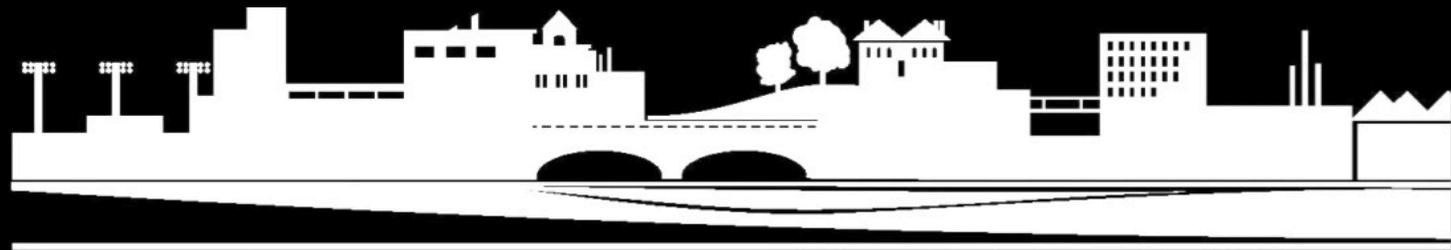
I just want to make one announcement. On May 3, our PEDC meeting is going to be held up in the auditorium at 7:00 p.m. We're going to have feedback from the Performing Arts Center Feasibility Study. I just wanted to make sure everyone was aware of that. For those who are listening, you've got a month's advance notice to plan your calendar accordingly. Director Marchant and I have firmed up that date and reserved the auditorium. Once again, it will be Tuesday, May 3, PEDC, up in the auditorium at 7 PM for the Performing Arts Center Feasibility Study.

ADJOURNMENT

**MOTION BY ALDERMAN CLEMONS TO ADJOURN
MOTION CARRIED**

The meeting was declared adjourned at 8:01 p.m.

Alderman-at-Large Daniel T. Moriarty
Committee Clerk



★ GREAT AMERICAN DOWNTOWN

DowntownNashua.org

Eat. Shop. Live. Local.

WHO ARE WE?

- **We are a 501c3 nonprofit organization that promotes economic and cultural vibrancy in Downtown Nashua through creative marketing & great community events.**

HOW ARE WE FUNDED?

- City of Nashua
- Sponsors
- Events

WHAT ARE WE KNOWN FOR?

- The Nashua Farmers Market
- The Taste of Downtown
- Restaurant Weeks
- The Winter Holiday Stroll

HOW WE HAVE GROWN!

- **New staff team: Paul Shea & Deb Sutton**
- **The Nashua Farmers Market**
- **Cultural Festival Partnerships**
- **Nashua Pride Clean Up Day**
- **Downtown Scarecrows**
- **The Chocolate Stroll**
- **Bike In Movie Night**
- **Steampunk City**

AUDIENCE

- **Revamp newsletter: The Downtowner**
- **Active contacts up from 2,200 to 3,600**
- **Open rate from 31% to 39% using Robly ai**
- **Facebook: 2,471 to 4,852**
- **Twitter and Instagram @DowntownNashua**
- **Video Content, BSP Video 37k total views**

ON THE HORIZON

- **Nashua Farmers Market**
- **Nashua Pride Clean Up Day: April 16, 10a-2p**
- **Downtown Nashua Street Piano Project**
- **Art Everywhere**
- **New Event Partnerships**
- **Growth in audience**
- **Community Calendar**

VOLUNTEER RECOGNITION

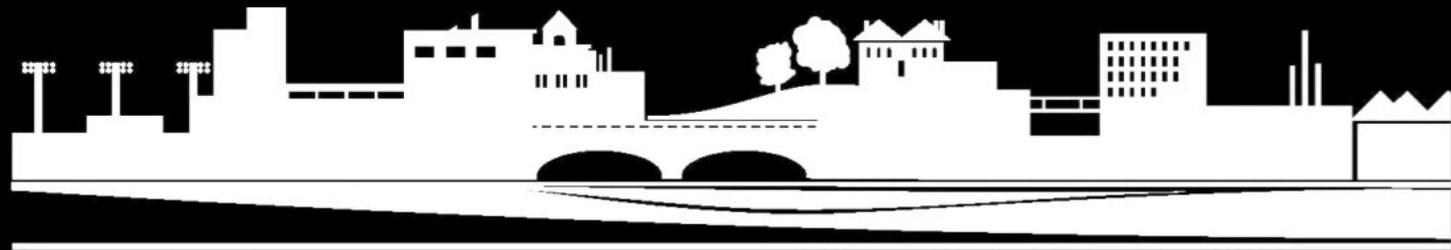
- **The 100 Plus Club**
 - **Basil Mansfield**
 - **Amber Hetue**
 - **Kevin O'meara**
 - **Ryan Hirsch**
- **Mike Watt, April Murphy, Pam Anderson, Ric Everhard, Will Shea**

STATE OF OUR DOWNTOWN

- **Downtown Sidewalk Project – Complete!**
- **Broad Street Parkway – Open!**
- **New Downtown Businesses**
- **New Housing on the Way**
- **Incubator, Makerspace**
- **The State of the Downtown is Strong!**

NEW DOWNTOWN BUSINESSES

- Main Street Gyro
- Fratello's Italian Grille
- Codex
- Z Master Builders
- Cotton Mill Square
- Purple Finch Properties
- LB Fitness
- Dress 2 Impress Consignment
- Snap! It's Vintage
- IMSYS Systems
- The Vanity Room
- 5 Star Furniture
- Center for Women & Enterprise
- New Taj India
- The Thirsty Turtle
- The Bale House
- Velocity Performance
- Areal Moon
- The Fit Furnace
- Millyard Brewery
- In 2014
 - Cava De Vino
 - JaJa Belle's
 - California Burrito
 - Carcineria Zatotan
- Growing
 - Riverwalk Café Music Bar
 - El Colima
 - Crane
 - O'Brien's Sportsbar
 - New Sky Productions
 - Precision Body Arts
 - Charon Medical
 - CVS

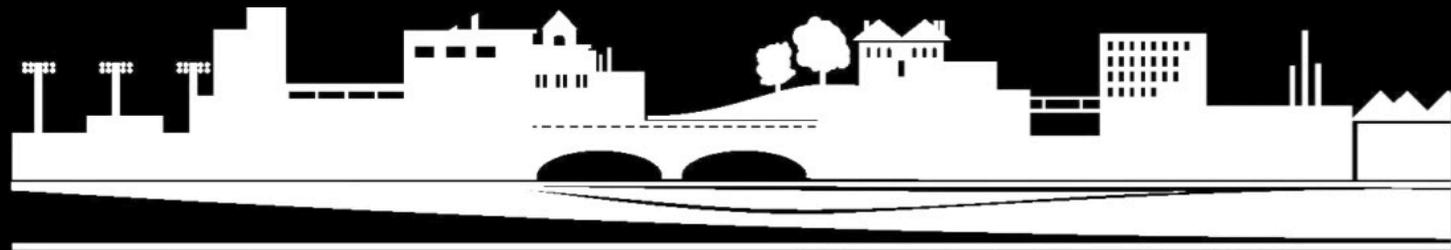


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QUESTIONS?



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