



20

COMMUNITY MITIGATION FUND

APPENDIX F

2020 Non-Transportation Planning Project Application

BD-20-1068-1068C-1068L-46130



Check if joint application

Please complete the entire application

City of Northampton, MA

1. NAME OF MUNICIPALITY(IES)/GOVERNMENT ENTITY(IES)/DISTRICT(S)

"northampton.live" Marketing Program 2020

2. PROJECT NAME (Limit 10 words)

This application seeks funding to continue the "northampton.live" marketing web platform which is the City's first marketing program and has proven to be an informative web site messaging thousands of viewers near and far as well as using social media sites to target visitors. Northampton's entertainment and retail attractions attract over 1.4 million people annually supporting hundreds of jobs and generating over \$8 million in annual state and city tax revenues.

3. BRIEF PROJECT DESCRIPTION (Limit 50 words)

David J. Narkewicz, Mayor

2. NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

David J. Narkewicz, Mayor & Terence Masterson, Economic Development Dir.

3. LEAD APPLICANT – NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

210 Main Street, Northampton MA 01060

4. ADDRESS OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

Terence J. Masterson: (413) 587-1253 Email: tmasterson@northamptonma.gov

5. PHONE # AND EMAIL ADDRESS OF INDIVIDUAL AUTHORIZED TO HANDLE FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY

N/A

6. NAME AND CONTACT INFORMATION OF JOINT APPLICANTS – MUNICIPALITIES/GOVERNMENTAL ENTITIES/DISTRICTS

David J. Narkewicz, Mayor

7. NAME AND TITLE OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)

210 Main Street, Northampton MA 01060 / (413) 587-1253 /
tmasterson@northamptonma.gov

8. ADDRESS, PHONE # AND EMAIL ADDRESS OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)

MGM Springfield

9. NAME OF GAMING LICENSEE

1. IMPACT DESCRIPTION

Please describe in detail the related impact that is attributed to the operation of a gaming facility. Please provide support for the determination that the operation of the gaming facility caused, is causing or may cause the impact.

Background:

The opening of the MGM Springfield casino has attracted millions of local and outside visitors to the Pioneer Valley seeking gaming as well as dining, shopping, entertainment, and other tourism offerings. The City of Northampton is located less than 20 miles north of Springfield and is a popular arts, culture entertainment and retail destination attracting over 1.4 million visitors annually. Northampton offers over 230 retail shops and restaurants along with 5 musical entertainment venues and 331 hotel rooms. Economically, Northampton is a valuable tourism and financial asset for the Pioneer Valley and the Commonwealth. In addition to providing direct and indirect employment to hundreds of residents; significant user tax revenues are generated. Based on meals and hotel tax revenues, visitors in 2019 spent \$101 million on food and drink and \$132 million in lodging revenues. Total 2019 meals and hotel tax revenues for the Commonwealth were \$7.1 million and \$1.5 million for the City of Northampton.

Potential Casino Impacts:

The primary potential impact of the MGM Springfield casino has been that its broad entertainment, food and beverage offerings could divert consumer spending and visitors from Northampton. Alternatively, new visitors to MGM can see Northampton as a nearby attraction to visit.

Thanks to a 2017 grant from the MGC, the creation of the "northampton.live" marketing platform has established a first ever continuous digital media presence to promote the attractions of Northampton to local and regional visitors. Sustaining this marketing platform is an important asset in keeping Northampton's message as a regional attraction ongoing.

2. PROPOSED USE OF PLANNING FUNDS

a) Please identify the amount of funding requested.

\$100,000 is requested. A detailed monthly budget starting in August, 2020 is attached in order to demonstrate how these funds will be used.

2020 NON-TRANSPORTATION PLANNING PROJECT APPLICATION

BD-20-1068-1068C-1068L-46130

Page 3

b) Please identify below the manner in which the funds are proposed to be used. Please provide a detailed scope, budget and timetable for the use of funds.

The grant will be used to continue funding the "northampton.live" platform which was created and is now being populated and managed by Rhyme Digital of Easthampton, MA. A detailed monthly calendar of services with budgeted costs has been attached.

c) Please provide documentation (e.g. - invoices, proposals, estimates, etc.) adequate for the Commission to ensure that the funds will be used for the cost of planning to mitigate the impact from the operation of a gaming establishment.

As noted earlier, a detailed monthly budget starting in August 2020 has been attached to this application.

d) Please describe how the planning request will address the impact indicated. Please attach additional sheets/supplemental materials if necessary.

The "northampton.live" marketing platform is the City's first ever marketing initiative that has reached thousands of potential visitors daily (see attached report). The site works with social media outlets such as Facebook and Instagram to reach targeted visitors by their activity preferences. Or visitors to the site may sign up for messages and promotions. Funding this platform through 2020 will continue this important effort.

e) Please describe how the planning request will address the impact indicated.

See question (d) above

f) For joint grant requests, please state the amount requested for the joint request. Please also state the amount of any Regional Planning Incentive Award requested and provide separate detail on the use of these additional funds.

N/A

3. CONNECTION TO GAMING FACILITY

Please provide specificity/evidence that the requested funds will be used to address issues or impacts directly related to the gaming facility.

The requested funds will support the continuation of the "Northampton.live" platform which includes all of its informative content and narrative about Northampton's entertainment events, shops and restaurants. The "northampton.live" platform's message and content focuses on visitors either by allowing them to sign up for communications and offer feedback or the site is available to those who search the web for preferential activities.

4. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS

Please provide detail regarding the internal controls that will be used to ensure that funds will only be used in planning to address the impact. If non-governmental entities will receive any funds, please describe what reporting will be required and how the applicant will remedy any misuse of funds.

Activity Controls:

(+) The City's economic development director works closely with the marketing agency, Rhyme Digital of Easthampton MA along with the Downtown Northampton Association (DNA) on this program and other issues affecting Northampton.

(+) The Greater Northampton Chamber of Commerce (GNCC) also serves as the Hampshire County Tourism Council and they participate and support the ongoing activities and operations of the marketing program.

Funding Controls:

(+) The 2020 Marketing Plan Breakdown offers a detailed monthly itemization of specific services and costs to be rendered by Rhyme Digital.

(+) Misuse of these funds can be avoided since payments are issued after services are delivered and detailed by a monthly invoice.

5. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES

Please provide details about the Applicant's consultation with the Regional Planning Agency serving the community and nearby communities to determine the potential for cooperative regional efforts regarding planning activities.

Pioneer Valley Planning Commission (PVPC):

The PVPC will be consulted on this proposal. We are interested in exploring any ways that they can assist with this effort to promote our region.

6. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY

Please demonstrate that the governmental or other entity will provide significant funding to match or partially match the assistance required from the Community Mitigation Fund. Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.

City Contributions:

The City of Northampton delivers financial assistance and support for the promotion and maintenance of Downtown Northampton.

+ Financial assistance: This totals approximately \$75,000 and includes: (1) funding for the annual "First Night Out" fireworks display (\$10,000), (2) annual budgeted funding for a street maintenance position previously funded by the Northampton BID (\$35,000), (3) funding and administration of the Downtown Holiday tree lights (\$30,000).

+ Northampton Arts Council: The Northampton Arts Council, with budgeted city staff manages and delivers public events and concerts throughout the year such as (a) First Night, (b) "Arts Night Out" and, (c) the annual Summer Concert Series which all attract thousands of visitors annually.

+ Northampton Economic Development: In kind support includes the work of the city's economic development director who contributes 5 hours per week working in supporting the ongoing efforts of Rhyme Digital and the Northampton Downtown Association (DNA) in supporting the Downtown.

+ Downtown Projects: (a) The City has recently started a major effort to re-design the downtown street and sidewalks in order to move vehicle traffic more efficiently but also to make the downtown more open for walking, biking and outdoor commerce. (b) the City just completed a major report on downtown panhandling that comprised the input of many professionals, residents and visitors to quantify the issue, include the input of panhandlers and those in need of assistance and to offer measures and solutions for implementation. (c) the City in cooperation with the Pioneer Planning Commission just released a through report and study on the costs of fair housing in Northampton.

Downtown Northampton Association (DNA):

The DNA has committed \$10,000 to the costs of sustaining the "Northampton Live" platform and is contacting other community organizations and local businesses to contribute as well.

7. RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA)" DECISION

2020 NON-TRANSPORTATION PLANNING PROJECT APPLICATION

BD-20-1068-1068C-1068L-46130

Page 6

- a) Please describe and include excerpts regarding the impact and potential mitigation from any relevant sections of the community's Host or Surrounding Community Agreement.**

N/A

- b) Where applicable, please also briefly summarize and/or provide page references to the most relevant language included in the most relevant MEPA certificate(s) or comment(s) submitted by the community to MEPA.**

N/A

- c) Please explain how this impact was either anticipated or not anticipated in that Agreement or such MEPA decision.**

N/A

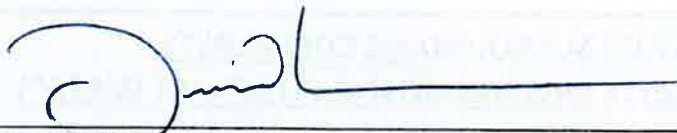
- d) If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.**

N/A

**NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE
NON-TRANSPORTATION REGIONAL PLANNING INCENTIVE AWARD.**

CERTIFICATION BY MUNICIPALITY/GOVERNMENTAL ENTITY

On behalf of the aforementioned municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.



**Signature(s) of Responsible Municipal Official(s)/
Governmental Entity(ies)**

JANUARY 30, 2020

Date:



**Downtown
Northampton
Association**

99 Pleasant Street | Northampton, MA 01060
413.387.5145 | info@northamptondna.com | northamptondna.com

Amy Cahillane, Executive Director

January 28, 2020

BOARD OF DIRECTORS

Mark Goggins, Investment Professional,
Ostberg & Associates (co-chair)

Tara Brewster, Vice President,
Business Development, Greenfield
Savings Bank (co-chair)

Peter Normand, Commercial Lines,
Webber & Grinnell Insurance Agency
(vice-chair)

Joe Blumenthal, Retired Owner,
Downtown Sounds (treasurer)

Samira Artur, ESOL, Portuguese and
Spanish Instructor, International Language
Institute of Massachusetts

Milly Bilodeau, Assistant Manager,
Northampton Brewery

Michael Ekblom, Account Executive,
Northampton Radio Group

Robert Fazzi, Founder, Fazzi Associates

Jack Finn, Property owner and resident

Debra Flynn, Owner, Eastside Grill

Deborah M. Henson, Pomeroy Inn

Sam Masinter, Associate Vice President
for College Relations, Smith College

Donna McNeight, Co-Owner, Gazebo

Michael Moses, Publisher & Chief
Revenue Officer, Daily Hampshire Gazette

Stephanie Smith, Pastor, Cathedral in
the Night

Steven Stover (Arts Night Out
Coordinator), Forbes Library

Massachusetts Gaming Commission
101 Federal Street, 12th Floor
Boston, MA 02110

Re: City of Northampton, MA 2020 Community Mitigation
Fund Application

To whom it may concern:

We are delighted to offer this letter in support of the City of
Northampton's 2020 Casino Mitigation Fund Application.

Through the Northampton.Live website created with funds from the
City's initial Casino Mitigation Grant, downtown Northampton
businesses have been able – for the first time – to promote their
businesses on a website that focuses solely on Northampton, and
not the entirety of Western Massachusetts. We have been able to
highlight the entertainment opportunities available in downtown
Northampton, including not only music venues, but downtown
community events. This has enabled organizations and businesses
who would not otherwise have the marketing budget, to promote
their activities beyond the reach of their individual customer lists and
limited social media presence.

The Northampton.Live project has also provided us with the
resources to purposefully create and collect content (photographs,
videos, interviews and the like) with downtown businesses and
non-profit organizations – content that can be used on the
Northampton.Live website and subsequently shared on social media

**Loving
Northampton
is in our DNA!**



**Downtown
Northampton
Association**

99 Pleasant Street | Northampton, MA 01060
413.387.5145 | info@northamptondna.com | northamptondna.com

Amy Cahillane, Executive Director

BOARD OF DIRECTORS

Mark Goggins, Investment Professional,
Ostberg & Associates (co-chair)

Tara Brewster, Vice President,
Business Development, Greenfield
Savings Bank (co-chair)

Peter Normand, Commercial Lines,
Webber & Grinnell Insurance Agency
(vice-chair)

Joe Blumenthal, Retired Owner,
Downtown Sounds (treasurer)

Samira Artur, ESOL, Portuguese and
Spanish Instructor, International Language
Institute of Massachusetts

Emily Bilodeau, Assistant Manager,
Northampton Brewery

Michael Ekblom, Account Executive,
Northampton Radio Group

Robert Fazzi, Founder, Fazzi Associates

Jack Finn, Property owner and resident

Debra Flynn, Owner, Eastside Grill

Deborah M. Henson, Pomeroy Inn

Sam Masinter, Associate Vice President
for College Relations, Smith College

Donna McNeight, Co-Owner, Gazebo

Michael Moses, Publisher & Chief
Revenue Officer, Daily Hampshire Gazette

Stephanie Smith, Pastor, Cathedral in
the Night

Steven Stover (Arts Night Out
Coordinator), Forbes Library

via individual retail, restaurant and non-profit social media channels. Absent these funds, our organization would not have been able to launch this creative effort in any meaningful way.

All of these efforts have been celebrated by local businesses, who appreciate a collaborative way to market downtown Northampton as a unique dining, retail and entertainment destination, and who are able to use this resource to maximize their slim marketing budgets. As MGM Springfield increases its focus on making the casino (and downtown Springfield in general) an entertainment hub for the region, this sort of collaborative marketing effort is all the more meaningful, and all the more necessary. The marketing budgets of our local businesses and non-profits are far out-spent by MGM – but the funding provided by the Casino Mitigation Fund has provided a base of support from which to build a community presence.

Because of the success of the Northampton.Live website, our organization is working to raise funds to sustain these marketing efforts into 2020 and beyond. We are a small non-profit organization whose entire budget is funded through voluntary contributions, and we recognize the challenge this additional fundraising effort will take – but we also recognize the value in this work, and the need for a continued effort to market downtown Northampton as a unique destination, particularly as independent retail stores and restaurants face ever-increasing economic challenges. Our organization has committed \$10,000 towards the operation of this website, and is reaching out to community partners and local businesses to put together additional funding to sustain this effort for the long-term.

Should you have any questions, or wish to discuss any of the above with our organization, please do not hesitate to contact us.

**Loving
Northampton
is in our DNA!**



**Downtown
Northampton
Association**

99 Pleasant Street | Northampton, MA 01060
413.387.5145 | info@northamptondna.com | northamptondna.com

Amy Cahillane, Executive Director

BOARD OF DIRECTORS

Mark Goggins, Investment Professional,
Ostberg & Associates (co-chair)

Tara Brewster, Vice President,
Business Development, Greenfield
Savings Bank (co-chair)

Peter Normand, Commercial Lines,
Webber & Grinnell Insurance Agency
(vice-chair)

Joe Blumenthal, Retired Owner,
Downtown Sounds (treasurer)

Samira Artur, ESOL, Portuguese and
Spanish Instructor, International Language
Institute of Massachusetts

Emily Bilodeau, Assistant Manager,
Northampton Brewery

Michael Ekblom, Account Executive,
Northampton Radio Group

Robert Fazzi, Founder, Fazzi Associates

Jack Finn, Property owner and resident

Debra Flynn, Owner, Eastside Grill

Deborah M. Henson, Pomeroy Inn

Sam Masinter, Associate Vice President
for College Relations, Smith College

Donna McNeight, Co-Owner, Gazebo

Michael Moses, Publisher & Chief
Revenue Officer, Daily Hampshire Gazette

Stephanie Smith, Pastor, Cathedral in
the Night

Steven Stover (Arts Night Out
Coordinator), Forbes Library

With gratitude,

Amy Cahillane, Executive Director

**Loving
Northampton
is in our DNA!**

Rhyme.

northampton.live YTD Summary

8/1/2019

what is northampton.live?

- Marketing platform being used as a hub for all marketing activity related to the casino mitigation marketing project.
- We are aggregating events from calendars across the city from the arts, entertainment, dining, nightlife, and retail sectors.
- We are also featuring businesses from these sectors.
- We are actively promoting the site and Northampton with paid ads across Google, Facebook, and Instagram.
- We are organically creating social content around these sectors.

Total Website Build Budget:

\$35,000

Total Creative/Campaign Management Budget:

\$30,000 for 9 months

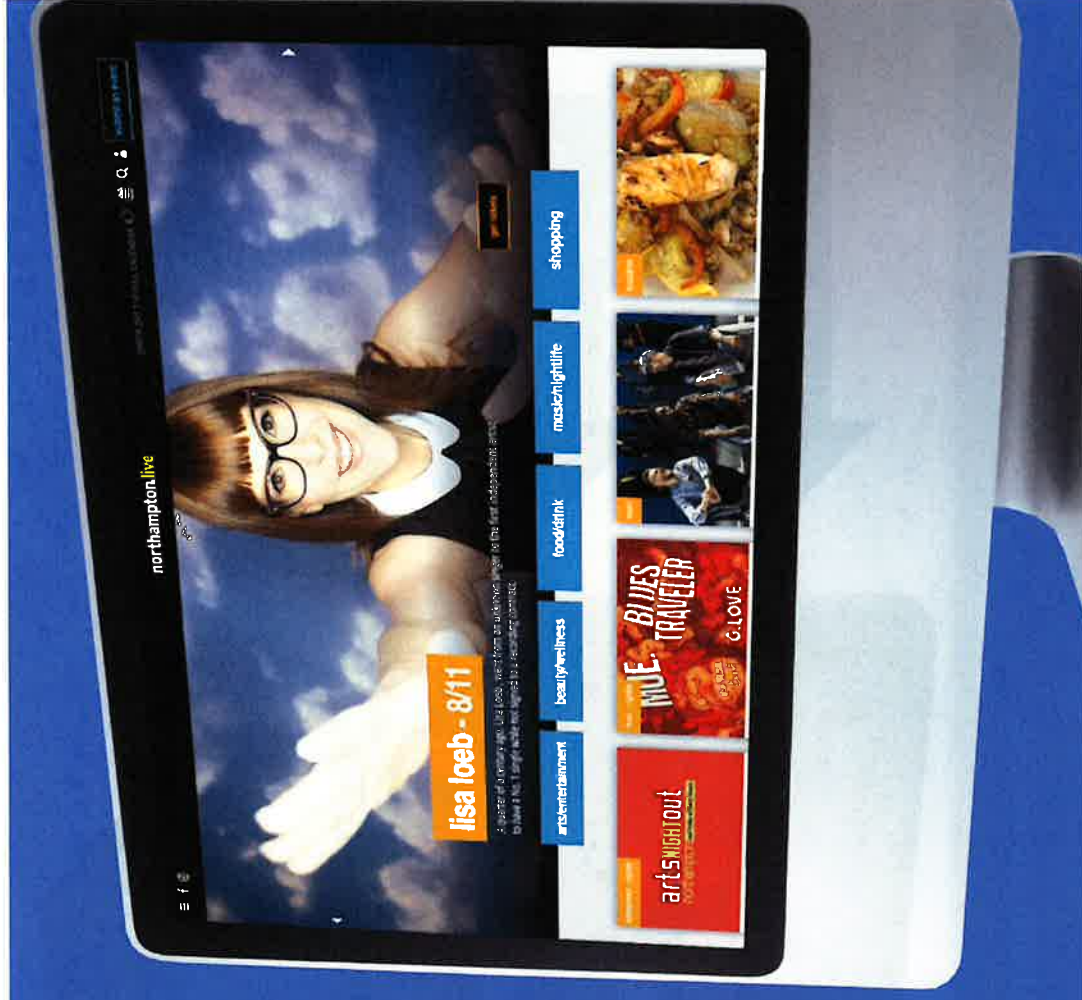
Total Paid Ad Budget:

\$20,000 for 9 months

so what have we achieved so far?

northampton.live platform

- Auto-scrapes local events
- Image/media-driven
- Mixes events with business listings, images, promotions
- Ability for businesses and users to submit/manage their events, promotions, & listings
- Search engine/social optimized
- Mailchimp integration
- Backend moderation panel for easy curation/management



northampton.live website platform - content sources



businesses/org listings

Total Business Listings

288

Total Claimed Listings

96

Total Claimed Percentage

33.33%

Listings Claimed By Category

Food/Drink

26

Arts/Entertainment

17

Shopping/Retail

37

Music/Nightlife

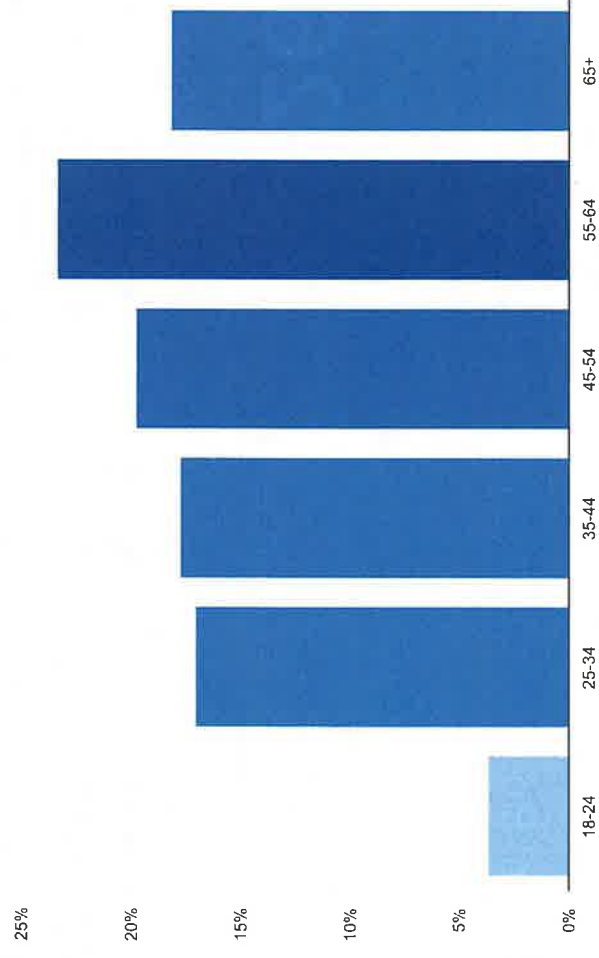
13

Beauty/Wellness

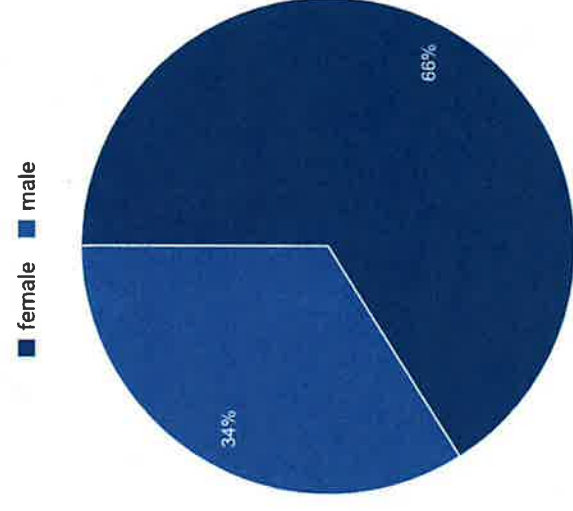
8

website demographic data

age



gender



website demographic data

geography

| | |
|----------------------|------|
| Massachusetts | 60% |
| Connecticut | 15% |
| New York | 9.0% |
| Rhode Island | 5.1% |
| California | 2.4% |
| Illinois | 1.3% |
| New Hampshire | 1.2% |
| Vermont | 0.7% |
| Virginia | 0.6% |
| New Jersey | 0.6% |
| Pennsylvania | 0.5% |
| Florida | 0.5% |
| District of Columbia | 0.4% |



quick definitions

- organic post:** Content we create ourselves and then post to social media channels or directly to the website. Can be in the form of text, images, videos, or any combination of the three.
- paid social:** Social content/ads that we create for the purpose of targeting it to a specific audience in the hopes they will take an action, i.e. click, email signup, like our page, etc. It could also be organic content that we decide to “boost.”
- paid search:** Text ads that we create which get triggered on specific Google Search keywords or phrases, and which can appear above organic search results.
- paid display:** Animated banner ads that we create which get targeted to specific audiences and which show across a wide variety of websites that our audiences visit. These ads can also be “retargeted” to people who have visited the website or one of our partner sites (VisitHampshireCounty.com)

northampton.live website and marketing channels

facebook

Organic posts, Paid Ad Targeting



Organic posts, Paid Ad Targeting



Paid search, display, and retargeting



Email marketing



mailchimp

organic content

"top 5" posts

featurettes

original pics

shares/reposts

events/promos

facebook



Instagram



is it
popular?

feedback loop

paid
promotions,
boosted
posts



mailchimp

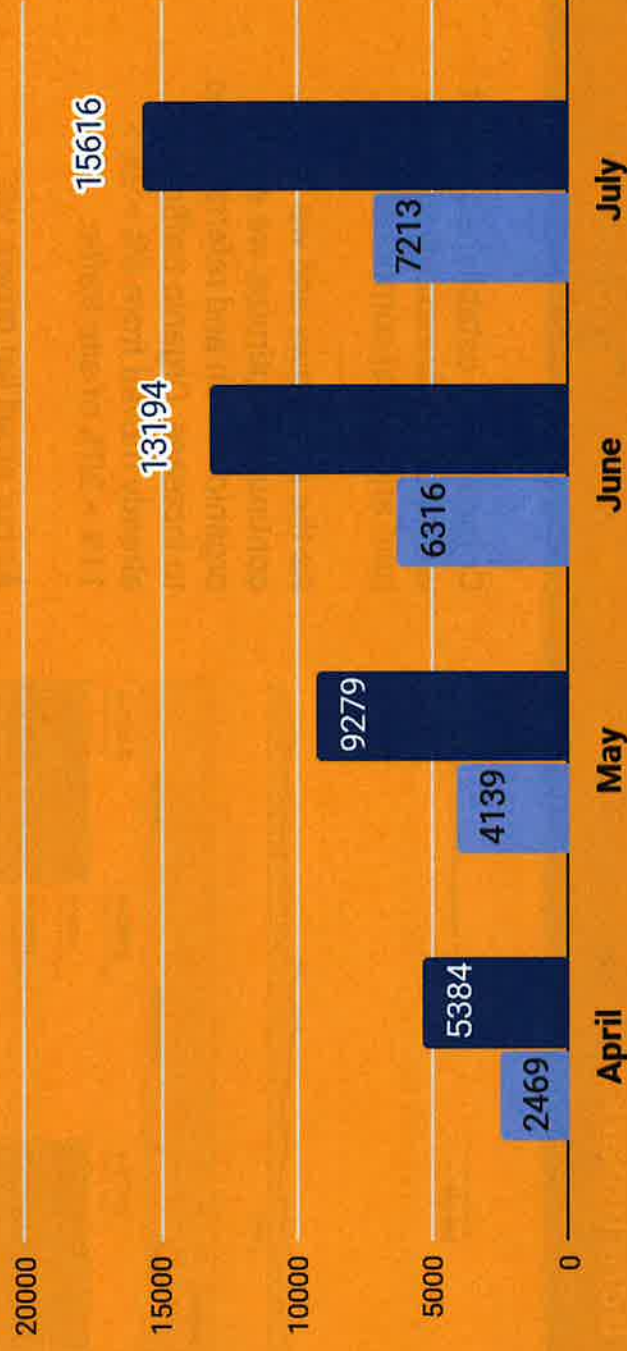
Total Unique
Website Visitors
20,000+

Total
Pageviews
43,000+

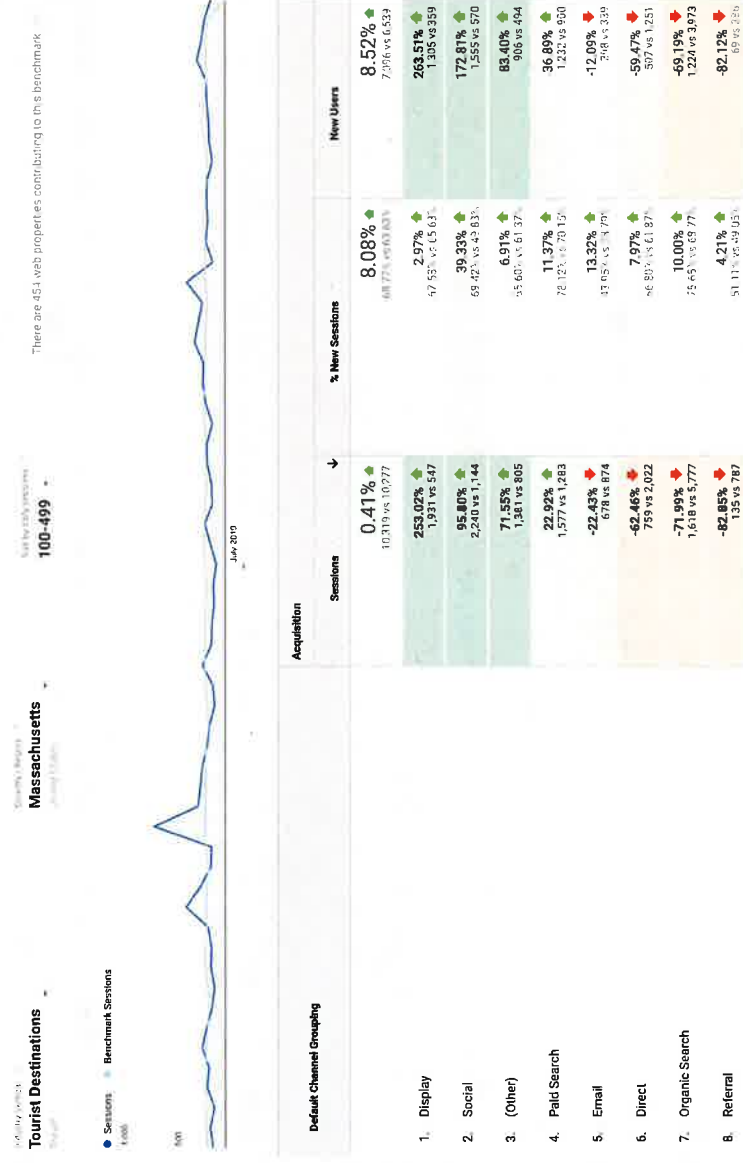
April 15 – July 31

Website Visitors & Pageviews

Visitors Pageviews



website - comparative benchmarks



Comparing to established tourist websites, we are excelling at the paid and social components.

As the site grows and we continue to optimize, we expect organic search and referral traffic to increase. Organic traffic has already moved from 6% > 9% > 11% > 20% of site traffic.

As our email list grows, we expect those numbers to improve as well.

Overall, we are following the best approach we can for a three month old website.

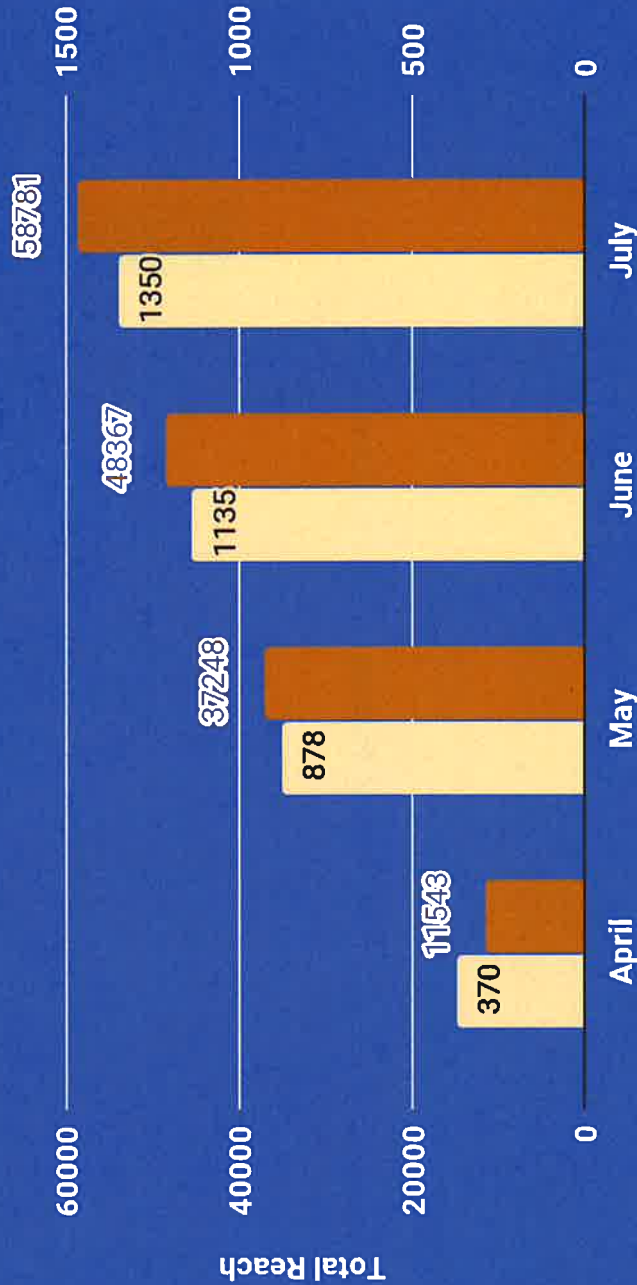
April 15 – July 31

Total Facebook
Page Likes
1,350+

Total Facebook
People Reached
295K+
including
paid posts

Facebook Performance

Page Likes Total Reach

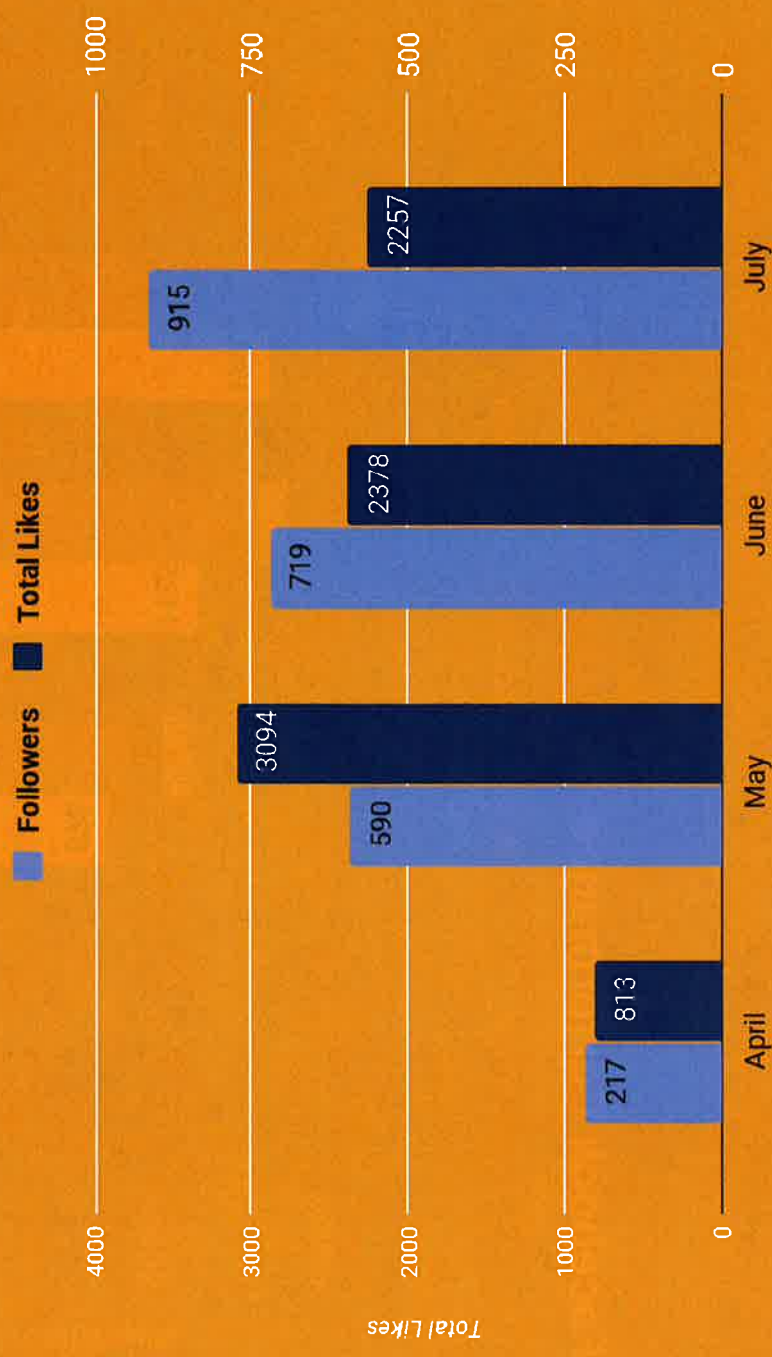


Total Instagram
Followers
925+

Total
Post Likes
8,500+

April 15 – July 31

Instagram Performance



Total Instagram
Followers

925+

Total
Post Likes

8,500+

April 15 – July 31

| | April | May | June | July |
|---|-------|-------|-------|-------|
| Total Activity (Likes and Comments) | 813 | 3,094 | 2,378 | 2,257 |
| Total Posts | 71 | 118 | 81 | 75 |
| Average Likes and Comments Per Post | 11.5 | 26.2 | 29.4 | 30.1 |

optimizing for likes/activity, not volume!

Total Email Subscribers

820+

Average Open Rate

~30%

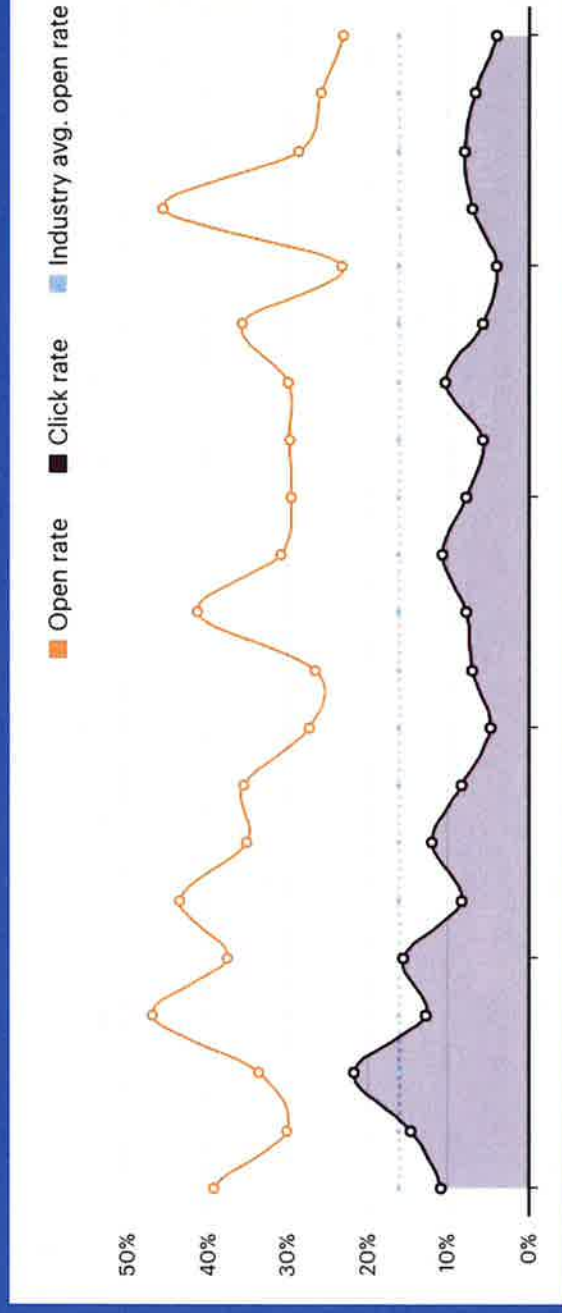
Industry Average

Open Rate

~16%

May 8 – July 31

Email List Performance



advertising - facebook/instagram

likes campaign: Targeting audience demographics and encouraging them to like the northampton.live Facebook page.

email leads: Targeting audience demographics and encouraging them to sign up for the email list directly on Facebook.

ongoing ads: Ads targeted to our core audiences. We analyze and refresh creative on a monthly basis for both Facebook and Instagram.

event ads: Targeting audience demographics around specific large attendance events or events that benefit large groups of businesses (Beer Week, Sidewalk Sales), large event geographic targeting (Green River Fest).

boosted posts: Organic posts that we identify as performing well.

advertising - google ads

search ads:

Ads targeted to our core audiences and potential keywords that would lead them to Northampton (northampton events, northampton shopping, etc). As we grow, we will expand these keywords.

display ads:

Various banner ads targeted at audience demographics which appear on participating websites/apps. Ads are broken up according to audience as well as category.

remarketing:

Banner ads specifically targeted at people who visit either the northampton.live website or specific sections of visithampshirecounty.com (partnership with HCRTC).

advertising

April 15 – July 31

Total FB/Instagram Ad Spend

~\$2,500

Total Ad Views/Impressions (times shown)

~2 million+

Total Google Ad Spend

~\$4,500

Total Ad Clicks To Website

~12,000+

Total Ad Spend

~\$7,000

Total Email Subscribers From Ads

~400+

top website content

| | | |
|-----|----------------------|------|
| 1. | Food & Drink | 13% |
| 2. | Arts & Entertainment | 13% |
| 3. | Home Page | 12% |
| 4. | Shopping/Retail | 6.3% |
| 5. | Balloon Festival | 4.2% |
| 6. | Full Calendar | 4.1% |
| 7. | Music/Nightlife | 2.5% |
| 8. | Top 5 French Fries | 2.4% |
| 9. | Pride March | 1.8% |
| 10. | Beer Week | 1.3% |

| | | |
|-----|----------------------|------|
| 11. | Top 5 Cocktails | 1.1% |
| 12. | Strong/Pleasant Fest | 0.8% |
| 13. | Beauty/Wellness | 0.6% |
| 14. | Sidewalk Sales | 0.5% |
| 15. | Scottish Fest | 0.5% |
| 16. | Movies Under Stars | 0.4% |
| 17. | Family 4th | 0.4% |
| 18. | Freckled Fox | 0.4% |
| 19. | Top 5 Pizza | 0.3% |
| 20. | Circus Smirkus | 0.3% |

April 15 – July 31

top events

April 15 – July 31

| | | | | | |
|-----|----------------------|------|-----|----------------------|------|
| 1. | Balloon Festival | 17% | 11. | Paradise City Arts | 1.1% |
| 2. | Pride March | 7.3% | 12. | Summer Music 7/19 | 1.1% |
| 3. | Beer Week | 5.2% | 13. | Norah Jones | 1.0% |
| 4. | Strong/Pleasant Fest | 3.1% | 14. | Summer Music 7/5 | 0.9% |
| 5. | Sidewalk Sales | 1.9% | 15. | Public Arts Fest | 0.9% |
| 6. | Scottish Fest | 1.8% | 16. | Moe. +Blues Traveler | 0.9% |
| 7. | Movies Under Stars | 1.6% | 17. | Summer Music 7/12 | 0.7% |
| 8. | Family 4th | 1.6% | 18. | Florence Night Out | 0.6% |
| 9. | Circus Smirkus | 1.3% | 19. | Jenny Lewis | 0.6% |
| 10. | Extravaganja | 1.2% | 20. | Morgan Horse Show | 0.6% |

top business profiles

April 15 – July 31

| | | |
|-----|----------------------|------|
| 1. | Academy of Music | 2.2% |
| 2. | Tunnel Bar | 2.0% |
| 3. | Green Room | 2.0% |
| 4. | The Platform | 1.9% |
| 5. | Bistro les Gras | 1.9% |
| 6. | Noho Brewery | 1.7% |
| 7. | Calvin Theatre | 1.6% |
| 8. | The Backstop | 1.5% |
| 9. | Homestead | 1.4% |
| 10. | Mama Iguana's | 1.1% |
| 11. | Pines Theater | 1.1% |
| 12. | Don Muller | 1.0% |
| 13. | Mulinos | 1.0% |
| 14. | Viva Fresh Pasta | 0.9% |
| 15. | 13th Floor Music | 0.9% |
| 16. | Iconica Social Club | 0.9% |
| 17. | Local Burger | 0.9% |
| 18. | Thornes | 0.9% |
| 19. | 3 County Fairgrounds | 0.9% |
| 20. | Belly of the Beast | 0.8% |

what else do we have planned?

Total Website Build Budget:

~~\$35,000~~

Total Creative/Campaign Management Budget:

\$16,666 for 5 months

(spent \$13,333, \$3,333.33 per month)

Total Remaining Paid Ad Budget:

\$13,000 for 5 months

(spent \$7,000)

updated ad creative
weekly emails
ig pictures/posts
content articles
business outreach
site maintenance
ad campaign mgmnt
analytics tracking
strategy & reporting

roadmap

big events

We will continue to promote events organically as they come into the website and offer paid promotions on ones that potentially bring in large crowds.

| | | |
|-------------------------|------------------------|-----------------------|
| <i>Transperformance</i> | <i>Food Truck Fest</i> | <i>Chalk Art Fest</i> |
| <i>Retrofaire</i> | <i>3 County Fair</i> | <i>JazzFest</i> |
| <i>Film Fest</i> | <i>Holiday stroll</i> | <i>First Night</i> |

students return

We will capitalize on the return of the students in the areas as well as their parents, both in Aug/Sep as well as family weekend.

big holiday push

Most of the ad budget has been reserved for a big push into the holiday season.

roadmap

optimize ads

We have gathered some great data about ad content and what is popular for our different audiences, and we plan on testing out some assumptions and comparing results to get the most cost-effective results.

beauty/wellness

We have added beauty/wellness as a category on the site due to popular demand, and we plan to add paid promotions around ads geared toward these businesses.

videos

While most of our content to date has been picture/image based, we will expand our reach with more videos.

how can we keep
the momentum going?

keep the momentum going!

share events!

We are doing our best to scrape from the larger calendars in the area, but we cannot always get all the great events that are happening. Co-sponsoring on Facebook can help as well.

claim your profile!

Claiming your business profile allows you to submit events, promotions, and update your listing, and it takes mere minutes. We also plan on adding additional features to the site as it grows.

engage!

The more we all interact as businesses/orgs on social media, the more we reach an ever expanding audience because of the platform algorithms. By simply engaging with a simple comment, like, tag, or the like, we increase the chances of reaching more people.

tell us your story!

There are so many great stories to tell in Northampton! We want to feature yours!

keep the momentum going!

giveaways!

A great way for us to feature your business for an extended period of time! We had success with collecting emails and giving away Northampton gift cards. It helps us to keep email lead costs down, and does not need to be anything extravagant. Promotions on the website can also be easily tracked if need be.

spread the word!

Want a window sticker or postcard for your shop? Can you share a link on your wall/social profile/other Facebook group? Mention it to a customer?

give feedback!

Wish there was something on the site that we are missing?
Let us know!

where is the continued funding
going to come from?

where's the funding?

2020?

Looking at a range of options and arrangements, but right now there is not a concrete plan for ongoing continuous funding beyond 2019. Chamber/DNA/City will keep the business community up to date as things unfold.

\$29,000!

Secured from MCGC for strategy/planning/analysis/reporting of 2020 marketing campaigns only. Very narrowly defined in terms of what the money can be used for (i.e., not for ad budget).

Will I be asked?

There is probably a good chance that, yes, the business community will be asked to contribute in some way/shape/form to continue the marketing activities and advertising.

Rhyme.

<https://rhyme.digital>