

**21****COMMUNITY
MITIGATION
FUND**

___ check if joint application

APPENDIX F - 2021 Community Planning Grant Application**(formerly known as Non-Transportation Planning)****BD-21-1068-1068C-1068L-56499*****Please complete entire the Application*****1. PROJECT INFORMATION****a) NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT**

City of Northampton, Massachusetts

b) PROJECT NAME (LIMIT 10 WORDS)

"northampton.live" Marketing Program 2022 with COVID-19 Flexibility

c) BRIEF PROJECT DESCRIPTION (LIMIT 50 WORDS)

Northampton Marketing Program for FY2022 leveraging the northampton.live platform

d) CONTACT PERSON(S)/TITLE (Persons with responsibility for this grant)

David J. Narkewicz, Mayor, City of Northampton

Alan Wolf, Chief of Staff to Mayor Narkewicz

Annie Lesko, Administration, Licensing and Economic Development Coordinator

e) PHONE # AND EMAIL ADDRESS OF CONTACT PERSON(S)413-587-1249, mayor@northamptonma.gov708-608-6525 (cell, best in COVID-19), 413-587-1067, awolf@northamptonma.gov413-587-1212, alesko@northamptonma.gov**f) MAILING ADDRESS OF CONTACT PERSON(S)**

City of Northampton

Mayor's Office

210 Main Street, 2nd Floor

Northampton, MA 01060

2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY

a) Please describe in detail the impact that is attributed to the operation of a gaming facility.

The City of Northampton seeks funding to enhance the “northampton.live” marketing web platform, the city’s extremely successful marketing platform supported by the Casino Mitigation funding grant program. The platform was conceived by a commission led by city employees comprised of marketing experts that carefully researched the best approach to offset potential impacts to the nearby casino and its significantly larger marketing resources and offerings which directly compete with Northampton’s music, dining, and other entertainment activities. The platform, particularly during the COVID-19 pandemic has proven to be an invaluable resource reaching thousands of viewers near and far as well as using social media sites to target visitors.

Prior to the global pandemic, Northampton’s entertainment and retail destinations attracted over 1.4 million people annually supporting hundreds of jobs and generating over \$8 million in annual state and city tax revenues. Since the pandemic, competition for entertainment revenue has never been more profound, and the City of Northampton and its partner, the Downtown Northampton Association, are hoping that we can transition the platform to provide critical assistance in marketing Northampton activities as we rebuild our local economy in a post-COVID-19 western Massachusetts world.

As the data which will be shared below reflects, our local entertainment, restaurant and retail economy has been financially devastated by the impacts of COVID-19. As our downtown businesses reopen, many will not have the financial ability to individually market their businesses at a level sufficient to compete with the marketing engine run by MGM Springfield. The funding generously provided by the Casino Mitigation Grant Fund has never been more critical than in this post COVID-19 period, when our downtown small business community is unable to match MGM Springfield on its own.

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 five musical entertainment venues and 331 hotel rooms. Northampton’s unique cache attracts people from a wide area (Albany to Boston) and almost certainly benefits MGM by bringing people to the area.

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. Using pre-pandemic figures, 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.

Casino Impacts:

The primary ongoing impact of the MGM Springfield casino has been that its broad entertainment, food, and beverage offerings may divert consumer spending and visitors from Northampton.

Thanks to a 2017 grant from the MGC and subsequent support in 2018 and 2019, 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, and its continued survival is especially critical in the face of required post-pandemic rebuilding efforts.

b) Please provide documentation, specificity or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact (i.e. surveys, data, reports).

All entertainment and food service venues have been impacted by the global pandemic. Our shared goal must be to support efforts to rebuild. In order to keep our local economies solvent to the benefit of all, it will be critical to support smaller, local businesses, restaurants, and entertainment venues that are the engine of a wider healthy customer base, to ensure that success can be achieved by all in a recovering and post-COVID-19 world.

The pandemic has hit Northampton's businesses hard. The City of Northampton's FY2020 budget relied on 14.01% variable local receipts revenue, that is, revenue from local hotel/motel and short term rental taxes, local meals taxes, local cannabis taxes, permit revenues, and parking fees and parking ticket revenues. Since the beginning of COVID-19, these revenues are down 31.2%, or \$1.9 million dollars. Hotel/motel and Short Term Rental revenue is down nearly 76%, meals taxes are down more than a third at 36%, and parking revenue is off by 68%.

In the past year, 18 businesses have closed or left the area, including six food and beverage businesses, nine retail establishments, one arts and entertainment venue, and two health and beauty services businesses. In addition, nine other food and beverage establishments closed for the winter in Northampton.

The northampton.live platform is a way that small venues, restaurants, and businesses can band together to work to offset the still impressive \$6.9 billion in revenue that the MGM International Corporation drew from over the prior 12 month period as of September 30, 2020. Their stated goal in a January 20, 2020, Boston Globe article is that they are "...in it for the long game," and that they "...[hope] MGM can market the Springfield casino much as it does its Vegas properties: first and foremost as a night out or a trip for entertainment." MGM also reports a shifting focus toward geographically nearby customers as a response to travel restrictions which is by definition a market that heavily overlaps with Northampton's target customers.

Thanks to the pressures of the pandemic and the reduction of consumer activity in western Massachusetts overall, almost any marketing activity will have a deleterious impact on Northampton's ability to recover. Given that initial entertainment consumer activity will likely be more zero-sum than ever before (this not that, not this AND that), we argue that marketing activity coordinated by a professional international billion dollar corporation next door will have a particular impact on Northampton. We are counting on the northampton.live platform to at least slightly help to level the playing field, and believe this effort is very consistent with the MGC's community mitigation strategy.

c) How do you anticipate your proposed remedy will address the identified impact.

The northampton.live platform has taken root as an information source for many in western Massachusetts about events, activities, and offerings in Northampton, Massachusetts. The “northampton.live” marketing platform is the City’s first-ever marketing initiative that has reached thousands of potential visitors daily (see attached report titled: “Northampton.Live Holiday Guide High-level statistics October 19th - Dec. 23rd”). 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 FY2022 will allow us to grow the site to address the unique needs of COVID, addressing rapidly changing conditions, a COVID caused fog of information, and the need to build trust with users as to the accuracy and currency of the information.

The goal of the city from day one, with grateful support from prior Massachusetts Gaming Commission grants, has been to hand operation and support of the platform off to the Downtown Northampton Association. Through the commission’s generous support, the activities, advertising, and promotion of the platform have been expertly managed and grown by Rhyme Digital to a point where prior investment has succeeded in establishing the site as a ‘go-to’ resource for area consumers.

With the outbreak of the pandemic, efforts to launch the platform without support have stalled, and our efforts to capitalize on the wise support for this necessary effort have not been successful, exactly at a time when rapidly changing conditions have made the effort more difficult than ever. Resources that had been intended to provide permanent support for the site have evaporated and other resources are required to support the much greater staff time demanded to address changing conditions. The City of Northampton asks for an additional round of funding to ensure that local resources can be identified and obtained to keep this important local promotional engine functioning. This had been the intent for 2021, but with many of our local events canceled and local entertainment revenues so incredibly depressed, we are asking for additional time in the form of operating revenue to guarantee the initiative survives and to allow for the flexibility to pivot to new uses of northampton.live in the post-COVID-19 era.

3. PROPOSED USE OF COMMUNITY PLANNING FUNDS (Please attach additional sheets/supplemental materials if necessary.)**a) Please identify the amount of funding requested.**

The City of Northampton seeks \$75,000 to fund the platform through FY2022 (July 2021 through July 2022). A detailed monthly budget starting in July 2021 is attached in order to demonstrate how these funds will be used.

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 fund the “northampton.live” platform which was created and is now being populated and managed by Rhyme Digital of Easthampton, MA, while addressing the Covid-changed environment. A detailed monthly calendar of services with budgeted costs has been attached.

In addition, funds may be used to envision and develop new and nimble ways the platform may enhance recovery efforts in Northampton as we rebuild from the pandemic and seek a permanent financial support structure for the site and its activities.

- 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.**

Invoices detailing the work for FY2022 have been attached.

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

As outlined in the scope and budget provided under item b above, the focus of this planning request is on the following items:

- Analysis of marketing strategy and efforts undertaken both prior to and during COVID, and strategy and planning for how to maximize limited resources to market entertainment, restaurant and retail venues as both downtown Northampton and MGM Springfield resume what is hopefully more robust, vibrant activity.
- Creating of marketing efforts specifically targeting support of specific efforts like outdoor dining, that were newly created because of COVID, and have become critical to the survival of our restaurant community during this recovery period.
- Creation of a more robust, substantive event calendar and entertainment presence on the website, combined with email marketing templates and strategies to highlight increased downtown entertainment activities.
- Finalization, launch, analysis and improvement of Promotional Packages, designed to be a primary vehicle by which financial support of Northampton.Live transitions to a community-supported endeavor.

- e) 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

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

- a) 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.

5. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY

a) 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.

There are no direct matching funds for the northampton.live platform from the City of Northampton, however City of Northampton Economic Development staff, the Planning & Sustainability Department staff, and the Northampton Arts Council staff are deeply committed and involved in planning, executing, and financially supporting programming and marketing of Northampton entertainment.

b) 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 First Night and 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 staff, the work of which has been elevated to the Mayor’s Chief of Staff and supported by the City’s Economic Development Manager who together contribute 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:

The City has recently started a major effort to redesign 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 supported by a Massachusetts Transportation Improvement Program (TIP), city and private funding sources termed the “Picture Main Street” project (<http://www.northamptonma.gov/2015/Picture-Main-Street>), and a City funded (using cannabis mitigation fees) \$1 million rehabilitation of Pleasant Street, the gateway to downtown, and MassDOT \$1 million safe routes to school project to improve sidewalks near downtown, and a \$400,000 CDBG and tree mitigation project to improve placemaking and walkability in Florence, the City’s second village center.

During the pandemic, the city sought and received \$200,000 in funding from the DOT Shared Streets and Spaces grant program (among other foundation and private funding) which facilitated the transformation of the public way and private spaces for outdoor dining and rapid modifications of parking spaces to facilitate take-out, providing guidance and permitting from the health, building, and fire departments, and physical modifications coordinated through the Mayor’s Office and the Planning and Sustainability department executed by the Department of Public Works. Information about this project can be found here: <https://www.northamptonma.gov/2190/Shared-Streets-Spaces>.

Unfortunately, in spite of the city's large investments outlined above in supporting our downtowns and in helping businesses recover from Covid, the grant and dedicated funding sources for all of these projects are not eligible for the northampton.live project.

Economic Development:

Significant financial and staff resources were spent assisting Northampton's business community's effort to survive the pandemic. The city facilitated the transformation of the public way and private spaces for outdoor dining and rapid modifications of parking spaces to facilitate take-out, providing guidance and permitting from the health, building, and fire departments, and physical modifications coordinated through the Mayor's Office and the Planning and Sustainability department executed by the Department of Public Works.

In addition, the city reduced liquor licensing fees for restaurants, bars, and package stores by 25% for 2021. The city is also providing \$180,000 in two rounds (Spring 2020 and Winter 2021) to support small business grants businesses through the Community Block Development Grant program. The city has just received a Local Rapid Recovery Planning grant and continues to pursue a public dialogue about redesigning Main Street in both Florence and downtown Northampton.

Social Services and Economic Development Inextricably Linked Downtown

The pandemic exposed significant social service delivery gaps related to housing and food insecurity in Northampton. Because there is a profound need to minimize the potential impact of an outbreak among our most at-risk and difficult to track residents and on our local economy, the city invested significant resources and staff time addressing this issue. The Mayor dedicated significant financial resources and staff time to this effort, including joining a task force convened by the Western Massachusetts Network to End Homelessness that brought unprecedented coordination and pressure to bear on state and federal resources to provide immediate relief.

Housing, Quarantine & Isolation: Task force efforts resulted in increased funding for local housing efforts and the location of a Quarantine and Isolation facility in western Massachusetts, and an increase in shelter capacity in western Massachusetts overall, which greatly reduced pressure on Northampton's shelters. The city's housing efforts include opening a shelter for those experiencing houselessness at Northampton high school last spring, facilitating the opening of the shelter at First Churches this fall, and securing a secondary solution for shelter for individuals not suited for whatever reason to the larger shelters.

Food insecurity: The city provided significant financial assistance to local food providers such as Manna, the Survival Center, Grow Food Northampton, and Friends of the Homeless, as well as assistance securing a donation of bottled water from Coca-Cola for those who need it. It also stationed portable handwashing and toileting facilities around the city for public use given the lack of access to closed public and private options, sanitary and safety cleanups of abandoned camps.

Social service delivery: Looking forward, the city is aggressively pursuing the development of a Community Resilience Hub to centralize social services for better access in the future, with a desired 2021 opening date, again recognizing the interconnected nature of the needs of Northampton's most at-risk populations and our downtown economy. More can be found here: <http://www.northamptonma.gov/2166/Community-Resilience-Hub>

Downtown Northampton Association (DNA):

The DNA has again 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. The DNA will also commit to a significant in-kind contribution of staff labor. This labor includes supervision of Rhyme Digital and ongoing collaboration around revision, enhancement and improvement of website features to better reflect the needs of the downtown entertainment, restaurant and retail sector as they recover and reopen following COVID-19. Further, the DNA will be devoting time and resources to assist in the development and to market the promotional packages created by Rhyme Digital, and designed to move this platform to one funded through community contributions.

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

- 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.**

N/A

7. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS

a) Please provide detail regarding the controls that will be used to ensure that funds will only be used to address the impact.

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. The Downtown Northampton Association (DNA) is a subsidiary of the GNCC.

Funding Controls:

The attached Northampton Marketing FY 2022 Scope & Budget 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.

b) Will any nongovernmental entity receive funds? If so, please describe. 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.

The funds are distributed to the Downtown Northampton Association which administers the northampton.live platform. Their current vendor for this effort is Rhyme Digital of Easthampton, MA.

NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE COMMUNITY PLANNING REGIONAL PLANNING INCENTIVE AWARD.

8. 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.

By: Annie Lesko

**Signature of Responsible Municipal
Official/Governmental Entity**

Date: 2/1/2021

Annie Lesko

(print name)

Administration, Licensing and Economic
Development Coordinator

Title:



Project:

Northampton Marketing FY 2022

Scope & Budget

Overview:

A breakdown of monthly tasks for the FY22 year, based on a grant award of \$75,000 for enhancement of the Northampton.live platform, including emphasis on post-COVID recovery period for downtown Northampton and transition to a community-supported model of operation.

Enhancements that will continue to be made include improving the content on the website to better highlight individual businesses via paid promotional opportunities, which will further enhance the search engine optimization that we continue to enjoy for popular Google searches, as well as provide a vehicle to financially support the project moving forward.

To continue to combat the effects of COVID-19, especially as downtown restaurant and entertainment venues reopen in a more robust capacity, other anticipated updates include enhancing the email marketing templates which reach our subscribers on an ongoing basis, as well as further categorizing the businesses on the site to better showcase and increase focus on events and dining.

TASKS

Month	Tasks	Est. Cost
July 2021	<ul style="list-style-type: none">• Analysis of FY21, Strategy, Planning for FY22<ul style="list-style-type: none">◦ Evaluate platform performance from past fiscal year◦ Evaluate website platform analytics to show which enhancements were successful and should provide a further benefit to the long-term survival of the platform◦ Review impacts during COVID-19, planning for post-COVID-19 marketing adjustments◦ Analysis and strategy for FY22 launch of promotional packages in light of COVID-19 impact.	\$8,000
August 2021	<ul style="list-style-type: none">• Analyze performance of Holiday Shopping Guide, and revise and update<ul style="list-style-type: none">◦ Build and improve on extensive, multi-category holiday shopping guide feature on the website◦ Include new designs/styling, update pages, categories and listings to reflect post-COVID downtown environment◦ Includes sourcing content from many businesses who wish to participate and organizing on the site	\$4,000
September 2021	<ul style="list-style-type: none">• Continue Development of Holiday Shopping Guide Section<ul style="list-style-type: none">◦ Work with DNA and small business community to refine design, categories, features to	\$1,500
October 2021	<ul style="list-style-type: none">• Launch Holiday Shopping Guide Feature<ul style="list-style-type: none">◦ Includes design/prep of materials to assist in promotion the new feature	\$2,500

November 2021	<ul style="list-style-type: none"> ● Enhance Email Marketing Templates <ul style="list-style-type: none"> ○ Add more features to the email marketing templates to help with the Holiday Shopping guide and Events / Entertainment Calendar promotion 	\$2,500
December 2021	<ul style="list-style-type: none"> ● Finalization of “Promotional” Packages on the Site <ul style="list-style-type: none"> ○ Anticipating we will have an initial small round of businesses interested in paid promotion on the site, we will work with them to prepare a January 2021 launch of new promotional packages for these select businesses, including: <ul style="list-style-type: none"> ■ Business showcases ■ Prominent placement within key sections ■ Rotating ad space ■ Video spotlight section ■ Easy backend management of new promotions 	\$8,000
January 2022	<ul style="list-style-type: none"> ● Reimagine Outdoor Dining Site Feature <ul style="list-style-type: none"> ○ Anticipating outdoor dining will be back in some capacity in 2022, we want to update and enhance this section featured on the website ○ Will require site development as well as data-gathering from relevant businesses ● Launch of “Promotional” Package content <ul style="list-style-type: none"> ○ Work with initial round of small businesses to launch their new promotional packages in January ○ Includes finalizing design/prep of materials to include in promotions 	\$5,500 \$5,000
February 2022	<ul style="list-style-type: none"> ● Enhance and Improve the Event Calendar/Event Section <ul style="list-style-type: none"> ○ As we move into Summer 2022, we anticipate a significant increase in the number of events coming through the website, as community gatherings and events should again be more commonplace ○ The same way we have grown the retail and food/dining sections, we anticipate needing to dramatically increase and expand the entertainment listings and promotions ○ This includes pulling events from more data sources, as well as pushing businesses to utilize the platform for their events. ● Promotional Package Development <ul style="list-style-type: none"> ○ Continued partnership with small businesses to fine-tune the design and marketing materials ○ Analysis and evaluation of prior month launch of promotional packages 	\$10,000 \$3,500
March 2022	<ul style="list-style-type: none"> ● Launch Outdoor Dining Site Feature <ul style="list-style-type: none"> ○ Includes design/prep of materials to assist in promotion the new feature 	\$3,500

	<ul style="list-style-type: none"> • Continue Enhancement of the Event Calendar/Event Section <ul style="list-style-type: none"> ◦ Enhancements to take advantage of Five College graduation season and potential future partnerships with the colleges • Enhancement of Email Marketing Templates <ul style="list-style-type: none"> ◦ Enhancements designed to better promote and take advantage of updated Event Calendar / Event Section, and anticipated significant increase in events during 2022. 	<p>\$2,500</p> <p>\$2,500</p>
April 2022	<ul style="list-style-type: none"> • Evaluation of Promotional Packages (ongoing) <ul style="list-style-type: none"> ◦ Anticipated addition of new business partners during this quarter, in advance of graduation season and busy summer months • Launch Event Calendar/Event Section Site Feature <ul style="list-style-type: none"> ◦ Includes design/prep of materials to assist in promotion the new feature 	<p>\$2,500</p> <p>\$3,000</p>
May 2022	<ul style="list-style-type: none"> • Evaluation of Promotional Packages (ongoing) <ul style="list-style-type: none"> ◦ Continued addition of new business partners, including developing new content, design and marketing materials to reflect additional partners. ◦ Continued analysis of prior months, and adjustments as necessary to ongoing promotional packages. • Analyze Ongoing Performance of Outdoor Dining Site Feature <ul style="list-style-type: none"> ◦ Analysis of new outdoor dining site feature and performance since start of outdoor dining ◦ Adjustments and enhancements to site feature and corresponding email marketing, to capitalize on height of summer outdoor dining season 	<p>\$2,500</p> <p>\$3,000</p>
June 2022	<ul style="list-style-type: none"> • Evaluation of Promotional Packages (ongoing) <ul style="list-style-type: none"> ◦ Includes design/prep of materials to assist in promotion the new feature • Analyze New Event Calendar / Event Section Site Features and Email Marketing Enhancements <ul style="list-style-type: none"> ◦ Analyze performance of new event calendar and event section site features, and corresponding email marketing changes in order to adjust as needed to maximize benefit during busy summer entertainment season. 	<p>\$2,500</p> <p>\$2,500</p>

TOTAL \$75,000



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99 Pleasant St.
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jenna@explorenorthampton.com,
amy@northamptondna.com

Issued: July 31, 2021

Payment Due On: August 31, 2021

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - 2020/2021 Analysis, Strategy & Planning for 2021/2022	1	8,000.00	8,000.00
	Including:			
	<ul style="list-style-type: none">Evaluate platform performance from past fiscal yearEvaluate website platform analyticsReview COVID-19 impacts, planning for post-COVID marketing adjustmentsAnalysis and strategy for FY22 launch of promotional packages			
Subtotal :				8,000.00
Total (USD):				8,000.00
Amount Paid :				0.00
Balance Due (USD):				8,000.00



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Issued: August 31, 2021

Payment Due On: September 30, 2021

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - Analyze performance of Holiday Shopping Guide and revise and update.	1	4,000	4,000.00
Subtotal :				4,000.00
Total (USD):				4,000.00
Amount Paid :				0.00
Balance Due (USD):				4,000.00



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Issued: September 30, 2021

Payment Due On: October 31, 2021

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - Continued development of Holiday Shopping Guide Section.	1	1,500	1,500.00
Subtotal :				1,500.00
Total (USD):				1,500.00
Amount Paid :				0.00
Balance Due (USD):				1,500.00



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Issued: October 31, 2021

Payment Due On: November 30, 2021

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - Launch of Holiday Shopping Guide feature.	1	2,500	2,500.00
Subtotal :				2,500.00
Total (USD):				2,500.00
Amount Paid :				0.00
Balance Due (USD):				2,500.00



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Issued: November 30, 2021

Payment Due On: December 31, 2021

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - Enhancement of email marketing templates for holiday season and entertainment calendar promotions.	1	2,500	2,500.00
Subtotal :				2,500.00
Total (USD):				2,500.00
Amount Paid :				0.00
Balance Due (USD):				2,500.00



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Issued: December 31, 2021

Payment Due On: January 31, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - Finalization of promotional packages on the site, including: <ul style="list-style-type: none">business showcasesplacements within key website sectionsrotating ad spacevideo spotlight sectionsback-end management of new promotions	1	8,000	8,000.00
Subtotal :				8,000.00
Total (USD):				8,000.00
Amount Paid :				0.00
Balance Due (USD):				8,000.00

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Association
99 Pleasant St.
Northampton, MA 01060
jenna@explorenorthampton.com,
amy@northamptondna.com

Issued: January 31, 2022

Payment Due On: February 28, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - <ul style="list-style-type: none">Reimagining of Outdoor Dining Site Feature, including updating and build-out of new features and enhancements.Launch of Promotional Package content, including finalization of design and prep of materials.		10,500	10,500.00
Subtotal :				10,500.00
Total (USD):				10,500.00
Amount Paid :				0.00
Balance Due (USD):				10,500.00



Rhyme Digital, LLC
161 Northampton St, Suite A
Easthampton MA, 01027

■ **City of Northampton**

Greater Northampton Chamber of
Commerce c/o Downtown Northampton
Association
99 Pleasant St.
Northampton, MA 01060
jenna@explorenorthampton.com,
amy@northamptondna.com

Issued: February 28, 2022
Payment Due On: March 31, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - <ul style="list-style-type: none">Enhancements and Improvements to Event Calendar / Event Section on site.Promotional Package continued development and partnership with local business community.		13,500	13,500.00
Subtotal :				13,500.00
Total (USD):				13,500.00
Amount Paid :				0.00
Balance Due (USD):				13,500.00



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Issued: March 31, 2022
Payment Due On: April 30, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - <ul style="list-style-type: none">Launch Outdoor Dining site featureContinued enhancement of Event Calendar / Event Section of siteEnhancement of email marketing templates		8,500	8,500.00
Subtotal :				8,500.00
Total (USD):				8,500.00
Amount Paid :				0.00
Balance Due (USD):				8,500.00



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Issued: April 30, 2022
Payment Due On: May 31, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - <ul style="list-style-type: none">Evaluation of promotional packages (ongoing)Launch Event Calendar / Event Section site feature		5,500	5,500.00
Subtotal :				5,500.00
Total (USD):				5,500.00
Amount Paid :				0.00
Balance Due (USD):				5,500.00



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Issued: May 31, 2022
Payment Due On: June 30, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - <ul style="list-style-type: none">Evaluation of promotional packages (ongoing)Analyze ongoing performance of outdoor dining site feature		5,500	5,500.00
Subtotal :				5,500.00
Total (USD):				5,500.00
Amount Paid :				0.00
Balance Due (USD):				5,500.00



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Issued: June 30, 2022

Payment Due On: July 31, 2022

#	Description	Qty.	Unit Cost	Amount
1	Northampton.Live - <ul style="list-style-type: none">Evaluation of promotional packages (ongoing)Analyze ongoing performance of new event calendar / event section site features and email marketing enhancements		5,000	5,000.00
			Subtotal :	5,000.00
			Total (USD):	5,000.00
			Amount Paid :	0.00
			Balance Due (USD):	5,000.00

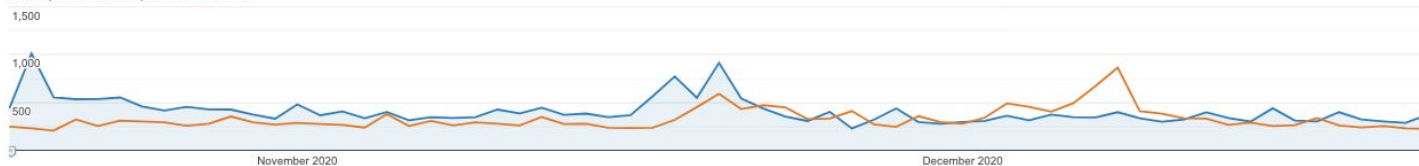


Northampton.Live Holiday Guide

High-level statistics October 19th - Dec. 23rd

Oct 19, 2020 - Dec 22, 2020: ● Users

Oct 19, 2019 - Dec 22, 2019: ● Users



Acquisition			Behavior			Conversions	
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
31.15% ▲ 23,375 vs 17,823	37.77% ▲ 23,104 vs 16,770	19.96% ▲ 27,707 vs 23,097	7.41% ▼ 67.67% vs 73.08%	1.00% ▲ 1.57 vs 1.56	23.96% ▲ 00:01:06 vs 00:00:53	6,518.06% ▲ 16.91% vs 0.26%	7,838.98% ▲ 4,684 vs 59

19,356

Clicks/engagements from
ad campaigns

2.2 Million

Times our ads have shown

23,375

Individual users to the site

43,544

Pageviews on the site

3,408

Total Facebook followers

2,628

Total Instagram followers

2,389

Total Email subscriptions

\$9,603.34

Total ad spend

Facebook Campaigns	Ad Group	Clicks	Impressions	Click-Through Rate (CTR)	Cost per Click (CPC)	Spend	Email Signups
2020 Holiday - Clothing/Jewelry	Casual Clothing	663	58062	1.14%	\$0.50	\$334.66	
	Fashion/Clothing Gifts	688	58042	1.18%	\$0.52	\$357.76	1
	Shoes/Boots	189	23165	0.81%	\$0.59	\$111.22	
	Jewelry Lovers	789	66162	1.19%	\$0.53	\$415.11	
	Vintage Clothing	976	73625	1.32%	\$0.52	\$503.32	1
2020 Holiday - Clothing/Jewelry Totals		3305	279056	1.13%	\$0.53	\$1,722.07	2
2020 Holiday - People	Kids	365	33006	1.10%	\$0.50	\$181.83	1
	Foodies/Cooks	2721	131290	2.07%	\$0.39	\$1,054.34	4
	Techies/Geek	4	1128	0.35%	\$0.71	\$2.83	
	Music Lovers	716	63784	1.12%	\$0.47	\$335.38	
	Book Lovers	227	25167	0.90%	\$0.48	\$108.32	
	Wine/Brews	91	12493	0.72%	\$0.43	\$38.79	
2020 Holiday - People Totals		4124	266868	1.04%	\$0.49	\$1,721.49	5
2020 Holiday - Beauty/Wellness	Cosmetics/Salons	372	54613	0.68%	\$0.70	\$261.71	
	Massage/Spa	1116	110536	1.01%	\$0.72	\$808.51	
2020 Holiday - Beauty/Wellness Totals		1488	165149	0.85%	\$0.71	\$1,070.22	0
2020 Holiday - Gift Cards	Gift Card - Dining	1607	185426	0.86%	\$0.74	\$1,188.82	1
	Gift Card - Shops	695	80466	0.86%	\$0.77	\$534.58	1
2020 Holiday - Gift Cards Totals		2302	265892	0.86%	\$0.75	\$1,723.40	2
2020 Holiday - Home Decor	Arts & Crafts	903	52129	1.73%	\$0.36	\$328.67	1
	Home Decor	1661	86194	1.92%	\$0.42	\$697.56	
	Ornaments/Holiday Decorative	61	10149	0.60%	\$0.38	\$23.11	
	Specialty Gifts	67	4245	1.57%	\$0.45	\$30.28	
2020 Holiday - Home Decor Totals		2692	152717	1.46%	\$0.40	\$1,079.62	1
2020 Holiday - Outdoor/Recreation	Outdoor/Recreation	1461	133241	1.09%	\$0.52	\$755.24	
	Travel	336	35365	0.95%	\$0.50	\$168.01	
	Flowers	72	9882	0.72%	\$0.65	\$46.97	
2020 Holiday - Outdoor/Recreation Totals		1869	178488	0.92%	\$0.56	\$970.22	0
2020 Holiday - Facebook Lead Generation		643	40411	0.90%	\$1.43	\$519.25	364
2020 - Specialty Campaign (Yule Days)		445	20796	2.14%	\$0.30	\$135.00	
Facebook Totals		16868	1369377	1.16%	\$0.65	\$8,941.27	374
Google Remarketing		2488	864049	0.29%	\$0.27	\$662.07	0
Grand Totals (Facebook & Google)		19356	2233426	0.73%	\$0.46	\$9,603.34	374



Northampton.Live Holiday Guide

High-level statistics October 19th - Dec. 23rd

Facebook Campaigns	Ad Group	Clicks	Impressions	Click-Through Rate (CTR)	Cost per Click (CPC)	Spend	Email Signups
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High-Level Notes (Full Duration)

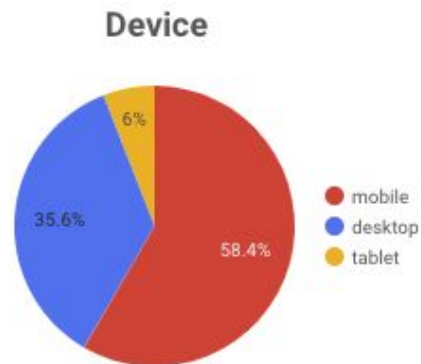
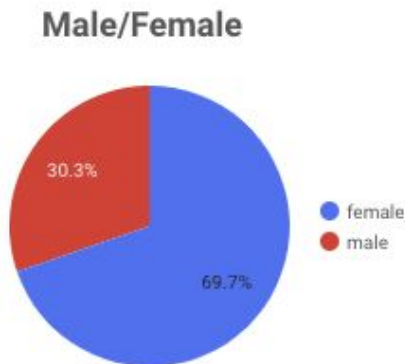
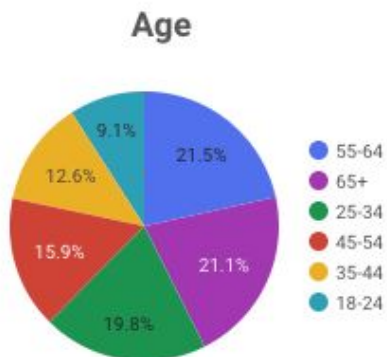
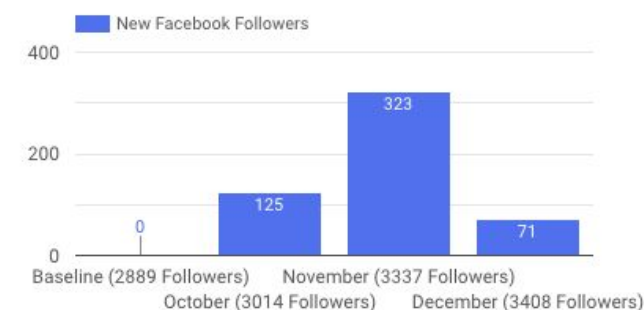
- Overall traffic increased by 31% compared to last year
 - Bounce rate decreased by 7% vs. 2019
 - Avg. Session Duration increased by 24% vs. 2019
 - 37% increase in "New Users" vs. 2019
- Email Lead Generation campaign captured 54% more email signups compared to 2019
- The 2020 campaigns generated 47% more clicks than in 2019, due to spending 30% more on budget
- The "Holiday People" Facebook campaign had the most success in generating clicks in 2020, where they accounted for 24% of all Facebook clicks. They also captured 5 email signups, which was the most out of any campaign (besides lead generation ad)
- The Holiday "Home Decor" campaign saw the highest CTR (1.46%) and lowest CPC (\$.40) of all the Facebook campaigns. This might be another campaign to use in 2021
- Social Media/MailChimp Stats
 - Facebook - We gained 519 new followers since launching the campaigns on October 19th, 2020
 - Instagram - We gained 188 new followers since launching the campaigns on October 19th, 2020
 - Mailchimp - We captured 550 new emails since launching the campaigns on October 19th, 2020
- Most Popular Email by Month
 - October 22nd - HOLIDAY 2020 - [Vintage Costumes for Halloween](#)
 - 749 Opens, 39.5% Open rate
 - November 17th - HOLIDAY 2020 - [Yule Days](#)
 - 632 Opens, 30.1% Open rate
 - December 17th - HOLIDAY 2020 - [Kids](#)
 - 359 Opens, 16.3% Open rate

Overall, we were pleased with the results from the 2020 campaigns considering that they produced better results from what we saw in 2019. We believe that Facebook ads are the most effective way to generate clicks at a reasonable cost, and this is where we recommend using the majority of the budget for future campaigns. However, we will need to keep in mind that CPC increases in November and December, so we will want to increase the budget during those months.



Northampton.Live Holiday Guide

High-level statistics October 19th - Dec. 23rd



Industry Average Comparative Benchmarks

.35%	\$.30	\$2.40	.99%	\$.72	\$7.00
Benchmark Google Display CTR	Benchmark Google Display CPC	Benchmark Google Display CPM	Benchmark Facebook CTR	Benchmark Facebook CPC	Benchmark Facebook CPM

All Campaigns

.29%	\$.27	\$.76	1.16%	\$.65	\$6.52
Northampton Google Display CTR	Northampton Google Display CPC	Northampton Google Display CPM	Northampton Facebook CTR	Northampton Facebook CPC	Northampton Facebook CPM