



## **FY 2026 Municipal Community Mitigation Fund Grant Application**

### **Application Instructions:**

- I. All applications must be received by the Massachusetts Gaming Commission by January 31st, 2025, at 11:59 p.m. to be considered for funding for the FY 2026 grant round.
- II. Each municipality may only submit **ONE** application as a Word Document.
- III. Each project must have its own form within the appropriate category. Forms can be found below as Parts A-E. If there is more than one project in a category, please copy the form. All attachments should directly follow the relevant project form.
- IV. Be sure to fill in all the information requested on the application. Applications that are left incomplete will not be accepted.
- V. All applications must submit a detailed scope of work and timeline for implementation for all projects identified in the application.
- VI. All applications must contain appropriate backup materials that support the application.
- VII. The Municipal Grant Manager will be the person responsible for compiling the information for the quarterly reports. The application must be signed by the municipal administrator or an individual with signatory authority. Submit this completed form as well as any relevant attachments to [MGCCMF@Massgaming.gov](mailto:MGCCMF@Massgaming.gov) or as a response to the COMMBUYS BID BD25-1068- 1068C-1068L-109685

For more detailed instructions as well as the full FY 2026 Application Guidelines visit

<https://massgaming.com/about/community-mitigation-fund/>

<b>Municipal Grant Manager Information:</b>
Applicant: City of Northampton
Vendor Code:
Name: Gina-Louise Sciarra
Title: Mayor
Email Address: <a href="mailto:mayor@northamptonma.gov">mayor@northamptonma.gov</a>
Telephone: 413-587-1249
Address: 210 Main St., Northampton

### Grant Budget Summary

Your community's FY 2026 proposed allocation can be found at <https://massgaming.com/about/community-mitigation-fund/>. Use the space below to total all requests by category. Please clarify how many discreet projects your community plans to undertake per category.

Total FY 2026 Allocation:		
Application Totals by Category	# of Projects	Requested Amount
A. Community Planning	1	\$75,000
B. Public Safety		
C. Transportation		
D. Gambling Harm Reduction		
E. Specific Impact		
<b>TOTAL</b>		<b>\$75,000</b>

- I. Are you requesting a waiver for any program requirement?  
 Yes   
 No
  
- II. If yes, you must fill out a CMF Municipal Waiver Form. The waiver form can be found as Appendix E to the RFR on COMMBUYS or online at <https://massgaming.com/about/community-mitigation-fund/forms/>. Applications without a completed waiver form will not be considered for a waiver.

### Budget Category Summary

Use the space below to provide an overview of all projects to be covered by this funding. You may add as many items as is pertinent to your application (you can add rows by right clicking on the row and selecting "add row"). Please provide a category, name, brief description, and amount for each item.

Category	Project Name	Description	Amount
A. Community Planning	Northampton Digital Marketing Campaign	The Northampton Digital Marketing Campaign aims to expand the city's reach, leveraging proven digital marketing strategies to attract more visitors and strengthen the local economy. This initiative will capitalize on the investment made in Northampton.Live and extend its impact by incorporating modern digital tools, strategic partnerships, and data-driven outreach.	\$75,000
B. Public Safety			

C. Transportation			
D. Gambling Harm Reduction			
E. Specific Impact			

**Applicant Certification**

On behalf of the aforementioned applicant, I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this application.

Signature: 

Date: 1/31/2025

Gina-Louise Sciarra, Mayor  
Name and Title of Signatory:

**Part A-Community Planning** - The application should include sufficient backup information for the review team to fully understand the project(s). This information could include locus maps, requests for proposals, detailed scopes of work, drawings etc.

<b>Project Name:</b>	
Please provide below the contact information for the individual managing this aspect of the grant.	
<b>Project Contact</b>	<b>Additional Project Contact</b> <i>(if applicable)</i>
Name: Annie Lesko	Name: Alan Wolf
Title: Administration, Licensing, and Economic Development Coordinator	Title: Chief of Staff
Department: Mayor’s Office/Economic Dev.	Department: Mayor’s Office/Economic Dev.
Email Address: <a href="mailto:alesko@northamptonma.gov">alesko@northamptonma.gov</a>	Email Address: <a href="mailto:awolf@northamptonma.gov">awolf@northamptonma.gov</a>
Telephone: 413-587-1212	Telephone: 413-587-1067
Address: 210 Main St., Northampton	Address: 210 Main St., Northampton
<p>I. Please use the space below to identify the impact of the gaming establishment on your municipality. You may use the impacts identified in the FY2026 Guidelines relevant to this category. If you are using an impact not identified in the guidelines, please use the space below to identify the impact. Please provide documentation 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, etc.)</p>	
<p>Northampton, historically a thriving hub for arts, culture, and independent business, has experienced substantial economic challenges over the past several years, primarily due to the competitive pressures introduced by the opening of MGM Springfield and the subsequent economic impact of the COVID-19 pandemic. These two factors are interlinked, as MGM Springfield initially drew visitor-driven revenue away from Northampton, and the pandemic further reduced the overall pool of discretionary spending available to support local businesses.</p> <p><b>Casino Competition &amp; The Pandemic’s Long-Term Impact on Local Revenue</b></p> <p>When MGM Springfield opened, it immediately altered the regional economy, redirecting discretionary spending away from Northampton’s independent businesses. Urban casinos often do not generate substantial net new economic growth but instead, capture and reallocate existing consumer spending. MGM Springfield has built a sophisticated marketing apparatus, offering a one-stop entertainment destination that competes directly with Northampton’s restaurants, music venues, and nightlife.</p> <p>MGM Springfield has also successfully established its own live music venue, drawing top-tier acts and reinforcing Springfield’s position as a regional entertainment hub. While this investment contributes to the overall draw of western Massachusetts as a music destination, it has also intensified competition for Northampton’s long-standing music venues and further fragmented an already reduced visitor economy due to the COVID-19 pandemic.</p> <p>Recent revenue reports show that MGM Springfield continues to generate significant financial returns, collecting \$21.9 million in gaming revenue in June 2024 alone, contributing over \$5.48</p>	

million in taxes to the state. Since its opening, MGM Springfield and Massachusetts' two other casinos have collectively contributed nearly \$1.8 billion in state taxes. These figures highlight the scale of economic activity shifting toward casino-driven spending, making it even more critical for Northampton to reinforce its position as a distinct and complementary cultural and entertainment destination.

Just as Northampton businesses were adjusting to the competitive shift created by MGM, the COVID-19 pandemic delivered another economic shock. The pandemic caused sharp declines in visitor-driven revenue, as state-mandated closures, capacity restrictions, and shifts in consumer behavior created significant declines in meals tax, local lodging revenue, and parking fees. This disruption placed a significant budgetary strain on municipal services and support for downtown businesses. While some recovery has occurred, foot traffic remains below pre-pandemic levels, and the long-term sustainability of many small businesses remains fragile.

### **Hard Work Toward Recovery & Local Revenue Trends**

Northampton has worked diligently to restore and promote its local economy. The city has taken extensive steps to reinvigorate its downtown and draw visitors back to local businesses with events and other promotions. These efforts include:

- **Outdoor Dining Expansion:** Since 2020, the city has facilitated seasonal outdoor dining, allowing restaurants to extend into public spaces, adding vibrancy and increasing foot traffic.
- **Bridge Lighting Initiative:** The city has installed lighting on key bridges to enhance downtown's visual appeal and encourage evening activity.
- **Public Music & Dance Events:** Northampton has sponsored Masonic Street Live, Bands on Brewster, the Florence Summer Concert Series, and Salsa in Pulaski Park, helping to revitalize the city's cultural life.
- **Summer on Strong:** This popular seasonal street closure program has transformed Strong Avenue into a pedestrian-friendly space with dining, live performances, and community engagement.
- **Taste of Northampton Revival:** The city, in partnership with the Downtown Northampton Association, successfully relaunched this beloved festival, attracting thousands of visitors and reinvigorating local businesses.

Further, investments in Northampton.Live—which has been supported in part by the Community Mitigation Fund over the past six years—have been instrumental in these recovery efforts. This grant funding has allowed Northampton to develop a digital hub that has consistently strengthened the local economy by promoting businesses, events, and visitor experiences. We deeply appreciate the Massachusetts Gaming Commission's continued support in enabling these initiatives.

It is important to clarify that this funding request is not intended to sustain or fund Northampton.Live, but rather to implement a broader, integrated marketing campaign that leverages it as one of several tools. Northampton.Live has been a valuable asset in tracking and

analyzing digital engagement, and we are sharing its data because it provides the best available insights into digital marketing efficacy for Northampton. However, Northampton.Live is no longer funded or controlled by the City of Northampton and operates independently. This initiative extends beyond Northampton.Live to include a comprehensive strategy encompassing targeted digital advertising, content marketing, and strategic partnerships with regional entities, including MGM Springfield.

That said, recent website data from Northampton.Live underscores the platform's success and the success of a digital approach in general:

- 764 businesses and organizations listed on Northampton.Live, helping visitors discover and support local shops, restaurants, and venues.
- 230,000+ Instagram impressions and 6,595+ Facebook page likes, extending Northampton's reach to potential visitors.
- 4,000+ email subscribers with an industry-leading 48% open rate, keeping residents and visitors informed about local events and attractions.
- Ranked #1 on Google for searches like "Shopping Northampton," "Events Northampton," and "Live Music in Northampton," ensuring strong digital visibility for the city's offerings.

Additionally, revenue data shows that local receipts are only now beginning to surpass pre-pandemic levels, but that growth remains tenuous.

- Parking Revenue: After years of losses, parking revenue has climbed back to \$2.66M in FY2024, just barely exceeding pre-pandemic numbers, but still not accounting for years of inflationary pressures.
- Hotel, Motel, & Short-Term Rental Revenue: Revenue has more than tripled from its low in FY2021 (\$286K) to \$1.07M in FY2024, though much of this increase reflects rising prices rather than sheer volume.
- Restaurant Revenue: Although improving, restaurant revenue has risen from \$477K in FY2021 to \$791K in FY2024, showing progress but still reflecting the ongoing struggles of local businesses.
- Total Local Receipts: Northampton's total local revenue collections have now just surpassed 2019 levels, growing from \$4.67M in FY2022 to \$5.47M in FY2024—a 6.09% increase over FY2019. However, when accounting for inflation, which has risen by approximately 23% since 2019, the city's actual revenue is still lagging behind pre-pandemic purchasing power.

These numbers indicate that while progress is being made, Northampton's economy remains fragile. Without continued investment in digital marketing and outreach, this slow recovery could stall, leaving local businesses vulnerable to shifting consumer habits and increased competition from larger regional draws like MGM Springfield.

### **The Struggle to Restore Northampton's Music Economy**

Live music has long been a cornerstone of Northampton's identity, with venues such as the Calvin Theater, Pearl Street, Iron Horse, and the Academy of Music serving as major draws for regional visitors. However, the pandemic devastated the live music industry, leading to extended closures and a slow return to pre-pandemic performance levels.

- Calvin Theater and Pearl Street remain in a stalled state of uncertainty, with no clear timeline for reopening.
- The Iron Horse and the Academy of Music have successfully resumed operations, but challenges remain in attracting both performers and audiences at pre-pandemic levels.

Bringing these venues back to full capacity is essential for revitalizing Northampton’s economy, as live performances drive restaurant sales, hotel stays, and increased foot traffic downtown. Without strong digital marketing and branding efforts, Northampton risks losing its reputation as a top-tier arts and music destination.

II. Please describe the project in detail and how the proposed project will address the impact indicated above. Please include a breakdown of the proposed scope of work, the scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.

The Northampton Digital Marketing Campaign aims to expand the city’s reach, leveraging proven digital marketing strategies to attract more visitors and strengthen the local economy. This initiative will capitalize on the investment made in Northampton. Live and extend its impact by incorporating modern digital tools, strategic partnerships, and data-driven outreach.

**Key elements of the campaign include:**

- **Comprehensive Digital Advertising:** A targeted regional digital campaign using Google Ads, social media platforms (Facebook, Instagram, TikTok, BlueSky), and display ads to ensure Northampton is consistently visible to potential visitors.
- **Landing Page & Microsite Development:** Expansion of Northampton.Live or creation of a campaign-specific microsite to serve as a hub for itinerary-building, event promotion, and business highlights.
- **Email & SMS Marketing:** Growth of an opt-in subscriber list to keep potential visitors engaged and informed about events, deals, and attractions in Northampton.
- **Social Media & Influencer Collaboration:** Regular organic content, strategic influencer partnerships, and video marketing to showcase the vibrancy of downtown Northampton.
- **Retargeting & Data-Driven Strategies:** Use of geo-targeting and retargeting to engage past visitors and those searching for travel and entertainment in western Massachusetts.

**Potential Collaboration with MGM Springfield**

A core aspect of this campaign is recognizing that Northampton and MGM Springfield exist within the same regional visitor economy. Rather than viewing the casino solely as a competitor, this project seeks to explore opportunities for strategic alignment. Given the Casino is willing to embrace this plan, we envision:

- **Cooperative Marketing Initiatives:** Cross-promotion of Northampton’s independent businesses and cultural attractions to casino visitors.

- **Event Coordination:** Tying Northampton’s live music and dining experiences into the broader regional entertainment calendar, ensuring visitors extend their trips to experience both Northampton and MGM Springfield.
- **Itinerary Development:** Encouraging casino visitors to explore nearby shopping, dining, and arts venues in Northampton as part of a well-rounded Pioneer Valley experience.

This campaign will drive economic growth by increasing visibility and reinforcing Northampton’s reputation as an arts and culture hub. By leveraging data, modern digital strategies, and a potential collaboration with MGM Springfield, this project ensures that Northampton remains a strong regional draw despite shifting economic and competitive pressures.

This effort is not just about advertising; it is about sustaining and growing Northampton’s independent economy in an evolving landscape. The support of the Massachusetts Gaming Commission will allow the city to maximize its efforts and strengthen the long-term health of the downtown economy. Ensuring a vibrant arts and restaurant scene in Northampton will supplement the efforts of MGM Springfield to ensure that western Massachusetts is known for its arts and entertainment throughout the region.

**Proposed MGC Grant Budget**

Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation.

Description of Purchase/Work	Timeline	QTY	Budget
<p>The Northampton Digital Marketing Campaign is structured as a one-year pilot initiative, with the goal of demonstrating success and securing future funding for an expanded effort. The budget for this campaign totals \$100,000, combining the \$75,000 grant request with \$25,000 in ARPA funds allocated by Mayor Sciarra. The budget breakdown is as follows:</p>			
<p><b>Marketing &amp; Advertising</b></p> <ul style="list-style-type: none"> <li>• Digital Ad Spend (Google, Meta, TikTok, Display Ads, Geo-targeting, Retargeting): \$35,000</li> <li>• Influencer &amp; Video Content Creation: \$10,000</li> <li>• Social Media &amp; Email Marketing Management: \$12,000</li> </ul>	<p>*Upon grant funded through the end of FY26</p>		<p>\$35,000 \$10,000 \$12,000</p>
<p><b>Website &amp; Digital Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Microsite Development/Expansion of Northampton.Live: \$8,000</li> <li>• Tracking &amp; Analytics Software, Reporting Tools: \$5,000</li> </ul>	<p>*Upon grant funded through the end of FY26</p>		<p>\$8,000 \$5,000</p>
<p><b>Campaign Execution &amp; Management</b></p> <ul style="list-style-type: none"> <li>• Agency Monthly Campaign Management Fee (12 months): \$20,000</li> </ul>	<p>*Upon grant funded through the end of FY26</p>		<p>\$20,000</p>



<ul style="list-style-type: none"> <li>Creative Development (Graphics, Ad Copy, Email Templates): \$5,000</li> </ul>			\$5,000
<b>Public Relations &amp; Event Promotion</b> <ul style="list-style-type: none"> <li>Press &amp; Media Outreach: \$3,000</li> <li>Cross-Promotion with Regional Partners (MGM Springfield, Pioneer Valley Tourism): \$2,000</li> </ul>	*Upon grant funded through the end of FY26		\$3,000  \$2,000
<b>*Path Forward</b> This initiative is designed as a one-year pilot with the intent to refine, expand, and enhance Northampton’s digital marketing strategy based on its performance. Should this campaign successfully demonstrate increased economic activity and visitor engagement, the city plans to apply for additional funding in future grant cycles to build upon its success and ensure Northampton remains a premier Pioneer Valley destination.			
		<b>TOTAL:</b>	<b>**\$100,000</b>

**\*\*The budget for this campaign totals \$100,000, combining the \$75,000 grant request with \$25,000 in ARPA funds allocated by Mayor Sciarra.**

Attachments:

1. Letter of Support from Mayor Gina-Louise Sciarra
2. Letter of Support from the Downtown Northampton Association
3. Letter of Support from the Greater Northampton Chamber of Commerce
4. Letter of Support from The Parlor Room Collective
5. Northampton.Live Data - Pages 8 - 18
6. Northampton.Live State Report
7. Local Receipts Revenue Chart
8. Bands on Brewster Poster
9. Masonic Street Live Poster
10. Summer on Strong Graphic
11. Salsa in the Park Graphic
12. Taste of Northampton Graphic



## MAYOR GINA-LOUISE SCIARRA

City of Northampton  
Office of the Mayor  
210 Main Street Room 12  
Northampton, MA 01060-3199  
(413) 587-1249 Fax: (413) 587-1275  
mayor@northamptonma.gov

---

January 30, 2025

Dear Members of the Massachusetts Gaming Commission,

As Mayor of Northampton, I am proud to offer my full support for the City of Northampton's application for the FY2026 Casino Mitigation Fund (CMF) grant. This grant presents a vital opportunity to enhance Northampton's position as a premier destination within the Pioneer Valley, helping to attract visitors who may otherwise be drawn exclusively to MGM Springfield.

While MGM Springfield has undeniably contributed to the region's economy, it has also resulted in a shift in visitors away from our community. Northampton has long been a cultural and economic cornerstone of the region, known for its vibrant independent shops, exceptional dining, dynamic arts and entertainment scene, and stunning outdoor spaces. To continue to thrive and fulfill this important role, Northampton must increase its visibility and showcase the distinct experiences we have to offer.

I am confident that the proposed Northampton Digital Marketing Campaign will provide the necessary boost to reinvigorate our city's appeal. This initiative will not only drive more foot traffic to our downtown, but it will also have a positive ripple effect on our local businesses, restaurants, and cultural institutions. This is an incredible opportunity to maximize the value of the investments made by the Massachusetts Gaming Commission in Northampton, further strengthening our economy and extending the benefits to the broader Pioneer Valley.

I urge the Massachusetts Gaming Commission to consider this application favorably, as it will have a lasting and meaningful impact on our city. Thank you for your attention to this important initiative. Please do not hesitate to reach out if I can provide any further information or assistance in support of this grant application.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gina-Louise Sciarra'.

Gina-Louise Sciarra

Mayor

Attachment 2 – Letter of Support from the Downtown Northampton Association



January 29, 2025

Dear Members of the Massachusetts Gaming Commission,

On behalf of the Downtown Northampton Association (DNA), I am pleased to express our strong support for the City of Northampton's application for the FY2026 Massachusetts Gaming Commission's Casino Mitigation Fund (CMF) grant. The proposed Northampton Digital Marketing Campaign is key to ensuring that Northampton remains a tourism destination in the Pioneer Valley, attracting visitors who might otherwise be concentrated solely at MGM Springfield.

While MGM Springfield has brought significant economic activity to the region, it has also drawn visitors away from neighboring communities like Northampton. Historically, Northampton has been a cultural and economic hub for the region, with independent shops, dining and a dynamic arts and entertainment scene. We both compete with MGM Springfield for attention and partner to make the Pioneer Valley a greater draw for out-of-state visitors. To maintain this vital role and amplify the regions draw Northampton must enhance its visibility and showcase its unique attractions.

The DNA believes a stronger digital marketing presence is critical in bringing more visitors to the region and to Northampton. The community is making significant investments, such as the reopening of The Iron Horse, to reenergize Northampton's appeal, benefiting both our local economy and the broader Pioneer Valley. Increased foot traffic will directly support Northampton's small businesses, restaurants, and cultural institutions. And this opportunity will help us leverage the investment we have made in Northampton.Live.

Thank you for your consideration of the City's application. We urge the Massachusetts Gaming Commission to look favorably upon this grant application, as it will have a measurable impact on Northampton and Western Massachusetts.

Please contact me if I can provide further information or assistance in support of the City's grant application.

Sincerely,

A handwritten signature in black ink that reads 'Kevin J McAllister'.

Kevin J McAllister,  
President  
Downtown Northampton Association

## Attachment 3 – Letter of Support from the Greater Northampton Chamber of Commerce



### 2025 Board of Directors

Anna Bowen  
*Strada Footwear*

Jamie Cocco  
*Empowered Social Media*

Lou Davis  
*Davis Financial Group*

Jennifer Ewers, VICE PRESIDENT  
*Edward Jones Investments*

Caroline Gear  
*International Language Institute*

Douglas Gilbert, TREASURER  
*Florence Bank*

Vince Jackson, CLERK  
*Greater Northampton Chamber of Commerce*

Felicia R. Lundquist  
*Think Again Training & Consulting*

Kevin McAllister  
*Downtown Northampton Association*

Meghan McCormick, PRESIDENT  
*William Pitt Sotheby's International Realty*

Jim Nash  
*CareerWorks*

Mark NeLame  
*NeLame & Kling Law Offices*

Nanci Newton  
*The Healing ZONE Therapeutic Massage*

Heidi Nortonsmith  
*Northampton Survival Center*

Joanna Olin  
*Smith College*

Isolda Ortega-Bustamante  
*Collaborative for Educational Svcs.*

Russell J. Peotter, EX OFFICIO

Taylor Robbins  
*UMassFive College Credit Union*

Amanda Shafii  
*CopyCat, Inc.*

Elena Sharnoff  
*B Strategic Communications*

January 30, 2025

Massachusetts Gaming Commission  
101 Federal Street, 12<sup>th</sup> Floor  
Boston, MA 02110

Dear Members of the Massachusetts Gaming Commission,

I am writing on behalf of the Greater Northampton Chamber of Commerce (GNCC) to express our strong support for the City of Northampton's application for a FY2026 Casino Mitigation Fund (CMF) grant by the Massachusetts Gaming Commission. The proposed Northampton Digital Marketing Campaign represents a critical opportunity to continue to promote Northampton as a premier destination by attracting visitors who might otherwise limit their leisure or business activities to MGM Springfield. It is our hope that the City will secure mitigation grant funding to help drive trips to the region, inspire longer stays, and grow our local economy.

While MGM Springfield has brought significant economic activity to the region, it has also drawn visitors away from neighboring communities like Northampton. Historically, Northampton has been a cultural and economic hub for the region, offering an array of independent shops, global-inspired dining, dynamic arts and entertainment, and scenic outdoor experiences. To restore and maintain the rich economic vitality that makes Northampton unique, our City must enhance its visibility, promote its cultural attractions, and showcase its charm and beauty.

The GNCC is confident that the proposed digital marketing initiative will reenergize Northampton's appeal, benefiting both our local economy and the broader Pioneer Valley. Increased foot traffic will directly support Northampton's small businesses, restaurants, and cultural institutions. This is also an incredible opportunity that helps Northampton leverage the investment the Massachusetts Gaming Commission has already made in Northampton.live.

Thank you for your consideration of this important initiative. We urge the Massachusetts Gaming Commission to look favorably upon the City of Northampton's grant application, as its implementation will have a measurable impact on our local economy and community.

---

The Greater Northampton Chamber of Commerce

99 Pleasant Street | Northampton, MA 01060 | Office: 413-584-1900 | Fax: 413-584-1934  
[www.northamptonchamber.com](http://www.northamptonchamber.com)

We are thankful for your leadership in addressing the regional mitigation needs and supporting communities like Northampton. Thanks for your consideration and prioritization of this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Vincent D. Jackson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Vincent D. Jackson  
Executive Director

Attachment 4 – Letter of Support from The Parlor Room Collective



January 28, 2025

Dear Members of the Massachusetts Gaming Commission,

On behalf of the Parlor Room Collective (PRCO), I am pleased to express our strong support for the City of Northampton's application for the FY2026 Massachusetts Gaming Commission's Casino Mitigation Fund (CMF) grant. We view their proposed Northampton Digital Marketing Campaign as a key component to growing visitors and economic vibrancy in the Pioneer Valley.

Every investment in tourism in Western Massachusetts is an important investment for the region, bringing people and economic vibrancy to the Valley. MGM Springfield, a vital component of our region's tourism industry, could pull visitors away from the other communities. However, we believe that there is huge potential synergy between MGM and the rest of the Valley but it takes an investment in marketing to bring people here and have them stay longer. We want people to come to the MGM, visit Treehouse in Deerfield, swing by our amazing restaurants in Northampton and see a show at the recently reopened Iron Horse. Synergy is power and the proposed digital marketing campaign ignites this power.

This grant is an investment in making the pie bigger. Northampton worries that MGM Springfield could draw visitors away from Northampton; but, if we bring people here to experience everything the valley has to offer, the economic impact up and down the Valley will be amazing. There is so much here to experience. The proposed digital marketing campaign is a key component in bringing more visitors to the Valley.

Thank you for your consideration of the City's application and we urge you to look favorably upon this grant application. It matters to our community and to the greater Pioneer Valley.

Please contact me if I can provide further information or assistance in support of the City's grant application.

Sincerely,

Randy Krotowski  
President  
The Parlor Room Collective



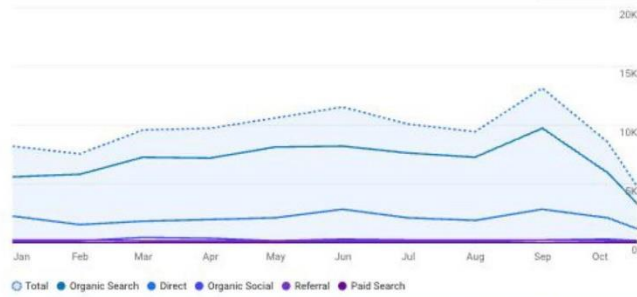
# Northampton.Live Website Data

2024 January - October 25th

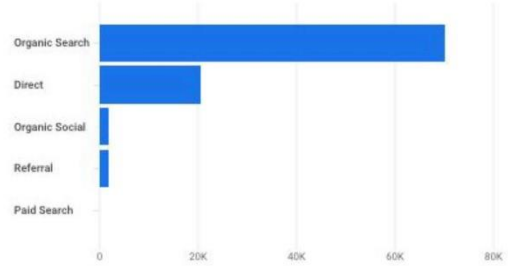
## Website Analytics

Total users by First user primary channel group (Default Channel Group) over time

Month



Total users by First user primary channel group (Default Channel Group)



● Total ● Organic Search ● Direct ● Organic Social ● Referral ● Paid Search

Traffic Channel	Total users	New users	Sessions	Engaged sessions	Engagement rate
Organic Search	70,546	69,543	90,360	52,871	58.51%
Direct	20,388	20,152	24,372	9,443	38.75%
Organic Social	2,018	1,961	2,217	916	41.32%
Referral	1,753	1,607	2,246	1,491	66.38%
Unassigned	580	331	283	2	0.71%
Paid Search	29	26	50	4	8%
Email	26	18	46	34	73.91%
Display	9	7	13	0	0%
Organic Shopping	2	1	2	0	0%
<b>Grand total</b>	<b>94,648</b>	<b>93,646</b>	<b>118,830</b>	<b>64,529</b>	<b>54.3%</b>





# Northampton.Live Website Data

2024 January - October 25th

## Website Analytics

Page	Total users	City	Total users	Day of week name	Total users
/calendar	15,249	Boston	17,207	Saturday	17,872
/	10,375	Northampton	10,057	Friday	17,816
/arts-entertainment	6,941	New York	8,702	Thursday	15,538
/music-nightlife	5,250	(not set)	7,073	Wednesday	14,094
/food-drink	3,973	Amherst	2,514	Tuesday	13,500
/events/the-taste-of-northa...	3,233	Springfield	2,455	Sunday	13,483
/businesses/iron-horse-musi...	2,654	Holyoke	1,496	Monday	12,276
/shopping	2,166	Chicopee	1,226		
/events/summer-on-strong-2	1,843	Easthampton	1,122		
<b>Grand total</b>	<b>94,648</b>	<b>Grand total</b>	<b>92,810</b>	<b>Grand total</b>	<b>92,810</b>

Gender	Total users	Device category	Total users	Hour	Total users
unknown	77,888	mobile	57,659	12PM	8,519
female	10,553	desktop	33,560	4PM	8,037
male	7,506	tablet	1,809	2PM	8,004
		smart tv	2	1PM	7,890
				11AM	7,749
				3PM	7,725
				5PM	7,484
				10AM	7,417
				6PM	6,961
<b>Grand total</b>	<b>94,648</b>	<b>Grand total</b>	<b>92,810</b>	<b>Grand total</b>	<b>92,810</b>





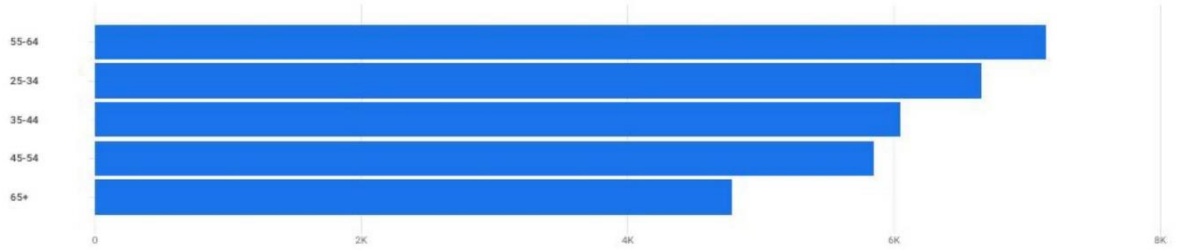
# Northampton.Live Website Data

2024 January - October 25th

## Website Demographics

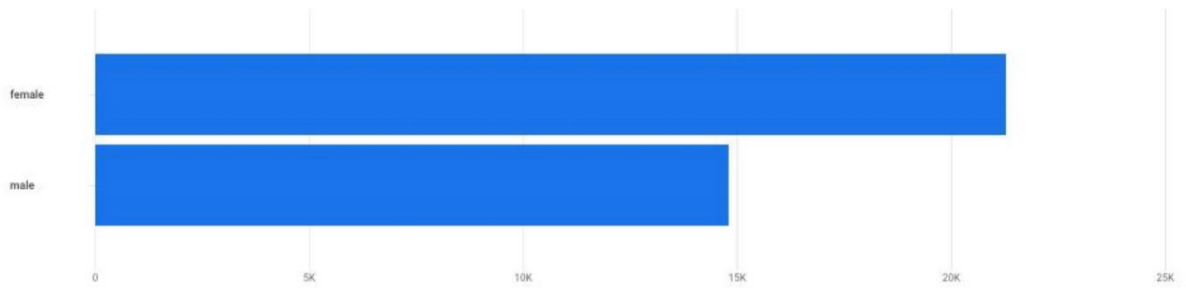
### age

Active users by Age



### gender

Active users by Gender





# Northampton.Live Website Data

2024 January - October 25th

## 2024 vs 2023 Website Analytics

Session primary...Channel Group) -	Total users	New users	Sessions	Engaged sessions	Engagement rate
SHOW ALL ROWS					
<b>Total</b>	<b>94,648</b> vs. 65,131 ↑ 45.32%	<b>93,646</b> vs. 63,549 ↑ 47.36%	<b>118,830</b> vs. 83,876 ↑ 41.67%	<b>64,529</b> vs. 36,603 ↑ 76.29%	<b>54.3%</b> vs. 43.64% ↑ 24.44%
Session primary...Channel Group) -	Total users	New users	Sessions	Engaged sessions	Engagement rate
SHOW ALL ROWS					
<b>Total</b>	<b>94,648</b> vs. 65,131 ↑ 45.32%	<b>93,646</b> vs. 63,549 ↑ 47.36%	<b>118,830</b> vs. 83,876 ↑ 41.67%	<b>64,529</b> vs. 36,603 ↑ 76.29%	<b>54.3%</b> vs. 43.64% ↑ 24.44%
<b>Organic Search</b>					
Jan 1 - Oct 25, 2024	70,546	69,543	90,360	52,871	58.51%
Jan 1 - Oct 25, 2023	37,047	35,997	48,307	26,256	54.35%
% change	90.42%	93.19%	87.05%	101.37%	7.65%
<b>Direct</b>					
Jan 1 - Oct 25, 2024	20,388	20,152	24,372	9,443	38.75%
Jan 1 - Oct 25, 2023	9,021	9,005	11,678	4,205	36.01%
% change	126.01%	123.79%	108.7%	124.57%	7.6%
<b>Referral</b>					
Jan 1 - Oct 25, 2024	1,753	1,607	2,246	1,491	66.38%
Jan 1 - Oct 25, 2023	2,310	2,162	2,857	1,554	54.39%
% change	-24.11%	-25.67%	-21.39%	-4.05%	22.05%
<b>Organic Social</b>					
Jan 1 - Oct 25, 2024	2,018	1,961	2,217	916	41.32%
Jan 1 - Oct 25, 2023	10,081	10,029	12,726	3,036	23.86%
% change	-79.98%	-80.45%	-82.58%	-69.83%	73.19%
<b>Unassigned</b>					
Jan 1 - Oct 25, 2024	580	331	283	2	0.71%
Jan 1 - Oct 25, 2023	451	1	451	1	0.22%
% change	28.6%	33,000%	-37.25%	100%	218.73%
<b>Paid Search</b>					
Jan 1 - Oct 25, 2024	29	26	50	4	8%
Jan 1 - Oct 25, 2023	825	825	1,030	152	14.76%
% change	-96.48%	-96.85%	-95.15%	-97.37%	-45.79%



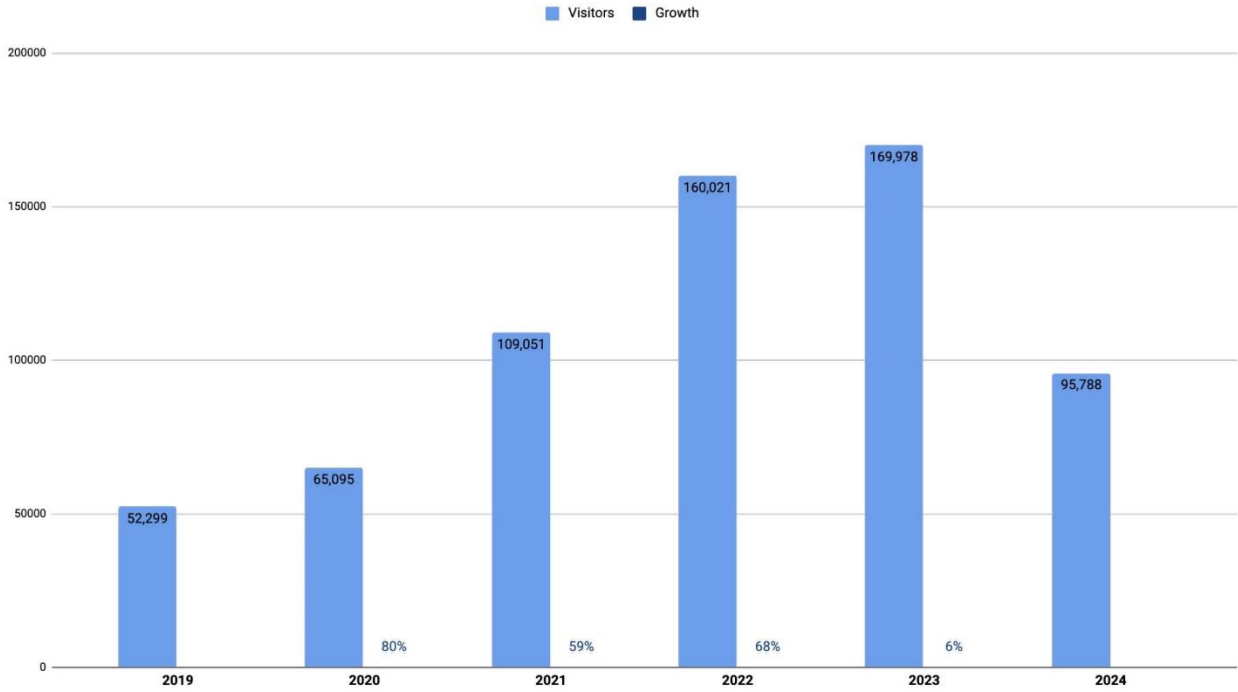
# Northampton.Live Website Data

2024 January - October 25th

## Traffic Compared to Previous Year

\*We did not run any paid ads in 2024\*

### Website Visitors Growth





# Northampton.Live Website Data

2024 January - October 25th

Google Search	Organic Rank
Shopping Northampton	1
Events Northampton	1
Things to do in Northampton	3 (behind tripadvisor)
Shows in Northampton	1
Live music in Northampton	1

Google Shopping Northampton

**Western MA Retail Shops | northampton.live**  
 Shopping in Northampton, MA is always a joy, with plenty of fair trade products, unique gifts, work from local artists, farmer's market fare, and much more.

https://www.tripadvisor.com › Attractions-g41742-Acti...  
**THE BEST Shopping in Northampton - Tripadvisor**  
 Shopping in Northampton · 1. Thomes Marketplace · 2. R. Michelson Galleries · 3. Happy Valley Gifts · 4. beryl · 5. William Baczek Fine Arts · 6. Tuesday Market · 7.

https://m.yelp.com › Northampton, MA › Shopping  
**Top 10 Best Shopping in Northampton, MA - March 2022 - Yelp**  
 Top 10 Best Shopping in Northampton, MA · Thomes Marketplace. 0.3 mi. 4.0 star rating · Essentials. 0.3 mi. 4.5 star rating · Sticks and Bricks. 0.2 mi. 4.5 star ...

What are people saying about shopping centers in Northampton, MA? ▾  
 What are some highly rated shopping centers in Northampton, MA? ▾

---

shows in northampton

https://northampton.live › arts-entertainment  
**Live Music Northampton MA - Comedy Shows Western Mass**  
 Looking for live music in western Mass, places to dance, or cultural happenings? **Northampton** MA arts and entertainment is simply the best that western MA ...

Tue, Feb 7 **City Sports Swing**  
 Tue, Feb 7 **Joe Magnarelli**  
 Wed, Feb 8 **Renaissance Jukebox - free ...**

https://www.bandsintown.com › northampton-ma  
**Upcoming Events in Northampton, MA - Bandsintown**  
 Get concert tickets, news, live stream details and RSVP to **shows** with Bandsintown. ... Never miss a **show** ... **Back Porch Music Festival - Northampton, MA.**



## businesses/org listings

Total Business Listings

**764**

Total Claimed Listings

**197**

Total Claimed Percentage

**26%**

### Listings By Category

Food/Drink

**142**

Shopping/Retail

**158**

Beauty/Wellness

**116**

Arts/Entertainment

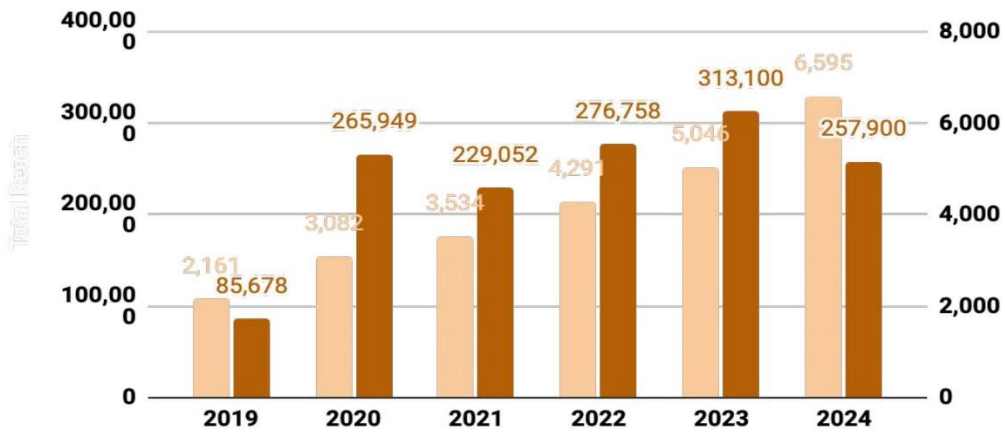
**111**

Music/Nightlife

**39**

**Facebook Performance**

Page Likes Total Reach



Total Facebook  
Page Likes  
**6,595+**

Total Instagram  
People Reached  
**230K+**



# Northampton.Live Website Data

2024 January - October 25th

Total Email  
Subscribers

**4,000+**

Average Open Rate

**~48%**

Industry Average  
Open Rate

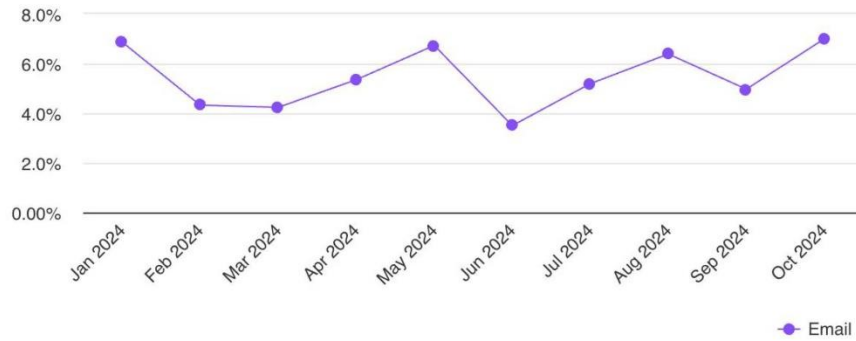
**~16%**

Open rate

48%

Compared to audience averages

Metric:





# Northampton.Live Website Data

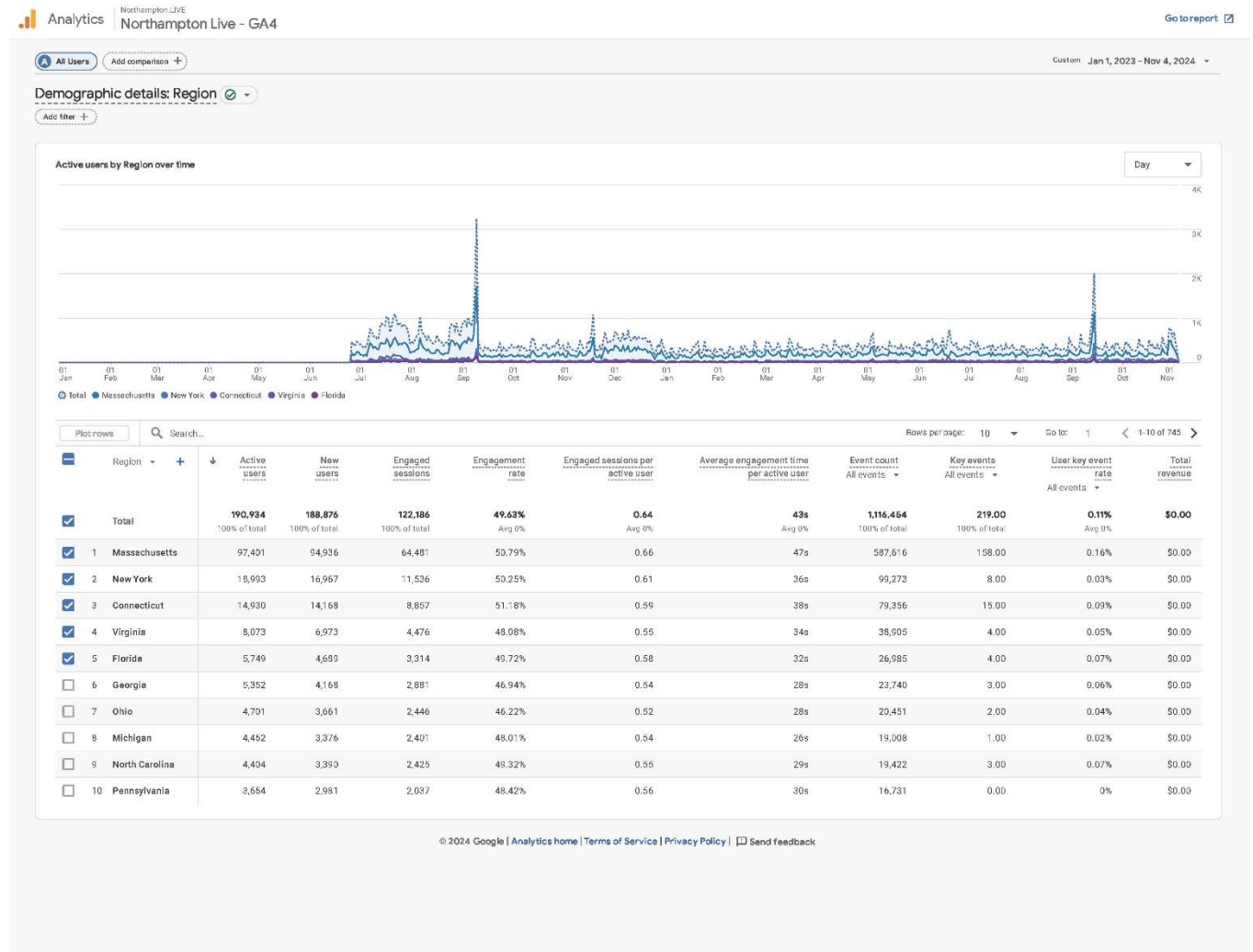
2024 January - October 25th

## High-Level Notes

1. Overall traffic has grown consistently since the website's launch, with steady year-over-year increases in organic traffic. The increase in organic traffic highlights our SEO strategies to focus on specific Google searches for things like specific events, which was the point of the website at its inception.
2. Coupled with the increase in organic traffic, we have a strong presence for specific searches about events and shopping in Northampton, where we own the number 1 spot on Google.
3. Boston ranks as the top location for website visits, followed by Northampton, showing that many visitors from outside the area are interested in what's happening in Northampton.
4. In 2024, the events page/calendar has been the most visited page on the website, showing that the majority of visitors are particularly interested in the shows and events happening in Northampton. This aligns with the high volume of traffic from Boston, suggesting that many users are exploring entertainment options in the area.
5. The most visited pages on the website other than the event listings are the generic listing pages for the different categories of businesses (shopping, food/drink, music/nightlife, arts/entertainment), which shows that the site does not attract visitors who are looking for specific businesses, but rather visitors who are exploring what Northampton has to offer. This was always the original intention of the site, and while we use social media and blog interviews to spread around the promotion of specific businesses, the site has primarily grown as new visitors explore things to do in the city.
6. We are very pleased with the website's performance, which has steadily grown over the past five years. Northampton.Live effectively highlights Northampton's many events and attractions, supporting local tourism. Although we did not run any paid ads in 2024, targeted campaigns could boost foot traffic to Northampton in the future and continue this growth.

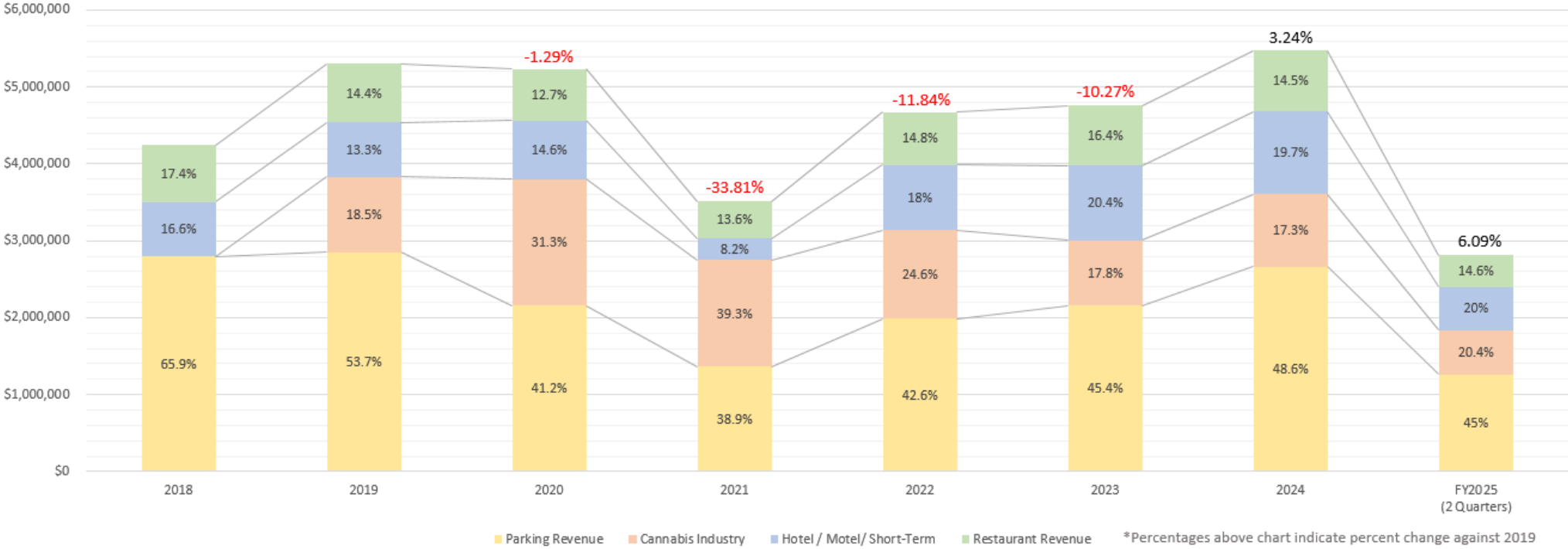


# Attachment 6 - Nothampton.Live State Report

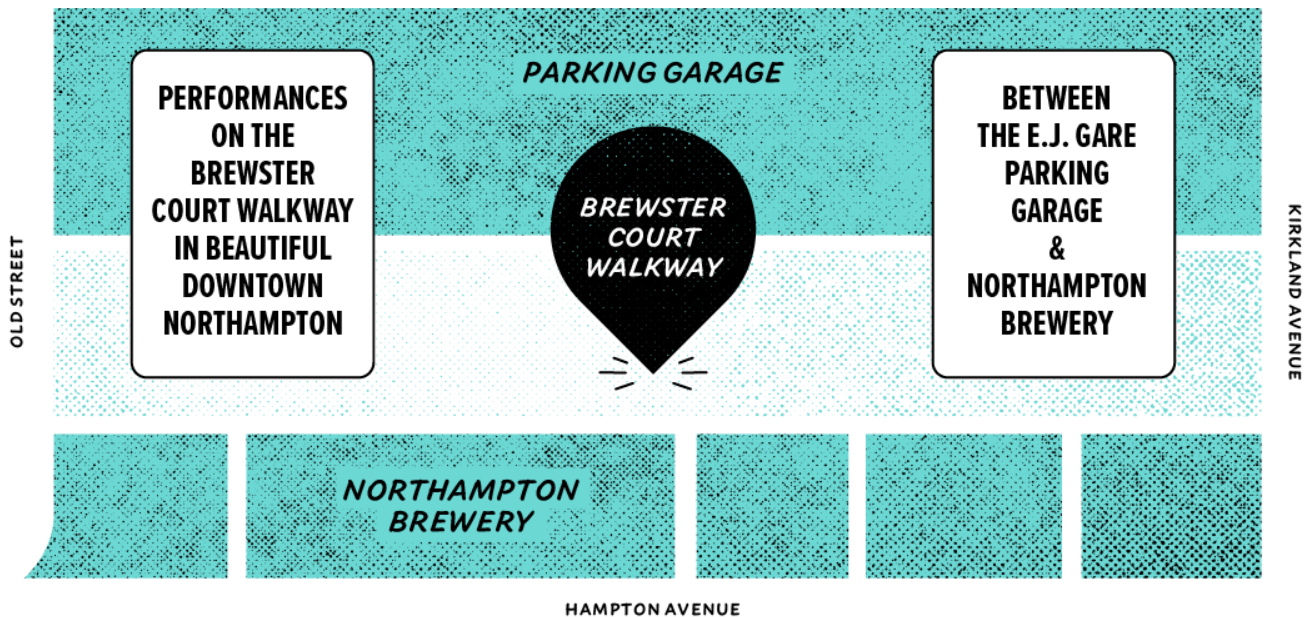


Attachment 7 – Local Receipts Revenue Chart

Northampton Local Receipts Revenue



# BANDS ON BREWSTER



**FREE CONCERTS ON THURSDAY NIGHTS  
THROUGHOUT JUNE, JULY, AND AUGUST**





**SUMMER ON STRONG**

STRONG AVENUE IS GOING  
**PEDESTRIAN ONLY**  
ALL SUMMER LONG! JOIN US FOR:

LIVE MUSIC } OUTDOOR DINING } GOOD TIMES

THE PARTY STARTS FRIDAY MAY 28!



The graphic features a vertical yellow sidebar on the left with event details and a large teal-to-green gradient background on the right. The background contains silhouettes of two couples dancing salsa. The text 'SALSA IN THE PARK' is written in large, white, bold, sans-serif font across the top and bottom of the teal area.

**FAMILY FRIENDLY!**  
PRESENTED BY  
NORTHAMPTON ARTS

---

**AUG. 6, 2024**  
McCOY JAMISON

---

**AUG. 13, 2024**  
McCOY JAMISON

---

**AUG. 27, 2024**  
DJ BONGOHEAD

---

**SEP. 3, 2024**  
DJ BONGOHEAD

---

**SEP. 7, 2024**  
THE SALSA TRAIN  
ORQUESTRA +  
DJ BONGOHEAD

---

**AT**  
**PULASKI**  
**PARK**  
**IN**  
**DOWNTOWN**  
**NORTHAMPTON**

# SALSA

IN

# THE

# PARK

# MARK YOUR CALENDARS

GREAT FOOD • BEER & WINE • FAMILY FUN



**SATURDAY  
SEPTEMBER 14TH 2024**