

FOR IMMEDIATE RELEASE:

Downtown Northampton Association (DNA) Kicks Off 2016 Season and Membership Drive

Northampton, Mass; March 7th, 2016 - The newly-formed Downtown Northampton Association (DNA), an organization composed of community stakeholders invested in the success of Downtown Northampton, will officially launch its inaugural programming calendar and membership drive this spring.

In partnership with the Chamber of Commerce and the City of Northampton, the DNA seeks to improve the business and cultural strength of Downtown Northampton through investments in programming, beautification, and advocacy. A strong and vibrant downtown has proven to ensure a strong and vibrant community overall.

“We have a vision of a well maintained downtown that is a hub of world-class events,” shared DNA Board Co-Chair Marlene Marrocco, “We’re hoping to count every downtown business, property owner, and as many Northampton community members as possible among those who support a stronger downtown and a brighter future for Northampton.”

Mayor David J. Narkewicz expressed his excitement and optimism about the formal launch of the DNA saying, “the City of Northampton is proud to be a partner in this important new organization focused on ensuring the future growth and success of our downtown.”

Members of the Greater Northampton Chamber of Commerce whose businesses are downtown are automatically DNA members. For current members, dues will increase \$100 for upper floor businesses and \$200 for first floor businesses. For new DNA business members, dues will start at \$490 and increase based on their business size and location. Property owners will be approached directly for a suggested contribution of \$1,000 per property. Major community partners are being asked for \$4,000, \$6,000 or a \$10,000 contribution. Thornes Marketplace and Smith College have already committed significant funding to the DNA.

In addition, the DNA is in the process of searching for a full-time Executive Director. The job will be posted, and details can be found at www.northamptonDNA.com.

DNA Board Co-Chair David Musante shared the urgency of this moment in Northampton history, “Now is the time to ensure downtown Northampton supports a robust Northampton community and economy. We created the DNA so there would be a way for everyone to be part of an organized effort working toward that goal.”

About the DNA: The DNA is an organization that seeks to improve the business and cultural strength of downtown Northampton through investments in programming, beautification and advocacy. For more information, visit www.northamptonDNA.com.

Contact:

Alan Wolf
Communications
alancwolf@gmail.com
703-608-6525

Marlene Marrocco
Co-Chair of the Board
marlene@inresonance.com
(617) 930-5094

Dave Musante
Co-Chair of the Board
dmus@whmp.com
(413) 559-1971