



**Downtown
Northampton
Association**



DNA 2016 Annual Report

Last March, The Downtown Northampton Association (DNA), an organization composed of community stakeholders invested in the success of Downtown Northampton, officially launched its inaugural programming calendar and membership drive. In May we hired Executive Director Amy Cahillane to organize and realize our shared vision for Downtown Northampton.

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

As we look back on the success of our first few months as a new organization, we are full of gratitude for the support we received from the Northampton community. Local businesses, community partners, nonprofit organizations and residents alike, together with the City of Northampton, made the financial contributions necessary for us to operate, and offered their expertise, time, energy and enthusiasm.

Working together, we made significant progress against each of our goals in a relatively short time, demonstrating that there is an important role for a Downtown advocacy group. Our success is a direct result of your efforts and your contributions - and we are incredibly grateful! In addition to thanking you, our supporters for a wonderful year, this document highlights some of our activities, and shares information about our fundraising and operating budget during our first half year.

Watch for more about our exciting plans for 2017! You can sign up for our newsletter at www.northamptondna.com and follow us on Facebook, Twitter and Instagram.

Amy Cahillane, Executive Director

David J. Musante and Marlene Marrocco, Co-Chairs of the Board of Directors

The Downtown Northampton Association: A Look Back - And a Look Forward 2016 Annual Report

For our first year, the Downtown Northampton Association focused on investments where we felt we could have the most impact on things that mattered to the downtown community. We concentrated on areas under each mission focus that would demonstrate our resolve to make a visible difference for Downtown Northampton:

Maintenance and Beautification

* Hanging baskets: We revived and enhanced the annual tradition of beautiful flower baskets hung from light-posts throughout downtown, helping to welcome visitors and residents alike during the spring and summer season.

* Planters: We worked with downtown residential landscape artist, Julie Meyer, to create planters placed on the traffic islands from Smith College down to King Street. They provided a dramatic contrast to the grey concrete, and lasted well into the fall!

Events and Programming

* Traditional downtown events: The DNA carried on long-standing downtown traditions, including Sidewalk Sales (a success, despite the intense heat that weekend!), Restaurant Week and Halloween Downtown Trick-or-Treating. We also supported the Summer Concert Series, held outside the old courthouse, as well as Arts Night Out, run throughout the year by the Northampton Center for the Arts.

* New events: We started what we hope will become a new tradition - the Holiday Stroll! Main Street was closed to cars, and although the temps were frigid, the street was full. We lit fire pits in the rainbow crosswalk; roasted marshmallows and made s'mores; invited giant puppets and stilt-walkers to the party; hosted dozens of a capella groups, both large and small, throughout downtown; and by most accounts, helped to generate both community goodwill and increased holiday sales for Main Street stores! We've received a lot of great feedback we're working to incorporate to make next year's Holiday Stroll even better.

* Holiday Lights: We are thrilled to have been able to light up downtown for the holiday season. As you no doubt noticed, driving through town during the holiday season, most of the trees on Main Street were wrapped in white lights, some enhanced with twinkling 'icicles' on their upper branches. In one of the most ambitious efforts for holiday cheer in downtown history, the DNA and its supporters gave downtown a warm, welcoming feel on even the darkest, coldest winter afternoon.

Advocacy

* We have worked to increase communication between City Hall and the downtown business community, sharing information and providing feedback. We are also helping create increased lines of communication between downtown businesses, so that we can work collaboratively for the betterment of downtown.

2016 DNA Financial Snapshot
(covering the period of May - December, 2016)

INCOME

Donations received: \$134,971.25

Donations received from:

Downtown Property Owners:	\$12,000
Community Partners:	\$63,716.25
Downtown Businesses:	\$56,005
Residents:	\$3,250

Dues collected: \$12,908.32

TOTAL COLLECTED \$147,879.57

(*we collected additional funds from Restaurant Week and Sidewalk Sales registration not reflected in the figure above; much of those funds were spent on those events, but there is a small carry-over to next year.)

PRIMARY EXPENSES

Hanging baskets	\$3,872
Large flower pots	\$2,212
Halloween Trick-or-Treat	\$50
Holiday lights	\$33,310
Holiday Stroll	\$8,538
Summer Concert Series	\$2,500
Arts Night Out	\$2,000
First Night	\$1,500
Misc. Expenses	\$914
Salary + Payroll Taxes	\$28,536

TOTAL PRIMARY EXPENSES: \$83,432

NET BALANCE CARRIED OVER TO 2017: \$64,447.57

THANK YOU!

We are so grateful to those businesses, property owners, community partners and individuals who contributed to the DNA during 2016, and who joined as a DNA member during 2016. We look forward to expanding this list in 2017!

2016 Founding Partners

City of Northampton
Coca-Cola North America
TD Bank

Thornes Marketplace
Smith College

2016 Partners

Florence Bank
Northampton Cooperative Bank, A Division of Greenfield Cooperative Bank

2016 Associate Partners

A2Z Science & Learning Store
Easthampton Savings Bank
Northampton Brewery
Ostberg & Associates Financial Services
and Insurance

State Street Fruit Store, Deli, Wines &
Spirits
Union Station Banquets
Whalen Insurance Agency, Inc.

2016 Friends of the DNA

Abuza Brothers
Management, Inc.
Cathy Cross, Inc.
Click Workspace, Inc.
Corliss Law
D.A. Sullivan & Sons, Inc.
dmg (Don Muller Gallery,
Inc.)
Downtown Sounds
Fitzwilly's

Gage-Wiley & Co., Inc.
Goggins Real Estate
J. Rich Clothing for Men
Jordi Herold
L-3 KEO
Lesser, Newman & Nasser,
LLP
Northampton Radio Group
ode

Robert & Janice Keefe
Roberto's
ServiceNet, Inc.
Silverscape
Standick Trust
Sylvester's Restaurant
The Accident Analysis
Group

2016 DNA Contributors

Aladco Linen Services
Bacon Wilson, P.C.
Benjamin A. Barnes, P.C.
Bidwell Advisors
Brigitte Buettner &
Michael E. Gorra
David J. Narkewicz &
Yelena Mikich
Digital Development
Management, Inc.

Eastside Grill
Gabriel Books
Gazebo
Gerrit Stover
GoBerry
John E. & Gail M. Gaustad
Julia Riseman & Nicholas
Horton
Maple and Main Realty, LLC
Packaging Corporation of
America
Richard S. Hart
Sugar Maple Trailside Inn

Thomas Douglas Architects
Turn It Up!
Wayne Feiden, City of
Northampton, Planning &
Development
Woodstar Café, Inc.
Wright Builders, Inc.

2016 DNA Members

25 Central
A Child's Garden
A.L. Griggs
A2Z Science & Learning Store
AAA Full Circle Adoptions & Family
Building Center, Inc.
Acme Surplus
Alexis Design
Artisan Gallery
Backstop Seated Chair Massage
Bacon Wilson, P.C.
Benjamin A. Barnes, P.C.
Bistro Les Gras
BodyWork by Paula Barron
Bombay Royale
Booklink Booksellers & Cafe
Borawski Insurance
Broadside Bookshop, Inc.
Bruegger's Bagel Bakery
Burrows, Weiss, Mintz & Lippiello, LLP
Captain Candy
Cathy Cross, Inc.
Cedar Chest
Ci Ci Boutique
CLINIC Alternative Medicines
Collins Wealth Management
ConVino Wine Bar
Corliss Law
Cornucopia
Corporate Papers
Dani.Fine Photography
dmg (Don Muller Gallery, Inc.)
Dobra Tea

Doherty, Wallace, Pillsbury & Murphy, P.C.
Downtown Sounds
Eastside Grill
EMA Dental Northampton
Etheredge & Steuer, P.C.
Fierst, Kane & Bloomberg, LLP
Fitness Together
Fitzwilly's
Five College Realtors
Forget Me Not Florist
Gazebo
Glimpse of Tibet
GoBerry
Goggins Real Estate
Hampshire Council of Governments
Harlow Luggage, Leather & Silver
Haven Body Arts, LLC
Heavenly Chocolate
Hero Men's Gear
Herrell's Ice Cream & Sweet Bakery
India House Restaurant
International Language Institute of MA, Inc.
J. Rich Clothing for Men
Jackson & Connor
Jake's Restaurant
James B. Winston Law Office
Joe's Café
Johnson & Hill Staffing Services
JoiBeauty
Journeys Within Massage Therapy
Kelly & Malmborg Investment Consulting
Group
Kestrel

Local
McLadden's Irish Publike House
Mirage Publishing, Inc.
Monella
Neurofeedback Centers of New England
Northampton Brewery
Northampton Olive Oil Company
Noteworthy
ode
Paradise Copies, Inc.
Pascucci, Teixeira & Co., PC
Paul & Elizabeth's
Pop's Package Store
Provisions
Pure Barre Northampton
R. Michelson Galleries
Raven Used Books
Rebekah Brooks
Refinery
Roberto's
Safe Passage
Salon 241
Salon Herdis
ServiceNet, Inc.
Share Coffee
Shatz, Schwartz and Fentin, P.C.
Siam Square
Sierra Grille
Signature Sounds
Silverscape Designs
Snook and Mohan Insurance Agency
Spoleto Restaurant
State Street Fruit Store, Deli, Wines &
Spirits
Strada

Studio Helix
Sylvester's Restaurant
Synergy
Tart Baking Co.
Teapot Restaurant
Ted's Book Shop
Ten Thousand Villages
Thai Garden, Inc.
The Banh Mi Spot
The Berkshire Design Group, Inc.
The Blue Marble
The Hampshire Property Management Group,
Inc.
The Hotel Northampton
The Living Art Studio
The Tigerlily Salon
Theory Skate Shop, Inc.
Thomas Douglas Architects
Thompson Financial Management
Thornes Marketplace
Turn It Up!
Union Station Banquets
United Personnel
United Way of Hampshire County Valley
Community Development Corporation
Viva Fresh Pasta
Whalen Insurance Agency, Inc.
WHMP 96.9FM / 1400 & 1240AM
William Baczek Fine Arts
Woodstar Café, Inc.
Yes Computers
Yoga Sanctuary
Zurn, Sharp & Heyman, LLP