

Sustainable Northampton:

Focus on...  Economic Development

Goals

Ensure vibrant and distinctive downtown, commercial and village centers

Provide long-term economic sustainability, security and opportunity

Support a thriving cultural and creative economy

Provide a positive business environment



Photos: downtown Florence; Main St in springtime; Hestia mural downtown Northampton; Main Street at night

Ensure vibrant and distinctive downtown, commercial and village centers

how our budgets are supporting this goal

FY 2011	FY 2012
Recreation Dept. supports local businesses/self-employed professionals through programming such as knitting class, bringing camps to rock wall, bowling, ice cream stores, etc.	
Parking Division works with Tuesday Farmers Market to bring farmers, families, and local performers downtown weekly.	
Planning process encourages more mixed use opportunities and mixed milieu to create more opportunities and a more vibrant community.	
SVAHS participated in Leeds bike path preparation and garden.	
SVAHS maintains flower arrangements, trees, planters along Main Street and participates on Gateways Beautification Committee.	

how our budgets are supporting this goal

FY 2011	FY 2012
Recreation Department consistently brings business to Northampton through games/tournaments and providing recreational resources for members of neighboring communities as well. Over 3,700 games & practices draw over 10,000 participants, parents and spectators per year.	
Parking Division provides safe, well-organized parking system with effective signage. Parking policy allows for free 15 minute spaces, free first hour in the garage, and long term lots to accommodate both short and long term visits.	
Planning advances regulatory changes and permit streamlining to encourage economic development and increase amount of space available for business.	
	Planning will work on vision and begin implementation for transportation changes and a transportation paradigm shift to support a vibrant community with a stronger economy and provide data support system to support businesses and business related activities.
Building Inspector's office facilitates construction of new and existing business infrastructure.	
	CEDO and Energy Resource Officer working with Chamber to implement its "green initiative" to assist local businesses to become more sustainable
	Mayor, City Council, CEDO & Energy Resources working together to help businesses reduce energy use and costs, keep money circulating locally, and improve their ability to be "Green" through PACE financing.

Provide long-term economic sustainability, security and opportunity

Support a thriving cultural and creative economy

<i>how our budgets are supporting this goal</i>	
FY 2011	FY 2012
Lilly Library serves as a central activity point within the Village of Florence by supporting the educational, recreational, and cultural needs of all members of the community. Forbes and Lilly Libraries both work to assure that the informational needs of local business and the self-employed are met.	
	Developing new 24 acre Florence Recreation Park will provide jobs to build. When complete, will stimulate economy in downtown Florence and employ over 120 people throughout the year.
Dept of Public Works began issuing permits for performance and artists' spaces downtown to let artists showcase their works for sale or for entertainment.	
Arts Council provided grants to over 40 local artists and performers in two grant cycles.	

<i>how our budgets are supporting this goal</i>	
FY 2011	FY 2012
CEDO provides business assistance on site selection, financing, business planning, and permitting.	
	CEDO is collaborating with the Northampton Chamber of Commerce to develop sustainable business support programs.
Treasurer receives funds for and makes payments to the Business Improvement District.	
Assessor's Office provides equitable assessments of properties and has traditionally supported a single tax rate (factor of one) which creates a positive environment for businesses.	
Northampton police provide a constant presence through foot, bicycle and cruiser patrols, responding to reports of crime, working on crime prevention, and attending to downtown quality of life issues in collaboration with businesses and social service agencies.	
Northampton police work with the Chamber, the BID, and the occasional major film company to ensure that the myriad of civic, arts and cultural events, parades and marches that take place downtown each year go off safely, with adequate traffic and logistical support.	
Mayor, CEDO, Veterans, Police all worked together with business leaders, homeless advocates and service agencies to address downtown panhandling issues.	
Fire works with businesses on fire prevention and code compliance, for stability and safety of employees and customers.	

Provide a positive business environment