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City of Northampton Unveils New Outdoor Performance Venue: Masonic Street Live!

NORTHAMPTON - Today, Mayor Gina-Louise Sciarra announced that beginning this evening, Friday, June 3, 2022, and running through September 3, 2022, there will be a live performance venue in the Masonic Street Parking Lot in downtown Northampton in partnership with the Arts & Culture Department and Iconica Social Club.

The Masonic Street annex, being called "Masonic Street Live", will have a performance stage, public seating, and outdoor seating from Iconica Social Club. Performances will be a continuation and expansion of what Iconica Social Club has already been offering and will be coordinated by the Arts & Culture Department, Iconica Social Club, and the Parlor Room.

This installation is the latest in a string of expanded efforts and investments by the City of Northampton to support downtown economic recovery from the COVID-19 pandemic, particularly through the creation and support of communal outdoor spaces and live entertainment. This approach has been demonstrably successful in encouraging people to return downtown to enjoy its exciting restaurants, shops, and entertainment venues.

"I am deeply aware of how important downtown is to our local economy. In order to build on the successes of Summer on Strong, I wanted my team to focus on an upper Main Street location. Iconica Social Club had already established a welcoming spot in the Masonic Street Parking Lot, so it was the perfect location to expand our vision for outdoor entertainment on this end of the street. I look forward to enjoying the exciting programming up and down Main Street this summer with community members and visitors to Northampton."

Masonic Street Live is part of a host of efforts by the city to make downtown the destination of choice for the 2022 warmer season. The city has again given many businesses access to outdoor dining opportunities in the public way installed by the Department of Public Works, and sponsored by the city. Mayor Sciarra's economic development team is working to hire an additional seasonal staff person - for

a total of two city staff - to help maintain cleanliness and outdoor plantings. The city has purchased tables and chairs to ensure available public seating in outdoor spaces, paid for planters and the soil to fill them for downtown beautification, paid for the flowers for Masonic Street Live and has funded entertainment budgets for both Summer on Strong and Masonic Street Live planned through the Arts & Culture Department.

“We’re excited that the city recognized the special space we created in our corner of the parking lot,” shared Ximena Salmeron, an owner of Iconica Social Club, “We look forward to helping to provide entertainment, refreshments, and good company right outside our door.”

The City of Northampton will be presenting local artists on stage in the Masonic Street Parking Lot annex on Fridays and Saturdays from 6 p.m. to 8 p.m. On Monday evenings, also from 6 p.m. to 8 p.m. will be Salsa lessons for beginners in the same location featuring DJ Roger Jr.

We invite you to come and enjoy all the amenities of downtown Northampton and catch a free show!

For more information, including the upcoming schedule visit northamptonartscouncil.org or contact the Mayor’s Office at mayor@northamptonma.gov.