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Northampton Leaders Unite to Support Main Street During Construction

NORTHAMPTON – Today, Mayor Gina-Louise Sciarra, in collaboration with the Greater Northampton Chamber of Commerce (GNCC) and the Downtown Northampton Association (DNA), is proud to announce a landmark partnership designed to support Main Street businesses throughout the Picture Main Street construction project - slated to begin in 2025.

This multi-organizational effort will focus on innovative strategies to ensure that downtown Northampton remains vibrant, accessible, and prosperous during the transformative construction phase. The initiative embodies our collective commitment to maintain and enhance the economic vitality of our beloved Main Street.

“Northampton is a city known for its resilience and community spirit. As we embark on the next phase of the Picture Main Street project, our top priority is to ensure that our local businesses not only endure but thrive,” said Mayor Sciarra. “We are in this together – the city, GNCC, DNA, and most importantly, our local businesses and residents. Together, we will ensure that downtown remains a bustling hub of activity, culture, and business throughout the construction period. I am excited about the creative ideas we are discussing and how these can be enhanced and evolve with further community input.”

Jillian Duclos, Interim Executive Director of the DNA, added, “Our downtown businesses are the heart of Northampton. This partnership is a testament to our unwavering commitment to supporting them during these challenging yet exciting times. We look forward to working with businesses to create and develop unique strategies that continue to inspire folks to visit and support our downtown. We're not just planning for construction; we're planning for success and growth.”

Vince Jackson, Executive Director of the GNCC, emphasized the campaign's proactive approach: “Through strategic planning, marketing efforts, and continuous dialogue with our business community, we are gearing up to minimize disruption and maximize opportunities. This collaboration is about harnessing the collective strength of our city to weather the construction phase and emerge stronger.”

Key elements of this campaign include:

- Continuous communication channels between businesses, residents, and project teams.
- Marketing, arts & entertainment programming, and educational initiatives to draw visitors and locals to Main Street.
- Innovative strategies to manage access and minimize disruption.

Once the phased construction begins, the city reassures everyone that downtown Northampton will remain open for business. We encourage everyone to continue shopping, dining, and enjoying the vibrant atmosphere our downtown offers. Together, we will ensure that the Picture Main Street project not only revitalizes our city but also celebrates the enduring spirit of Northampton.

Those interested in staying updated on the construction progress and our efforts to keep Main Street vibrant can add their name to the Picture Main Street information distribution list by completing a quick online form, [here](#). For questions or more information, call 413-587-1249, email mayor@northamptonma.gov, or visit northamptonma.gov.