

# Downtown Pittsfield, Inc. Strategic Plan 2022-2027

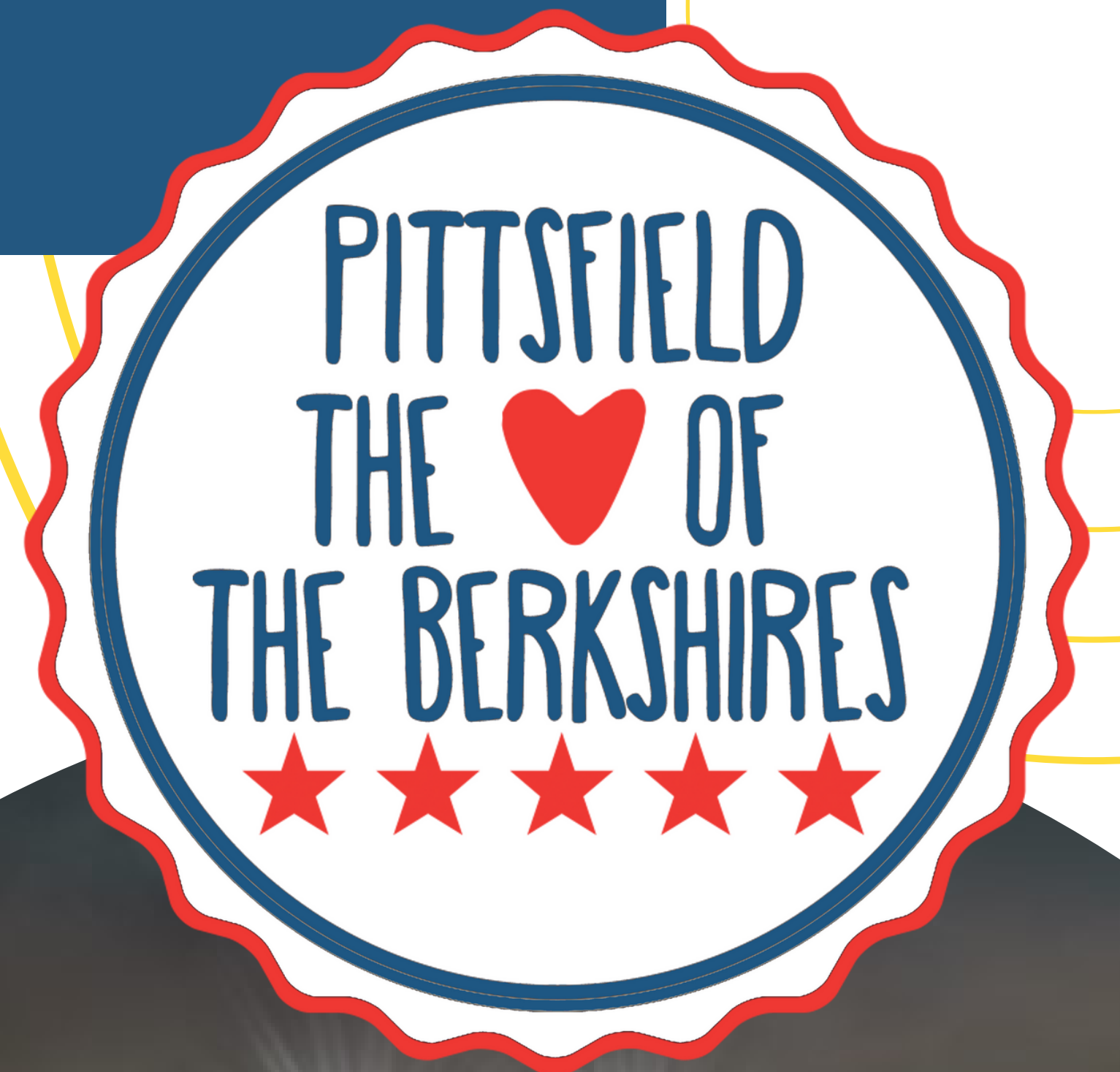
The Downtown Pittsfield, Inc. Board of Directors is excited to get to work on this important new *Strategic Plan*, created with the help of Kristine Hazzard of Katalyst. However, the success of this plan hinges on ALL of our members rolling up their sleeves and digging in. This is *everyone's* Downtown and no one organization or person can make it better on their own, we must do that together. Through our work in developing this plan, we have been inspired by how much each of you want to see your Downtown thrive and succeed. This plan is here to guide the way. We can't wait to get to work and look forward to partnering with you!

**Branden Huldeen, Board President**

Downtown Pittsfield is primed to become the true heart of the Berkshires - a thriving, urban district which is truly living up to its full potential. It is with the support of the board, a united membership, and our collaborative community that we can make great things happen. Together, we will use this *Strategic Plan*, along with the mission statement included within it, to accomplish this updated and flourishing vision of Downtown Pittsfield!

**Rebecca Brien, Managing Director**

Downtown  
Pittsfield  Inc.



Downtown Pittsfield, Inc.  
33 Dunham Mall. Suite 102.  
Pittsfield, MA 01201  
413-443-6501  
[downtownpittsfield.com](http://downtownpittsfield.com)



# Downtown Pittsfield, Inc. Strategic Plan 2022-2027



## About Downtown Pittsfield, Inc.

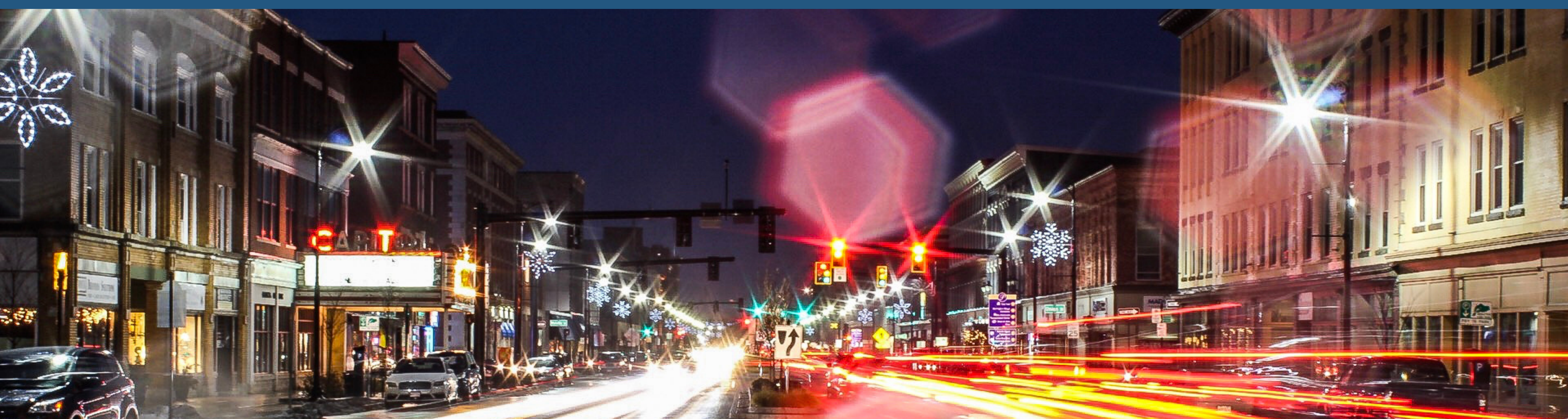
Since 1983, Downtown Pittsfield, Inc. (DPI) has been the recognized leader, facilitator, and principal advocate for downtown. DPI is a membership organization consisting of property owners, businesses, residents, cultural & entertainment venues, restaurants, and non-profit organizations who have joined forces to increase economic activity by promoting downtown as a great place to live, work, and play.

## Vision Statement

Downtown Pittsfield, Inc. and its members welcome people, businesses, and events to join our diverse, vibrant, and bustling district.

## Mission Statement

To strengthen and promote Downtown Pittsfield, Inc.'s membership through advocacy, collaboration, and celebration.







# Key Focus Areas

Downtown  
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## SHOP, DINE, PLAY, LIVE - The Look and Feel of Downtown

- Identify types of businesses that downtown needs to round out its retail and restaurant offerings
  - Prioritize the recruitment efforts of small businesses and entrepreneurs
- Develop a strategy to temporarily fill empty storefronts visually with promotions, graphics, and art
- Actively engage with programs that improve the look and feel of downtown through beautification and art

## HEART OF THE BERKSHIRES - Marketing of Downtown

- Implement a positive marketing campaign celebrating the diversity of our urban downtown
- Consistent and united branding of the Downtown Pittsfield, Inc. and Heart of the Berkshires logos
- Themed promotional pieces connecting member subsets, such as restaurant and theatre pairings
  - Support the organization of events celebrating the uniqueness of downtown Pittsfield

## MEMBERSHIP - Uniting a District

- Build a broad and diverse membership base by being welcoming and inclusive
  - Increase communication between the organization, board, and membership
    - Implement specific processes to engage subsets of the membership
- Become a resource on local, state, and federal funds in support of downtown development

## COMMUNITY - Advocacy and Collaboration

- Seek suggestions, input, and reactions of our members to provide a united and collective voice
- Work in conjunction with community and government groups to build the economic strength of the district
  - Act as a conduit of communication with collaborators regarding changes that impact downtown
- Institute a Business Watch and communications strategy to improve safety in the downtown area



# Thank You to all Individuals Engaged in the Strategic Planning Process

Kristine Hazzard, Katalyst, Harnessing the Power Of Change

Tom Bernard, Berkshire United Way

Rebecca Brien,^ Downtown Pittsfield, Inc.

Jessica Bush, Barrington Stage Company

Michele Butler,\* David J. Tierney Jr. Inc.

Dave Carver,\* CT Management Group

Yuki Cohen,^ Methuselah Bar and Lounge

Jesse Cook-Dubin,\* Cohen Kinne Valicenti Cook

Alisa Costa, Engaged Communities Consulting

Nick Dargi,\* General Dynamics

Justine Dodds,\*\* Director of Community Development for City of Pittsfield

Linda Dulye, Dulye & Co.

Hilary Dunne Ferrone, Berkshire Museum

Jennifer Glockner,\*\* Director of Cultural Development for City of Pittsfield

Kimberly Gritman, Downtown Pittsfield, Inc.

Christine Haley,^ MA Department of Mental Health Services

Andrea Harrington, Berkshire District Attorney

Lt. Matt Hill,\*\* Pittsfield Police Department

Branden Huldeen,\*^ Barrington Stage Company

Kelli Kozak, MountainOne

Peter J. Lafayette,\* Retired

Chuck Leach,\* Lee Bank

Gary Levante,\* Berkshire Bank

Joseph J. Lotano,\* NBT Bank

Roberta Mcculloch-Dews,^ City of Pittsfield

Carolyn McDaniel, Hancock Shaker Village

John McNinch, McNinch Restaurant Group

Tucker McNinch, McNinch Restaurant Group

Gerry Miller,\* Carr Hardware

Cheryl Mirer,^ Berkshire Community College

Ricardo Morales,\* Commissioner of Public Utilities for City of Pittsfield

Shaun Muldowney, Marketplace Cafe

Steve Oakes,\* Commercial Property Owner

Tim O'Donnell,\*^ Guardian Life Insurance Company of America

Nick Paleologos,\* Berkshire Theatre Group

Eileen Peltier, Berkshire Housing Development Corporation

Kathie Penna,\*^ Mill Town Capital

Nina Ranadive Pooley, St. Stephen's Episcopal Church

Bart Raser, Carr Hardware

Alex Reczkowski, Berkshire Athenaeum

Pam Rich, Paul Rich & Sons Home Furnishings + Design

Jessie Rumlow,\* Berkshire Family YMCA

Nicholas Russo,\*^ Berkshire Regional Planning Commission

Lindsey Schmid,\* 1Berkshire

Allison Schmitt, EforAll Berkshire County

Jenaye Simon,\* Greylock Federal Credit Union

Elizabeth Tully,\* Cohen Kinne Valicenti Cook

Mayor Linda Tyer,\*\* City of Pittsfield

Steven Valenti,\* Steven Valenti's Clothing

Evan Valenti,^ Steven Valenti's Clothing

Jessica Vecchia,^ Roots Rising

Katherine von Haefen, Berkshire United Way

Jane Winn, Berkshire Environmental Action Team

Chief Michael J. Wynn,\*\* Pittsfield Police Department

\*DPI Board of Directors

\*\*DPI Ex-Officio Board Member

^Strategic Planning Committee Member

PITTSFIELD  
THE ♥ OF  
THE BERKSHIRES



Downtown  
Pittsfield Inc.