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 flourish vision of Downtown Pittsfield!

Rebecca Brien, Managing Director
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

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
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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 Pelletier, Berkshire Housing Development Corporation
Kathie Penna,** Mill Town Capital
Nina Ranadive Pooley, St. Stephen's Episcopal Church
Bart Raser, Carr Hardware
Alex Reczowski, 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 Tyler,** City of Pittsfield
Steven Valentí,* Steven Valentí’s Clothing
Evan Valentí,* Steven Valentí’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