



The North Adams Partnership

2017 Overview

Supporters of the Partnership can be proud of significant developments in North Adams in 2016-2017 – and an award as well! In September, 1Berkshire recognized North Adams with its Best Comprehensive Marketing Campaign award. The prize honored the new branding which was a collaborative effort among the Partnership, the City, and the North Adams Chamber of Commerce. Our Board has championed several other projects this year:

The Extreme Model Railroad and Contemporary Architecture Museum

EMRCA



The Partnership's financial support for the EMRCA Concept Development has been augmented with extensive Partnership Board participation, and the project is on schedule to be completed in 3 years. We believe the museum will be transformational for North Adams; according to an analysis prepared by the Center for Creative Community Development, the Museum could bring 500,000 to 750,000 visitors and over \$100 million to the Berkshires annually.

Masterplan Update



This fall, the Partnership brought HR&A Associates to North Adams to create a complete update to our 2013 Masterplan. The team interviewed more than 20 key people throughout the city. The Update identified

accomplishments, challenges and opportunities for the Partnership to focus on over the coming years. Based on the Update, our Board selected the following priorities for our focus: streetscape improvements (specifically the consideration of a roundabout at Main and Marshall in front of City Hall), and completion of the directional sign program.

BikeBerkshireNorth.org

Our Masterplan envisioned visitors enjoying our area's fantastic recreational opportunities alongside our artistic and cultural offerings. In order to support and grow this tourism, the Partnership created BikeBerkshireNorth.org, "Your one-stop location for cycling through the Northern Berkshires and beyond." The site has been viewed over 2000 times and is featured on ExploreNorthAdams.com, DestinationWilliamstown.com, and Berkshires.org.



What other projects are in the works in the City? It is gratifying to see that our early work with the Tourists Resort has blossomed, and the resort will open in the fall. The Partnership is meeting with architects who focus on creative placemaking about innovative and imaginative projects for the city – sky garden on Route 2? We supported MASS MoCA's NAX effort which brought art and new storefronts to the downtown as well as an EMRCA exhibit to the Mohawk Theater. Our Board has begun investigating traffic pattern improvements, is working with the Chamber on completing our signage program, and is creating HikeBerkshireNorth.org to continue supporting recreational tourism. Our future is exciting!