



Downtown Update

A Publication of the Department of Community Development
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At the suggestion of a couple of downtown business owners, this newsletter will attempt to update you on city affairs as they pertain to downtown merchants or the city at large.

We'd like to use this opportunity to let you know of projects and policy changes we are working on that may impact you and or your business. Additionally, we will use this as a tool to update you on events and grant opportunities that may periodically be made available to you.



Halloween Events Scheduled in October

On **Saturday, October 14**, Westfield on Weekends debuts **Westfield Pumpkin Fest**, a day-long event in downtown Westfield with performers, arts, crafts, and the last outdoor Farmer's Market. Come decorate pumpkins for all to see, when the pumpkin lighting culminates the day's activities in early evening. Visit www.westfieldonweekends.com. Rain or shine.

Downtown Merchants Trick-or-Treat on Friday, October 27, 2017 starting at 4:00 pm. Join in the festivities downtown and bring the kids out for trick-or-treat. Organized by the Boys and Girls Club, participating businesses will have signs in their storefronts. Contact Lerryn Godden at 562-2301 for flyer.

Westfield Elks Lodge Rag Shag Parade has been moved to **Saturday, October 28th at 1:00 pm.** Traditionally, the event had been held Friday evenings but was moved due to safety concerns. The parade starts at the corner of Washington and Franklin Streets and extends down Elm Street toward Park Square Green.

DEVELOPMENT UPDATE - Turnpike Industrial Park

The Turnpike Industrial Park which is located between Turnpike Industrial Road and Cabot Road is a piece of land that was previously dormant after a plan to turn it into a landfill did not come to fruition. The 66 acre site will have potential for 8 to 14 parcels within it that can be used for business. The city began making plans to create an industrial park at the location, and is 3 months in to a 15 month project. Westfield received a \$300,000 site readiness grant to help develop the property. Plans are in process to begin with a concept model. This model will then be presented to residents early next year to share ideas and seek input. Stay tuned.





Westfield Public Schools has worked to strengthen our collaboration with local colleges and universities to increase dual enrollment opportunities for high school students. This semester, forty-five Westfield High School students are participating in Dual Enrollment and Early College opportunities, and thirty-seven Westfield Technical Academy students are participating. Students taking these low or no cost classes can earn as many as twelve to fifteen transferable college credits upon graduation. This is one benefit of Early College, but not the only benefit. Students are also exploring their options for the future while saving a considerable amount of money. Westfield Public Schools is working to create new partnerships with American International College, Bay Path University, UMass Amherst Manufacturing College, and UMass Stockbridge School of Agriculture while expanding our existing partnerships with Springfield Technical Community College and Holyoke Community College.



A group of realtors, lenders, and businesspeople have come together to promote the benefits of purchasing a home in Westfield. Our City has a home for every price point and a neighborhood of every style. The group is seeking partners who would offer discounts on services to new residents who decide to make Westfield their home. There is no fee for inclusion; partners are only required to offer a coupon or incentive for inclusion on the website. Next meeting on October 11, 2017 from 1:00 – 2:00. Contact idsells@gmail.com for more.



Amelia Park Children's Museum – Celebrates 12 Years

The Museum has just celebrated its 12th year at its current location at 29 South Broad Street. During that time, the facility has grown in leaps and bounds. It has been successful at bringing life and change to the many children's exhibits that they offer to the children of our community. They are currently seeking a volunteer for their Board of Directors. If this is something you are interested in, please contact Chuck Kelly, Chairman at (413) 875-2521 or Kate Daly, Executive Director at the museum, 572-4014.



Share your ideas. How can the City help your business thrive? Are there new policies you would like us to explore? Please contact us if there is something you'd like to see changed.

We are open to attend meetings you organize or meet one-on-one with you to discuss your concerns.

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