



FOR IMMEDIATE RELEASE

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***DevelopSpringfield Advancing Redevelopment in Springfield
Nearly \$100,000 Already Provided for Storefront Improvements***

SPRINGFIELD, Mass., May 12, 2011 – DevelopSpringfield, a non-profit corporation dedicated to advancing development and redevelopment projects and expediting revitalization within the city, today announced the initial results of its Corridor Storefront Improvement Program (CSIP) and other efforts it has undertaken since 2008.

Through the CSIP, which began in late 2009, DevelopSpringfield has provided \$97,500 to local businesses and property owners to fund exterior improvements such as the restoration of architectural details, painting, window and door replacement, signage, lighting, and other façade work. The program’s objectives are to enhance the physical appearance of businesses and commercial storefronts along the State Street and Main Street corridors.

“We are pleased with the results of our efforts thus far to help area businesses and organizations improve their storefronts and hope more businesses will take advantage of this great program,” said Nick Fyntrilakis, Chairman of DevelopSpringfield and assistant vice president of Community Responsibility at MassMutual.

Businesses located along these two corridors are eligible for storefront grants of up to \$10,000, and are required to provide a 25 percent match. Mirkin’s Cleaners at 583 State Street was one of the first companies to benefit from the grant program and used its funding to improve signage and landscaping around its building.

“We are excited about this program because it not only has enabled city businesses to beautify their property but also has increased the visibility and aesthetic appeal of two of our most prominent corridors” said Mayor Domenic J. Sarno. “The City’s public-private partnership with DevelopSpringfield is key to achieving meaningful economic development and revitalization in challenging economic times.”

DevelopSpringfield recently partnered with the Massachusetts Latino Chamber of Commerce to provide technical assistance and support to minority-owned small businesses in Springfield, and one goal of this partnership is to see an increase in applications for the CSIP from North End businesses. Local



businesses interested in applying for a CSIP grant can learn more by contacting the Western Massachusetts Enterprise Fund (WMEF), which is administering the program.

DevelopSpringfield is also engaged in multiple redevelopment projects throughout the city. One focus of the organization has been to advance projects recommended as part of the 2008 State Street Redevelopment Program. They include the Eastern Gateway project, which, in partnership with American International College, aims at redeveloping an underdeveloped section of State Street between Austin Street and Roosevelt Avenue. The Gateway project seeks to increase shopping and dining offerings to students, neighborhood residents and local employees, while improving the overall economic climate of the area. DevelopSpringfield also is working to advance a supermarket-anchored development that would address the neighborhood demand for a supermarket to serve local residents, while also bringing shopping options, businesses and job creation to State Street.

About DevelopSpringfield

DevelopSpringfield was formed in 2008 as a nonprofit, 501(c)(3) corporation to advance development and redevelopment projects, to stimulate and support economic growth, and to expedite the revitalization process within the City of Springfield. The organization has a 14-member board of directors, including representatives from the city, state, and local business community. The organization's mission is to help create conditions that encourage private development with a bricks-and-mortar focus and always with an eye toward understanding and meeting Springfield's unique and diverse redevelopment needs.

To learn more about DevelopSpringfield and its efforts to improve Springfield, visit www.developspringfield.com.