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## **MEG Companies leases 5,000 s/f to Chama Grill at First & Main Marketplace**

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According to Andrew Levy, CCIM, director of brokerage services for the MEG Companies, the final ground floor retail space at First & Main Marketplace has been leased bringing the center up to 100% occupancy. Chama Grill will open an authentic Brazilian American "Churrascaria" or steakhouse, that combines the cuisines of Southern Brazil and Italy in the 5,000 s/f unit between the Wine Connexion and Converse Shoe.

First & Main Marketplace, formerly Messina's Plaza is a proven downtown retail location for over thirty years. The Messina family completed a total multi-million dollar renovation of the property that included new storefronts, office suites, mechanicals, landscaping, parking lot, signage, etc. First & Main Marketplace offers plenty of parking, minutes off of Rte. 495 drawing hundreds of thousands of customers in the trade area within a reasonable drive time, and a quaint downtown village-like center across from the Town Hall where customers can easily walk in and out to shop, and eat etc.

The shopping center is anchored by a totally new and expanded CVS with a drive through. The second anchor is the Wine Connexion created and run by Tina and Sam Messina.

To help re-position the property, the retail consulting firm of Retail Concepts was hired.

They helped identify the strength of the property and who the core demographics and ideal users should be. They were instrumental in renaming the center with a new logo and created a unique program called Local Launch "Are You a Dreamer?" with a website and colorful paper window signs geared to attract a variety of start up businesses.

Levy was responsible for the marketing of this development and who brokered all the retail leases. Though it took several years of hard work to reach full occupancy ultimately ownership has a first class property leased to strong business for many years to come.

The MEG Companies provided property management and leasing for the owner. The company specializes in property management, commercial brokerage, project & construction management and consulting, and manages over a million square feet of shopping center space in So. N.H. and No. Mass.