



CELEBRATING
55 YEARS

nerej

City of Quincy creates DVDs to promote community and attract business & tourists

March 13, 2008 - Spotlights

The city of Quincy, also known as the City of Presidents, has many assets of which to boast. Quincy embraces its rich history, cultural diversity, environmental and recreational amenities, 27 miles of coastline, educational facilities, accessible transportation networks, proximity to Boston and the Cultural Coast, and a vibrant mix of retail, professional and industrial commercial enterprises. To effectively promote the community and attract quality businesses and international tourists, the city has produced a series of promotional DVD's.

Quincy 2000 Collaborative - the city's non-profit economic development agency, Discover Quincy - the city's non-profit tourism agency, and the mayor's office have co-sponsored the production of four DVDs to highlight Quincy's many dynamic attributes. Warren Pettit Productions, from Martha's Vineyard, was hired in early 2007 and production crews could be seen throughout the city capturing hundreds of hours of footage.

These tourism and economic development DVDs are not the only means by which Discover Quincy and Quincy 2000 Collaborative respectively promote the city of Quincy. They will be used within the scope of a comprehensive marketing approach in conjunction with print media, web publications, and targeted programs and initiatives. The DVDs will be complimentary marketing tools that will be used as part of an overall presentation package. They will be both a physical hand-out and a viewable link on [www.Discover Quincy.com](http://www.DiscoverQuincy.com), [www.Quincy 2000.org](http://www.Quincy2000.org) and www.ci.quincy.ma.us. The City understands that tourism and business development are critical revenue generators. Quincy is poised to aggressively increase the level of economic activity through this comprehensive marketing campaign.

The primary goal of the Economic Development DVD is to effectively portray the city of Quincy as an ideal location for companies of all sizes to invest in. The images of the city were captured in such a way as to convey Quincy as not only a prime location for businesses, but an ideal place for their employees to live and prosper in. The DVDs and associated print materials will enable Quincy 2000 and the city to aggressively attract specific businesses that will compliment and strengthen the economic base and social needs of the community.

Though there are several commercial areas throughout the city that can support various scales of business operations, an emphasis is being placed on promoting business development in the 150 acre Quincy Center Business District and Crown Colony Office Park located off I-93.

The City of Quincy has recently approved an unprecedented level of downtown development initiatives to stimulate an economic revival of the Quincy Center Commercial District which employs over 10,000 people. A series of new revitalization initiatives have been established, such as the adoption of new zoning guidelines. These guidelines allow for building heights up to 15 stories and eases density and parking requirements in Quincy Center. Design guidelines have been established

to direct new development towards the creation of a pedestrian friendly and lively downtown that values the public realm. The establishment of a Master Tax Increment Financing (TIF) program within the Quincy Center District gives tax breaks and incentives to companies investing downtown and creating jobs in the community. The city also completed a downtown parking inventory and analysis to determine the future needs of the commercial district, and formulated a Downtown Vision to shape the overall redevelopment process. The final phases of the Quincy Center Concourse, a new east-west transportation corridor through the downtown, is approved and funded. This project is scheduled to begin construction in 2008.

Another critical economic engine for the city is the Crown Colony Office Park which is adjacent to Quincy Center and located directly off I-93 and Rte. 3. Mass Highway is currently constructing a new \$18 million access ramp system, through federal and state funding, which will provide direct highway access to approximately 5,000 employees and visitors of the office park, as well as allow for the development of additional office space within the park itself. The new ramp will not only ease traffic flow in and around the office park, it will reduce current traffic congestion that may occur in the surrounding downtown business and residential neighborhoods. In addition, \$2 million in design funding has been provided by Crown Colony businesses and property owners.

The DVDs will be distributed to CEOs and decision makers of large and mid-sized financial service companies, as well as retailers of all sizes to infill the city's established retail districts. In addition, multiple copies of the DVDs will be given to local, regional and national site location specialists, state agencies, commercial Realtors, and commercial property owners to keep Quincy in the forefront when discussing site selection opportunities with businesses and investors.

Tourism is also an important mainstay of Quincy's economy. The city has gained and attracted exposure on a regional, national and international level do in large part to the efforts of the designated tourism office - Discover Quincy. The "John Adams" and "1776" books by David McCullough, as well as nationally televised events such as the AVP Volleyball Tournament held in the summer of 2007, have also helped to bring national attention to Quincy. In addition, HBO is airing a new mini-series on John Adams produced by Tom Hanks and starring many Hollywood A-listers, which will run in March 2008.

The primary goal of the Tourism DVDs is to effectively portray the city of Quincy as a notable place to visit. Emphasis is placed on the many historical, cultural, recreational and social amenities within the city, as well as its close proximity to Boston, connection to the Cultural Coast region, and its convenient access to various transportation networks and facilities. The DVD will be used to promote Quincy as a convenient day trip, a charming overnight stay, or the perfect place to host a small convention or event.

The target audiences for the tourism DVD are international, national and regional tourists, along with travel writers and press. It will be distributed to tour operators, the Greater Boston Convention and Visitor Bureau, the convention and visitor bureau's throughout New England, at tourism trade shows, and through other tourism, marketing and PR sources like Discover New England, Tourism Massachusetts, and the Mass Office of Travel and Tourism.

The city of Quincy welcomes the opportunity to display its pride within this exciting marketing initiative to promote tourism and economic development. Whether a company requires public transportation, a deep sea port, commercial rail, a picturesque waterfront, access to major highways, proximity to Boston, a quality workforce, a diversified community, or an exciting dining and entertainment scene - Quincy is the place to live, work, invest in and visit. Quincy 2000

Collaborative and the city administration are eager to demonstrate that here in Quincy, We Mean Business!

Dean Rizzo is executive director of Quincy 2000 Collaborative, Quincy, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540