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PROCON breaks ground on Duprey Hospitality's Arts Alley

August 02, 2024 - Northern New England



Shown (from left) are: Steve Duprey, Duprey Hospitality; Tyler and Eric Goodwin, Friendly Toast; Pamela Bissonnette, Duprey Hospitality; Mayor of Concord, Byron Champlin; John Stebbins, PROCON; and Tim Sink, Concord Chamber of Commerce.

Concord, NH According to Duprey Hospitality ground has been broken for Arts Alley, a project celebrating the redevelopment of the area adjoining the Bank of New Hampshire Stage on South Main St. Scheduled for completion by April 1, 2025, this PROCON designed and built facility will be a transformative venture that will infuse new life into downtown with a blend of restaurant, entertainment, and upscale event spaces.

The first floor of the project will feature a retail condominium housing The Friendly Toast, a local eatery known for its all-day brunch and bar, atmosphere, and offerings.

Ascending to the second floor, guests will find a 5,000 s/f venue space designed to host corporate and private events. This meeting space will accommodate up to 150 guests, setting a new standard in New Hampshire.

“Our experience at the Grappone Center shows there’s a demand for additional meeting space that offers a high level of service,” said Pam Bissonnette, COO of Duprey Hospitality. “This will allow us to expand our offerings in the central New Hampshire region. We think this will be a premier event space in central New Hampshire, complemented by fun dining and entertainment venues.”

The third floor promises to captivate visitors with the South Main Street Surfer Bar, an outdoor entertainment space featuring a rooftop deck, fire pits, a bocce court, and a repurposed Airstream rebuilt as a full-service bar. Open to the public and available for private events, this space will be a unique addition to city’s social scene.

Behind the main building, the courtyard will host a 1942 Silk City Dingman Diner, owned by the late Michael Dingman, a New Hampshire businessman and philanthropist. This restored diner, considered one of the best in the country, will be perfect for events like a private wine night, retirement parties, birthday celebrations and pop-up special event dinners and parties. The area also includes an outdoor three-season courtyard.

Designed and built by PROCON, a fourth generation, 90-year-old fully-integrated team that has received national recognition for their true design-build delivery system.

Adding to the mix, the original 1854 Norris Bakery and Homestead Stabile Building will be preserved and transformed into “Duke’s,” an upscale Nashville-style bar and restaurant.

“This project is designed to work in complement with the other arts venues in Concord,” said Bissonnette. “Our team is very excited about what Arts Alley will bring to downtown Concord.”

Arts Alley is set to become a cornerstone of community engagement and entertainment, offering great service and setting a new bar for event spaces in New Hampshire. Duprey Hospitality invites everyone to experience this exciting new chapter in Concord’s development.

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