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Local Launch campaign kicks off at First & Main Marketplace

August 25, 2009 - Retail

Local Launch, sponsored by the Messina family, longtime owners of the First & Main Marketplace, is designed to give opportunity through partnership to local entrepreneurs of the greater Merrimack Valley and North Shore. The program is running in conjunction with Retail Concepts, a Norwell-based retail consulting firm that provides assistance to new and existing business owners.

"We're thrilled to offer such a comprehensive program that will help potential tenants," said Tina Messina, a principal for NA Realty Group, Inc., who is heading up leasing for the group. "Local Launch gives a boost to those entrepreneurs who have always dreamed about opening a business but have not done so because of the many considerations in starting a business."

Some of the benefits that may be offered for new businesses include build-out and permitting support, marketing and design assistance, local resource guidance and retail coaching and training. NA Realty Group will also offer flexible rental terms and may provide initial rent relief for new tenants.

"We understand that opening any new business is a huge commitment and undertaking," said Messina. "We are aiming to alleviate a lot of the stress and uncertainty that comes with opening a new business by giving retailers the building blocks they need to be successful."

"As our economy rebuilds, it will be important for new retailers to have the support they need to make sure their businesses grow and thrive," said Joseph Bevilacqua, president and CEO of the Merrimack Valley Chamber of Commerce. "We commend the work the Messinas and NA Realty Group are doing to support prospective tenants and their commitment to making our regional economy a vibrant force once again."

Visitors to the shopping center will notice posters in many of the windows describing possible future businesses with "dream" as the operative theme. In fact, the tagline of the Local Launch program is "Your Dream Business Belongs at First & Main."

The Local Launch program comes on the heels of the unveiling of First & Main Marketplace on June 16. NA Realty Group devoted nearly \$7 million to the newly constructed shopping center, a two-story office and retail space located at First and Main Sts., directly across from town municipal offices.

The 52,000 s/f center, last overhauled in 1985 when it was operated by Santo Messina, includes an all-new facade, green landscaping, signage and lighting scheme. First & Main Marketplace has space for about 20 tenants, and includes current tenants CVS pharmacy, Anton's Cleaners, LaseAway, Clifford Jewelers and Today's Barber Shop.

Entrepreneurs interested in leasing space at the shopping center can contact Andy Levy, director of brokerage services at the MEG Companies of Londonderry, N.H., who is the leasing agent for First & Main Marketplace.