



Town of Needham, Massachusetts Media Release

Office of the Town Manager
Town Hall, 1471 Highland Ave, Needham, MA 02492

FOR IMMEDIATE RELEASE
Tuesday, March 29, 2022

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Town of Needham Receives \$25K State Grant to Develop Small Business Marketing Plan

Community Members Encouraged to Share Feedback in New Survey

NEEDHAM – Tuesday, March 29, 2022 - The Town of Needham has been awarded a \$25,000 grant from the state Department of Housing and Community Development's [Massachusetts Downtown Initiative](#), which will give Town officials the resources to develop a marketing strategy aimed at promoting small businesses in Needham Center.

Through the grant, the Town will develop a comprehensive marketing plan for Needham Center to attract more foot traffic to support small, local businesses. Officials aim to create a brand identity for the downtown that showcases the unique offerings located in the center of Town.

"Needham has so many wonderful independently owned and operated businesses with the retail and dining options our residents and neighbors seek," said Economic Development Manager Amy Haelsen. "Our challenge has been to knit these businesses together in a way that makes Needham's downtown the go-to place for shopping or dining. This grant will help us creatively spotlight Needham Center in a way that does just that."

Residents, businesses, employees, and visitors to Needham are encouraged to participate in a short survey that will help identify the strengths and character of Needham Center. The survey can be [accessed online](#) and takes just a few minutes to complete.

Needham Center is home to dozens of small, independently owned businesses including 23 restaurants, cafes, and eateries, 20 retail shops and boutiques, more than 10 salons and personal care businesses, as well as a variety of services including banks, tailors, drycleaners, medical offices, and more.

"As a business owner in Needham Center for the last four years, I appreciate this effort to highlight all the incredible amenities that our downtown has to offer," said Eileen Baker, co-owner of Proud Mary Gifts on Great Plain Avenue. "We have a great assortment of locally owned businesses that make it a very attractive destination. Any effort to promote Needham Center and generate more foot traffic will help ensure that our businesses will be around for many more years to come." While individual businesses have worked hard to promote their offerings, a more coordinated marketing effort will help boost all local businesses who call Needham Center home.

Economic Development Manager Amy Halesen will lead the effort with support from Town staff, area businesses and other stakeholders.

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