

# Better Business Ayer

Newsletter Update June 2015

## Quarterly Newsletter

This is the sixth installment of a quarterly newsletter from the Ayer Office of Economic Development which will give businesses and property owners in Ayer's Downtown and surrounding Business District information and updates about topics and items of interest. It is also to give you, our local businesses, an opportunity to ask questions, share business information or just "sound off" about all things Downtown. Contact: [dmaher@ayer.ma.us](mailto:dmaher@ayer.ma.us)/978-772-8206

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## *Summer in the Nashoba Valley Has Finally Arrived*

### *What's the Newest Biz Activity?*

#### **SHOP N'SAVE**— Let's get our Grocery Store Back

The former Hannaford's Grocery store location is ready to take on a new look and a new owner. Long time property owner Paul DiGeronimo has teamed up with Mike Szelest, an IGA owner, to update both the interior and exterior of the former Hannaford's location. Both gentlemen have had a number of meetings with different departments of the Town with great support. Work will begin to commence on updating the store façade and the grocery store interior. Both men are looking for a possible grand opening in late August early September.

#### **FAMILY DOLLAR** -- Another great new store coming to 2A

This "pocket" department store will be a great addition to the Ayer business community. If you've been by the site (directly across from the former Hannaford's) you can see the building is well on its way to an early summer completion. Adding another new store to the Fitchburg Road mix is very advantageous to the Town's 2A gateway.

#### **NEW ENGLAND FLAT BREAD AND ALE COMPANY** – Coming Soon

Downtown's newest restaurant is still moving along. The principals have run into a few "building snags" which is sometimes the case when you work with an older building but progress continues to be made and a summer 2015 opening is being anticipated.

*Have you welcomed your new business neighbors along Main and West Main Street? Try to make some time to check them out and see what they are doing to help support the business climate here on Main and in the Downtown area.*

**Heads Up Salon** – One of Ayer's well-known hair salons relocated from out on Fitchburg Rd to the "center of the action." They are neighbors to Ayer's newest coffee shop sensation, **Union Coffee Roasters**, and both of these businesses are keeping the Spaulding building busy.

Speaking of business location moves, the two businesses that were formerly located next to the Santander Bank, **Ayer Nail Service** and **Fresh Ayer Sports** have taken their business to new locations here in Town. Ayer Nail Service is now located next to Woody's Barber Shop and Fresh Ayer Sports has a great new larger location in the Devens Shopping Center. Speaking of sports, if you visit Fresh Ayer, go next door to the **Hawk's Nest Disc Golf**.

This is another new “trendy” store that is generating a lot of interest and excitement and bringing a lot of folks from around the state and region to check out this shop and the disc course they have setup on the surrounding Devens acreage. This concept is for all ages and a great way to do a family thing or get some exercise.

We welcome the **Digital Cloudz Vape Shop** to our Downtown community as well. They are between Woody’s and the Cottage.

The new **Subway Restaurant** opened at the corner of Mill and Main. The owner has done a great job of rehabbing the former Asian grocery store that formerly occupied that site and that corner has become increasingly busy. We’ve also added **Taco Bell** to Ayer’s restaurant mix, located right next to McDonalds at Ayer’s Fast Food Rotary.

A great new “hip shop” for all ages, the **Lamp & Dragon Gaming Café** will be opening in the Page-Moore building. This shop will feature the latest in comics and games and provide space and a lunch menu for enthusiasts to enjoy their “dragons and vices” right at that location. Watch for an opening early summer. (See enclosed flyer)

### **Rail Trail Parking Facility**

During the month of May, you might have noticed some extensive surveying being done around Town, pretty much from the Town Hall to down past Archer’s. These men were surveying land pertaining to the access to the Ayer Station. The MBTA initiated this extensive survey with the hope of completing the access land agreement with Mr. Berry as soon as possible to then begin the design work needed to see to fruition the completion of the Rail Trail Commuter Lot upgrades.

**“Once built, State and local studies continue to show that the enlarged, enhanced parking area for both the weekday and weekend commuters and Rail Trail user will have many positive effects on our Downtown businesses over time.”**

### **Upcoming Events**

This year **Ayer’s July 4<sup>th</sup> Fireworks and Parade** will take place on **Saturday, July 4<sup>th</sup> with the parade stepping off at 3pm from St Mary’s** and activities at Pirone Park will begin around 4pm. Do you have any ideas on how to decorate downtown or keep the public in the Downtown District longer? Let me know, here’s my email address [dmaher@ayer.ma.us](mailto:dmaher@ayer.ma.us) or my phone number 978-772-8206.

### **Some Closing Thoughts:**

The BOS and Administration have been getting many compliments on how great our Downtown Main Street continues to look. It’s as much to do with you keeping your buildings looking great as it is of the updated banners and hanging flowers the Town has added over the past few years. I want to be able to continue with these upgrades and with your support we’ll continue to enhance our Downtown. I’m looking for help with the hanging plants. If you could get together with your neighboring businesses and plan to water as often as you can (everyday would be great) I’ll check them on Tuesday and Thursday to remove the dead flowers and give them some plant food. A little bit of help by a lot of people will really add up. **Thanks for all that you do!**

*David Maher, Economic and Community Development, 772-8206*