

From: **Tarr, Joseph**

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Subject: Rethink Pleasant Street Revitalization Project

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Hi All-

My name is Joe Tarr, I am a Stevens graduate of 2012 and I would like to commend you and thank you for all you are doing to continue to bring life back to Claremont. You are setting Claremont up for years of future prosperity and economic growth with the private/ public partnerships in the Monadnock Mills, parking garage, new Community Center, High School rehab, and now the Pleasant Street Revitalization Project (PSRP)! When talking with friends that moved away for College and ultimately found employment away from Claremont, the Revitalization Project really excites us to want to move back and we look forward to the project being a success! I just spent the morning reading nasty comments on Facebook in opposition to this project and simply wanted to drop a note in appreciation of the hard work.

Again, thank you for all you are doing and best of luck bringing the Pleasant Street Revitalization Project to fruition!

Now a rant/thoughts from a decently educated and strong believer in Claremont:

- People complain about there being no parking - there is a FREE gorgeous parking garage w/ in a 10 minute walk from any business in the "downtown area". It drives me insane the amount of people that refuse to walk 10 minutes! There was never enough parking in the downtown area to provide for all of the potential businesses. I'm sure it's one of the first things a new business asks, is there parking? The parking garage solved this before it would become an issue while also setting Pleasant st up to have less vehicle traffic when that time comes. Foot traffic is the best traffic!
- There are multiple fabulous restaurants all in or around the bull pen that are constantly slammed from lunch to just about closing time. Creating a space that looks enticing to walk down, as in the result of the PSRP, would have these diners wondering down Pleasant Street after dinner that would then bring new business to their shops/ small businesses. This would also create demand for other businesses to want to lease space on P Street!
- IMO Claremont has not been a huge tourist destination in the past, but I think it is on the edge of taking a turn for the better. There seems to be a very large Mountain Biking/Cycling community developing in the surrounding area. As this continues to grow and the trail systems keep getting

built out in Claremont, this could become a huge tourist opportunity – something that paved roads won't help 😊.

- Not to mention the huge opportunity Arrowhead has to offer to the MTB community or all of the other outdoor recreation in the area!
- Attracting more “middle income” families – this would have been very difficult if the City didn't spend money to revitalize the mill buildings so businesses like Red River Technologies and the Common Man could move in there.
 - Red River Technologies hires 15-20 new College Hires every year. These young individuals with a considerable amount of disposable income want places to eat, drink, outdoor live entertainment, and recreation. All things Claremont can offer! And how do we convince them to buy homes in Claremont and not surrounding communities that they then commute from?
 - The Common Man Inn has to be one of the nicest venues in the Upper Valley and was booked out for the summer for Weddings. Do you know they require all guests booking in the summer to book the whole weekend? How do we attract those tourist to spend money in Claremont to then have the multiplier effect take place? Especially if they are “forced” to be here if they are attending a wedding. The Common Man's event spaces accommodate 100-150 people. Again eat, drink, outdoor live entertainment, and recreation.
 - Speaking of Weddings, Monadnock Farms in their first summer offering a venue for weddings was booked out for the season. Again, Claremont is set up to take some of that wallet share from tourists.
 - It is only a matter of time before the Common Man Inn needs to build out more rooms.
- Remote work is going to boom and a town between two rivers, I-91 a rocks through away, the correct infrastructure, great recreation, box stores away from downtown businesses (2 main streets), great youth sport development programs, a school system that give you all the tools to be successful and much much much more, Claremont could be the destination of many folks who will continue to work full time remote. Any coworking spaces in the area?
- Revitalizing the mills shouldn't be done, and I know it is a crazy high expense, but with the right developer. Grants, and partnership – the remaining mill buildings could be turned into mixed use. More middle income jobs with housing that attracts younger individuals who do not flood the schools with kids and likely are well educated.
- St. Mary's School – unfortunately this had to close down due to a number of reasons, but there is so much opportunity there to reopen a beautiful Catholic private school in Claremont again.
- I could go on forever, but will save you the time!

It is no secret that it is Claremont's own citizens that keep holding Claremont back.

Best of luck!

Thank you,

Joe Tarr