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COVID-19 continues to impact our business community. Please visit the links to State Resources to see the most up to date information.

New Businesses in Newington

The EDC takes this opportunity to highlight two new businesses who were attracted to relocate in The Crossings retail center. With much of traditional brick and mortar retail under significant stress, it speaks well of KeyPoint Partners, the center's manager and the Town that they were successful in diversifying the center's retail base by the addition of a highly sought leader in the very competitive grocery sector, together with a recognized dealership providing significant employment opportunities and willingness to invest in the vacant Toys R' Us building and revitalize it. Both these new businesses who bring new consumers to The Crossings which will undoubtedly benefit the other stores in the center.

McGovern Subaru

McGovern Subaru has completed construction on the area's newest and largest state of the art Subaru dealership at 85 Gosling Road, the site of the former Toys R Us building in The Crossings. With assistance of KeyPoint Partners the property manager for The Crossings, the dealership obtained approval from the Town's Planning Board for the complete redevelopment of the site. This included significant improvements to repurpose the building for automotive use and enhanced parking and landscaping.

Doors will open in late November for both sales and service. The new dealership of 40,000 square feet, will offer state of the art equipment and customer amenities including indoor service drive, attractive customer waiting lounge with refreshments along with a large showroom that accommodates the display of 10 vehicles. The dealership brings 15 ASE Certified technicians and over 40 employees to Newington to make the experience stress-free and enjoyable.

CEO and owner Matt McGovern stated: "We look forward to expanding our relationships in the greater Newington area and are confident that McGovern Subaru will bring an efficient and pleasurable vehicle purchasing or service experience. We are very pleased to be located in Newington." For additional information visit the company website at McGovernSubaru.com

Aldi

In June 2020, ALDI opened its new store in Newington located at 2024 Woodbury Ave, the ninth ALDI location in New Hampshire. Nationwide, ALDI operates more than 2,000 stores in 37 states. ALDI, one of fastest growing retailers in the U.S., is investing more than \$5 billion to remodel 1,300 existing stores and open hundreds of new stores. ALDI

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is on pace to become the third-largest U.S. grocery retailer by store count by the end of 2022.

The Newington store has performed very well, and customer feedback has been favorable. When it comes to choosing store locations, ALDI considers many factors to find the best sites that are conveniently located and can support a high daily traffic volume. Newington’s location was a natural fit.

Curbside pickup will be available at the Newington ALDI store beginning Thursday, November 19th.

As the Town’s retail sector strains to meet the challenges of E-commerce in the context of the COVID pandemic, the EDC and Board of Selectmen encourage all residents to, whenever possible, patronize our local businesses. These businesses help make Newington the Business Center of the Seacoast and, along with our other commercial, industrial and maritime uses, make a significant contribution to preserving Newington’s very favorable tax rate, a benefit for all our residents and property owners.

Business of the Month - James Verra & Associates

Congratulations to James Verra & Associates for 30 years in business! They are a professional land surveying company located on Shattuck Way in Newington and serve New Hampshire and Maine. Established in 1990 to provide surveying services to residential, commercial and industrial clients as well as municipalities, utility companies and other professionals.

James Verra & Associates has the complete records and files of John W. Durgin going back to 1908 along with the records and files of Durgin-Schofield Associates. They also have records and plans of Edward M. Smith going back to 1888. If you are looking for the survey of your historic Newington property, chances are they have it.

The Newington Board of Selectmen and Newington Economic Development Committee extend their sincerest congratulations on 30 years in business and wishes for continued success in the future.

Business Visitation Program

While attracting new business to Newington is important, the Town’s Economic Development Committee (EDC) recognizes the importance of existing businesses and the vital role they play in the State and regional economy. In today’s world, the large majority of economic growth comes from existing companies.

The Town, through the Board of Selectmen and EDC, created a Business Visitation Program (BVP) designed to reach out to existing businesses and to identify concerns and issues before they become serious. Many New Hampshire communities engage in a similar effort. Typical issues tend to be local permitting, workforce training and housing, state and local environmental regulations and financing. In addition, the BVP provides an opportunity to discuss potential expansion plans and incentives, and to learn more about the business community. The BVP allows the Town to hear and understand what the business owners think and what they may need as they plan their growth. The process also demonstrates that Newington is interested in the prosperity of its existing businesses; this results in better communications and stronger relationships. Oftentimes, in their due diligence, a prospective business will contact existing businesses to get a “read” on the Town and its overall business climate. If your business would like

to participate in a BVP, or you know of a local business which would benefit by participation in the Program, please contact Martha Roy, Town Manager at the Town office at 436 – 7640 or by email at mroy@townofnewingtonnh.com.

By design and foresight most of the business activity in Newington appropriately occurs in the industrial and commercial zones east of the Spaulding Turnpike. In the case of the maritime dependent uses off Shattuck Way sited on or adjacent to the Piscataqua River, they largely operate out of the view of the Town's residents, though their contribution to the economy and the Town's tax base is significant. Below are two brief profiles of participating companies that take advantage of Newington's unique deep-water waterfront and major highway access.

GP Gypsum, 170 Shattuck Way, Newington, NH

In April, 2019, the town conducted a BVP with GP Gypsum, its former plant manager and Jose Valdez, the company's long time reliability manager. A manufacturer of wallboard, roofing and sheathing products, GP Gypsum Newington is one the company's 200 North American facilities and has been in town for a few decades.

Regarding the state's regulatory environment, GP considers it "good" when compared to tougher environmental regulations in other states. GP is very concerned with environmental compliance matters. Finding qualified employees who "show up for work" is the most significant workforce issue. The advantage for doing business in Newington is geography: "easy access to highway" and good neighbors. The company noted the need for additional land and space problems associated with trucks lining up for delivery or transport of its products. GP is planning an expansion.

Concerns:

1. Need to continually maintain local road roads; potholes can crack the boards;
2. Provide for a smooth transition from Shattuck Way to Wilcox Way and onward;
3. Affordable housing: employees cannot find affordable housing in the seacoast area.
4. Overall, GP is pleased with the business environment in Newington.

Regarding future expansion, GP Newington is currently working with corporate engineering to develop an overall project scope to increase the size of the plant to accommodate additional equipment and indoor storage.

Little Bay Lobster, 158 Shattuck Way, Newington, NH

Little Bay Lobster, a wholesale off-shore lobster business, has been in Newington for 33 years and has 35 full time employees. Due to tariffs on the export of lobsters, sales have decreased. The company considers state and local environmental regulations to be adequate. Finding suitable employees is a significant workforce problem. The company notes that location on the waterfront area is a major advantage and factors that affect future growth include regulation, transportation and energy costs. The company's plan to add a 6,000 sq. foot wet storage area to its facility is currently before the Planning Board

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The Economic Development Committee is sending this newsletter our periodically to all businesses via email. If you are a new business, or have new contact information and would like to receive this newsletter, please email us at: kanderson@townofnewingtonnh.com

