

Town Manager's Report

December 27, 2017

Springfield Promotional Videos

The Springfield Promotional Videos are now on YouTube. The initial placement is going to be tightly targeted to an age-appropriate/more urban audience, focused on key words such as "tech" and "engineer" and "internet", in the larger areas of Upstate NY, down to Albany through the western part of Mass along with areas of NH. The ads will also be contextual and try to steal some of the E/D marketing that NH, NY and Mass are doing.

33 Union Street

The Town facilitated Springfield Housing Authority's purchase of 33 Union Street (next to Union Street School) for \$2,000. Springfield Housing intends to donate the property to the School System.