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Town of Acton

John S. Mangiaratti,
Town Manager

472 Main St.
Acton, MA 01720



FOR IMMEDIATE RELEASE

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Media Contact: Robert Mills

Phone: 617-993-0003

Email: robert@jgpr.net

Town of Acton and Community Partners Offer Pop-Up Retail Space to Emerging Enterprises



An OpBox mobile retail space that will be located at 577 Massachusetts Ave., in West Acton, for emerging businesses. (Courtesy OpBox via the Town of Acton)

ACTON — Town Manager John S. Mangiaratti is pleased to report that the Town of Acton Economic Development Department, in collaboration with the 495/MetroWest Partnership and UpNext, is offering pop-up retail space to emerging businesses on Massachusetts Avenue in West Acton.

The Town of Acton and community partners are calling on emerging brands, artists, entrepreneurs and innovators as they offer an OpBox mobile retail space at 577 Massachusetts Ave. in West Acton to help support new and emerging businesses.

The unit will be rented out for \$500 per month — a subsidized rate meant to help new businesses get started.

The retail unit is located on a lot with street-front parking and adjacent green space in a heavily-traveled part of town where new brands can benefit from the natural foot traffic as they work to spread the word about their products.

The project is funded by the Massachusetts Office of Business Development REDO grant program, as part of the state's efforts to accelerate economic recovery from the COVID-19 pandemic. The 495/MetroWest Partnership also played a critical role in securing grant funding for this project.

"The pandemic posed tremendous challenges to all local businesses, and we are excited to offer this opportunity to new and emerging businesses who want a chance to get started in Acton," said Town Manager Mangiaratti. "We are thrilled to welcome emerging brands, artists and more to our vibrant downtown district."

"We encourage entrepreneurs to apply to be part of this exciting pop-up opportunity," said Economic Development Director Julie Pierce. "This is the first time that Acton has had this type of project and we are proud to be part of a future brand's launching story."

To learn more, or to apply to use the pop-up space, reach out to Economic Development Director Pierce at jpierce@actonma.gov or [click here](#).

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John Guilfoil Public Relations LLC
8 Prospect St.

Georgetown, MA 01833
617-993-0003