

News Release

REALTOR® ASSOCIATION OF PIONEER VALLEY



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Realtor® Association of Pioneer Valley Awarded Placemaking Micro-Grant to Help Improve Monson



On the site of the future Senior Fitness Trail. Check presentation. From left: Dawn Henry, President-Elect of the Realtor® Association of Pioneer Valley, Tim Pascale, Director/Program Coordinator of the Monson (MA) Park and Recreation Department, and Karen King, resident of Monson and a member of the Realtor® Association of Pioneer Valley.

Springfield, MA (October 29, 2014) – The Realtor® Association of Pioneer Valley has received a \$1,500 Placemaking-Micro Grant from the National Association of Realtors® to help make Monson a better place to live and work by transforming an unused public space into a vibrant community destination. The grant is intended to help Realtor® Associations partner with others to plan, organize, implement and maintain placemaking activities in their communities.

The Realtor® Association of Pioneer Valley will use the funds to support Monson as they continue to recover from the June 2011 tornado which ravaged their Main Street, business district and surrounding area. The funding will be used for signage and/or benches for their new Senior Fitness Trail project. Tim Pascale, Director/Program Coordinator for the Monson Park and Recreation Department will oversee building of the trail on formerly under-utilized municipal property. “We greatly appreciate

the funding from the Realtor® Association to help benefit the senior fitness trail,” he said. “This will help the town recover from the tornado and will encourage more activity at the trail,” he added.

The trial will be open to Monson residents and non-residents alike. Currently there is nowhere in the Monson area dedicated as a senior hiking location. The trail is seen as a location where citizens can socialize and exercise.

“Realtors® live, work and volunteer in their communities and take immense pride in working to improve them,” said Patrick Nolan, President of the Realtor® Association of Pioneer Valley. “The concept of Placemaking is one where citizens can gather. It can help foster healthier, more social and economically viable communities. It creates places where people feel a strong stake in their neighborhoods and are committed to making things better.”

“This grant will allow us to address an area in our community that is in need of improvement and create a place where friends and neighbors can come together,” said Karen King, a Monson resident, member of the Realtor® Association of Pioneer Valley, and founder of Street Angels. Karen brought the idea to the attention of the Realtor® Association and completed the required grant application. She was the driving force behind securing funding from the Realtor® Association.

Placemaking grants are awarded to local and state Realtor® associations to help them and their members initiate placemaking projects in the community, like turning a parking lot into a farmer’s market or a vacant lot into a playground. Realtor® associations and their Realtor® members are actively engaged in the community and know the neighborhoods and the properties that would benefit most from these improvement efforts.

“As the Monson area becomes more attractive and welcoming, nearby properties may also increase in value,” Nolan added.

To find out more about National Association of Realtors® placemaking grants visit, realtoractioncenter.org/Placemaking.

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About the REALTOR® Association of Pioneer Valley: Organized in 1915, the REALTOR® Association of Pioneer Valley (RAPV) is a professional non-profit trade organization with more than 1,650 members in the Pioneer Valley of western Massachusetts. RAPV covers 68 cities and towns in Franklin, Hampshire and Hampden counties. RAPV is one of 1,500 local chapters of the National Association of REALTORS®. The term, REALTOR®, is a registered trademark for use exclusively by members of the National Association of REALTORS®, whose members subscribe to a strict Code of Ethics.

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To be the business and public policy advocate for REALTORS®.

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