

**Economic Development Committee
Welcomes New Businesses
To Newington**

This month in another in its continuing series of profiles on Newington's business community, 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 is about to complete 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. Those who prefer to wait, can visit the many retail opportunities within The Crossings.

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

Bugaboo Creek Steakhouse, a Canadian-themed American casual dining restaurant chain, operated at The Crossings for about 15 years. In 2016, the chain filed for bankruptcy and closed all its stores. The building remained vacant until 2019 when ALDI began construction of a new 24,300 square foot grocery store on the site. The Crossings and its site engineer worked closely with the Newington Planning Board in the permitting process. The company accommodated requests of the Planning Board, including construction of a sidewalk to Barnes & Noble and Best Buy along with a sidewalk to Woodbury Avenue. In The Crossing retail complex, pedestrian enhancements connect the Subaru dealership with the main portion of the retail facility.

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 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.