



HOLYOKE
mall
A T I N G L E S I D E

Community Report

2019 Year in Review



HOLYOKE MALL SNAPSHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

3,400

**JOBS BROUGHT TO HOLYOKE
& HAMPDEN COUNTY**

1ST

**LARGEST SHOPPING, DINING,
AND ENTERTAINMENT
DESTINATION IN WESTERN MA**

150

BUSINESSES

JULY 5, 1979

Holyoke Mall opened its doors to the public



The Holyoke Mall turns 40: What's new, what's only a memory, and which original tenants are still going strong?

By Jim Kinney



The JCPenney store at the Holyoke Mall at Ingleside, shown above in October 2018, is one of the mall's original tenants. (Hoang Leon Nguyen / The Republican)

HOLYOKE — The Holyoke Mall at Ingleside, still the largest retail destination in Western Massachusetts, is celebrating 40 years in business.

The mall opened July 5, 1979. Promotional materials at the time extolled a "spectacular, multi-level shopping center" with four major department stores, 125 retailers, 25 places to eat and an eight-screen movie theater.

The article below ran on the front page of The Morning Union, a predecessor to The Republican, on July 6, 1979.



Gov. Edward J. King, third from left, gets a lot of help Thursday morning as he cuts the ribbon to open the million-square-foot Holyoke Mall at Ingleside. From left are Will Morris, J.C. Penney Co. regional vice-president; Robert Congel, managing general partner of the mall development firm;

Holyoke Mall launched in style

By ROBERT S. PERKINS
Union Bureau Chief

HOLYOKE — Shoppers by the hundreds poured through the doors of the new Holyoke Mall at Ingleside Thursday, seven years after the complex was proposed and 14 months after groundbreaking for the \$25 million window shopper's dream come true.

Shortly after Gov. Edward J. King cut the ribbon marking the official opening of the mall, Western Massachusetts shoppers were crowding the 80 specialty shops and one anchor store that opened Thursday.

Another 80 specialty shops and two more anchor stores are scheduled to open by Aug. 8 and, when fully occupied, the mall will have 180 specialty shops and restaurants with four anchor stores and a possibility of an additional two anchor stores.

Joining Governor King in the opening ceremonies were U.S. Rep. Silvio O. Conte, Holyoke Mayor Ernest E. Proutz, representatives of The Pyramid Companies of DeWitt, N.Y., which developed the mall and a host of business and municipal officials.

King told those who assembled for the opening that the mall fell in line with his



Union Photo by Michael Gordon

Linda Hall of Agawam, left, gives salami to youngsters in a food shop at the opening of the new Holyoke Mall Thursday.

administration's view of the free enterprise system.

"When we stress the absolutely essential nature of the free enterprise system, we are saying we want you to be happy," the governor said.

The free enterprise system provides people with jobs and helps protect them from the temptations of drugs and alcohol.

See CROWDS
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BusinessWest.com

Holyoke Mall Celebrates 40th Anniversary Today

By BusinessWest Staff July 5, 2019 1132

HOLYOKE — Holyoke Mall marks its 40th anniversary today, July 5. Since opening in 1979, Holyoke Mall has established itself as the largest shopping destination in Western Mass., currently offering more than 150 dining, entertainment, and retail destinations.

Throughout the last 40 years, Pyramid Management Group has continued to adapt, evolve, and thrive in an ever-changing market. In 1995, the shopping center expanded, adding an additional 500,000 square feet, and welcomed big-box tenants such as Best Buy and Target. Traditionally located in free-standing or strip-mall locations, the addition of these anchor tenants began an industry-wide trend.

Over the years, Holyoke Mall has welcomed Massachusetts' first Hobby Lobby, and the Xfinity Store, Toys R Us, and Christmas Tree Shops' first in-mall locations. The center also continues to attract and expand its dining and entertainment options, most recently adding 110 Grill, Flight Fit N Fun, Round1 Bowling & Amusement, and Sumo Japanese Steakhouse.

"We are happy to grow and change with our shoppers. Forty years is a testament of our success and dedication to providing the highest quality and in-demand dining, entertainment, and retail venues," said General Manager, Bill Rogalski. "We have more to come and are excited for our next 40 years."

Other stores celebrating 40 years at Holyoke Mall include American Eagle, Foot Locker, Gap, GNC, JCPenney, Kay Jewelers, Motherhood Maternity, and the Greek Place.



Celebrated our 40th Anniversary in 2019!

TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Holyoke Mall experienced another successful year with non-profit groups in Holyoke, our host community, as well as all of Western Massachusetts! Holyoke Mall donated space to 60 not-for-profits and collaborated with them to hold over 135 special events at the center, raising over \$130,000 in 2019. Partnering with and giving back to our community is important to us and we believe it is part of what makes the center successful. We are pleased to work with all not-for-profit organizations looking to benefit from the center, whether a tabling opportunity for fundraising and awareness campaigns, or a large event in the common area. Our doors are always open!

Together, we can make a difference.

KIDS HEALTH & SAFETY FAIR



For the last two years, Holyoke Mall has partnered with Mt. Tom Lodge Free Masons to host a free Kids Health & Safety Fair. Children and their families were invited to take part in the MyChip Identification Program.

This event also included Community Helpers, CPR training, healthcare coverage information and fun children's activities!

TYKES TUESDAY



Holyoke Mall is proud to offer a fun, educational and free 9-week summer program of interactive programs for children ages 12 and under, along with their families.

In addition, weekly raffles, special promotions, and exclusive discounts are offered to parents that can be used at participating shops, restaurants and entertainment venues the day of the event.



HONOR COURT DEDICATION

Holyoke Mall partnered with the Holyoke Soldiers' Home to dedicate an area of the mall, known as Honor Court, to our veterans. Honor Court has a display of American flags, flags from each branch of the military, and the POW/MIA flag.

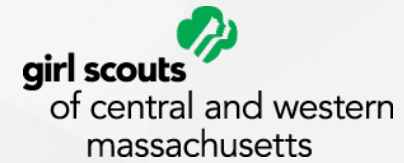
In addition, there's a plaque and a literature rack with information on services available to veterans in the area. This display will remain up year-round. During the dedication event, the Junior ROTC Color Guard from Putnam Vocational High School presented the American flag and there were nine veterans' services organizations on site distributing information about the services they provide.

"It was an honor to team with the Holyoke Mall at Ingleside for a long lasting tribute to our Veterans, as we see both the Soldiers' Home in Holyoke and the Holyoke Mall at Ingleside as two pillars of our local community."

-Bennett Walsh, Superintendent, Soldiers' Home in Holyoke



HOLYOKE MALL IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS



AWARENESS CAMPAIGNS

Groups using the center for fundraising or awareness campaigns will not only be in the eyes of 18 million annual visitors, but also exposed to our 35,000+ social media followers. Holyoke Mall is happy to help promote your organization in order to let our guests know about your cause.

Holyoke Mall is a part of a community, just like your organization and we look forward to working with you in 2020 and beyond!

Lisa Wray, Marketing Director

Holyoke Mall

50 Holyoke St.

Holyoke, MA 01041

413-536-1441 x 331

LisaWray@pyramidmg.com



DONATION REQUESTS

Holyoke Mall's event and tabling space are FREE for non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

Many of our stores, restaurants, and entertainment venues will partner with and donate to various not-for-profit organizations. Please submit your request to the marketing department at <https://www.holyokemall.com/community/>

Please allow two (2) months prior to event date and a member of our team will coordinate with you.



FROM OUR FAMILY TO YOURS, THANK YOU!

Holyoke Mall is one of the most visited destination centers in Western New England and is the premier shopping, dining, and entertainment destination.

Holyoke Mall is a 3-level shopping, dining, and entertainment destination offering over 150 brands, 5 restaurants, and more! With its unique and diverse tenant mix, Holyoke Mall is the go-to place for local shoppers and tourists alike.

#HOLYOKEMALL

www.holyokemall.com

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