



FOR IMMEDIATE RELEASE

Colonial Performing Arts Center in Keene, NH Secures \$476,309 Grant from NBRC Catalyst Program to Enhance Marketing and Foster Economic Growth

KEENE, NH – February 6, 2025 – The Colonial Performing Arts Center in Keene, New Hampshire, is pleased to announce it has been awarded a substantial grant of \$476,309 from the Northern Border Regional Commission (NBRC) through its Catalyst Program. This vital funding will be directed toward a comprehensive marketing research, development, and advertising campaign aimed at revitalizing this historic venue and boosting the overall economic activity in the downtown area.

The Colonial’s initiative aligns with NBRC’s mission to stimulate economic opportunity and enhance community development across Maine, New Hampshire, New York, and Vermont. The project will generate critical market research insights, which will be shared with local businesses to empower and strengthen the economy of downtown Keene.

“This investment in the Colonial is an investment in the cultural and economic vibrancy of downtown Keene,” said Keith Marks, Executive Director. “By leveraging market research and a strategic advertising campaign, we aim to boost tourism, attract new businesses, and support the local economy while preserving the rich history of this beloved venue.”

In its Fall 2024 funding round, the NBRC Catalyst Program has allocated \$20.6 million across 37 projects, supporting endeavors aimed at expanding essential infrastructure and diversifying regional economies. The grant awarded to the Colonial is one of several designated for New Hampshire, highlighting the state’s dedication to fostering community-driven economic growth.

“The Colonial has long been a cornerstone of the arts in the Monadnock region,” said Emily Benson, Board Vice Chair. “With this grant, we can enhance our outreach, attract more visitors, and ensure the continued success of this historic venue while continuing to benefit businesses throughout Keene’s downtown.”

The funding is part of a broader initiative by NBRC, made possible with support from the Congressional Delegations of all four member states. For more information on NBRC programs and future funding opportunities, visit www.nbrc.gov.

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The Colonial Performing Arts Center has been at the forefront of the region's leading historic art institutions for 101 years (32 as a 501(c) 3 nonprofit), setting the standard for excellence in performing arts and continuing the cultural legacy of performing arts in America. For more information, visit thecolonial.org.