



Time for Tyler, too

Merchants hope to match Third Thursdays' popularity

By Dick Lindsay

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PITTSFIELD — Tyler Street merchants are hosting an event this weekend they hope becomes as popular as the city's Third Thursdays celebrations.

"Discover Tyler Street," which takes place Saturday from 11 a.m. to 4 p.m., is the brainchild of the Tyler Street Business Group and Morningside Initiative.

The street fair and sidewalk sale will feature live music, a special raffle and discounts from area stores.

While the inaugural event won't be as elaborate as the 4-year-old Third Thursdays, organizers said the goal is the same as the monthly North Street festival from May to October: Boost the local economy and improve the city's image.

"[Tyler Street] needs positive exposure and the businesses here need to be vocal about this," said Diane Marcella, a member of the Tyler Street Business Group.

She and her husband, Ron, have owned Marcella Building and Renovation, located at 647 Tyler St. since 1986.

Since Third Thursdays has been key to promoting North Street's resurgence in recent years, Tyler Street businesses want the same impact from Discover Tyler Street.

"We hope the success of Third Thursdays will carry over to this event," Ron Marcella said.

Organizers said city officials and other business groups have been very supportive of Discover Tyler Street. Pittsfield's City Stage will be at the Dairy Cone hosting the musical groups Billy Keane and the Misdemeanor Outlaws followed by the Blue Light Trio.

In addition, 25 of the 55 businesses participating in the street fair will offer specials on certain goods and services and provide their own fun activities for the day. Shoppers who obtain a "passport card" and get at least 10 merchants to sign it will qualify for raffle prizes being awarded at Tyler Home Supply.

Ward 2 Councilor Peter T. White, a member of the Morningside Initiative, said Discover Tyler Street is intended to show city residents and visitors Pittsfield has another viable shopping district in Tyler Street.

"It's really an extension of our downtown," said White. "It's a great walkable neighborhood and it's self-contained with a variety of businesses such as a barber shop, Laundromat, apartments, hardware store and great places to eat."

White also views Saturday's event as a showcase for potential new merchants in the Morningside area.

"When North Street fills up, I want people to consider opening a business on Tyler Street," he said.

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Pedestrians walk down Tyler Street in Pittsfield on Thursday. Merchants along the street hope this Saturday's 'Discover Tyler Street' will rival North Street's popular Third Thursdays celebrations.

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