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FOR IMMEDIATE RELEASE

## **ANNOUNCING RACHEL BORGATTI AS THE NEXT EXECUTIVE DIRECTOR OF BEVERLY MAIN STREETS**

BEVERLY - Economic development nonprofit Beverly Main Streets has selected Rachel Borgatti as its next executive director. Borgatti will succeed Gin Wallace, who retired in September after 14 years leading the organization.

"As a local business owner and resident, I'm thrilled to welcome Rachel to Beverly. She is a highly regarded nonprofit leader with a clear passion for connecting people and will ensure our downtown continues to grow and prosper for the benefit of everyone. I am excited for her to continue our Downtown For All initiative and to work to improve our wayfinding, signage and walkability of our great little city" said Paul Gentile, co-owner of Gentile Brewing and Beverly Main Streets board member.

Rachel Borgatti said, "I've long been intrigued by the intersection of art, environment, community and place, making Beverly, with its vibrant downtown life, thriving arts community and access to the ocean, the perfect place! Authentic place-based work cannot be done alone and I'm excited to collaborate with the board, the City of Beverly and community stakeholders to continue to ensure that Beverly's main streets and the arts district continue to be vibrant, inclusive, and thriving places."

Rachel's career path has been anything but linear. She started her career as a research scientist for the Smithsonian Institution, has fundraised for and managed sustainability programs for nonprofits and municipalities, and served as executive director for a placemaking nonprofit in downtown Boston. Most recently, Rachel worked as a self-employed consultant to social impact organizations, focused on growing and improving their marketing, operations, and community engagement. If there is any one thing that links these varied roles, it's a love of place and place-based organizations.

"Rachel is a pragmatic leader full of energy and enthusiasm. Her love of community and collaboration will prove to be an asset to the organization as we move forward with the Downtown 2030 strategic plan made in partnership with the Beverly community." said Brenda Murphy, who chairs the Beverly Main Streets' Board of Directors. "The board looks forward to working with Rachel as our new executive director and is confident that Beverly Main Streets will be well-positioned under her guidance for years to come."

## About Beverly Main Streets

Beverly Main Streets is a 501(c)(3) nonprofit organization started in 2002 by a small group of downtown business and property owners who were concerned that small, locally-owned small businesses might be pushed out by chain stores, and that would ruin the vibrant and local feel of downtown Beverly. Now, almost 20 years later, downtown Beverly and the arts district has become a thriving center for the arts, culture and creative industry with renowned restaurants, unique retail businesses and innovative design and creative industries. The mission of Beverly Main Streets continues to be to promote and enhance Beverly's downtown economic vitality, cultural and historic resources, and quality of life. For more information about Beverly Main Streets, visit [beverlymainstreets.org](http://beverlymainstreets.org).

*Photo Caption: Rachel Borgatti, Executive Director of Beverly Main Streets, with “Black Lives Matter” mural by artist Amanda Beard Garcia. Photo credit: Jessica Grant.*



*Photo Caption: Rachel Borgatti, Executive Director of Beverly Main Streets, in downtown Beverly. Photo credit: Jessica Grant.*

