



## MOBILIZING COMMUNITY SUPPORT

As one of the world's largest developers of premium outlet centers, Simon Premium Outlets turned to Montagne in order to gain support for a zoning change that would allow a 550,000 square foot premium outlet center in Merrimack, NH. Over an eight-year period, Montagne delivered a full array of strategic communications, counsel and campaign services that included, message development, public, media and community relations, development and maintenance of a dynamic project website, advertising services and executing a grassroots petition campaign and GOTV efforts that resulted in a victory at the polls.

Thanks to Montagne's support, Merrimack Premium Outlets opened its doors and delivered on its promise by providing great shopping, generating more than 1,000 new jobs, attracting over 5 million visitors to southern New Hampshire each year and contributing significant tax revenue to the town of Merrimack.