

INSIDER'S GUIDE TO BEVERLY

Where to eat, dine, shop
and play in this vibrant city

northshore

SEPTEMBER 2021

top

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SPECIAL SECTION

Real Estate All-Stars

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Clockwise, Salisbury beaches, Melissa Ryan of the Salisbury Chamber of Commerce, Tripoli Pizza and the Salisbury carousel

MEDIAN HOME PRICE

\$493,703

OLD MEETS NEW

Salisbury Oceanfront

When people think about the Salisbury beachfront neighborhood, their imaginations might go back to their own childhoods: Playing at the arcade at Joe's Playland, arguing over which "beach pizza" is best, Christy's or Tripoli, and hitting the go-carts with sand-covered feet after a day on the beach. Or perhaps they might remember even further back when musicians like Ella Fitzgerald and Sammy Davis Jr. played at The Frolics nightclub.

"Salisbury Beach was the place to be in the summer," says Melissa Ryan, membership and marketing specialist for the Salisbury Chamber of Commerce. "It was glamorous."

These days, Salisbury's oceanfront not only boasts all those great nostalgic places, but it is also bringing back a touch of that old-fashioned glamour and sense of seaside fun, with live music at the Blue Ocean Music Hall (this fall look for shows like the 12th Annual New England Winter Blues Festival, Peter Wolf, and The Dave Matthews Tribute Band), elegant dining at Seaglass, beach concerts and outdoor dancing at the

OceanFront Stage, and Italian cuisine at the newly renovated Capri.

Restaurants and performance venues aren't the only local businesses embracing their natural surroundings. There's also Groundswell Surf Café, which serves healthy, delicious food and hosts beach yoga, music, and other events, like a beach cleanup.

A new boardwalk allows for strolling with beach food favorites like fried dough, ice cream, and cotton candy, and a new welcome center and fully accessible comfort station is currently under construction. Plus, the Salisbury Beach Partnership has opened a beautifully restored vintage beach carousel reminiscent of one that used to attract revelers during Salisbury Beach's heyday.

It's just one of many ways that Salisbury Beach is keeping its nostalgia alive while embracing the future.

"Salisbury Beach today has everything that you loved about historic Salisbury Beach, and more," Ryan says. ♦



Local brews, wine, and spirits

The North Shore has been a proud part of the craft beer, wine, and spirits movement. Check out these local places when you pass through these cities and towns.

Far From The Tree Cider, Salem

Alfalfa Farm Winery, Topsfield

Ryan & Wood Distilleries, Gloucester

Newburyport Brewing Co., Newburyport

Great Marsh Brewing Company, Essex

