



May 1, 2009

Dear Roslindale Neighbor:

Roslindale Village has come a long way in recent years, thanks in part to local support for the Roslindale Village Main Street program. We have exciting projects planned for the coming year that respond to feedback from Roslindale residents like you, but now more than ever, we need your membership donation in order to meet these goals.

Roslindale Village Main Street is a nonprofit organization led by volunteers and one employee. Our mission is to promote Roslindale Village as an appealing destination and the dynamic center of our community. We bring together residents, businesses and public agencies to strengthen Roslindale Village's economic vitality, physical appearance and unique local character. We are working hard to make sure Roslindale stays vibrant in these difficult economic times.

This past year, we completed new storefront improvements at Ron's Automotive, Birch Street House & Garden, and Dandelions Flowers. We welcomed the new Staples store, which filled a long-vacant hole on Washington Street, and worked to make sure the development would complement our walkable business district. (Without strong vocal input from residents like you, this site would have been turned into a windowless self-storage warehouse in 2003.) Through our summer Farmers' Market, our annual 'Taste of Roslindale' event, and other marketing efforts, Roslindale Village is becoming known as a great destination for food, restaurants, ethnic groceries and bakeries.

With your financial support, we plan to do a lot more this year to sustain pride in Roslindale and help our community weather the economic storm. We are currently working with nine businesses to renovate old storefronts. Later this year, we will install new gateway signs at the entrances to the district, an information kiosk across from Adams Park, and new holiday lights on lampposts. More than ever, we are reaching out to support established businesses in Roslindale Village and to help attract new businesses that are looking to open in Roslindale.

All of us who live in Roslindale have a stake in supporting a vibrant and healthy neighborhood business district. Please make a member-level donation of \$25 or more to Roslindale Village Main Street with the enclosed envelope. With your contribution, you will join a vital network of Roslindale Village Main Street members, and we will keep you updated on projects and plans that affect your neighborhood. Our volunteer Board of Directors will match the first \$5,000 in donations from residents. We need to hear from 600 Roslindale households in order to meet our fundraising goal. Please give back to our community and give what you can.

To make your gift online, or learn more about how to get involved in Main Street, please visit [www.roslindale.net](http://www.roslindale.net). Thank you for investing in your community and for supporting Roslindale.

Carter Wilkie  
President of the Board of Directors

Jody Burr  
Executive Director