



ABOUT US

Mission

The mission of Roslindale Village Main Street (RVMS) is to promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organization, we bring together local volunteers, businesses and public agencies to strengthen the Village's economic vitality, physical appearance and unique local character.

History

RVMS was established in 1985 as the first urban Main Street Program in the nation, with the help of then City Councilor Thomas M. Menino and the National Trust for Historic Preservation. Within its first three years, the RVMS Program achieved great success in revitalizing Roslindale Village, with 33 façade changes, 43 commercial building rehabilitations, 29 net new businesses, and 132 net job gains—totaling over \$5 million in new investments.

Our Philosophy

RVMS follows the operating principles of the National Main Street Center. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community. Harnessing the efforts of local volunteers builds long-term success by fostering community involvement and commitment to a shared vision for the neighborhood.

WHAT WE DO

Economic Development

RVMS works to strengthen the Village's economic base by helping existing businesses become stronger, supporting new businesses, and recruiting new ventures that respond to community needs. We offer assistance and information on financing, permitting, consumer demographics and marketing. RVMS also advocates for appropriate redevelopment of vacant commercial sites. Recent projects include:

- Technical and marketing assistance provided to over 225 businesses since 2003.
- Feasibility study for redeveloping the vacant MBTA substation at Washington Street and Cummins Highway and guidance to prospective developers.
- Comprehensive resident survey to assess the business district's strengths, consumer demographics and priorities for improvement.

Design

Our design committee seeks to enrich and preserve the unique character of Roslindale's business district as a safe, clean and visually appealing place to visit. We provide grants for façade improvements, historic preservation, and signage design. RVMS also installs wayfinding signage and partners with organizations to improve cleanliness and greenspace. Recent projects include:

- Design and fabrication assistance for more than 39 storefront improvement projects since 1996, benefiting more than 70 businesses.

- Annual improvement and maintenance of Adams Park, Roslindale's village green, through a grant from the Cooperative Bank of Roslindale.
- Gateway signage at entrances to the business district and an information kiosk by Adams Park.
- Sponsorship of public art projects, including murals on Birch and Cohasset Streets and a public sculpture at Belgrade Avenue and Corinth Street.

Marketing and Promotions

RVMS promotes Roslindale Village's reputation throughout Boston as a destination for food, entertainment and shopping in order to increase the district's customer base. RVMS also organizes and sponsors annual events which help to build our community identity while also drawing foot traffic to local businesses. Recent projects include:

- The Roslindale poster series, designed by local artist and volunteer Brad Harris.
- The Roslindale Farmers' Market, a weekly community gathering spot featuring local produce, live music and family activities drawing up to 1,800 visitors to the business district each week.
- Taste of Roslindale, an annual event showcasing local eateries, bakeries and markets while raising funds for community charities.

VILLAGE EVENTS

March

Bay State Model Railroad Museum Open House

April

Easter Egg Hunt

Boston Shines Volunteer Cleanup

May

Lilac Sunday at Arnold Arboretum

June – October

Saturday Farmers' Market

Summer Concert Series

October

Taste of Roslindale

Roslindale Day Parade

November

Roslindale Open Studios

Holiday Tree Lighting Ceremony

December

Bay State Model Railroad Museum Open House

Thank you to our sponsors:



HOW YOU CAN HELP

Donate

All of us who live or work in Roslindale have a stake in supporting a vibrant and healthy neighborhood business district. 70% of the RVMS operating budget comes from resident memberships and local business sponsorships. Your \$25 membership donation is an investment in Roslindale and helps us continue to preserve and improve our community. Give online today at www.roslindale.net.

Volunteer

RVMS is a community-driven and governed organization with only one paid employee. We rely on participation from countless volunteers to provide the programs, services and events that help make Roslindale a great place to live and work. RVMS wants to hear your voice and depends on diverse representation to make Roslindale a place everyone can take pride in. To join one of our committees or sign up to staff an event, call us or visit our website.

Shop Local

Every dollar you spend at a Roslindale business makes Roslindale a stronger neighborhood. When you shop locally-owned businesses, your money is re-circulated over and over and creates up to 75% more tax revenue to our community. Your patronage also helps maintain jobs in the area, reduces automobile-dependency, pollution and fuel requirements, and preserves consumer choice and competitive pricing for goods and services.

Support Roslindale!

WWW.ROSLINDALE.NET

ROSLINDALE VILLAGE MAIN STREET

