



# ROSLINDALE VILLAGE MAIN STREET Year in Review : 2010

2010 marked an exciting milestone for Roslindale Village Main Street: our 25th anniversary. Founded in 1985 by business owners and residents who saw a better future for their neighborhood, RVMS was a national pioneer in community-driven urban revitalization, the first Main Street program in Boston and among the first few in the country.

This year, Boston Globe columnist Lawrence Harmon called Roslindale Village “Boston’s healthiest environment...an urban paradise.” (“Main Street model revitalizes Roslindale,” July 11, 2010) Roslindale’s renaissance over the last quarter century is a testimonial to what a community can achieve working together. Our 25th year saw some hard-won accomplishments, not the least of which was marked economic growth in the midst of a continuing national recession. In 2010 Roslindale Village gained 11 new businesses and 21 net new jobs. Our volunteer committees worked hard to bring about many more improvements to the neighborhood, such as a custom-designed information kiosk for visitors; a comprehensive report on consumer demographics to help attract new business; and a dynamic new website to provide resources for visitors, residents and businesses alike. Many more seeds were planted this year which will bear fruit in the months and years to come.

As Roslindale Village Main Street enters the final year of a 4-year strategic plan, we look ahead to a future of continued growth and investment for Roslindale. We invite you to be a part of the effort in 2011.

With the support of a community working together, Roslindale Village Main Street remains committed to making Roslindale a stronger, better place to live, work and visit. Thanks to all who supported us this year.

Jody Burr  
Executive Director

***The mission of Roslindale Village Main Street 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 Roslindale Village’s vitality, appearance and unique local character.***

# DESIGN & STREETSCAPE

- Completed **four storefront renovations** (Colorwheel Collection, El Chavo Mexican Products, Sugar Baking Co. & Restaurant, Derna's Diner) in partnership with 4 business owners, and initiated two more projects currently underway (Delfino, Unified Fitness), leveraging over \$52,000 in public dollars and an estimated \$60,000 in private funds for façade improvements. Provided **1-1 design consultation** to 6 other businesses for privately funded storefront improvements, interior design, and window displays.



*RVMS' storefront improvement program has been crucial for El Chavo's success as a new small business. As we struggled to make our mark as a new business, Main Street's design assistance and consultation on the renovation of our storefront really guided us and helped us find our identity in our community. Our new storefront has improved our business as a whole and helped us grow our customer base. We really can't say enough about the benefit RVMS has provided us.*

Lucy Galvan, co-owner, El Chavo Mexican Products

- Installed **LED holiday lights** on 96 lampposts throughout the district, with funds raised through *A Taste of Roslindale*. Yearly installation, maintenance and storage costs for holiday lights add up to about \$11,000 annually.
- Installed a **custom-designed information kiosk** at the corner of Poplar and South Streets, featuring a district map, business directory and community events board. The kiosk is part of an ongoing project to build a cohesive and unique visual identity for the business district through wayfinding signage and public art. Further updates are planned for 2011.
- Hosted a **networking breakfast workshop** in October 2010, attended by more than 25 business owners and other community members, on "Design as a Marketing Tool" to discuss simple, affordable ways to increase sales and attract new customers through interior and exterior design.
- Organized 35 volunteers for a Roslindale Village **neighborhood clean up** during Boston Shines, held in April.
- Secured city approval for a **public wind-driven sculpture** by artist George Greenamyre at the Belgrade-Corinth intersection. Funding for the \$100,000+ project is provided by generous grants from the New England Foundation for the Arts and the Browne Fund, and grassroots fundraising by the RVMS Public Art Council. The sculpture will be installed in late 2011.
- Worked with Historic Boston, Inc. to create a **Historic Preservation Casebook** on Roslindale Village, consolidating key property information and preservation resources for the district's buildings into a comprehensive document.



# ECONOMIC DEVELOPMENT



- Welcomed **11 new businesses** into the district, and provided direct assistance to 8 businesses during their first year. Overall, Roslindale Village saw an increase of **21 net new jobs** and a vacancy rate of less than 3% in 2010.
- Provided over 125 referrals or direct assistance to business owners for **technical assistance resources** including design, marketing, legal and permitting issues, and financing.
- Partnered with the Tufts Graduate Program for Urban & Environmental Studies to conduct a **comprehensive study of consumer demographics and transportation** in the district, which directly supported concurrent efforts to improve access and recruit new businesses to the district.
- Collaborated with the Boston Transportation Department, MBTA and Roslindale Board of Trade to develop a plan for **better management of parking and transportation** in response to the findings of the Tufts study, to help maximize customer access to the business district
- Conducted targeted outreach promoting Roslindale to potential new businesses, providing information and assistance to nine **prospective businesses** considering Roslindale as a location.
- Launched a **new homeowner outreach initiative** to welcome new residents to Roslindale and introduce them to the business district.
- In October 2010, the Boston Redevelopment Authority awarded RVMS and Historic Boston, Inc. an **Interim Development Designation** for the vacant historic brick substation at Washington Street and Cummins Highway. The groups, who worked together in 2002 to produce a feasibility study for the site, are partnering again to craft a financially viable development plan over the next 12 months.



# MARKETING & PROMOTION



- Launched a comprehensive new **Roslindale.net website** in February 2010, featuring interactive news, a business directory, district events calendar, and extensive resources for businesses, residents and visitors.
- Launched a **Facebook page**, now with nearly 500 followers, to promote Roslindale's news, events and stories to local residents and visitors.
- Sponsored 30 **promotional events** in Roslindale Village (including 22 Farmers' Markets) which collectively attracted over 45,000 visitors to the business district in 2010.
- Helped to leverage business participation in the 2010 **IndieOwned: Roslindale** publication, reaching over 12,000 regional households.
- Released a new **Roslindale poster**, bringing the series to a total of seven editions. The Roslindale poster project was conceived in 2008 by local resident, designer and RVMS volunteer Brad Harris as a way to build pride in Roslindale and brand the neighborhood as a destination.
- Published or leveraged more than 20 feature articles and columns in **local media** promoting Roslindale Village, including the Boston Globe, Boston Herald, WBZ-TV, WBUR, BNN, the Roslindale/West Roxbury Transcript; Bulletin Newspapers; JP Gazette, and Roslindale Shopper.

*RVMS was a big factor in my deciding to open a store in Roslindale. I was able to go in to the office and discuss my plans and get feedback, and the Tufts study published online was extremely helpful. I think as small business owners, we're very lucky to have all the extra help organizing events and the Farmers Market. Several customers from the neighborhood have even commented on how much Main Street has improved the Village.*  
Kelly Witmer, owner, Regeneration (opened on Birch Street in October 2010)

# EVENTS

## Roslindale Farmers' Market

The 2010 season established the Roslindale's Farmers' Market as one of the most robust and vibrant neighborhood markets in the city, bringing an average of 1,800-2,000 customers to the business district weekly. With seven farms and an average of 22 vendors every week, along with live music and kids' activities, the market has become a weekly community gathering spot and word-of-mouth destination for surrounding communities. More than  $\frac{3}{4}$  of customers surveyed patronize other businesses in the district when they come to the Farmers' Market. 44 district businesses participated in the Farmers' Market in 2010 as vendors, advertisers, or participants in our Market Day Pass promotion (a weekly coupon given to marketgoers featuring market day discounts at selected businesses.)



## A Taste of Roslindale

RVMS' annual *Taste of Roslindale* benefit, held at St. Nectarios Church in Roslindale Village, maintained impressive momentum in its 4<sup>th</sup> year, with 24 restaurants participating and a sold-out attendance for the second year in a row. More than 85 businesses and local organizations supported the Taste through sponsorships and in-kind donations, and over 500 people attended the tasting event, which raised \$23,000 to support Roslindale Village Main Street and the Roslindale Food Pantry. Mayor Thomas Menino and Councilor Rob Consalvo entertained the crowd with a cook-off, and the crowd enjoyed live music, raffles, and an auction as well as outstanding food.

## First Class Pass to Roslindale

In conjunction with the Bay State Model Railroad Museum's popular annual Spring Open House, RVMS partnered with 18 district businesses to create a "First Class Pass to Roslindale Village," a train ticket with "stops" around the Village that invited the Museum's hundreds of visitors to explore the business district. Over 500 passes were given out by RVMS volunteers, drawing foot traffic directly into shops and restaurants throughout the weekend.

## Egg Hunt in Adams Park

Our annual egg hunt drew a record crowd this year, with 1,800 kids and adults flocking to Adams Park to welcome the spring, participate in the annual Egg Toss and Bunny Hop races, and hunt for the 4,000 eggs hidden by volunteers around the park. Mayor Menino and Mr. Bunny presided over the festivities, and the Roslindale Arts Alliance hosted a crafts table.





### **Tree Lighting in Adams Park**

A community tradition, the 26th annual tree lighting ceremony brought hundreds of families to Adams Park to ring in the holiday season on Thanksgiving weekend. The crowds enjoyed treats donated from local bakeries; hot chocolate provided by the Lodge of Elks (who also arranged for Santa's annual visit by firetruck), and performances by the Sacred Heart School Choir, Blackstone Valley Brass Band, and the Urban Nutcracker. Children created ornaments for the community tree at a table sponsored by the Roslindale Arts Alliance. This year's Tree Lighting also highlighted Small Business Saturday as a district-wide event.

### **Small Business Saturday**

As part of a national promotion to support independent small merchants during the holiday season, Roslindale Village was selected by American Express and the National Trust for Historic Preservation as one of three featured "small business neighborhoods" nationwide. With support from AmEx, RVMS sponsored a district-wide Small Biz Saturday raffle for a grand prize of a \$500 Roslindale shopping spree, with about 75 businesses participating. The campaign led individual merchants to offer their own promotions, and attracted significant media attention to Roslindale during the holiday season.

### **Holiday Wander through Roslindale Village**

28 local merchants, restaurants and community groups collaborated with RVMS to organize the second annual *Holiday Wander through Roslindale Village*, a month-long weekly Thursday evening stroll featuring extended hours and special free events at shops around the Village, as well as live music, Christmas tree sales, and other district-wide highlights each week. The 2010 Wander was featured in the Boston Globe Travel section, and merchants reported outstanding foot traffic and sales every week.



*It would be hard to imagine the Roslindale community without RVMS events. We've found no better way to get to know our neighbors than to spend an entire morning in the Square, enjoying the entertainment at the farmers' market. As we watch our local businesses band together for events like the Taste of Roslindale or the weekly Holiday Wanders, we see how much our local business owners care, and how valuable it is to have RVMS lending its support and organizational talents. We know that it's not easy for local businesses to succeed in the shadow of big box stores and their economic clout, especially in the midst of a recession. And yet we see Roslindale continuing to improve – to feel more like a community to us and less like just another place to live. That's important to us, and it's why we couldn't imagine leaving.*

– Local resident, December 2010

# COMMUNITY ENGAGEMENT

- Resident membership grew in 2010 by 11% to **506 member households**, 1/3 of whom were new members joining for the first time this year.
- **128 local businesses and institutions partnered with RVMS** through member donations, sponsorships, in-kind donations, and collaboration on promotional events. Financial contributions from our business supporters made up nearly a quarter of our annual revenue in 2010.
- **180 volunteers** donated over 3,000 hours of work for Roslindale Village in 2010.
- Presented **2010 Volunteer and Business of the Year** awards to volunteers at the International Brotherhood of Electrical Workers Local 103, who donated over \$10,000 in labor and equipment to outfit the district's lampposts with outlets for holiday lights; and to Josef Porteleki of Roslindale Hardware, RVMS' founding Board President and a longstanding business leader in the Roslindale community.



*Clockwise from top R: Business owner and board member Vernee Wilkinson (Colorwheel Collection) with neighbor Peter Pappas (Harrison Refrigeration); marketing volunteers Brad Harris and Bob Ward with Executive Director Jody Burr at the 2010 Taste of Roslindale; Farmers' Market volunteers Liz Graham, Jen Fahy and Jason Freitas; Board volunteers Frank Guerrios (Citizens Bank) and Glenn Williams at the Annual Egg Hunt; founding RVMS volunteers Diane Carter Duggan, Joe Porteleki (Roslindale Hardware), Vinny Marino (Roslyn Associates) & Joe Beck (J.B. Edwards Uniforms) at a 25th Anniversary celebration in August 2010.*

# SUPPORT

Thanks to the following businesses and institutions for supporting our work in 2010:

## Major Sponsors (\$25,000+)

### **Citizens Bank**

The City of Boston

## RVMS Sponsors (\$1,000+)

### **Bank of America**

### **Dunkin' Donuts**

### **Hyde Park Savings Bank**

### **Roslyn Associates**

### **The Cooperative Bank††**

## Foundations & Grants

The Browne Fund

The Food Project

MA Department of Agricultural Resources

New England Foundation for the Arts

## Business Partners

ABCD South Side Head Start

Alex Liquors

### **American Legion Post No. 36**

Aquitaine Dedham\*

Arbri Cafe

BalletRox\*

Bangkok Café\*

### **Bay State Model Railroad Museum**

Benefitness Health Club\*

Birch Flower Shop\*

Birch Street Bistro\*

Birch Street House and Garden\*

Bloomingdales\*

Blue Star Restaurant\*

Boston Beer Co.\*

### **Boston Cheese Cellar\***

Boston College\*

Boston Lodge of Elks #10

Brad Williams†

Brickhouse Café\*

Burke Distributing Co.\*

Café Rialto\*

CareNet Physical Therapy Clinic

### **Centre Cuts Salon and Day Spa†\***

Century 21 Carole White Associates†

Chef Lester Esser\*

Christine Mandell\*

City Councilor Rob Consalvo†\*

Clay Auto Center†

### **Colorwheel Collection\***

Corrib Pub & Restaurant\*

Dandelions\*

Delfino\*

Diane's Bakery\*

Dr. Helaine Smith\*

El Chavo Mexican Products\*

Fornax Bread Co\*

Geoffrey's Café\*

Gold's Gym\*

Greater Roslindale Medical Ctr.

Greek International Market\*

Greener Cleaners\*

Greening Rozzie

Halls of Tara Florist\*

Harrison Refrigeration\*

Hebrew Senior Life††

Higgins Funeral Home†

Himalayan Bistro\*

Huntington Theatre Company\*

Images Hair Salon\*

J.B. Clothing Shop

Jay's Jewelers

Jazz Café & Bar\*

Jean's Ultimate Performance Salon\*

Jimmies Ice Cream & Sandwiches\*

### **Joanne Rossman\***

Kalembur Dune\*

Karen Kirchoff Acupuncture & Herbs

Krupa Insurance†

Pofcher, DiScullo & Petruzzello†

Linda Burnett, Realtor†

Lululemon\*

Masona Grill\*

Matimba Columbian Art

MJ's Sub & Pizza\*

National Amusements\*

New England Eye Roslindale

### **Nicastro Law, L.L.C.**

### **Nick Franceschelli, Electrician**

### **Northnode**

One on One Eye Care\*

Open Doors Yoga Studio

Papa Gino's\*

Paul Lymneos Insurance Agency†

Platt, Anderson & Freeman Architects

Pleasant Café\*

Popeye's Louisiana Kitchen†\*

Quality Meat Market\*

Regeneration

Rental Depot\*

Rialto Barber Shop\*

Robyn's Bar and Grill\*

Roche Bros. Supermarkets†\*

Romano's Pizzeria & Taqueria

### **Ron's Automotive**

Roslindale Arts Alliance

Roslindale Board of Trade†

Roslindale Branch Library

### **Roslindale Community Center**

Roslindale Congregational Church\*

Roslindale Fish Market\*

Roslindale Green & Clean

Roslindale Hardware†

Roslindale WIC

Roslindale Yoga\*

### **Roslyn Management**

Salon A\*

Sebastians Unisex Salon\*

Select Café\*

Senator Mike Rush†

Seymour Green's\*

Shaw's Supermarket\*

smartwater\*

Solera - A Shrine to Wine\*

Sons of Italy

### **Sophia's Grotto\***

St. Nectarios Greek Orthodox Church\*

Sugar Baking Co. & Restaurant\*

Symphony Barbers\*

### **TableCritic, Inc. †\***

### **The Pet Cabaret\***

The Sign Post†

### **The Village Market\***

The Wapo Taco\*

Thrift Shop of Boston\*

### **Tony's Market\***

Travel by Judie Leon

Village Books\*

Vouros Pastry Shop\*

Waves Car Wash\*

West on Centre\*

### **William Re**

Winnie's Skincare Salon\*

Yoga for You†\*

### **Bolded names**

†† indicates Taste of Roslindale Platinum+ Sponsor

† indicates Taste of Roslindale Sponsor

\* indicates In-Kind Donor

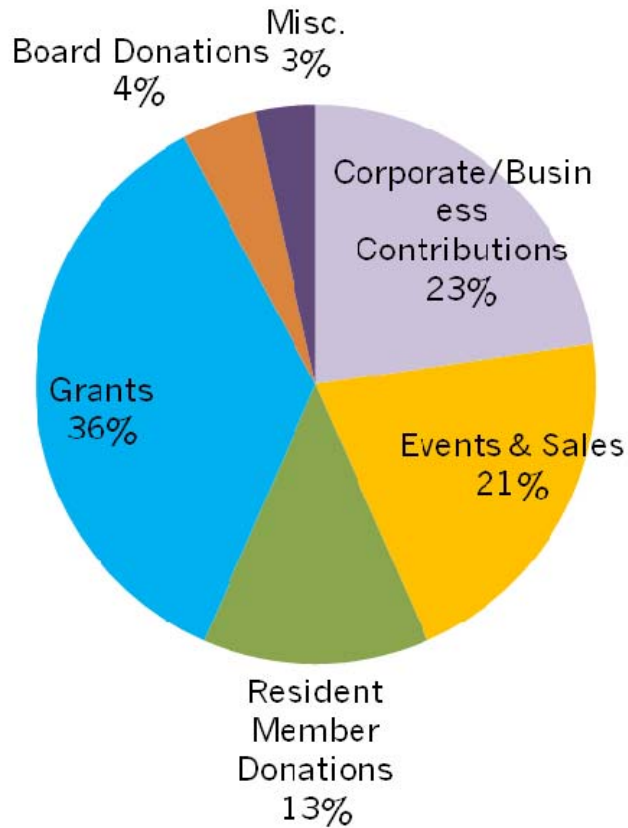
**Citizens Bank®**



Thomas M. Menino  
Mayor of Boston

# FINANCIAL

## 2010: How We're Funded



## 2010: Where It Goes

