2022

ANNUAL REPORT

ROSLINDALE VILLAGE
MAIN STREET

ROS

Featured: Mayor Wu and the Roslindale community cutting the ribbon on Opening Day at the Summer Farmers Market

DEAR READERS,

I am excited to write this letter after a fantastic year of work with the staff and volunteers at Roslindale Village Main Street. This year we planned a record number of new and exciting events for the community, engaged with many new business owners looking to open up in Roslindale Village, and held our first annual RVMS Gala at The Substation! It has also been clear that the Roslindale community is eager to engage with our work as we emerge from the COVID-19 pandemic. We've increased our attendance at all of our events and we've had so much interest in volunteering that our volunteer orientations have outgrown the space at the office!

The increase in energy and enthusiasm in our work is a testament to the incredible staff and volunteers who power this organization. As a Main Street Organization, all of our success is due to our engaged community members and active volunteers who are with us from when we identify a need in the community to when we put in place a new program or activity to benefit our commercial district.

Here are a few highlights as you read through our Annual Report:

- Our Events Committee planned a record number of events this year including two Beer Festivals, multiple Flea Markets, Art Pop Ups, and more!

2022 BOARD AND STAFF LIST

Executive Director
Laura Charles (interim),
Anna VanRemoortel
Program Manager
Anna VanRemoortel, Alyssa MacNeill
Events Manager
Steve Marcelin
Bookkeeper & Office Manager
Nina Pralour
Farmers Market Assistant
Christina Zheng, Madison Danis
Board of Directors:
President: Anthony Giordano (business owner, Square Root), Vincent Fieg (resident)
Vice President: Hilary Sullivan (resident), Anthony Giordano (business owner, Square Root)
Treasurer: Andrea Miller
Clerk: Liz Graham-Meredith (resident), Courtney Pong (business owner, Rozzie Square Theater)

John Freeman (Platt Anderson Freeman Architects)
Khepra Moscillo (employee, The Cooperative Bank)
Laura Charles (Workhub at the Substation)
Robert Orthman (resident)
Stephanie Ortiz (business owner, Jimmies Cafe)
Terry Fitzgerald (business owner, Centre Cuts Salon & Spa)

THANK YOU TO OUR 2021 OUTGOING MEMBERS

Terry Fitzgerald (business owner, Centre Cuts)
Jen Lawrence (resident)
Andrea Miller (resident)
Hilary Sullivan (resident)

Photos by Bruce Spero Photography, Dave Lang Photography, RVMS Staff and Volunteers

Featured: Davey the Clown at the Summer Farmers Market

Featured: Beer Festival on Birch Street Plaza

- Our volunteers worked to add beauty everywhere in Roslindale Village. The Roslintrail Committee installed sidewalk murals with dance steps leading into the village, and the Design Committee engaged the community in clean ups, rock decorating activities, and holiday decorations.
- After a car crashed into the businesses at 6 and 8 Corinth Street, RVMS helped place businesses at temporary locations and organized the community to raise over $70,000 in financial support.

None of this could have been possible without you, our dedicated community supporters who so generously give your time, energy, and hard earned dollars to RVMS. Thank you for your continued support and #ROSLove,

Sincerely,

Anna VanRemoortel
Executive Director

OUR IMPACT

"RVMS supported me through the long process of getting my program licensed. So many doors closed for me. Thanks to the Executive Director of Roslindale Village, who helped me to open others. I am grateful and happy to have connected with this wonderful program. I am delighted as a business owner to be part of the Rolisndale community. Thank you"

–Fior Baez, Owner of Fior's Little Garden Childcare Center

"RVMS builds a community that makes the city feel like a small town. There are so many opportunities to meet my neighbors and I never go out without seeing a familiar, friendly face. Thank you!"

–Nikki Shults, Resident

Featured: JP Honk at the Tree Lighting

"RVMS is great! They've supported us every step of the way for the 10 years we've been in Rozzie. Connecting to city hall, connecting to other business owners, advertising etc. The Rozzie farmer's market is a major event every seek and draws a ton of business to the square. Thanks RVMS!"

– Ben Warner, Owner of YMAA Boston

"RVMS has supported EDEN in many ways. First, we are grateful as a grassroots non-profit (helping mothers and children experiencing homelessness) to have the warm and welcoming experience of being a part of a solid and loving community. Secondly, RVMS helped drive connections to other RV businesses to ensure our grand opening and Mother's Day friend-raiser event succeeded."

– Deidra Leconte, Co-Owner of EDEN

"The level of organized support I've experienced from RVMS, both proactive and reactive, is integral for me as a business owner who wears every hat. When we sat down to talk about potentially moving to the Square/Village/Thunderdome, it was scary - there were no other dedicated live comedy & improv education brick and mortars in this area of Boston and certainly no women-owned in the entire city. We knew we would be truly building from scratch; RVMS paced us every step of the way. It's not just the resources and support when you're actively seeking it or trying to problem-solve - it's the way RVMS champions businesses proactively. The team is constantly uplifting and celebrating us, and uncovering things that weren't on our radar, like grants, partnerships, and leadership opportunities. It's been 5 years since centering The Rozzie Square Theater here and it's because of RVMS that I continue to invest in this community and intend to remain a proud Rozzie Business Owner for a very long time."

– Courtney Pong, Owner of the Rozzie Square Theater and ComedySportz Boston

Featured: RVMS Board Members, Staff, and Representative Rob Consalvo visiting the site of the Corinth St Crash

"RVMS helped me so much after the car accident on Corinth Street. Within days, staff from RVMS helped me to relocate my business during re-construction, and offered support financially through the community efforts with a Go Fund Me. I will forever be thankful to be a part of the Roslindale Community!"

– Patsy, Roslindale business owner

"I opened a business in the Roslindale community having heard wonderful things but had not spent a lot of time in the area. I was immediately greeted by RVMS and welcomed to the neighborhood. Not only do they plan events to bring the community together, I have received an outpouring of support in my work on Birch Street. RVMS as a group feels incredibly unique and special to Boston."

– Elyse Purbaugh, Owner of Weesh Bake Shop

"I am so grateful to RVMS for their support of the business community! When a car crashed into our building in December 2022, RVMS was instrumental in helping those those of us whose businesses were affected get access to space, financing, and community resources. We are lucky to have RVMS looking out for our community."

– Leise Jones, Owner of Leise Jones Photography

OUR IMPACT IN THE NEWS

Roslindale Village: 38 Years at the Vanguard of Building Resiliency and Reimagining Spaces

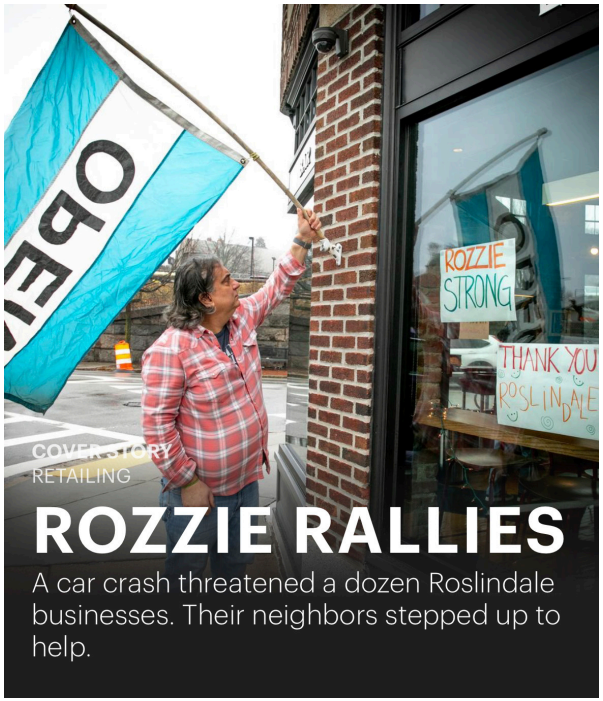
February 10, 2023 | Roslindale Village: 38 Years at the Vanguard of Building Resiliency and Reimagining Spaces | By: Abby Furey, Boston Main Streets Program Director, Mayor's Office of Economic Opportunity & Inclusion at City of Boston, and Anna VanRemoortel, Executive Director at Roslindale Village Main Street

Roslindale Summer Farmers Market 2022 ribbon cutting with City of Boston Mayor Wu and residents of all ages. Courtesy of Bruce Spero Photography.

Main Street America (left)

With the Main Street America Conference in Boston in 2023, the national organization highlighted RVMS in their blog post titled, "Roslindale Village: 38 Years at the Vanguard of Building Resiliency and Reimagining Space." This blog post outlined the history of RVMS and our current projects, showing how we served as the inspiration for Boston's other 19 Main Street organizations.

Featured: Article from Main Street America featuring RVMS



Featured: Boston Business Journal Article featuring RVMS

The Boston Business Journal (left)

When a car crashed into the businesses at 6 and 8 Corinth Street in Roslindale Village, severely damaging the building and many of the small businesses located inside, RVMS and the community rallied together to support those impacted. Neighboring businesses volunteered empty rooms and within 4 days, RVMS was able to provide temporary locations for all businesses who requested one. The crash was widely covered in the media and the Boston Business Journal write a front page, 3 page spread covering the community's respnse in the article, "Rozzie Rallies: A car crash threatened a dozen Roslindale businesses. Their neighbors stepped up to help."

The Boston Globe (right)

In the article "Boston's residential neighborhoods are thriving, while downtown struggle," Roslindale Village is lauded as one of the thriving neighborhoods in Boston with low vacancy rates. Roslindale Village ended 2022 with a 0.5% vacancy rate while Boston's Financial District was at 7.4%. Roslindale Village was tied with Mattapan for the lowest vacancy rate in Boston in Q4 of 2022.

Boston's residential neighborhoods are thriving, while downtown struggles

By **Diti Kohli** Globe Staff, Updated February 26, 2023, 5:22 p.m.

Pedestrians crossed the intersection of Harvard Avenue and Brighton Avenue in Allston. SUZANNE KREITER/GLOBE STAFF

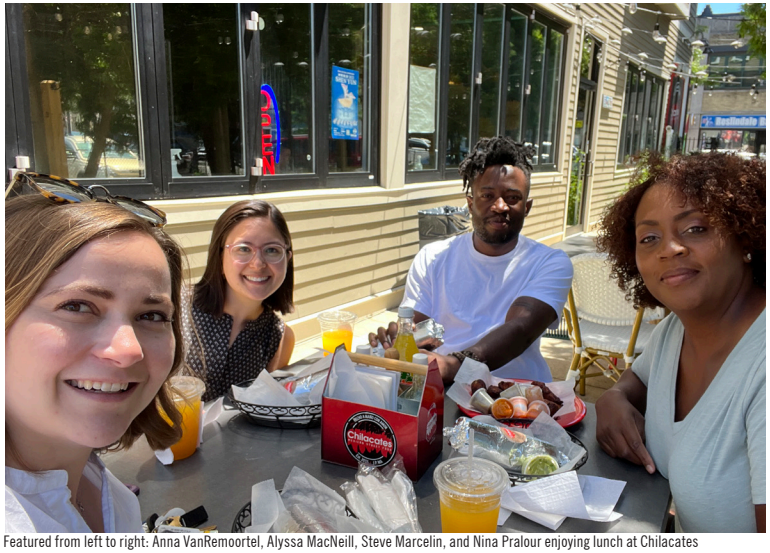
Featured: Boston Globe article with a section on Roslindale

THE RVMS TEAM

Our team continued to grow in 2022! In March of 2022, Anna VanRemoortel stepped into the Executive Director role after working as the Communtiy Manager. We then hired Alyssa MacNeill as our Program Manager and invited Christina Zheng back as our Farmers Market Lead. Madison Danis, one of our Events Committee volunteers, stepped in as Farmers Market Lead when Christina left for college and continues to support us in this role today! Meanwhile, Nina Pralour kept us on track throughout the year as our Bookkeeper!

Throughout all of this growth, we've also had incredible support from our Board of Directors. We'd like to thank Laura Charles, who played a key role in the evolution of our staff this year. She served as our Interim Executive Director until March 2022 and transitioned staff members to new roles. Thank you, Laura!

We now have three full-time and two part-time employee, which we feel is the right size to achieve our strategic goals. We are growing and full of new ideas!



Featured from left to right: Anna VanRemoortel, Alyssa MacNeill, Steve Marcelin, and Nina Pralour enjoying lunch at Chilacates

Featured from left to right: Anna VanRemoortel, Alyssa MacNeill, and Steve Marcelin at the RVMS office

Featured from left to right: Madison Danis, Anna VanRemoortel, Alyssa MacNeill and Steve Marcelin at our staff outing at Time Out Market.

Featured from left to right: Anna VanRemoortel and Madison Danis at the RVMS Gala

SUMMER FARMERS MARKET

This year, our Summer Farmers Market was packed with vendors and programming. We even expanded our activities to Birch Street Plaza to encourage our visitors to experience more of Roslindale Village and support our local businesses!

We had some of our favorite performers return, including Davey The Clown, Cornell's Drum Circle, and even baby animals brought by Griffin Hall Farm. The Boston Main Street Foundation's Impact and Innovation Grant also sponsored a series with A Trike Called Funk, who came to our market throughout the summer with their portable DJ and dance floor.

Other highlights of the market included our participation in the Mayor's Office of Food Access Coupon Program and the Summer Eats Program by Project Bread. These food access programs helped us to ensure our market was accessible to everyone. We even had an 18.5% increase in SNAP and coupon benefits spent at our winter and summer farmers markets this year!

Featured: Davey the Clown at Opening Day

Featured: The RVMS Summer Farmers Market

Featured: Mayor Wu cutting the ribbon on Opening Day

Featured: RVMS Summer Farmers Market

Featured: RVMS Summer Farmers Market

2434

AVERAGE VISITORS TO THE SUMMER FARMERS MARKET PER DAY: 2434

25.5% increase from 2021

$91,084

TOTAL SNAP & COUPON BENEFITS SPENT (WINTER + SUMMER 2022): $91,084

18.5% increase from 2021

WINTER FARMERS MARKET

This year we held our Winter Farmers Market in the ABCD parking lot again, which was graciously donated by our friends at ABCD in Roslindale. We are proud to share that our attendance increased by 28% from last year! Our vendors also continued their successful pre-order and pick-up systems implemented during the COVID-19 pandemic, making it possible for all of our community members to continue buying from their favorite vendors.

Featured: The RVMS Winter Farmers Market

Featured: The RVMS Winter Farmers Market

Featured: RVMS Winter Farmers Market

211

AVERAGE VISITORS TO THE WINTER FARMERS MARKET PER DAY: 211

28% increase from 2021

CHICK-OR-TREAT EGG HUNT

After years of the Egg Hunt taking place in Fallon Field, this year we formally moved it into the heart of Roslindale Village and used the opportunity to highlight our small business owners. The RVMS team handed out over 5,000 toy filled Easter Eggs to businesses around the square and hosted a "trick-or-treat" style Egg Hunt, bringing foot traffic directly into our businesses. The event provided an opportunity for families to meet the owners of their favorite Roslindale businesses and enforced the importance of shopping local. Additionally, we activated Birch St Plaza during the event with face painting and live music, showing the community how they are all welcome to use the exciting new public space.

Featured: Joanne Rossman handing out eggs

Featured: Map of the Chick-or-Treat Egg Hunt

Featured: Centre Cuts handing out eggs

Featured: Easter Bunny at Sebastian's Barbershop

TREE LIGHTING AND SMALL BUSINESS SATURDAY

To celebrate Small Business Saturday, a holiday that originated in Roslindale, RVMS put together a gift guide to encourage shoppers to move around the Square and make it easy to find gifts! We also supplied reusable Shop Small business tote bags, Roslindale Shop Local buttons, balloons, and posters to increase awareness for the event.

For the return of the Tree Lighting, we hosted several hundred people in Adams Park, with an appearance by Santa on the Fire Truck! We also hosted our annual Reindog contest, had ornament decorating for kids and included performances by JP Honk, City Ballet, and Making Music Matters. We were also joined by elected officials including, Mayor Wu, Councilor Arroyo, Councilor Murphy, Councilor Louijeune, and Councilor Mejia.

Featured: Santa arriving on the fire truck

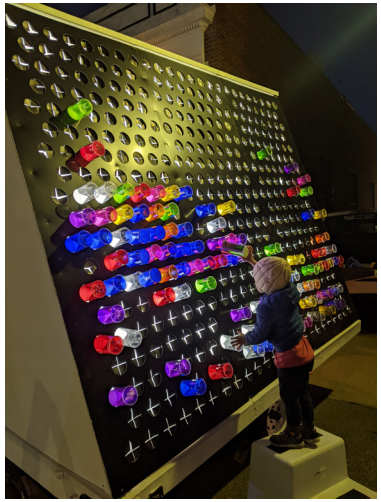
Featured: The RVMS Team decorating the tree and handing out shop local balloons.

Featured: JP Honk performing at the Tree Lighting

HOLIDAY MARKET ON BIRCH STREET

The Annual Holiday Market returned to Birch Street Plaza, The Emerald Society, and surrounding businesses. 20 vendors set up around the square and attracted several hundreds of visitors who shopped local for the season and dined at Roslindale restaurants.

The New Liberty Jazz Band, JP Honk, and the Roslindale Congregational Church Choir performed throughout the night. Many of the local businesses also had a special event or sale that night. Create sold pottery in their shop and offered live demonstrations by their artists and Midnight Morning, a new business opening in 2023, handed out hot chocolate with Jimmies Cafe. The Roslindale Business Group also joined us and collected donations for their annual fundraiser for the Roslindale Food Pantry. A new addition to the event was the giant light brite by the Jewish Arts Collaborative, an interactive art installation highlighting the cultural traditions around light. The night ended with a special visit from Santa at The Square Root!



Featured: "Brighter Ignited" by the Jewish Arts Collaborative

Featured: RVMS Volunteers selling merch

Featured: Pottery for sale at the Holiday Market

Featured: RVMS Sponsor, The Muncey Group, at the Holiday Market

Happenings:

WEESH BAKE SHOP WILL BE SELLING HOT CHOCOLATE COOKIES AND OTHER HOLIDAY GOODIES! THEY ARE ALSO HOSTING THIRD CRAFT POTTERY.

CHECK OUT **MIDNIGHT MORNING** (A NEW BUSINESS OPENING AT 14 BIRCH ST.) TO WARM UP WITH SOME COFFEE AND MEET THE OWNER!

DON'T SKIP **TAUPE AND TEAL** (INSIDE CENTRE CUTS SALON & SPA) FOR SOME MORE HOLIDAY SHOPPING! THEY WILL HAVE AN EVENING OF SAVINGS YOU DON'T WANT TO MISS!

STOP BY **CREATE** TO SEE POTTERS IN-ACTION, FIND INFO FOR THEIR 2023 PROGRAMS, AND TO PURCHASE SOME SELECT ITEMS!

CREATE
ART IN COMMUNITY

THE ROSLINDALE BUSINESS GROUP WILL BE COLLECTING DONATIONS FOR THE ROSLINDALE FOOD PANTRY. PLEASE FEEL FREE TO STOP BY THE DONATION TABLE AND DROP OFF CASH OR A CHECK (PAYABLE TO THE ROSLINDALE FOOD PANTRY). YOU CAN ALSO VENMO A DONATION TO @ROSLINDALE-FOODPANTRY.

STOP BY THE RVMS TABLE TO BUY SOME ROSLINDALE MERCH FOR YOUR FAVORITE ROZZIDENT! WE WILL ALSO BE SELLING ROZZIE BUCKS, WHICH MAKE A GREAT GIFT FOR THE HARD-TO-SHOP-FOR! IT'S LIKE A GIFT CARD, BUT YOUR MONEY STAYS IN THE COMMUNITY!

Featured: A portion of the Holiday Market Program

FESTIVALS, MARKETS, AND POP UPS

One of our newest committees, the Events Committee, works to organize activities to invite people from Roslindale and beyond into the Square. Events help make our neighborhood a destination and increase pedestrian foot traffic throughout the Square, supporting our small businesses. A major focus of the committee is activating Birch Street Plaza as it awaits its construction by The City of Boston. This year, the committee held 10 Flea Markets, 5 Weekday Art Markets, 2 Beer Festivals, and a plant sale on Birch Street Plaza. The committee also worked to invite community organizations and small businesses to use the plaza including the Roslindale Parade Fundraiser, Roslindale Open Studios, and Roslindale Porch Fest.

For many of our events, we partnered with businesses neighboring Birch Street Plaza including Distraction Brewing, Centre Cuts, Sebastians Barbershop, Weesh, the Muncey Group, I&I Rose Garden, and The Square Root. These partnerships allow for first time events to succeed, like our first two beer festivals! This was the first time that the Events Committee took on a large open air gathering on the plaza with food and alcohol being served to anyone who wanted to come and socialize with their neighbors with a pint and a snack. Jimmie's Café, The Square Root, and Distraction were partners in the event and over 600 people passed through the plaza that day!

Featured: Art Market at Birch Street Plaza

Featured: Birch Street Plaza

Featured: Beer Festival at Birch Street Plaza

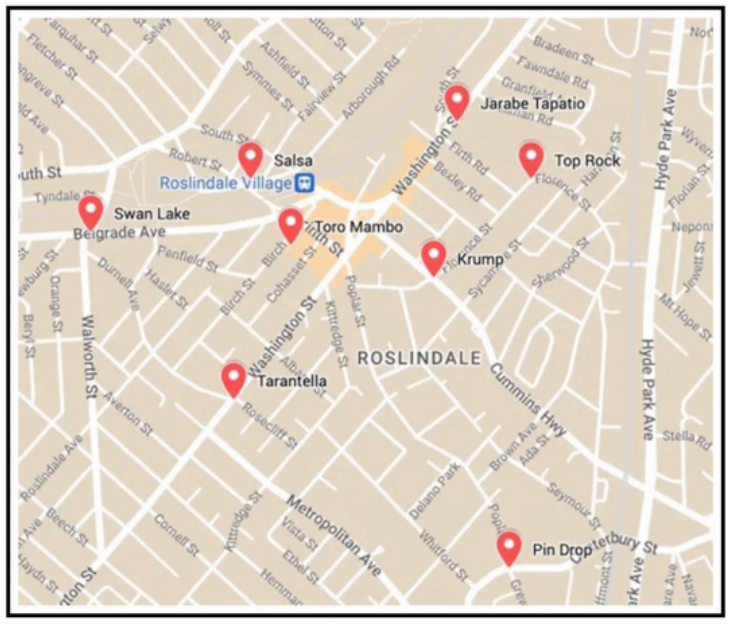
DANCING INTO TO THE SQUARE

The Roslintrail Committee's mission is to encourage visitors to visit Roslindale Village through signage, artwork, and other interactive installations. This year, the Roslintrail Committee partnered with local illustrator and muralist, Kit Collins, to design and paint a trail of eight colorful dance diagrams at different sidewalk sites around the neighborhood. Each dance was expertly choreographed by local dancers, and each comes from a different dance style or heritage. Visit all eight sites to follow the painted steps and get groovy on the sidewalk!

You can learn about the story of each dance and listen to the song pairing on our website at https://www.roslindale.net/roslintrail

Featured: Sidewalk mural on Birch Street

Featured: Artist Kit Collins painting a sidewalk mural



Featured: Map of the Roslintrail Sidewalk Murals from https://www.roslindale.net/roslintrail

DIRECTORY

Featured: Mock ups of directory signs to be hung in Roslindale Village

The Roslintrail Committee is also finalizing the Wayfinding Sign project. This aims to bring people into the Roslindale Village commercial district and then encourage all visitors to support local businesses. This strategy is two fold. First, guide people into the district using long-lasting aluminum wayfinding signs placed strategically along common routes into Roslindale. Then, use large print maps at the RVMS Kiosk which lists all first floor storefronts in the village and where to find them on the map. The Wayfinding Signs were recently approved by several departments within the City of Boston, and fabrication and installation are anticipated for early 2023.

RESPONDING TO BUSINESS NEEDS

In February 2022, the Economic Development Committee launched a survey of small businesses in Roslindale. The goal of the survey was to understand business needs and how RVMS could best serve the neighborhood, especially given the changing circumstances of the pandemic. The survey was distributed through RVMS' business lists, advertised in the RVMS newsletters, and EDC volunteers followed up with businesses to promote participation.

TOP CONCERNS

Businesses are mostly concerned with attracting customers (11) and staffing challenges (10). There is also frustration with parking. Businesses would find it helpful if RVMS could assist with promotion (12), maintenance and upkeep (9), signage (9), and securing funding or grants (6).

REASONS TO LOVE ROZZIE

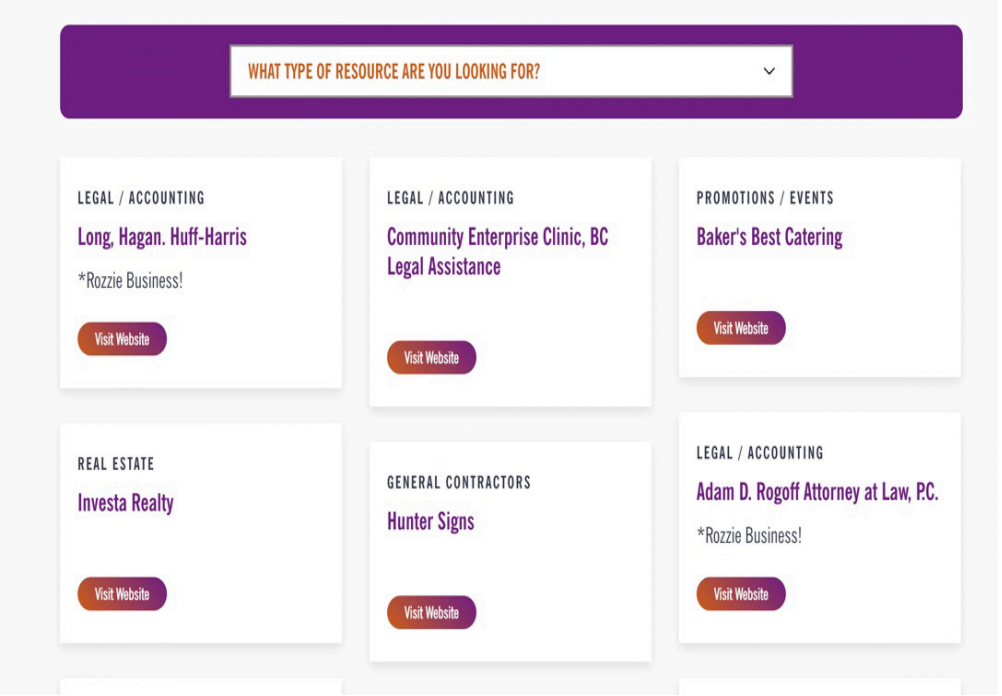
On a scale of 0-10 where 10 means a business is "very likely" to recommend Roslindale as a place to start a business, the average score was 8.3. The typical (median) score was 9. Reasons businesses recommend Roslindale include liking the community and customers (23), the diversity of the neighborhood (6), and the connection to RVMS (3).

DIRECT QUOTES

"Roslindale is anchored by a community of people that try to support their local small businesses. Of course, it would depend on the type of business to gauge exactly how enthusiastically we would recommend opening in Rozzie, but overall this neighborhood is a very supportive community."

"Roslindale has a true sense of community. The diversity of businesses here are wonderful. The residents, businesses and organizations like RVMS truly supports one another (not just in sentiment but backs it with actual dollars spent)."

Operating a small business can be complicated and often leads to unexpected challenges. A pipe bursts or you need to upgrade your point-of-sale technology, for example. Who do you call? Scenarios like this were referenced in the small business survey. In response, EDC organized a business resource directory including Community Banking, General Contractors, Maintenance (plumbing, electric, etc), Internet / Comms Providers/ Tech Assistance, Legal / Accounting, Promotions / Events, Realtors, Design Services / Signage, and Workforce / Benefits / Insurance. Volunteers researched services and businesses, with a particular eye for those based in Roslindale. The directory was published on the RVMS website and is available for businesses and the community to use and peruse. The goal is to keep this directory as a living resource for current and future businesses–a tool that is constantly enriched and made more useful with time, and one that empowers volunteers to provide actionable resources to small businesses and their ever-changing needs. You can reference the directory on our website: https://www.roslindale.net/business-resource-directory

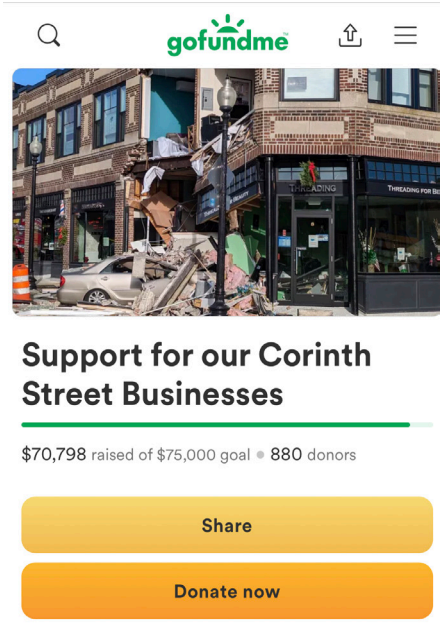


Featured: The home page of the Business Resource Directory at https://www.roslindale.net/business-resource-directory

EMERGENCY AID AFTER THE CORINTH ST CRASH

On the morning of December 18, a car crashed into the businesses at 6 and 8 Corinth Street in Roslindale Village, severely damaging the building and many of the small businesses located inside. This building is an integral part of our small business community, as it is locally owned by the business owners of Square Root and Sebastian's Barber Shop and houses 12 small businesses.

After the crash, RVMS and the community rallied together to support those impacted. Neighboring businesses volunteered empty rooms and within 4 days, RVMS was able to provide temporary locations for all businesses who requested one. Additionally, Chris Lang, a former RVMS Board member, started a GoFundMe and raised $70,000 for the impacted businesses. RVMS served as the fiscal sponsor for the fundraiser and the RVMS board of directors distributed the funds to all of the impacted businesses. The process to distribute funds involved gathering loss data from the impacted businesses, identifying the continued impact to each business, and using a formula to distribute funds equitably.



Featured: GoFundMe to raise money for the impacted businesses

The GoFundMe funds are now distributed, however certain businesses are still in need of additional support. In the spring of 2023, RVMS is partnering with Roslindale Comedy to put on an event to raise additional funds for the businesses impacted. RVMS is also working on creating a new program called the Business Emergency Fund, which will support businesses in the RVMS catchment area who experience emergency situations. The details of this program will be announced in 2023.

The story of the community's response was covered by several news outlets and the Boston Business Journal included a front page, 3 page spread.

Featured: The impact of the car crash

Featured: The impact of the crash covered by a donated banner

ENGAGING THE COMMUNITY IN BEAUTIFICATION

The RVMS Design Committee worked to highlight the physical beauty of our community. They decorated Adams Park and Alexander the Great Park with garland and festive bows. They also helped decorate the celebrated Christmas Tree in Adams Park. The Design Committee Volunteers tabled at the four Farmers Markets prior to the tree lighting to allow children to decorate ornaments in advance. Children and families loved helping us prepare for one of our largest annual events and getting in the holiday spirit.

The Design Committee worked to add beauty everywhere in Roslindale Village and kept the community engaged throughout the process. They hosted community clean ups, partnering with the City of Boston and Northeastern University, and several rock decorating events at the Farmers Market. This gave people of all ages the opportunity to leave their special mark on beautifying Roslindale Village.

Featured: Rock painting at the Farmers Market

Featured: Rock painting at the Farmers Market

Featured: Volunteers at the Love Your Block Clean Up Event

Featured: Volunteers at the Love Your Block Clean Up Event

Featured: Rock painting at the Farmers Market

FUNDING THE MISSION

One of the newest volunteer committees is the Fundraising Committee! This group formed in 2022 and for their first task, took on the planning of our first annual Gala at The Substation. The Substation graciously donated their space for the event and it was attended by a sold out crowd full of our supporters. Our open bar was staffed and donated by Distraction Brewing Company and the Commonwealth Circus Center performed two aerial circus acts, highlighting the beauty of The Substation's space, which RVMS had a major role in revitalizing. The event featured exciting raffle and auction prizes donated by our local businesses including a Cake Boss competition at Weesh, summer camp at Create, and one of Wendi Gray's last paintings of Roslindale.

The Fundraising Committee also formed the 02131 club, our recurring and top donor club. Join this group of dedicated RVMS supporters by using the QR code and setting up recurring donations of at least $21.31 or making a one time donation of at least $250. Members of the 02131 Club will receive prizes, gain access to exclusive events, and have the opportunity to connect with neighbors!

Donate using the QR code or by going to www.roslindale.net/become-a-supporter

02131 CLUB

Featured: RVMS Gala

Featured: RVMS Gala

Featured: Members of the RVMS Fundraising Committee

OUR AMAZING VOLUNTEER COMMUNITY

Roslindale Village Main Street is driven by a partnership of volunteer residents, business owners, and property owners with a common investment in Roslindale Village's future. We couldn't do the projects highlighed in this report without their consistent support and engagement! To celebrate our communtiy of volunteers and to highlight their contributions to RVMS, we started hosting quarterly Volunteer Appreciation Socials in 2022. At each Volunteer Appreciation Social, we visit a different business in Roslindale and provide an opportunity for volunteers across all of our committees to meet and celebrate their work in the communtiy.

Volunteers primarily participate in the work of RVMS by joining one of our Committees: Design, Roslintrail (wayfinding), Economic Development, Marketing, and Events. Committees in each of these areas meet regularly and collaborate on focused initiatives to improve the business district, attract foot traffic, and strengthen the community. Join us for an upcoming Volunteer Orientation to get involved!

Featured: RVMS Volunteers at our #ROSLove Valentine's day Volunteer Social

Featured: RVMS Staff and Volunteers at the Love Your Block Clean Up Event

Featured: RVMS Volunteers building "snowfas" on Birch Street Plaza

Featured: RVMS Staff and Volunteers at the RVMS Gala

NEW BUSINESSES HIGHLIGHTS AND CLOSURES IN 2021

Featured: Boston Fetch

Featured: Le Petit Event Space

NEW BUSINESSES IN 2022:

Bliss Beauty Bar
Recovery Connections
Le Petit Event Space
Boston Throne Chair
The Substation (expanded)
ABCD (expanded)
Boston Fetch
Royal Tay
EDEN
I&I Rose Garden

BUSINESSES CLOSURES IN 2022:

Bank of America
Boston Throne Chairs (relocated)
Solera
Birch St Bistro

VOLUNTEER & BUSINESS OF THE YEAR

Featured: Kate Schlagel

Featured: The team at Square Root

RVMS BUSINESS OF THE YEAR: SQUARE ROOT

In December of 2022, Square Root's building was hit by a car, severely damaging the structure and many of the 12 businesses inside. While Square Root had to close its doors for several weeks around one of the busiest times of the year, they continued to support their community. They paid their workers during the weeks they couldn't open, served coffee to the construction workers who were on site, and even held fundraisers once they opened to raise money for the other businesses impacted by the crash. Their manager even saved the life of the driver who hit the building by pulling him out of the car a minute before the facade fell. Square Root has served as a gather spot for our community ever since they opened and continued to play that role even in tough times.

RVMS VOLUNTEER OF THE YEAR: KATE SCHLEGEL

Kate Schlegel is one of our amazing volunteers on our Events Committee. Kate has helped with booking the musicians at the Farmers Market and has taken the lead on many of our new events this year including the Flea Market. She also never hesitates to help with the less exciting tasks like hauling tables across Washington Street. The Events Committee is a new committee, formed out of the Farmers Market Committee. Kate has helped us navigate this transition and guided the work of our volunteers throughout it all. We are so grateful that she is a leader in our volunteer community!

SUPPORT AND ENGAGE WITH RVMS!

Featured: Art Market on Birch Street Plaza

Featured: Northeastern students volunteering with the Design Committee during a community clean up

RVMS relies on donations from residents like you to support our businesses, promote our neighborhood, and put on your favorite community events like the Farmers Market, Beer Festivals, and Tree Lighting! Join a community of supporters committed to our mission by donating to RVMS!

WAYS TO DONATE:

THE 02131 CLUB – Join this group of dedicated RVMS supporters by using the QR code and setting up recurring donations of at least $21.31 or making a one time donation of at least $250. Members of the 02131 Club will receive prizes, gain access to exclusive events, and have the opportunity to connect with neighbors!

MATCHING DONATIONS – Ask your employer if they offer matching donations to multiply your impact!

STOCK DONATIONS – If you would like to donate stock, email us at director@roslindale.net for more information!

SPONSORSHIPS – If your organization would like to sponsor RVMS reach out to us at director@roslindale.net. Benefits include marketing and tabling at our events!

Donate using the QR code or by going to www.roslindale.net/become-a-supporter

On behalf of the RVMS Board of Directors and Staff, thank you for your continued support!

VOLUNTEER WITH US!

Roslindale Village Main Street is driven by a partnership of volunteer residents, business owners, and property owners with a common investment in Roslindale Village's future. Volunteers primarily participate in the work of RVMS by joining one of our Committees: Design, Roslintrail (wayfinding), Economic Development, Marketing, and Events. Committees in each of these areas meet regularly and collaborate on focused initiatives to improve the business district, attract foot traffic, and strengthen the community. Join us for an upcoming Volunteer Orientation to get involved!

BUSINESS SUPPORTERS

MAJOR FUNDERS

Boston Main Streets

Boston Main Streets Foundation

RVMS PARTNER ($15,000)

Muncey Group

CO-SPONSORS ($5,000)

Sazama Real Estate Compass

tcb your bank for life

Sullivan's Pharmacy and Medical Supply

COMMUNITY COLLABORATORS ($2,500)

Ellen+Janis Real Estate Team

Greater Roslindale Medical and Dental Center

Centre Cuts Salon & Spa

COMMUNITY SUPPORTERS ($1,000)

Balanced Rock Investment Advisors

BenderHatch Insurance

T Bros Since 1902 Trethewey Brothers, Inc.

COMMUNITY CHAMPIONS ($600)

PAF Architects

Birch St. House & Garden

BUSINESS SUPPORTERS

Leise Jones Photography
Insight Realty Group, Inc.
Wallpaper City, Inc.
Roslindale ACE Hardware
V!Healthy
YMAA Boston
Krupa Insurance
ATO Holdings LLC
ComedySportz Boston
Effie's Kitchen
Weesh Bake Shop
Blue Star Restaurant
America's Test Kitchen
Create: Art in Community
Sebastian's Barber Shop
Bay State Model Railroad Musem
Village Sushi & Grill
Delicious Yogurt
Fornax Bread Company
Workhub Boston LLC
Distraction Brewing
The Hempest
Seymore Green
Integrative Health Techniques
Chatham Bars Inn
Roslindale Fish Market
Commonwealth Circus Center
PS Gourmet
Boston Park Plaza
Quality Meat Market
The Square Root
Joanne Rossman
Mi Finca
Boston Fetch
Jimmies Cafe

INDIVIDUAL SUPPORTERS

#ROSLove Champions ($1,000+)

April Nelson
Sue Forti & Bob Houlihan

Gold Supporters ($500+)

Steve Gag & Laura Gang
Terry Fitzgerald & Edna O'Malley
Lora Estey
Elizabeth Graham-Meredith
Elisabeth Wallace
Jeff Curran & Laura Curran
Betsy & David Glynn
Tristan Rushton & Matt Fecteau

Community Supporters

Aaron Daniels
Abigail Chatfield
Abigail Houseknecht
Abigail Matheson
Adam Kessel & Rachele Rosi
Adi Heller
Adriane Von Lichtenberg
Albert & Donna Gillis
Alex Sugerman-Brozan
Alexandra Dailey
Alexandria Miller
Alia Forrest
Alison Frazee & Nathan Frazee
Alison O'Neill
Allison & Carter Wilkie
Allison & Paul Friedmann
Aly Pitts
Amanda Roe
Amy Gitlin
Andi Sabaroff
Andrea Miller & Christopher Miller
Andrew Innes
Andy Hollinger & Kris Liberman
Anna Koon
Anna Marie Alvarado-Allen
Anna Utech
Anna VanRemoortel
Anne Kelly & Adam Reeves
Anne-Elise Tobin & Carson Roberts
Annie Spitz & Eric Spitz
Anthony Garofalo
Anton Vrame
B. Joseph O'Neil
Barbara Lottero
Barry Madden
Ben Bruno
BettyLou Edwards
Bob and Carol Gracia
Brad Day & Margaret B Day
Brett Lukaszek
Brian Cartright & Suzanne Mrozak
Brian Kiely
Carlene Pariseau
Carol Burridge Massa
Carol Quink
Carol Rosensweig & Charlene Grant
Catherine Baisly
Catherine Clancy
Catherine Smythe
Charlotte Fleetwood
Chelsey Wold
Cheryl Crawford
Christine T. Conlon
Cindy Whitcome
Clifton Gaskill
Dan Bolcun
Daniel Harsha
Daniel Rose
Daniel Semeniuta
Dario Deceno
Darlene Donovan & Donal Reilly
Dave Drexler
Dave Rosenberg
David & Cyrilla Walsh
David & Karen Hinchen
David Jerome
David Wean & Cynthia Zabin
Deb Beatty Mel
Deborah Lemont & Nancy Lipman
Deborah Putnam & Bernadette Murphy
Dennis & Anne Rogers

INDIVIDUAL SUPPORTERS

Dennis Michaud & Nancy Lorenz
Derland Myton
Donna Frankel
Donna Marshall
Doreet Goldhaber & Robert Gehret
Eddy Torrez & Sarah Babb
Edward S Grzyb
Elaine Strunk & Aaron McCormick
Eleanor Baker
Elizabeth Ferrenz & Jenny Siegel
Elizabeth Tobin
Ellen Dyer
Ellen Quinn
Eric Smalley
Erin Riley
Frances Donovan & Mark Drinkwater
Garnett Vamos
Gary & Gail Schubert
Gary E. Koeppel & Anastasia J. Vassos
Genevra M Cutting & Carol Katz
George King & Bryson King
Gerald Miley
Gertrude Cowan
Gregory & Jeannette Tobin
Gregory Ascrizzi
Gregory Smith & Caitlin Smith
Gretchen Stoddard
Guerry & Kathleen Byers
Gwen Robin
Gwyneth Jones
Hannah Hall
Harvey Bidwell & Nancy Binner
Helen Horigan
Henry Ladd & Christina Bosch Ladd
Herve Excoffier
Hilary Stoebig
Hilary Sullivan
Ian Jones
Ilene Klein
Jack Smith
Jacquelyn Smith
Jacquelyn-My Do & Wyatt Ling
James Cole & Devin Cole
James Griffith
James Neale & Michelle Aghiarian
Jami Jordan & Michael Luke
Jamil Samara
Jane Baronas & Matthew Baronas
Janelle Crowley
Janice & Glenn Williams
Janice McKeown & Gregory Dumas
Jay Sullivan
Jean Donahue
Jean Sarno
Jeff Coyne & Joan Linden
Jeffrey Wetherhold & Laura Maliszewski
Jennifer Barnes
Jennifer Gilman
Jennifer Karl
Jennifer Maniates & Christoph Gervais
Jennifer Wry
Jeremy Bohn
Jessica Mink
Jill Ragusa
Jo Anne Soshnick
John Griffin & Evelyn Griffin
John McGuire
John Murphy
John Pierce
Jonathan Cohen
Jonathan Loeb
Jose Martinez
Joseph DePonte III
Joshua Fairchild & Kellie Fairchild
Joy Leavitt & Michael Leavitt
Judith Coughlin
Judy Flam
Julia Maxwell
Julia Nicholson
Julia O'Connor
Julia Pelkofsky
June Jordan
K Tor
Karissa Gokarn
Kate Zeitler
Katherine Boardman
Katherine White
Kathleen Bond
Kathleen Joint & James Zeitler
Kathleen McCabe
Kathryn Anastasia

INDIVIDUAL SUPPORTERS

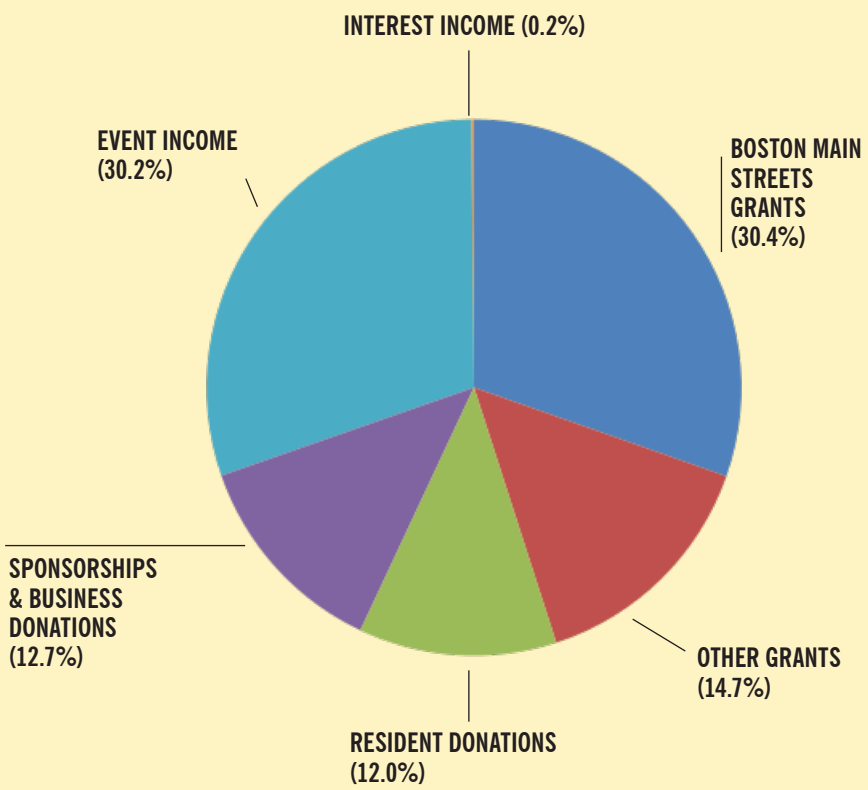
Kathryn Ostrofsky & Kanisorn Wongsrichanalai
Kelly O'Keefe
Ken & Jan Cunningham
Ken Winikur & Kathryn Ramey
Kenneth Lawrence
Kevin Schofield
Kit Majewski
Kris Carter & Kat Callard
Kristen Liberman
Kyle & Stephanie Sinclair
Kyle Zick
Lauren Fragoza
Lauren Jansen & Charley Swofford
Lauren Tracey
Laurence Kranich
Lawrence & Anne Ollen-Smith
Leah Denlinger & John Burger
Leah Field
Linda Jackson
Lisa Radden
Liza Brantley & Anthony Brantley
Lora Smid
Lori Murphy
Lou Wollrab
Lucy Williams & Faith Perry
Ly Jun Spence
Lydia French
Madison Danis
Mae Tobin-Hochstadt
Maeve Duggan
Maggie Biroscak & Jesse Biroscak
Marc Goldring
Marcia Brooks
Marcia Emerson
Margaret Murtagh
Maria Mazzeo
Marie Armstrong
Mariel Young
Marina Leslie and Hugh Baxter
Mark Drinkwater
Marnie & Monny Cochran
Martin Taylor
Mary A Flanagan
Mary Ann Dezieck
Mary Ludwig
Mary M M. Lennon
Matthew DiMare
Maureen & John Devine
Max Nibert & Jane Staunton
Meagan Siciliano
Megan Murphy
Meghan McKinnon
Melissa Cording & Rob W. Cording
Melissa T Goldman
Mia Alvarado
Michael & Maria DeSario
Michael Bellefeuille & Kristin Mikolowsky
Michael Fitzgerald
Mike Peluse & Hannah Weisman
Milton Kotelchuck & Judy Kanter
Mira Levinson & Tim Obetz
Molly Higgins-Biddle
Mona Al-Amin
Moshe Werba & Phyllis Bluhm
Muriel Roberts
Nancy Marks
Nancy Myers & Mark Myers
Nermeen Tahoun
Nicholas Fernandez
Nikki Kong
Nikki L Shults & Dan Shults
Nina Vansuch & David Ratcliffe
Odessa Piper & Terry Theise
Olga Teebagy
Olivia Sierra
Owen Weitzman
Patricia & Tom Bray
Patricia Tarala
Patrick Green
Patty Cartwright & Rick Hyman
Paul Barroqueiro
Paul Hanson
Paul Kelly & Linda Perrotto
Paul Olson
Peter Monius & Melissa Robbins
Radhika Khetani
Raphael Sulkovitz
Raquel Jacobson-Peregrino
Rebecca Bennett
Rebecca Sniderman & Kaitlin Merseles

INDIVIDUAL SUPPORTERS

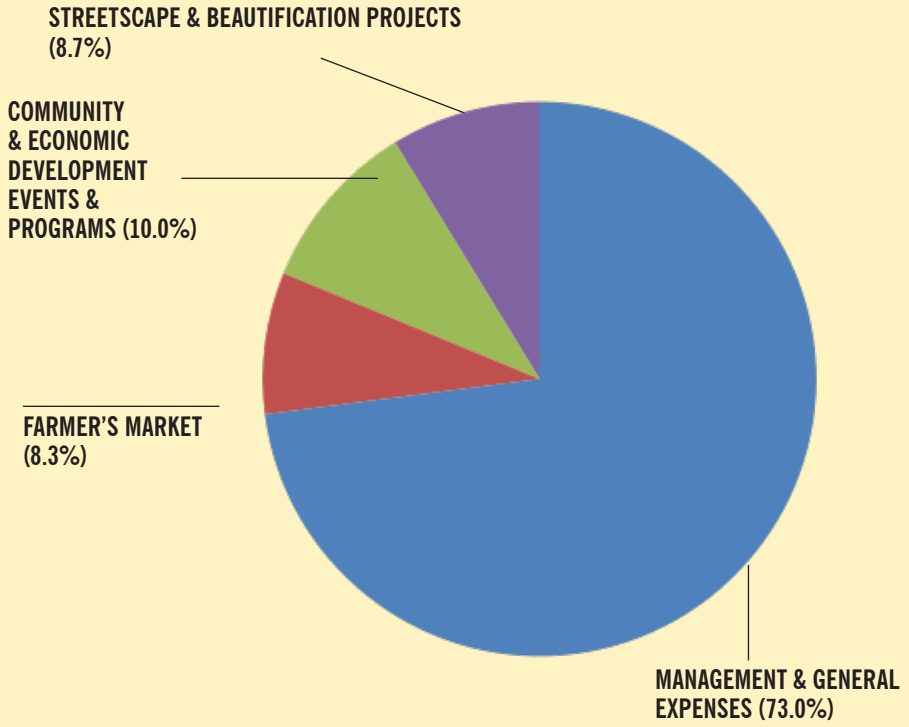
Rebecca Walsh
Ricardo Austrich & Douglas Creed
Rich Daly
Rick Frank
Rick Ward & Harrison Carmichael
Risa Edelstein
Robert Droste
Robert Guptill
Robert J. Diettrich
Robert Orthman
Robin Cohen
Roger Graybill
Rosemary Walton
Rosina Perry & Ferruccio Barletta
Russell Jones
Ruth A Hunter
Ryan Fraleigh
Sammy Nave
Sandra Stowe
Sara Strand & John Strand
Sarah Bouvier
Sarah Evello
Sarah Hart & Sean Kolva
Sarah Lamitie
Sean Mannion
Seth Mitchell
Sharron Sawyer
Shirin Hunold
Sita Yerramsetti
Stan Snegroff
Stephanie Geis
Stephen & Eleanor Joyce
Stephen & Janice Babcock
Stephen Daws & Diana Haber-Daws
Steve Marcelin
Susan Dimatteo
Susan Friedland & Tom Burke
Susan Roberts
Susan Whitehead
Suzanne Maselli
Tamara Safford
Terese Galuszka
Theresa Fitzgerald & Charlie McCarthy
Thomas Littrell & Ellie Greenler
Thomas Mullen & Michael Younger
Timothy McDonald
Tina Papadinoff
Toby Romer & Mandy Savitz-Romer
Todd Miles
Tom Conlan
Tulsi Chase
Val Roberts
Vic Terawskyj
Victoria Bartow
Vincent Fieg
Vissia Viglietta
Wayne Beitler
Wendi Gray
William Lewis

FINANCIALS

INCOME: $312,007.67



EXPENSES: $303,062.24



Of the **177** vendors and employees paid by RVMS in 2022, **25%** were in Roslindale.

A total of **$215K** was paid to Roslindale vendors and employees which is **67%** of the total operating expenditures

$13K was paid to JP and West Roxbury Vendors, which is just **4%** of the total expenditures

14% of vendors were from the rest of Boston and **24%** were from the rest of MA

Less than 10% of expenditures were from online or out of state vendors