



**ROSLINDALE VILLAGE
MAIN STREET**

2024 RVMS Sponsorships

Our 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 an independent non-profit 501(c)(3) organization, we bring together local volunteers, businesses, and public agencies to strengthen the Village's economic vitality, physical appearance, and unique local character.

Our History

RVMS was established in 1985 as one of the first urban Main Street Programs 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, RVMS 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. Roslindale Village Main Street received a National Main Streets Urban Pioneer Award in 2006 for its revitalization efforts. Today, Roslindale Village is a thriving commercial hub, with free public wifi in Adams Park, and a fabulous Farmers Market. There are now 20 Main Street Districts in the City of Boston. We are proud to have been the first one!





Our Events:

RVMS puts on many events throughout the year, which have become traditions in our neighborhood. They are all free and open to the public (with the exception of the Gala) and provide excellent opportunities for sponsors to engage with the community.

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| Winter Farmers Markets | Every Sunday from 11am-2pm, January 7 - March 31, 2024 |
| Chick or Treat Egg Hunt | March 23, 2024 |
| RVMS Annual Meeting | April 23, 2024 |
| Summer Farmers Markets | Every Saturday from 9am-1:30pm, June 1 - November 23, 2024 |
| RVMS Gala | October 10, 2024 |
| Halloween Business Trick or Treating | October 26, 2024 |
| Tree Lighting | November 30, 2024 |
| Small Business Saturday | November 30, 2024 |
| Holiday Market | December 12, 2024 |



Our Community:

Roslindale is a diverse and growing neighborhood in Boston with a very active commercial district, Roslindale Village. The data below is taken from our most recent market report in 2020 and highlights the opportunities for small businesses, realtors, banks, and other organizations.

The market in Roslindale is growing faster than the national average: The population of Roslindale has increased 10% from 2010 to 2020 as compared to 7% in the U.S.

High Median Income: Roslindale has a high median income of \$93,542, 27% higher than the median income of Boston.

Family Oriented: Roslindale is a family orientated area with 62% of households being families compared to 46% in Boston.

Robust Retail Offerings: Roslindale Village has specialty food and beverage stores, restaurants, breweries, and community events attracting customers from around Boston.



Our Reach:

Over the past nearly 40 years, we've established ourselves as a pillar in the Roslindale community through our numerous programs and events.

- Our Farmers Market is the most prominent neighborhood farmers markets, with 30 vendors and an average of around 2,500 attendees each week.
- Our events are frequently attended by city and state elected officials, including Boston Mayor Wu, and attract attention from several media outlets.

We've also grown our online presence and offer sponsors an opportunity to engage directly with the Roslindale community through our channels.

- Our newsletter goes out to nearly 8,000 subscribers every Wednesday, with the number of subscribers increasing each week. Our open rate generally hovers around 50% each week, which is 11% higher than industry average.
- Our social media accounts continue to grow. Our total post reach (number of unique accounts who viewed content each day totaled for the year) in 2023 was 291,507 on Facebook (a 19% increase from 2022) and 254,314 on Instagram (a 30% increase from 2022).



We are excited to partner with you as an RVMS Sponsor and for you to engage with the Roslindale community! Please reach out to Anna VanRemoortel, our Executive Director, at director@roslindale.net to learn more about the benefits of sponsoring RVMS and to start working with us.

Our 501(c)3 number is 04-2883378

