

New Business Welcome Packet



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Welcome from the Executive Director

Dear Business Owner,

Welcome to Roslindale! Roslindale Village Main Street (RVMS) is so excited for you to join us in the neighborhood. The mission of Roslindale Village Main Street is to promote Roslindale Village as an appealing destination and the dynamic center of our community. We work with volunteers, businesses, and public agencies to enhance Roslindale Village and keep it thriving. We know how important local businesses are to the strength of our community, so we work hard to support our business owners however we can.

In this welcome packet, you'll find more information about RVMS and the resources available to you. To help new businesses in Roslindale get off to a strong start, we developed the ROSReady program to welcome you and support your transition into the neighborhood.

As part of our ROSReady program, we'd like to offer you a complimentary 1-year RVMS Community Champion sponsorship (valued at \$600). The benefits of being a Community Champion include:

- Your name and logo featured in our Annual Report
- Social media post highlighting your business
- A feature in our weekly newsletter which goes to nearly 8,000 subscribers (and growing every week!)

Other benefits of the ROSReady program include a special feature in our newsletter introducing your business to the community, resources to help you get set up, and check-ins from RVMS staff.

Thank you for choosing Roslindale as the new home for your business, we can't wait to work with you! Our Program Manager will reach out to you directly to set you up with the ROSReady program but if you have questions about the attached resources or need something you don't see listed, please feel free to reach out at any time.

Sincerely,
Anna VanRemoortel
Executive Director
Roslindale Village Main Street
617.327.4065
director@roslindale.net

About RVMS

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.

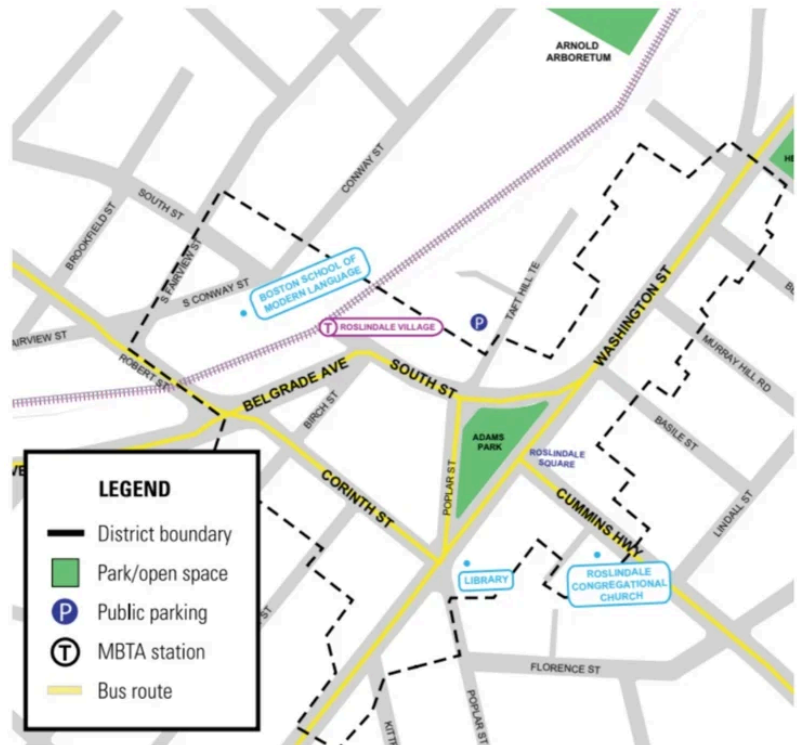
RVMS follows the operating principles of the National Main Street Center. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, 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.

Catchment Area

Main Street organizations like RVMS focus on improving the downtown areas of a community rather than the entire city or town.

RVMS serves Roslindale Village and the businesses and public spaces located within the specific geographical boundaries depicted in this map.

Businesses outside of our catchment area can still contact us to be connected with the City of Boston for assistance and resources.



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. And, there are now 20 Main Street Districts in the City of Boston. We are proud to have been the first one!

Our Work

Along with the numerous community events and programming we provide, we specifically support the local business community through a variety of annual programs and resources including:

- Technical Assistance
 - We partner with the City of Boston's Office of Economic Opportunity and Inclusion and other organizations to connect businesses with technical assistance in the areas of finance, marketing, business strategy, accounting, legal, and more.
 - We have a partnership with Small Business Strong to offer technical assistance to our businesses free of charge. Small Business Strong provides expedited, pro-bono resources to small businesses ranging from access to capital to consulting, business restructuring, business growth, digital marketing, and customer engagement plans.
 - If you are in need of technical assistance, reach out to us at director@roslindale.net.
- Promotion
 - Every week, we send out a newsletter to over 7,500+ subscribers in the community highlighting businesses in Roslindale Village, upcoming events, and resources for residents and business owners.
 - You can submit content for the newsletter by emailing the information and an image or graphic to manager@roslindale.net with "newsletter" in the subject line by Tuesday at 5pm. We also include this content in our social media posts on Instagram, Facebook, and Twitter.
- Advocacy
 - If you are having trouble getting a permit, working with your landlord, hearing back from the City of Boston, or any other barrier, please reach out to our Executive Director at director@roslindale.net. We will work with you to see what options there are and how we can help advocate for you and your business. We have connections with our local politicians and we can connect you with their office for further assistance. We also offer letters of support for businesses who are applying for a grant or permits with the City.
- Resource Hub
 - We maintain a list of current [small business resources](#) on our website and send out new resources and grant opportunities through our weekly email newsletter. If you would like to share a resource in our directory or newsletter, email us at manager@roslindale.net.
 - We post any vacant spaces on the [vacancies page](#) of our website. If you are looking for a new space for your businesses, check there to see what's available in our business district.

- Emergency Relief
 - In times of need, RVMS will work to provide emergency relief to our small business community when possible. In the past we've provided COVID-19 mini grants and organized the temporary placement of businesses after the Corinth Street Crash in 2022.
 - If you are experiencing an emergency at your business, reach out to us at director@roslindale.net and we will connect you with resources.
- Discounted Vendor Fees at RVMS Events
 - We invite our businesses to participate as vendors in our events like our Farmers Market and Holiday Market at a discounted rate.
 - Please see our website for upcoming events.
- “Shop Local” Events
 - Every year, we host Small Business Saturday in Roslindale where we promote local shopping and publish gift guides. Did you know that the first Small Business Saturday was actually started here in Roslindale with the help of RVMS?
- Business Networking and Workshops
 - RVMS plans business networking events and workshops for business owners throughout the year.
 - We will be sure to let business owners know about any upcoming events and workshops. If you have a suggestion for a workshop topic, reach out to us at manager@roslindale.net.
- ROSStore Sign Improvement Program
 - RVMS awards seed investments to businesses towards a new sign for their business. Businesses apply through a simple application, which is reviewed by RVMS staff and board.
 - Find more information at www.roslindale.net/rosstore.
 - Reach out to manager@roslindale.net with any questions about this program.
- Grant Matching - Coming Soon!
 - RVMS will soon have an approved list of grant programs. If a business successfully applies for and is awarded one of these grants, the business can apply for our Grant Matching program. If approved, RVMS will match the grant up to a certain amount.
 - Other grants outside of our approved list will be considered on a case-by-case basis.
 - Reach out to manager@roslindale.net with any questions about this program.

Resource Directory

Small Business Resources

We've gathered a list of resources, many of which are local, to help you with your business needs. These resources include banking, contractors, insurance providers, and much more!

Below is a small selection of local resources available to your business (many of them free!) so please visit www.rosindale.net/business-resource-directory for the complete list of local resources.

Resource	Description
City of Boston Office of Small Business Development	The Office of Small Business Development provides all small business owners and entrepreneurs with the tools and guidance to successfully start, grow, and build a business in Boston. www.boston.gov/departments/small-business-development
City of Boston Starting a Business Guide	The City of Boston has a 'Starting a Business Guide' full of city resources, including information on registering your business and more. https://www.boston.gov/starting-business#register-a-business
Massachusetts Starting Your Business Guide	The Massachusetts 'Starting Your Business Guide' includes many state resources. https://www.mass.gov/starting-your-business
City of Boston Inspectional Services Health Division	The Health Division is responsible for ensuring businesses in Boston meet required state sanitary codes and applicable state laws and local ordinances. We inspect businesses that offer food to the public. Learn more about the food health code and permitting. www.boston.gov/departments/inspectional-services/health-division
MA Small Business Toolkit	Reference source for small business owners throughout MA. The purpose of this toolkit is to provide important information related to business planning, maintenance, and growth. www.smallbusinessma.org
Boston Community Choice Electricity	Boston Community Choice Electricity (BCCE) is a municipal aggregation program aiming to provide affordable and renewable electricity to the program's customers. The Program allows the City to secure electricity at a competitive rate which often results in significant savings for business owners. www.boston.gov/departments/environment/community-choice-electricity

Women Entrepreneurs Boston	<p>Women Entrepreneurs Boston (WE BOS) provides skill-building opportunities, technical help, and networking. We help women entrepreneurs launch and grow their businesses in the City.</p> <p>www.boston.gov/departments/economic-development/women-entrepreneurs-boston</p>
Commonwealth Corporation Workforce Training Fund	<p>The Workforce Training Fund Program helps address business productivity and competitiveness by providing resources to Massachusetts businesses to fund training for current and newly hired employees. MA businesses may be eligible for up to \$20,000 in annual training reimbursements.</p> <p>www.commcorp.org/program/workforce-training-fund-program</p>
MA Business Funding and Financing	<p>Find resources and information on a wide range of funding and financing options available to Massachusetts businesses. Depending on the type of funding you need, what industry you're in, and other factors, there are several ways you can get financial support.</p> <p>www.mass.gov/service-details/learn-about-business-funding-and-financing-programs</p>
Small Business Strong	<p>Small Business Strong provides expedited, pro-bono resources to small businesses ranging from access to capital to consulting, business restructuring, business growth, digital marketing and customer engagement plans. We currently have a partnership with Small Business Strong to offer support to our business community. Reach out to director@roslindale.net for more information!</p> <p>www.smallbstrong.com</p>
LCR BizGrow	<p>BizGrow provides free legal assistance, business support, and technical assistance to minority, immigrant, and women business owners—ensuring they encounter fewer obstacles and more opportunities.</p> <p>www.lawyersforcivilrights.org/BizGrow</p>
Dorchester Bay Economic Development Corporation	<p>Dorchester Bay's Small Business program helps Boston's small businesses to open, sustain, and grow. We provide loans and technical assistance to businesses in Dorchester, Roxbury, Mattapan, Hyde Park, Jamaica Plain or Roslindale.</p> <p>www.dbedc.org/economic-development-2</p>
LISC Boston	<p>LISC Boston provides funding, financing, and technical assistance to community development corporations (CDCs), nonprofit developers, grassroots organizations, as well as policy and advocacy organizations throughout MA.</p> <p>www.lisc.org/boston</p>
MA Small Business Administration (SBA)	<p>The MA district office provides help with SBA services including funding programs, counseling, federal contracting certifications, and disaster recovery. We can also connect you to our partner organizations, lenders, and other community groups that help small businesses succeed.</p> <p>www.sba.gov/district/massachusetts</p>

Center for Women and Enterprise - Eastern MA	<p>The Center for Women & Enterprise (CWE) is a non-profit economic empowerment organization whose mission is to strengthen communities and the economy by supporting women to launch and successfully sustain businesses. We offer consultations, workshops and networking opportunities to help you reach your entrepreneurial goals.</p> <p>www.cweonline.org/About-CWE/CWE-Eastern-Massachusetts</p>
Graffito SP Real Estate Small Business Tool Kit	<p>Graffito has a tool kit for small businesses to help you tackle common challenges and take the right actions needed to bring your project from a great idea to a grand opening.</p> <p>www.graffito.com/tool-kit/</p>
Depict Brands	<p>Depict Brands is a creative firm specializing in brand development and graphic design services located in Boston. They can help with all digital marketing including logos, branding and brand guidelines, website, and social media. They are a Technical Assistance provider through the City of Boston, so to be connected with them for free services, reach out to manager@roslindale.net.</p> <p>www.depictbrands.com/</p>

Important Contacts

Below is a list of contacts that may be helpful to you as you open your new business. You are welcome to contact them directly, or reach out to us, and we can connect you to help make the introduction!

Name	Role	Phone Number	Email
Anna VanRemoortel	RVMS Executive Director	(617) 327-4065	director@roslindale.net
Alyssa MacNeill	RVMS Program Manager	(617) 327-4065	manager@roslindale.net
Steve Marcelin	RVMS Event Manager	(617) 327-4065	events@roslindale.net
Courtney Pong	RVMS Board President	(617) 327-4065	courtneypong@gmail.com
TBD	Office of Neighborhood Services - Roslindale Liaison	TBD	TBD
Emily Patrick	Senior Neighborhood Business Manager	(617) 635-0252	emily.patrick@boston.gov

Beata Coloyan	Director of Neighborhood Services	(617) 635-2682	beata.coloyan@boston.gov
Councilor Enrique Pepén	City Councilor, District 5	(617) 635-4210	enrique.pepen@boston.gov
Representative Rob Consalvo	State Representative (14th Suffolk)	(617) 722-2030	rob.consalvo@mahouse.gov
Representative Bill MacGregor	State Representative (10th Suffolk)	(617) 722-2460	bill.macgregor@mahouse.gov
Senator Michael Rush	State Senator (Norfolk and Suffolk)	(617) 722-1348	mike.rush@masenate.gov
Aliesha Porcena	Director of Small Business	(617) 635-1919	aliesha.porcena@boston.gov
Lisa Conveney	Inspectional Services Neighborhood Liaison (ISD)	(617) 635-5300	lisa.coveney@boston.gov