

2023

RVMS ANNUAL REPORT 2023

ANNUAL REPORT



ROSLINDALE VILLAGE
MAIN STREET



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Featured: The RVMS banner welcoming people to the Summer Farmers Market

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OUR TEAM & IMPACT





Featured: Cutting the ribbon on Opening Day of the Summer Farmers Market

DEAR READERS,

I always love writing this letter, especially this year as we reflect on an incredible 2023 with our amazing team of staff and volunteers! This year we created two brand new business support programs, held new events including the Chili Festival and Cross-Neighborhood Pub Crawl, engaged with several new business owners looking to open in Roslindale Village, and implemented multiple beautification projects.

In 2023, we also helped the 12 businesses impacted by the Corinth Street Crash in late 2022. When news came out that these businesses were in need of support, the Roslindale community came together and raised over \$75,000 which RVMS helped distribute to the business owners.

The energy and enthusiasm that sustains our work is a testament to the incredible staff, volunteers, and donors 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.

2023 BOARD AND STAFF LIST

Executive Director

Anna VanRemoortel

Program Manager

Alyssa MacNeill

Events Manager

Steve Marcelin

Bookkeeper & Office Manager

Nina Pralour

Farmers Market Assistant

Madison Danis

Board of Directors:

President: Vincent Fieg (resident)

Vice President: Anthony Giordano

(business owner, Square Root)

Treasurer: Brendan Fogarty (resident)

Clerk: Courtney Pong (business owner,

Rozzie Square Theater)

Laura Charles (business co-owner, The Substation)

Melissa Cording (resident)

Amy Counts (resident, Farmers Market

vendor, Amy's Own CBD)

Maeve Duggan (resident)

Lora Estey (business owner, Distraction Brewing Company)

Josh Fairchild (resident)

John Freeman (business owner, Platt

Anderson Freeman Architects)

Seymore Green (business owner, Seymore Green)

Gena Mavuli (business owner, CREATE:

Art In Community)

Khepra Moscillo (employee, The Cooperative Bank)

Stephanie Ortiz (business owner, Jimmies Cafe)

Allison Rogers (resident)

Kijana Rose (business owner, I&I Rose Garden)

THANK YOU TO OUR OUTGOING MEMBERS

Khepra Moscillo (employee, The Cooperative Bank)

Stephanie Ortiz (business owner, Jimmies Cafe)

Kijana Rose (business owner, I&I Rose Garden)

Seymore Green (business owner, Seymore Green)

Photos by Dave Lang Photography and RVMS Staff and Volunteers



Featured: RVMS Executive Director, Anna VanRemoortel, and Board President, Vinny Fieg, meeting with Mayor Wu and Roslindale Liaison, Dianna Bronchuk

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

- Our Design Committee implemented many new beautification projects including a new mural at Alexander the Great Park, a sidewalk mural, and new planters!
- Our Economic Development Committee created two new business programs that staff will now incorporate into our ongoing programming as an organization.
- Our Events Committee put on new events including a Winter Curling Pop Up and the Chili Festival.

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

THE RVMS STAFF

The RVMS Team has had a great 2023! Anna VanRemoortel has now been the Executive Director for 2 years and has enjoyed implementing our strategic projects to make the organization run more efficiently. Specifically, she transitioned RVMS over to a new CRM and Payroll/HR system which has improved our communications with our many partners and has allowed us to expand our fiscal sponsorship program. Alyssa MacNeill is going on 2 years as the Program Manager and has taken on some big projects including launching our ROSStore Sign Improvement Program and ROSReady New Business Program! Steve Marcelin is going on 8 years with RVMS! Steve continues to create innovative events with the Events Committee including our first Chili Festival and Caribbean Festival.

Our Bookkeeper, Nina Pralour, has been essential to the success of our internal technology transitions and the growth of our fiscal sponsorship program. And our Farmers Market Lead, Madison Danis, has helped us expand our food access programs at the Farmers Market. We're lucky to work with such a stellar team!



Featured: RVMS Program Manager, Alyssa MacNeill and RVMS Event Manager, Steve Marcelin, at the Chirk-or-Treat Egg Hunt



Featured: RVMS Executive Director, Anna VanRemoortel, addressing the crowd at the RVMS Gala



Featured: RVMS Staff and Board Members with Mayor Wu at the RVMS Gala

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 highlighted in this report without their consistent support and engagement! To celebrate our community of volunteers and to highlight their contributions to RVMS, we host quarterly Volunteer Appreciation Socials where 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 community.



Featured: RVMS Volunteers and Staff at a community clean up event



Featured: RVMS Event Committee Volunteer helping out at the Chick-or-Treat Egg Hunt



Featured: RVMS Design Committee Volunteer decorating Adams Park

Volunteers participate in the work of RVMS by joining one of our Committees: Design, Economic Development, 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. The energy in our volunteer community continues to grow - we've had such an increase in volunteer sign ups in 2023 that we had to move to a bigger location for our orientations! Join us for an upcoming Volunteer Orientation to get involved!

"When I retired, I was able to volunteer with RVMS which helped me discover the large volunteer community here in Roslindale and led to friendships and involvement in many activities here in Roslindale and beyond."

Kathleen, Roslindale Resident and RVMS Volunteer

OUR IMPACT



"RVMS doesn't just promote local shopping; they champion it. Their dedication to events like Small Business Saturday and the Summer Farmers Market not only stimulates economic growth but fosters a sense of community pride that is truly unparalleled. Furthermore, their dedication to supporting businesses owned by people of diverse backgrounds enriches our community tapestry, ensuring that everyone has a seat at the table."

Josh Muncey, Owner of the Muncey Group and RVMS Sponsor

"As a resident and small business owner I'm really always impressed. RVMS does a wonderful job of making sure everyone in our area is aware of our small business community and all the things they have to offer."

Ana Crowley, Worker Owner of Rozzie Bound Co-Op and Roslindale Resident

"RVMS continues to blow me away watching the way they iterate and improve on programs and events - the team has a keen eye for ways to best serve the community from multiple angles, and it's a joy to bear witness to. It continues to encourage me on how I can be a better business owner in Roslindale, now and for a long time to come. What a great team doing great things!"

Courtney Pong, Owner of the Rozzie Square Theater, RMVS Sponsor and RVMS Board Member

"It sounds silly, but I always share that opening a business in Roslindale feels as if you are the new student in a new school and RVMS asks you to have lunch on your first day. They are incredibly supportive to integrate individuals and businesses into the community, providing opportunities to gather and hold events in the neighborhood. RVMS has a number of resources and will check in how and when they can help - something all new businesses need starting out. I feel incredibly lucky to be part of such a welcoming neighborhood and have RVMS who help promote that environment."

Elyse Purbaugh, Owner of Weesh Bake Shop

"Even before we started looking for a new storefront space, we heard from customers that lived in Roslindale about what an amazing place it was to live, and how great the community is there. Once we opened our new space on Belgrade Ave., we were immediately welcomed by RVMS and have felt such wonderful support from the whole organization. They organize fun events to get people out and about, to welcome families and neighbors into the Square and into our small, local businesses. I'm always so impressed, and grateful, by the work RVMS does to promote, support, and publicize The Centerpiece. I have so many customers, especially those that join me for a floral design class or terrarium-building workshop, who say they heard about it through the RVMS email newsletter, or posted on social media. My support for RVMS is actually an amazing investment in this community, and all of my fellow small businesses who benefit from the visibility and community organizing it provides."

Ángel Díaz, Owner of The Centerpiece Flower Shop and RVMS Sponsor

"When a car catastrophically crashed into the building my office is in 2022 and we were displaced for two weeks while damage was surveyed and the building stabilized, RVMS was extremely supportive in jumping in immediately to help me and other business owners in the building find alternative spaces to work out of in the neighborhood. RVMS also spearheaded a fundraising campaign to help everyone affected, rallying unexpected support for damages incurred. RVMS kept checking in the weeks after the crash to make sure I had everything I needed to keep my practice operational."

Liana C. Percoco, Owner of Liana C. Percoco, LMY & RYT-Therapeutic Massage and Bodywork

"About a year and a half ago I began the journey of opening a business in Roslindale, I had the pleasure of meeting Anna and being introduced to RVMS. From the outset, she and her team were responsive and passionate about supporting small businesses like mine. Anna introduced me to valuable resources that I was unaware of and graciously connected me with individuals she believed could be beneficial to my venture. Furthermore, as a business owner in the Square, I am thrilled to have an organization like RVMS that plays a pivotal role in fostering community engagement through events such as the Farmers Market, the Annual Egg Hunt, and the Flea Market. These events not only energize the Square but also bring people together, which directly benefits small businesses. I am deeply grateful for the existence of RVMS and look forward to continuing our partnership in building an even stronger Roslindale community."

Kelly Walsh, Owner of Russ & Mimi's (opening in Roslindale in 2024)



SIGNATURE EVENTS



SUMMER FARMERS MARKET

This year, our Summer Farmers Market was packed with vendors and programming while our staff and volunteers were busy running our food access programs! This year, our market processed \$39,500 worth of City of Boston Food Justice Farmers Market Coupons. These coupons are distributed by various organizations to residents to spend at Farmers Markets across the city. We are proud to play a role in this impactful program! On top of that, we also processed an additional \$21,091 worth of SNAP and HIP payments. We process SNAP and HIP on behalf of all of our vendors who qualify for these programs, making our market widely accessible to people across income levels.

We had a year packed with musicians, children's activities, and wellness programs each week! Some of our favorite performers returned, including Davey The Clown, Cornell's Drum Circle, and even baby animals. We also had new performers including Kina Zore and Through Me to You Puppets. The Boston Main Street Beautification Grant also sponsored a series with A Trike Called Funk, who came to our market throughout the summer to engage the community in collaborative art projects.



Featured: The programming line up for one day of the Summer Farmers Markets



Featured: Baby animals at the Summer Farmers Market



Featured: A furry rozzident checking out the vendors

1855

AVERAGE VISITORS TO THE SUMMER FARMERS MARKET PER DAY: 1855

\$60,592

TOTAL SNAP, HIP, AND CITY COUPONS SPENT AT THE SUMMER FARMERS MARKET: \$60,592

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 that our market continues to attract shoppers despite the sometimes unfavorable weather. We also processed a total of \$2,236.64 SNAP and HIP payments to ensure our market remains accessible to everyone throughout the year.



Featured: Products at the Winter Farmers Market



Featured: The Winter Farmers Market



Featured: Products at the Winter Farmers Market

189

AVERAGE VISITORS TO THE WINTER FARMERS MARKET PER DAY: 189

\$2,236

TOTAL SNAP, HIP, AND CITY COUPONS SPENT AT THE WINTER FARMERS MARKET: \$2,236

CHICK-OR-TREAT EGG HUNT

We had a great time at our annual Chick-or-Treat Egg Hunt! We do our egg hunt a bit differently here in Roslindale as a way to highlight our local business community and spread the foot traffic throughout the village. The RVMS team handed out over 5,000 toy filled Easter Eggs to businesses around the square and kids got to “chick-or-treat” to collect eggs and meet the owners of their favorite businesses. Additionally, we activated Birch St Plaza during the event with face painting, balloon twisting, and live music, showing the community how they are all welcome to use the many public spaces Roslindale has to offer.



Featured: Local businesses handing out eggs at the Chick-or-Treat Egg Hunt



Featured: Local businesses handing out eggs at the Chick-or-Treat Egg Hunt



Featured: RVMS Executive Director, Anna VanRemoortel, with Representative Rob Consalvo at the Chick-or-Treat Egg Hunt

HALLOWEEN BUSINESS TRICK-OR-TREATING

Halloween is one of our favorite holidays here at RVMS! We always have a fun Halloween themed Farmers Market the Saturday before Halloween but this year, we expanded it to be one of our newest signature events! RVMS passed out candy to all of the participating businesses and created a map for kids to use as they went trick or treating around the village. We love any excuse to eat candy and introduce our amazing business owners to the community. Even the vendors at the Farmers Market got into the Halloween spirit!



Featured: Vendors getting into the Halloween spirit

Trick-or-Treat Map

Oct 28, 12-2pm

Scan me for Google map

Rozzie Bound Co-op 739 South St, Roslindale	Jimnies Cafe 48 Corinth St, Roslindale	Rozzie Square Theater 5 Basile St #2501, Roslindale	Lost and Found Treasures 4266 Washington St, Boston
VIHealthy Nutrition 4166 Washington St, Boston	Birch St House and Garden 760 South St, Roslindale	Distraction Brewing 2 Belgrade Ave, Roslindale	Mi Finca 4249 Washington St, Boston
ABCD 17 Corinth St, Roslindale	Centre Cuts 6 Belgrade Ave, Roslindale	The Centerpiece Flower Shop 44 Birch St, Roslindale	PS Gourmet 4252 Washington St, Boston
Weesh Bake shop 18 Birch St, Roslindale	The Centerpiece Flower Shop 44 Belgrade Ave, Boston	YMAA 44 Belgrade Ave, Boston, MA 02131	Sebastian's Barbershop 6 Corinth St, Roslindale
Midnight Morning 18 Birch St, Roslindale			

Featured: Map of businesses handing out candy during our Halloween Business Trick or Treating Event



Featured: Performers at the Farmers Market during the Halloween Business Trick or Treating Event

TREE LIGHTING

To celebrate the holiday season, we held our annual Tree Lighting at Adams Park! We hosted several hundreds of people in the square with an appearance by Santa on the Fire Truck! We also held our annual Reindog contest, had ornament decorating for kids hosted by our Design Committee and included performances by JP Honk, City Ballet, and Making Music Matters. We were also joined by Mayor Wu and many more of our elected officials!



Featured: Performers at the Tree Lighting



Featured: Santa arriving at the Tree Lighting on the Fire Truck



Featured: Elected officials taking photos with Santa



Featured: Kids talking to Santa at the Tree Lighting



Featured: The winner of the "reindog" contest



Featured: Kids decorating ornaments to put on the community tree

HOLIDAY MARKET

The Annual Holiday Market returned to Birch Street Plaza! Craft vendors set up around the plaza 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. Santa was also spotted walking around the square and checking out the local businesses!



Featured: Vendors at the Holiday Market



Featured: People supporting our local businesses at the Holiday Market



Featured: People supporting our local businesses at the Holiday Market



Featured: Vendors at the Holiday Market



Featured: Vendors at the Holiday Market

POP UPS & ACTIVATION



MARKETS & POP UPS



Featured: Teams competing in the Curling Pop Up on Birch St Plaza

Our Events Committee operates with the overarching goal of fostering community engagement and enhancing the commercial vibrancy of the Village. These volunteers, led by our Event Manager, understand the pivotal role that increased pedestrian foot traffic plays in bolstering local businesses and shaping Roslindale's overall image. The committee strategically organizes a diverse array of activities designed to attract both residents and visitors alike.

This year, the Events Committee held a variety of events, markets, and pop ups to engage the community. In the winter, we turned Birch St Plaza into our very own curling rink with help from a Boston Main Streets Foundation grant. People formed teams and tried their hand at the winter sport and we had free hot chocolate for everyone too!

The Events Committee also held our second annual Flea Market! We invited members of the community join us at Adams Park and sell items that they were getting rid of during their spring cleaning. We're excited to bring back this exciting new event in 2024!

"RVMS represents the heart and soul of the Rozzie community. It has the unique ability to bring together to neighbors, businesses, and community leaders, where each population feels they are benefitting. As a relatively new Roslindale resident, I am grateful for RVMS and the events they plan which allows me to connect with my neighbors and new neighborhood."

Robin Cohen, Roslindale Resident



Featured: The poster for our Flea Market

FESTIVALS WITH OUR LOCAL BUSINESSES

Our Events Committee knows how important it is to hold events to activate our public spaces. These events create connections between neighbors and circulate foot traffic throughout the village which helps support our local businesses. The committee focused on engaging our business owners even more this year by building events around them as vendors! The Chili Festival served as a springtime activation that showcased the creative capabilities of participating restaurants, fostering a spirit of camaraderie and collaboration among local businesses. 5 local restaurants participated including Jimmies Cafe, Square Root Cafe, Midnight Morning, Shanti and Mi Finca. Each restaurant served their own unique taste on this classic dish!



Featured: Caribbean Festival

“RVMS gives all Roslindale community members an opportunity to embrace and promote the beauty of our neighborhood! From the City's best Farmers Markets to Caribbean Food Fest and more, RVMS provides phenomenal programs for all to be engaged!”

Dianna Bronchuk



Featured: Chili at the Chili Festival

Similarly, the Caribbean Fest marked a significant milestone as the first cultural-themed festival held on Birch Street Plaza, attracting a diverse audience and creating opportunities for residents to socialize and connect with their neighbors. These events not only enriched the cultural tapestry of Roslindale but also contributed to a welcoming and inclusive atmosphere, particularly for Spanish-speaking businesses and residents.

CONNECTING ROZZIE TO OUR NEIGHBORS

We all know Roslindale is special but to keep our local economy thriving, we need to welcome others to our community! This year we had a lot of fun collaborating with our neighbors beyond Roslindale to support our mission. Our volunteers partnered with three other Main Street Organizations here in Boston to put on a cross-neighborhood pub crawl! JP Centre/South Main Streets, West Roxbury Main Streets, and Hyde Park Main Streets partnered with RVMS to highlight 8 small businesses across the 4 neighborhoods where participants got appetizers and drinks. Everyone had fun riding around the trolleys to each neighborhood and exploring restaurants and bars beyond their neighborhood.



Featured: The cross-neighborhood pub crawl



Featured: RVMS Wayfinding Signs



Featured: RVMS Community Bike Ride

This year we also installed the wayfinding signs! This was a project our volunteers have been working on for several years to encourage people who drive through Roslindale to stop in the village and patron our local businesses. See how many signs you can find around town!

We also connected to our neighbors during our community bike ride in partnership with Rozzie Bikes. We had fun visiting V!Healthy, Tostado, 4130 Byke Shop, and Square Root and exploring Roslindale by bike.

DANCING INTO TO THE SQUARE



Featured: Artist, Kit Collins, painting a sidewalk mural which teaches the steps for salsa



Featured: Community members enjoying the weekly free salsa dancing classes in July on Birch St Plaza

Whether it's with a free community dance class or following dance steps on the sidewalk, we love to dance with our neighbors here in Roszie! The Events Committee held free Salsa dance lessons on Birch Street every Thursday evening in July. Over 100 people showed up to dance every week with us and we loved seeing the talent here in Roslindale!

We continued to install and improve our dance step sidewalk murals around the gateways leading into the village so people can dance their way downtown. We partnered with muralists Kit Collins and Laura DeDonato Wiatt and each dance was expertly choreographed by local dancers. You can learn about the story of each dance and listen to the song pairing on our website at <https://www.roslindale.net/roslintrail>

SMALL BUSINESS SUPPORT



NEW BUSINESS SUPPORT PROGRAMS

Our Economic Development Committee and Program Manager were hard at work this year creating two brand new business support programs! The ROSStore Sign Improvement Program is a funding program to support businesses in Roslindale Village in obtaining new or updated signage for their storefront. Eligible businesses may apply for funding of up to \$1,000 to be put towards a new sign for their storefront. The program started accepting applications in late 2023!



Featured: ROSStore



Featured: ROSReady

The ROSReady New Business Support Program supports new businesses in Roslindale Village. The program includes helpful resources for new businesses and offers benefits to help them succeed. Program benefits include a welcome packet with small business resources and City of Boston contacts, a special feature in the RVMS weekly newsletter introducing the new business, and a free year of our Community Champion sponsorship benefits to ensure that everyone in the community knows them!

BUSINESS WORKSHOPS & PROMOTIONS

We know that a vibrant neighborhood depends on a healthy commercial district. That's why we work to ensure our small businesses have the resources they need to thrive and a community focused on shopping local! This year, we hosted a Business Succession Planning Workshop with the City of Boston and the Boston Center for Community Ownership. At this workshop, longstanding business owners in the community learned about how they can set up their business for success while making sure they can enjoy retirement as well.



Featured: Business Succession Planning Event poster

"RVMS has been a great support to my business! The amount of traffic I receive to my website after being featured is amazing!"

Amaris Delgado, Owner of Urban Waxologist

Every week, our Program Manager sends out a weekly newsletter to nearly 8,000 people with a 49% open rate. And it only grew in 2023! We love highlighting our local businesses with our community.

RVMS Weekly Newsletter Stats:

- **49%:** average open rate, much higher than the industry average of 21%
- **7,850:** total weekly subscribers
- **109:** average number of business highlights each month

"We are very grateful for RVMS being there for all the small business in Rozzie. A special shout out to Alyssa on working diligently on the weekly RVMS newsletter - that has been a super great resource for our Akasha Acupuncture, Yoga, and Herbal Medicine team to inform the Roslindale community about events and offerings we have!"

The Team at Akasha Acupuncture, Yoga, and Herbal Medicine

SMALL BUSINESS SATURDAY

For Small Business Saturday, a holiday that originated in Roslindale, RVMS put together a gift guide and bingo card 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 stickers, and posters to increase awareness for the event. Check out the bingo card to find other ways to support our small businesses!



Featured: Customers at Rozzie Bound Co-Op having fun with their Shop Small Bingo





ROSLINDALE SHOP SMALL BINGO!

SHOP LOCALLY ON SMALL BUSINESS SATURDAY	BUY A GIFT AT A ROZZIE RETAIL SHOP	BUY A HOLIDAY DECOR ITEM IN ROSLINDALE VILLAGE	GET A GIFT FOR A TEACHER OR CO-WORKER AT A ROZZIE BUSINESS	LEAVE A POSITIVE REVIEW OF A ROZZIE BUSINESS
TELL A FRIEND ABOUT SHOP SMALL BINGO	TAKE A PHOTO OF A ROZZIE BUSINESS AND SHARE IT ON SOCIAL MEDIA	GET AN EXPERIENCE GIFT FOR AN ACTIVITY IN ROZZIE	BUY A CLOTHING ITEM TO GIFT OR FOR YOURSELF FROM A ROZZIE BUSINESS	SHOPPING DATE WITH A FRIEND IN ROSLINDALE VILLAGE
LIKE 3 NEW ROZZIE BUSINESSES ON SOCIAL MEDIA	BUY A BOOK TO GIFT FROM A ROZZIE BUSINESS		BUY A GIFT CARD FROM A ROZZIE RETAIL SHOP	TAG A ROZZIE BUSINESS IN A POST ON SOCIAL MEDIA
INTRODUCE YOURSELF TO A ROZZIE BUSINESS OWNER	BUY A GIFT FOR A KID IN YOUR LIFE AT A ROZZIE BUSINESS	SHARE A SOCIAL MEDIA POST FROM A LOCAL RETAIL SHOP	GET A HOLIDAY MANICURE IN ROSLINDALE VILLAGE	SHOP AT 3 ROSLINDALE VILLAGE BUSINESSES IN ONE DAY
BUY A HOLIDAY CARD FROM A ROZZIE BUSINESS	RECOMMEND A ROZZIE RETAIL SHOP TO A FRIEND OR NEIGHBOR	GET A SECRET SANTA/YANKEE SWAP GIFT IN ROZZIE	POST A PIC OF A GIFT YOU BOUGHT AT A ROZZIE BUSINESS	BUY A GIFT FOR A FAMILY MEMBER AT A ROZZIE BUSINESS

MARK YOUR COMPLETED SQUARES, GET BINGO, AND EMAIL A PICTURE OF YOUR BINGO CARD TO MANAGER@ROSLINDALE.NET TO BE ENTERED TO WIN A \$50 GIFT CARD TO A ROSLINDALE BUSINESS OF YOUR CHOICE!

SUBMISSION DEADLINE: DECEMBER 15

Featured: Shop Small Bingo made by the RVMS Staff!

NEW BUSINESSES HIGHLIGHTS & CLOSURES IN 2023



Featured: Owners of V!Healthy with RVMS Staff and Board Members and Representative Rob Consalvo



Featured: RVMS Staff Members enjoying a meal at Midnight Morning

NEW BUSINESSES IN 2023:

V!Healthy
 Midnight Morning
 Fior's Little Garden Childcare Center
 Centerpiece Flower Shop

Nuvo Beauty Bar
 4Real Smoke Shop
 Love and Light
 Rozzie Bound Co-Op

BUSINESSES CLOSURES IN 2023:

Jimmies Cafe
 Bliss Beauty Bar
 Recovery Connections

Tonis Botanica
 Alexandra's Beauty
 Birch Flower Shop

ROZZIE PRIDE



BEAUTIFICATION IN ROZZIE

The RVMS Design Committee continued its success from last year, working on both community engagement and beautification projects. The committee expanded beautification efforts by doing seasonal clean ups and plantings, starting with Love Your Block Clean Up in April and culminating with holiday decorating around Adams Park & Alexander the Great Park. We were incredibly grateful to be a recipient of a City of Boston Beautification Grant, which has allowed us to repair fencing and add a mural to Alexander the Great Park, create new murals in the Village and fill our planters around the square with seasonally appropriate plants.



Featured: The new mural at Alexander the Great Park



Featured: Volunteers at a community clean up



Featured: Planters filled with seasonal plants by our volunteers

FUNDING THE MISSION



Our Fundraising Committee was hard at work this year ensuring that RVMS has the funds needed to continue providing events and programs for the community! The committee held another successful Gala to celebrate the work of the RVMS team. The Substation graciously donated their space for the event and it was attended by a great crowd full of our supporters. Our open bar was staffed and donated by Distraction Brewing Company and the Dregs Liquid Light Show lit up the space with their dynamic lighting. The event featured exciting raffle and auction prizes donated by our local businesses including a 3 day weekend getaway at a lake house in Maine, a Red Sox 2024 Batting Practice and Ticket Package, a cocktail making class at Midnight Morning, and more!



Donate using the QR code or
by going to
[www.roslindale.net /
become-a-supporter](http://www.roslindale.net/become-a-supporter)



Featured: Mayor Wu speaking at the RVMS Gala

The Fundraising Committee continues to run our 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!



Featured: RVMS Staff and Board Members with Representative Rob Consalvo, Representative Bill MacGregor and Senator Mike Rush



Featured: The RVMS Gala

VOLUNTEER & BUSINESS OF THE YEAR



Featured: Adam Shutes



Featured: Fornax and Mi Finca



RVMS BUSINESS OF THE YEAR: Fornax and Mi Finca

We are highlighting two very special businesses in Roslindale because of their incredible owner, Oscar Bonilla! Oscar is a skilled restaurant manager and has grown Mi Finca to become one of the community's favorite destinations for Mexican food and pizza. When Oscar learned that Fornax was looking for a new owner as the founders retired, he stepped up to the plate to ensure that this cherished cafe remains locally owned and operated in Roslindale. Since becoming the owner of Fornax, he's expanded their hours of operation so Roslindale can get their favorite baked goods any day of the week! Thank you Oscar for running two important Roslindale food establishments and providing the community with delicious dishes across a range of cuisines!

RVMS VOLUNTEER OF THE YEAR: Adam Shutes

Adam is one of our amazing volunteers on our Events Committee! He is a former RVMS Board member and led the Events Committee as the Co-Chair for several years, helping us create new events like the Flea Market and the beer festivals on Birch St Plaza. Did you know he also helped create the first Holiday Market back in 2016? As a former Roslindale business owner, Adam is always coming up with ideas to activate the square, increase foot traffic to our businesses, and make Roslindale Village a fun place to be. He also never hesitates to help with the less exciting tasks like picking up trash after events or carrying tables across Washington Street. Adam has been involved with RVMS for years and has stayed with us as we have grown and evolved. We are so grateful to have him as a leader in our volunteer community!

SUPPORT & ENGAGE WITH RVMS!



Featured: The community enjoying our pop up events



Featured: Members of the 02131 Club at our Meet Up at Distraction Brewing Company

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, Economic Development, 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!

OUR SUPPORTERS



SPONSORS

MAJOR FUNDERS



COMMUNITY COLLABORATORS (\$2,500)



RVMS PARTNER (\$15,000)



CO-SPONSORS (\$5,000)



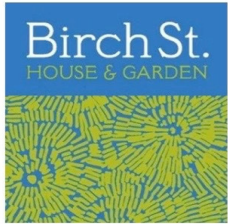
COMMUNITY SUPPORTERS (\$1,000)



Includes monetary and in kind donations

SPONSORS & BUSINESS DONATIONS

COMMUNITY CHAMPIONS (\$600)



BUSINESS DONATIONS

Allandale Farm
 Amy's Own CBD Oil
 Barrett's Haunted Mansion
 Bay State Model Railroad Museum
 Beautiful by Sarah
 Blue Star
 Boch Center
 Boston Bruins Hockey Club
 Boston Park Plaza
 Boston Paws
 Brookline Golf Course
 Celeb Massage
 Delicious Yogurt
 Distraction Brewing Company
 Doris' Peruvian Pastries
 Down Under Yoga
 Effie's Kitchen
 HC Studio
 Jimmies Cafe
 Joanne Rossman: Purveyor of the unnecessary & the irresistible
 Karen Kirchoff Acupuncture & Herbs
 Kim Gregory Pure Pastry
 Love and Light
 Mei Mei Dumplings

Mi Finca
 Midnight Morning
 PS Gourmet
 Roslindale Ace Hardware
 Roslindale Fish Market
 Rozzie Bound Co-op
 Rumore Therapeutic Massage
 Sebastian's Barber Shop
 Seymore Green
 Shaking Seafood
 The Footlight Club Theater
 The Isabella Stewart Gardner Museum
 The Red Sox Foundation
 Traveler Street Hospitality
 Tree Top Adventures
 V!Healthy
 Village Sushi
 Vinoteca di Monica & Monica's Pasta Shop
 Weesh Bake Shop
 Wheaten Press
 Workhub
 Zen Therapeutic Massage & Bodywork
 Zoo New England

Includes monetary and in kind donations

INDIVIDUAL SUPPORTERS

#ROSLove Champions (\$1,000+)

Brendan Fogarty and Lauren Edmundson
Jaime Pullen and Michael Blasnik
Joseph Kelling
Joshua and Kellie Fairchild
Melissa and Rob Cording
Patrick Green
Steve Gag & Laura Gang

Gold Supporters (\$500+)

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Josh Middleton and Alan Graves
Odessa Piper and Terry Theise
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The Atkinson and Dush Family
The Forti and Houlihan Family
The Gitlin Family
The Graham-Meredith Family
The Steinberg Family
Tristan Rushton and Matthew Fecteau

Community Supporters

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The Anastasia Family

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 The Ashenuga Family
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 The Becker Family
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 The Beland Family
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 The Biroscak Family
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 The Boman Family
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 The Brooks Family
 The Burke and Friedland Family

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 The Chatfield Family
 The Cheever and DeLisi Family
 The Cohen Family
 The Coiro Family
 The Conlan Family
 The Conlon Family
 The Connors Family
 The Cook Family
 The Cornejo Family
 The Costello and Bernath Family
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 The Crawford Family
 The Crenshaw Family
 The Cross Family
 The Crowther Family
 The Dailey Family
 The Daly Family
 The Deceno Family
 The DePonte Family
 The Dibacco Family

The Dietrich Family
 The DiMatteo Family
 The Do and Ling Family
 The Dudeney Family
 The Duffy and Erickson Family
 The Duggan Family
 The Dyer Family
 The Edelstein Family
 The Edwards Family
 The Einhorn and Lopata Family
 The Ellington Family
 The Evello Family
 The Excoffier Family
 The Fieg Family
 The Field Family
 The Fitzgerald Family
 The Flanagan and Shay Family
 The Ford Family
 The Fragoza Family
 The Frankel Family
 The Freeley Family
 The Freitas Family

The Galton Family
 The Galuszka Family
 The Gaskill Family
 The Giordano and Echan Family
 The Goldring Family
 The Graybill Family
 The Griffin Family
 The Grzyb Family
 The Guptill Family
 The Haber and Abrams Family
 The Higgins-Biddle Family
 The Hosking Family
 The Hostettler Family
 The Howard Family
 The Hume Family
 The Hunter Family
 The Jones Family
 The Katz and Cutting Family
 The Kelly Family
 The Kendrick Family
 The Kirrane Family
 The Klein Family

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The Kondek Family

The Kranich Family

The Lang Family

The Lennon Family

The Leonard Family

The Leslie and Baxter Family

The Levinson and Obetz Family

The Lipford Family

The Lottero Family

The Lowe Family

The Maloney and Allan Family

The Manna Family

The Maselli Family

The Mazzeo Family

The McCabe Family

The McCormick Family

The McGovern Family

The McGraw Family

The McGuire Family

The McKinnon Family

The Mitchell Family

The Mogul Family

The Monius Family

The Mullen and Younger Family

The Murray Family

The Murtagh Family

The Newman Family

The Nibert and Staunton Family

The O'Connor Family

The Orthman Family

The Papadinoff Family

The Peckiconis and Nicholas Family

The Perry Family

The Pucci Family

The Putnam and Murphy Family

The Quataroni Family

The Ragusa Family

The Rivera Family

The Roberts Family

The Roe Family

The Rogers Family

The Romer and Savitz-Romer Family

The Rosenberg Family

The Sabaroff Family

The Salinsky Family

The Sawyer Family

The Schlegel Family

The Schofield Family

The Sierra Family

The Sinclair Family

The Singer Family

The Smythe Family

The Snegroff Family

The Starke Family

The Stiglmeier Family

The Stinson Family

The Sullivan Family

The Teebagy Family

The Terawskyj Family

The Tobin-Hochstadt Family

The Vansuch and Ratcliffe Family

The Von Lichtenberg Family

The Vrame Family

The Walker Family

The Wendel Family

The Whitehead Family

The Wilkie Family

The Wilson Family

The Wollrab Family

The Xanthos Family

The Zabin and Wean Family

The Zigmont Family

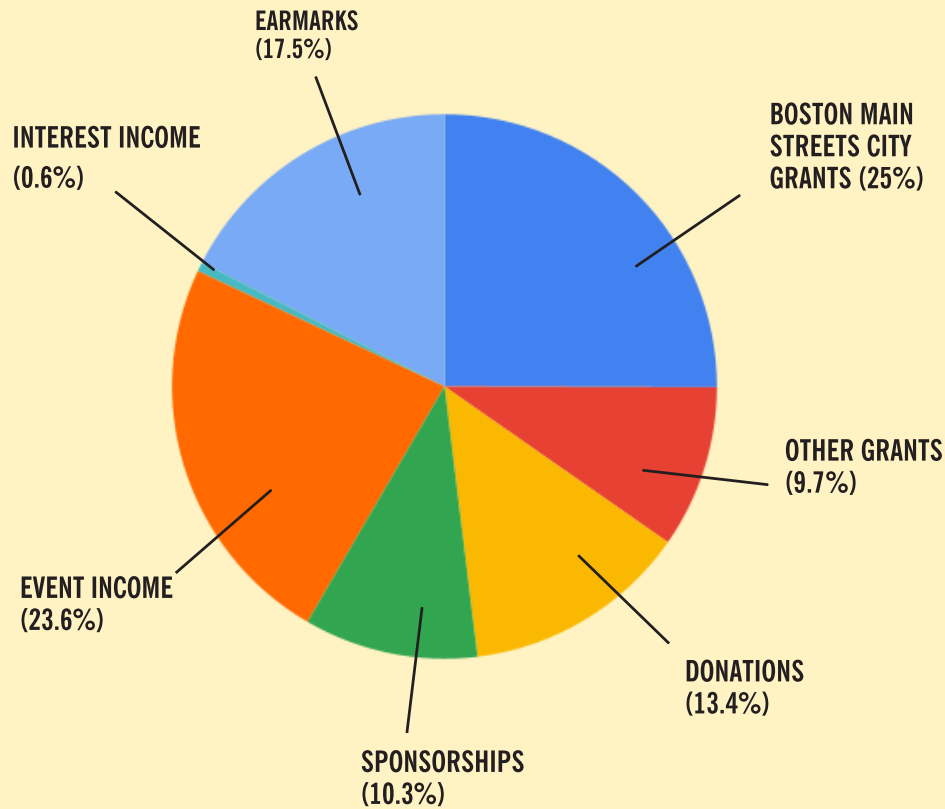
Thomas Littrell and Ellie Greenler

Victoria Lane

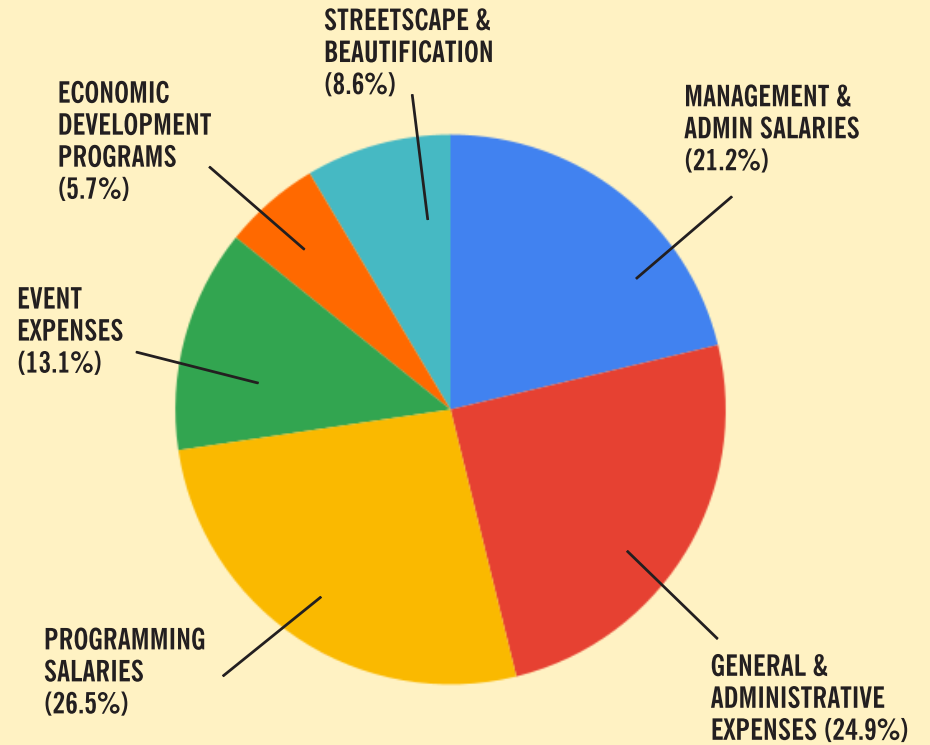
Wendi Gray

FINANCIALS

INCOME: \$429,311



EXPENSES: \$439,836



Of the 207 vendors and employees paid by RVMS in 2023, 38% were in Roslindale.

A total of \$206K was paid to Roslindale vendors and employees which is 49% of the total operating expenditures

\$26K was paid to JP and West Roxbury Vendors, which is 6% of the total expenditures

15% of vendors were from the rest of Boston and 15% were from the rest of MA

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

40 YEARS OF RVMS

1985-2025

stay tuned for more...

