



Massachusetts Cultural Council - Cultural Districts Initiative -
FY16

Town of Maynard
Application #CDI0106

Primary Contact: Bill Nemser
Phone: (978) 897-1329
Email: bnemser@townofmaynard.net

Document Generated: Friday, September 30th 2016, 2:18 pm

Applicant Profile

Applicant Type	Organization
Legal Name	Town of Maynard
Address1	195 Main Street Maynard, Massachusetts 01754 UNITED STATES
Telephone	(978) 897-1329
Primary Contact	Bill Nemser Phone: (978) 897-1329 Email: bnemser@townofmaynard.net
Applicant Status	Government - Municipal
Applicant Institution	None of the above
Applicant Discipline	Multidisciplinary
Grantee Race	No single group
FEIN / TAX ID	04-6001215
DUNS Number	000000000
Web Address	http://www.townofmaynard-ma.gov/



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City/Town Information

Chief Elected Official Name
Chris DiSilva

Chief Elected Official Title
Chair, Board of Selectmen

Telephone
978-897-1301

Email
cdisilva@TownofMaynard.net

Population of City/Town
10,106

Median Household Income
79,441

Will the city/town be submitting more than one application for a cultural district designation in the next 12 months?
No

If yes, how many?



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3rd Party Managing Entity (if relevant)

If the municipality is managing the cultural district, leave this form blank.

Legal Name of Organization

Town of Maynard
Cultural Council

Telephone

987-879-1329

Primary Contact

Bill Nemser
Tim Hess

Organization Status

Government - Municipal

FEIN/TAX ID

046001215

Date of non-profit incorporation

04/19/1871



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Cultural District Information

Name/Title of District

Assabet Village, Maynard's Cultural District

How was the name of the cultural district decided?

Cultural Council vote. The reason for the name is that Maynard, located on the Assabet River, was incorporated as an independent municipality in 1871. Prior to that it was known as "Assabet Village" but was legally still part of the towns of Stow and Sudbury.

Identify the boundaries of the district by street name with directional coordinates, and number of square blocks.

There are about 4 blocks within the designated boundaries of the district. From its hub at the triangular block shaped by Summer, Nason, and Main Streets (and its epicenter, The "Basin"), the district will encompass several sites beyond the hub, to include:

ArtSpace to the Northwest

Maynard Public Library

The "Mill and Main" campus including park and "esplanade" opportunities

The Rafferty Ball Water Trough (Civil War Memorial)

Veterans' Memorial Park

List any zoning overlays, municipal incentives or special designations that would have relevance to a state-designated cultural district (e.g. municipally designated cultural district, artist overlay zoning, Chapter 40-R). Please submit relevant reports as supplemental documents, following the instructions for supplemental materials in the Cultural District Initiative guidelines.)

The "Downtown Overlay District" (DOD) applies to much of the proposed cultural district. The DOD was created to provide a zoning framework that recognizes the historic and aesthetic context of the existing downtown. The 1.1 million square foot "Mill and Main" campus has its own "HealthCare Industrial" zoning (HCI) to ensure the harmony of development within the mill campus. HCI zoning allows uses including restaurants, artist spaces, shopping and office/high tech among other things.



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Cultural District Narrative

Background Information

Describe the characteristics of the district. What makes the proposed district unique?

Wrapped inside the cozy neighborhoods of a leafy mill town in Boston's Metro West, Maynard's Downtown is a dynamic micro-city. Unlike its colonial neighbors, Maynard came of age during the Industrial Revolution and has a unique, compact and walkable town center clustered around its iconic Mill (in fact, Maynard has been recognized as the most walkable town in the greater Boston area by "Boston" magazine). The Mill buildings known as "Mill and Main" have a rich history: producing wool for the Union Army during the Civil War; now headquarters for the computer server and networking manufacturer Stratus Technologies and a the leader in hi-speed fiber optic network switching, Acacia Communications. Acacia was #5 on Inc.'s list of fastest growing companies in the US in 2014 and was Reuters #80 global growth firms. In the summer of 2016, Massachusetts' own Battle Road Brewing Company, brewing 5,000 barrels of craft beer annually, will open its new brewery and restaurant, overlooking the famous Mill Pond.

Integral to Maynard's cultural fabric is the diversity of our residents. The mills were built by immigrants from Ireland, Canada, Finland, and Russia and their influences are still seen throughout the town in its housing, churches, and street names. "Maynardians" still come from all around the world, and their languages and traditions are in our schools and on Main Street. From the high school's International Club and Hispanic Artists Project, to Main Street's El Huipil, Thai Chili and Gigi's Vietnamese restaurants, a diverse citizenry strengthens our town's cultural foundation.

Maynard's proposed cultural district will offer numerous creative outlets and cultural assets, along with a distinctive historical character. It's easy to spend an afternoon in Maynard's downtown, enjoying a film at the recently restored Fine Arts Theatre Place and then tasting the diverse flavors of our many ethnic restaurants and cafes. Visitors can explore the eclectic collection of vintage shops, art galleries and comic stores and walk the aisles of the Maynard Outdoor Store. Additionally, the town boasts ArtSpace, a re-purposed school that houses more than 80 artists in 43 studios and holds open monthly exhibits, events, and sales - and is also home to the "Acme Theater Company" a local community theater organization.

Give examples of important cultural, historical and recreational facilities in the district.

Art Space:

- Artist Studios - currently is at capacity with 80 artists.
- ArtSpace Gallery - A premier exhibition space presenting contemporary art.
- PrintWorks Printmaking Studio - Printmaking area open to all artists.
- Acme Theater -70 seat theater open to the public.
- Special Programs/ Community Education - educational endeavors for the community.

Art Galleries:

- 6 Bridges Gallery, Cooperative Gallery
- Denault Gallery
- Gallery Seven

Alternative exhibit spaces:

- Maynard Virtual Art Windows Online Gallery
- Marquee Photo Works
- Maynard Public Library
- Serendipity Cafe

Performance Spaces:

- Fine Arts Theater Place
- ArtSpace Maynard
- Knights of Columbus
- Miss Tricia's Dance Studio
- Veterans Memorial Park



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Live Music Venues:

- The Pleasant Cafe
- Serendipity Cafe
- The River Rock Grille
- Farmers Market
- Veterans Memorial Park

Major Recreational Amenities:

- Assabet River Rail Trail
- Maynard Golf Course
- Assabet River National Wildlife Refuge

Give examples of cultural programs that have taken place in the district in the last 12 months and any significant upcoming events.

- Historical walking tours sponsored by the Maynard Historical Commission (regularly offered). ArtSpace Exhibits (in 2016 - no fewer than 12 separate exhibits have been displayed.)
- ArtSpace Holiday Art Sale (annual).
- Maynard Community Band Concerts at Memorial Park (weekly in summer).
- Library sponsored concert in Memorial Park(annual) . This year was former Moody Blue Denny Laine.
- A Taste of Maynard, local restaurants present samples of their specialties.(annual)
- Spring Art Walk (annual).
- Sip 'n Stroll Holiday Shopping (annual).
- Open Studio at ArtSpace (annual).
- Second Saturdays at ArtSpace, monthly, (w/10-20 artists)
- Garden Club Plant Sale (annual).
- Marquee Photo Work - open studios (during Art Walk and Sip+Stroll).
- Maynard Book Festival, featuring workshops and talks by local and regional authors (annual).
- Maynard Fest (annual).
- Octoberfest (annual).
- Farmers Market.(summer/fall weekends)
- OARS Wild and Scenic Film Festival. (annual)
- Parades: Christmas, Veteran's Day, Memorial Day, Pop Warner Football, Little League.
- Bunker Tours Assabet River National Wildlife Refuge.
- Russian Church Bizarre (annual).
- School play (annual). This year "Grease".
- Rod and Gun Trout Derby (annual).
- Relay for Life. (annual)
- Truck Day(annual).
- Maynard Road Race (annual).
- Jingle all the way 5K (annual).
- Maynard Annual Litter League clean up.
- Light it up Blue, Clock Tower (annual).
- Veterans Honor Flight fundraiser pub crawl (annual).
- Cultural Council Annual Awards.
- Rep Kate Hogan's St. Patrick's Day social to benefit the Boys and Girls Club of Assabet Valley.
- Friends of Film Festival: Maynard Fine Arts Theater. Series of six classic or independent films as voted on by members of the "Friends of Film" community group. (inaugural year -anticipated to be annual event).
- The Maynard Cultural Council is planning to facilitate the first annual "Rhythm and Hues" music and arts festival beginning in 2017.



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Describe how the city or town's public amenities enhance the district.

Maynard is 5.24 square miles, roughly 1/4 of which consists of a national wildlife refuge. This compact development pattern has resulted in a densely populated and core area. This pedestrian-friendly environment resulted in "Boston" magazine designating Maynard the "most walkable town in greater Boston". Soon to be complemented by the Assabet River Rail Trail, Maynard's circulation patterns are sprinkled with numerous pocket parks and present scenic views of downtown, the millpond, the Assabet River and the Assabet River National Wildlife Refuge (highlighted with numerous public trails). The town continues to plan targeted investments to further enhance the community including a redesign of Veterans' Memorial Park (underway) and a Complete Streets initiative. Maynard highlights the unique balance between the built and the natural environment: it is an exceptionally appropriate setting for a Cultural District the Commonwealth can be proud of.

Vision and Goals

Why does your city and town want to become a state designated cultural district?

Maynard is currently a vibrant cultural area. While it is a successful and recognized cultural presence in MetroWest Boston, it lacks cohesion and a stabilizing structure. The town believes that having a cultural district designation will provide that structure and solidify Maynard's identity as a regional cultural destination.

Outline the vision for the cultural district

Vision - The variety of cultural assets, activities and ventures makes long-term planning exceptionally important. The Cultural District will help provide a vision for long and short-term planning decisions that are geared towards the sustainability of the Maynard cultural community. The vision for establishing a thriving Downtown Maynard Cultural District targets five areas:

1. Places and Features - Strategic "placemaking" by strengthening existing physical cultural assets.
2. Establishing new assets and enhancing connections between key destinations that will bolster the cultural offerings of Downtown Maynard.
3. Events and Programming - Further solidify Maynard's year-round calendar of cultural events and programming that highlight Downtown Maynard's most compelling cultural assets.
4. Broad Regional Engagement - Engaging both local and Metropolitan Boston-area residents in Maynard's cultural programming and in our cultural sector workforce. Additionally because of its geographical location, Maynard can bridge the gap between its Metropolitan Boston and MetroWest connections.
5. Quality of Life - Maynard's vision for creation of a Cultural District includes consistently striving to improve the life of its residents. A culturally thriving environment is a quality-of-life component that is universally recognized. The town's vision is one in which all residents can participate or enjoy a consistently blossoming cultural environment.

Outline the goals for the district and how they relate to the goals of the Cultural District Initiative.

1. To solidify and enhance Maynard's regional identity as a cultural, arts, and entertainment destination.
2. To foster a local economy with a strong "creative class" presence by offering a variety of cultural and arts choices.
3. To increase the Town's ability to provide a wide-range of public and private cultural and arts programming that enriches the quality of life for all in Maynard.
4. To provide opportunities for residents to participate in the arts.

Maynard has a proven track record as a cultural destination: strengthening Maynard's reputation as a cultural arts and entertainment hub will help attract both artists and a wide variety of cultural entities. This effort will also further establish the district as a tourist/visitor destination. Fostering an environment with a strong creative class presence has been demonstrated to encourage business and job development in higher wage employment sectors. By complementing existing reinvestment efforts and providing a local economy that prominently features culture and the arts, Maynard's proposed goals will encourage investment, enhance property values and provide a desirable business environment. This effect will promote preservation of historic buildings by stressing the role



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historic buildings play in a built street-scape. Fostering local cultural development is paramount goal for the town. Offering opportunities for residents to engage in the arts is beneficial to residents and solidifies the community's identity.

Elaborate on any past accomplishments as well as future plans to maximize the potential of the cultural organizations, real estate opportunities and cultural programs in the district as they relate to the goals.

The Maynard Cultural Council is planning to facilitate the first annual "Rhythm and Hues" music and arts festival beginning in 2017.

Because so many of the existing cultural programs, organizations and past accomplishments are listed above, we are devoting this remainder of this space to describing the Town's future plans to maximize the potential of the cultural organizations and real estate opportunities.

One of Maynard's economic development driving philosophies is strengthening and diversifying its local economy by taking advantage of existing regional and local assets. Like many towns within the Greater Boston area, there are advantages such as: proximity to institutions of higher learning, a regional infrastructure, and a significant high-tech and information technological corporate presence.

Maynard's economic vision utilizes these assets as a foundation. Maynard also has an advantage in that it possesses an almost unparalleled authenticity as a post-industrial New England town. This, along with the existing network of artists, creates a unique and distinct sense of place. These qualities provide an outstanding framework for Economic Development directly linked to cultural enrichment of the community.

Maynard was hit hard by the recession years: it's primary economic engine, the 1.1 million square-foot mill (once world headquarters for computer giant Digital Equipment Corporation and, more recently, Monster.com) languished with the economy and vacancies increased. An element of stability in the Town was maintained by its cultural community. In 2013, new leadership in Town Hall developed an economic development plan largely based on an economy that built on existing assets while strengthening key weaknesses while preserving what it was that made Maynard so special to its residents. The reactivation of the Town's Cultural Council, the formation of an Economic Development Committee, an engaged Planning Board and Board of Selectmen all focused on bringing Maynard back stronger with a diversified economy: one that features high wage and high tech employment (as indicated by the expanding presence of computer networking manufacturer Stratus technology and fiber switching manufacturer Acacia Communications along with a mixed use mill property, now receiving significant re-investment from new owners). The core foundation of the economy remains its cultural identity. The establishment of a Cultural District will strengthen that foundation.

Describe any relevant zoning, planning or financial tools that will be utilized in the district.

The existing zoning is complimentary to a cultural atmosphere. The majority of the proposed cultural district will be located within Maynard's "Downtown Overlay District". This designation applies to the majority of the Downtown area and allows for uses and design appropriate to a high density mixed use area. Additionally, the mill has its own unique zoning district (the Healthcare Zoning District) that allows a wide variety of uses. Both zones allow smaller residential units that offer a lifestyle within the proposed Cultural District. Maynard has several local grants and organizations that have been and can continue assisting cultural events. Recent examples include awarding of funds by the Maynard "Business Environment Enhancement Program" to present the "Founder's Day" community celebration and the Maynard Cultural Council who just awarded funds to help present the Library's "Summer Concert Series". The Economic Development Committee also assisted with these efforts.

Outline the action plan for the first six months following designation.



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Maynard's initial action plan would consist of the following:

Events Coordinator - The town is in the process of hiring an events coordinator. One of the initial efforts undertaken will be further refinement of the town's branding efforts. Funding is available to increase this effort.

Existing Events Inventory - The Town will incorporate all existing and appropriate events into the Cultural District programming. This provides two benefits: it allows the District to leverage Maynard's rich cultural community to provide immediate quality programming and it provides a cohesive approach to Maynard's currently fragmented cultural programming.

Addition of Signage - Maynard is in the process of developing additional wayfinding signage. If a cultural district designation is obtained, Maynard will incorporate additional signage to identify and highlight the district.

Increase Outdoor Dining Culture - Maynard is committed to improving it's outdoor seating regulation and permitting. This is a joint effort between the town and local businesses.

Sidewalk Enhancement - Improve sidewalk connections/conditions between cultural destinations. While the existing pedestrian network is excellent (Maynard was voted the most walkable city in MetroWest by Boston magazine) the sidewalks are scheduled for replacement and the addition of features where appropriate is going to be considered. This may include widening of sidewalks, addition of artistic features and identifying potential new connections.

Second Floor Residential - Development of an "Inclusionary Zoning" By-law and development of local financial incentive program (using existing Business Enhancement funds) to encourage conversion of second-floor structures to residential uses in downtown area. This will have a number of beneficial impacts including increased population within the proposed Cultural District. Inclusionary Zoning Initiative is funded by the Metropolitan Area Planning Council and is currently underway.

A re-design of Veterans' Memorial Park is currently underway. The goal is to increase pedestrian connections through the park to key destinations. The plan allows for individual components to be developed as funding is available. This effort would benefit the cultural district by improving pedestrian circulation between key destinations.

All of the items in the action plan are moving forward and will be assisted by awarding of a cultural district designation.

Based on the goals for the district, Identify and describe the evaluation methodology to be used in measuring the district's impact. Be specific and concrete. Include information about how the project's impact will be tracked and linked to relevant statistical, economic impact and audience participation measurements.

- Analyze changes in hospitality and business tax collections
- Create standardized tracking form to be used by partners
- Track attendance at cultural programs
- Track attendees' sources of information - "how did you find out ...?"
- Monitoring property values
- Surveys of local businesses and vendors



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Public/Private Partnership & Management Narrative

Outline the plan for overseeing and managing the district and the district partnership. Include information about how decisions be made for/by the district; how often the partnership will meet; whether there will be a staff person assigned to administer the cultural district's goals; and who the staff person will report to on a day to day basis.

The Maynard Cultural Council, established by Town Charter and appointed by the Board of Selectmen, has seven (7) members and meets monthly. The Cultural Council will serve as the Board of Directors for the Cultural District. Daily management of the Cultural District will involve the "partners". The Town is currently in the process of hiring a Cultural Events coordinator who will assist the partners with day-to-day district issues within the Cultural District. Partnership in the Cultural District is free and open to businesses, residents and organizations whether in or out of the Cultural District. Partners are expected to volunteer, participate in events, maintain an involvement in District initiatives and generally promote the Cultural District. Partners already indicating interest in serving reflect the diverse level of interest Maynard has in establishing their Cultural District. A "partners meeting" will be held quarterly.

Town participation as a partner is crucial to this effort. In addition to providing an official liaison to the Cultural Council, the Town will ensure that existing events currently held in the Cultural District are integrated into the District's framework. This will assist efforts to efficiently manage initiatives, events "places" and under one cohesive umbrella. The Town will also provide signage, technical assistance and utilize its existing communications structure for marketing the District.

In the future after sufficient evaluation period has lapsed, the Board and Town will consider if a membership fee is necessary for the Cultural District.

Describe the strategy that will be established to ensure that all the district's partners and stakeholders are kept up to date about opportunities and decisions.

Calendar - The Cultural Calendar of the Assabet Village Cultural District, will be prominently posted on the Town Website.

Newsletter - A quarterly online newsletter "Assabet Village Culture" will provide updates on the District's initiatives and events, as well as recap the last quarter's news.

Print media - Updates from the District can be through releases from District leaders and the Town. Opportunities exist for district promotion through local and regional print. Local media, such as the Beacon-Villager newspaper, and professional writers and Maynard residents have expressed interest in covering Maynard happenings.

Radio - The Town of Maynard has its own weekly radio show on WAVM during the school year. This includes discussions and promotion of all town events and activities.

Public meetings - Cultural District events can be promoted through various public meetings throughout the year.

Email Blasts - The Town maintains an emailing list of individuals, organizations etc.

Describe any current collective marketing efforts in your community.

Developed and actively establishing brand campaign entitled "The Maynard Advantage"

Newspapers - regular press releases

Regular one hour radio show "Planning Zoning, Rock and Rolling"

Full service website

Social Media Presence - Facebook, Twitter

Community meetings to promote a variety of topics (i.e. Complete Streets, performance space at Veterans' Memorial Park,)

Mailings (postcards, newsletters, etc.)

E-mail blasts

Member: 495/Metrowest Partnership

Member: Assabet Valley Chamber of Commerce

Member: Minuteman Advisory Group on Interlocal Coordination



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Describe the marketing and promotion plan for the district. Include information about developing a brand for the district; a promotion strategy; and social media plan.

In keeping with the district's vision of showcasing cultural assets, events, programming and engaging both local and regional populations, the marketing plan focuses on:

- 1) Building brand awareness (through physical signage, Website, social media, print, and partnerships with cultural groups, nonprofits, and businesses).
- 2) Partnering with local government. The designation of a Cultural District is consistent with the long-term economic vision of Maynard. Town leadership is acutely aware of the value this effort provides and understands local government plays a vital role in the Cultural District's success.
- 3) Active participation in regional business, planning and cultural groups.
- 4) Partnering with local businesses, both culturally-oriented and not. (Displaying artwork, developing promotional discounts, encouraging feedback and suggestions for future events and programming, etc.)
- 5) Building a consistent presence in local and regional media. This will utilize targeted advertising, town media releases and presentations.
- 6) Driving traffic to a revised, central Website that aggregates all cultural events, programming, businesses, and initiatives in one place.
- 7) Promotion of Maynard 365 - The Cultural Calendar of Assabet Village (a year-round events calendar).
- 8) Building a large and active social media following.
- 9) Enhance outreach to local and regional schools and institutions of higher learning.



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Management Team

Name of Organization 1
Maynard Cultural Council

Contact
Current Chair

Address
195 Main Street

City, State, Zip
Maynard

Type of organization
Town Committee

Telephone
978-897-1302

Email
bnemser@townofmaynard.net

Role and qualifications
The Council volunteers are committed to cultivating Maynard's cultural vitality. Through the proposed district, the Council seeks to create new initiatives and enhance synergies among cultural activities, economic development, places, and people.

Name of Organization 2
Maynard Economic Development Committee

Contact
Jack MacKeen

Address
195 Main St

City, State, Zip
Maynard, MA 01754

Type of Organization
Town Committee

Telephone
978-897-1302

Email
bnemser@townofmaynard.net

Role and qualifications
The EDC provides input and advice on the town's economic development opportunities such as ways to support existing businesses, creation of new employment opportunities and the attraction of new investment.



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Name of Organization 3

Assabet Valley Chamber of Commerce

Contact

Sarah Cressy

Address

18 Church Street

City, State, Zip

Hudson, MA 01749

Type of Organization

Chamber of commerce/business association

Telephone

978-568-0360

Email

sarahcressy@assabetvalleychamber.org

Role and qualifications

The Chamber is involved in a number of promotional efforts for downtown Maynard that contribute to the cultural environment in the Town.

Name of Organization 4

Maynard Business Alliance

Contact

Mary Brannelly

Address

P.O. Box 693

City, State, Zip

Maynard, MA 01754

Type of Organization

Chamber of commerce/business association

Telephone

978-764-5279

Email

maynardbusinessalliance@gmail.com

Role and qualifications

The MBA is dedicated to promoting Maynard as a destination for shopping, dining, business services and special events. Its mission is to enhance the Maynard business environment for the benefit of the private and public sectors of the community.



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Name of Organization 5

ArtSpace Maynard

Contact

Linda Spear

Address

63 Summer St

City, State, Zip

Maynard, MA 01754

Type of Organization

Non-profit - cultural organization

Telephone5

978-897-9828

Email

Role and qualifications

One of New England's largest art centers. ArtSpace houses 75 studio artists and presents monthly gallery shows, open to the public. Its shows include exhibits by Maynard public schools and artists from ArtSpace Maynard and other regions.

Name of Organization 6

Fine Arts Theatre Place

Contact

Steve Trumble

Address

19 Summer Street

City, State, Zip

Maynard, MA 01754

Type of Organization

For-profit-creative economy business

Telephone

(978) 298-5626

Email

strumble@consumercredit.com

Role and qualifications

Since 1949, Fine Arts Theatre Place has brought cinematic magic to Maynard and the Metro West community.

Name of Organization 7



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Town of Maynard Planning Board

Contact

Bill Nemser

Address

195 Main St

City, State, Zip

Maynard, MA 01754

Type of Organization

Municipal Planning Board

Telephone

978-897-1302

Email

bnemser@townofmaynard.net

Role and qualifications

The Planning Board is responsible for long and short-term planning for the town, including land use, housing, economic development, transportation, parking, open space, and administration of zoning bylaws.

Name of Organization 8

Mill & Main

Contact

Lisa Arya

Address

41 Seyon Street, Suite 200

City, State, Zip

Waltham, MA 02453

Type of Organization

For-profit business - other

Telephone

617-828-1118

Email

larya@saracenproperties.com

Role and qualifications

Mill & Main is a dynamic venture envisioned by Saracen Properties to foster entrepreneurial drive, creative pursuits and community ties.

Name of Organization 9



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Contact

Address

City, State, Zip

Type of Organization

Telephone

Email

Role and qualifications

Name of Organization 10

Contact

Address

City, State, Zip

Type of Organization

Telephone

Email

Role and qualifications

Name of Organization 11

Contact

Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 12

Contact



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Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 13

Contact

Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 14

Contact

Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 15

Contact

Address



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City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

List other organizations that are collaborating on the initiative.



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Town of Maynard
Application #CDI0106

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Cultural Assets Inventory

Cultural Assets

of Theaters

1

of Museums

0

of Movie houses

1

of Cultural centers

1

of Art galleries

4

of Performance spaces

10

Special Events

of Annual festivals

7

of Farmers markets

1

of Restaurant weeks

0

of Open studios

2

of Gallery nights

2

of Concerts

13

of Walking tours

7

Historic Assets

of Buildings listed on National Historic Register

0

of Historic districts or corridors

0

Artists Production Spaces



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of Live/Work studios

0

of Work studios

3

of Rehearsal spaces

2

of Recording studios

0

of Film studios

0

of Creative Economy Businesses

25+

If you have an asset that is not on the list above please describe it and quantify it here. Use this space to explain any asset listed.

Culinary classes and demonstrations (1)
Local chef-owned specialty restaurants (12)
Local restaurants, other (5)
Locally-owned craft brewery / Brewpub (1)
National chain restaurants (2)



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Public Infrastructure & Amenities Inventory

Public Space & Amenities

Public Gardens
Public Plazas/Commons
Public Art
Waterway

Public Buildings

Library

List any additional, relevant public buildings here.

US Post Office

Transportation Amenities

Pedestrian path
Bicycle path
Public Transportation
Parking

Way finding

Special signage
Self-guided walking tours

Technology

If you have a public amenity that is not listed above, please describe it here.

Public electric vehicle charging station



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Marketing

Collective Marketing Checklist

Visioning exercises
Marketing plan
Branding plan
Brochure
Map
Web site
Social media
Email blasts
Member of regional tourism entity
Online cultural calendar
Advertising - radio
Cultural ambassadors

If you have a marketing tool that is not on the list above, please describe it here.



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Incentives: Planning & Financial Tools Checklist

Check the relevant zoning, planning and/or financial tools that have been implemented in the proposed cultural district:

Overlay Zoning/Special Designation

Existing Zoning Overlays for Artist Live-Work Space

Planning

Arts/Cultural District Plan
Artist Surveys
Economic Market Analysis
Community Development Plan
Historic Property Survey

Financial Tools

If there is an incentive being utilized that is not listed please identify it here:

Business Environment Enhancement Program (BEEP) Grant

For the items you identified above, indicate if the incentive currently applies to, or is implemented in, the cultural district.

BEEP is currently available to individuals, organizations, and business inside and outside of the proposed district. Conditions favorable for BEEP grant awards are especially favorable for entities within the proposed district.

For the items you identified above, note start dates here:

BEEP initiated in 2015