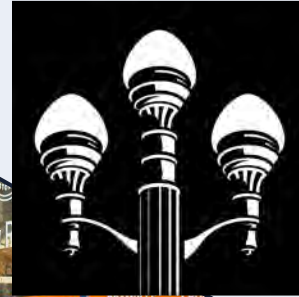


# WRMS Annual Meeting

May 15, 2023



WEST  
ROXBURY  
MAIN  
STREETS

[www.wrms.org](http://www.wrms.org)



# WRMS Mission and Approach

**Our mission** is to promote the West Roxbury Main Streets district as an appealing destination and the dynamic center of our community. WRMS is one of 20 urban main street organizations in Boston, and together we form a coalition of the Boston Main Streets Program.

As an accredited Main Street program, we follow the **National Main Streets Four-Pronged Approach™**:

- Improving economic vitality
- Enhancing physical appearance
- Increasing community connection
- Promoting the neighborhood business district





# West Roxbury Main Streets Map (“Catchment Area”)



# Coalition Network of 20 Neighborhoods...



# ...And 1600+ Main Street Communities Nationally



Mayor Michelle Wu Opening Plenary at the 2023 Main Street Now Conference (Boston)

# Representative-Elect Bill MacGregor

WRMS 2023 Annual Meeting  
*Keynote Address*



# Jacob Robinson, WRMS Executive Director



## WRMS 2023 Annual Meeting *Organization Progress & Priorities*



# WRMS Organization Structure

**ECONOMIC VITALITY COMMITTEE:** Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

**DESIGN COMMITTEE:** Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



**BOARD + STAFF LEADERSHIP:** Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

**MARKETING & EVENTS COMMITTEE:** Market the district's defining assets | Communicate unique features through story-telling | Support buy-local experience | Host signature community events



**ORGANIZATION:**

Build leadership and strong organizational capacity | Ensure broad community engagement  
Forge partnerships across sectors



# WRMS Staff and Board



Jacob Robinson  
Executive Director



Brian Trabish  
Board President



Kanessa Alexander  
Board Treasurer



Jason Brown  
Board Secretary



Dr. George Aoude  
Board Member



Elizabeth Hoenscheid  
Board Member



Meaghan Keenan  
Board Member



Karen Nee  
Board Member



Danielle O'Brien  
Board Member



Lauren Stakutis  
Board Member



Howard Traub  
Board Member



Sara K. Ward  
Board Member

# Thank You WRMS Volunteers!

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# BMS Program Funding Snapshot (Funding Source: City of Boston)



BOSTON  
MAIN STREETS

	<i>FY22</i>	<i>FY23</i>	<i>% Change</i>
Operating	\$57,500	\$100,000	+74%
Programs	\$17,500	\$25,000	+43%
Beautification		\$45,000	-
<b>Total</b>	<b>\$75,000</b>	<b>\$175,000</b>	<b>133%</b>

**CITY of BOSTON**

# Additional Support Provided By:

BOSTON MAIN STREETS  
FOUNDATION

ROCKLAND  
TRUST



Top it off®



BrooklineBank

LANG  COAKLEY



Countrywide Mortgage

Greek International Food Market

Maiona Ward Immigration Law

Strategic FundRaising Solutions

# Local Partnership-Building with Community Orgs

*Sample of local groups and orgs WRMS has collaborated with or involved in its events over the past year.*

- Anna's Pals
- Bellevue Hill Improvement Association
- Big Sister Association of Greater Boston
- Boston Food Forest Coalition
- Cradle 2 Crayons
- DAV Chapter 3
- Ethos
- Evening Gardening Club of West Roxbury
- Mothers Out Front
- Parkway Community YMCA
- Parkway Cycling Club
- Parkway in Motion
- Parkway Running Club
- Rose's Bounty Food Pantry
- Rotary Club of West Roxbury-Roslindale
- West Rox Bikes
- West Roxbury Friends of Rosie's Place

# New Website Launch (Coming July 2023!)

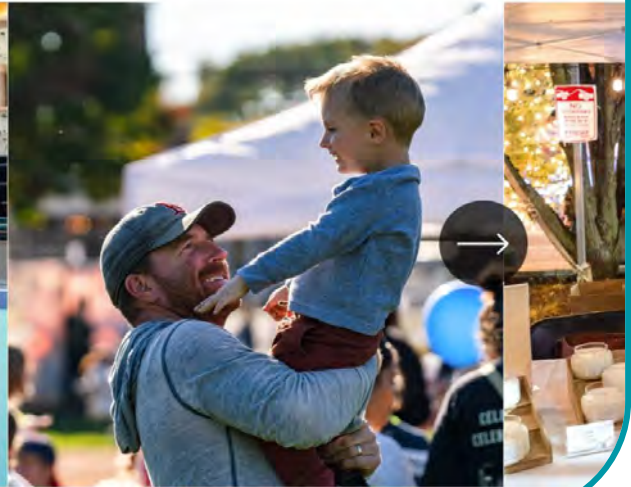


[Community](#) [News & Events](#) [About](#) [Join Us!](#)



[Donate](#)

- Profile
- Projects
- Local Resources
- Business Resources
- Find a Business







**PROMOTION:**

Market district's defining assets | Communicate unique features through story-telling | Support buy-local experience



# 2023 Art Walk (On Display May 12 - June 4)



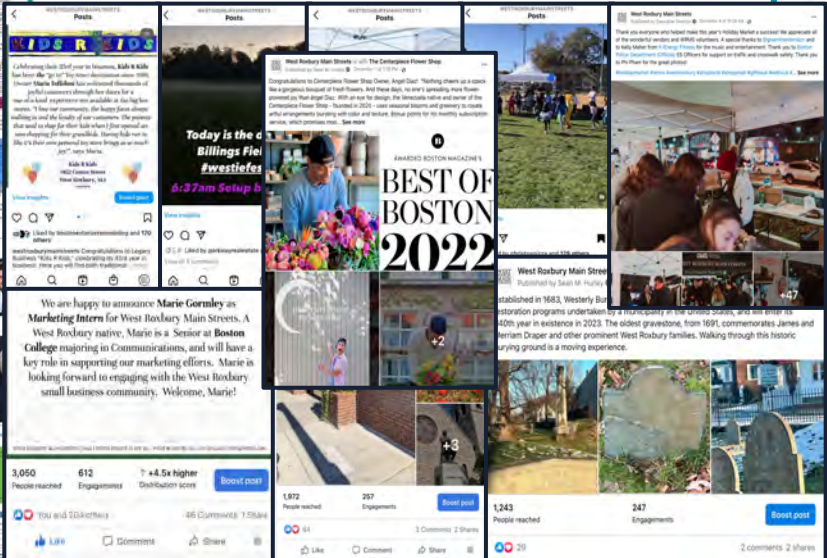
# 2023 Neighborhood Bar Hop and Trolley Tour (April 2023)



# 2022 Westie Fest (2023 Save the Date: September 30!)



# Promotion through Communications & Media



April 13, 2023

## WRMS hosting shoe drive

The Bulletin  
Ariane Komyall  
Staff Reporter

anniversary of the Boston Marathon Bombing

up to adult sizes for children who need them.

CRADLES TO CRAYONS provides children living in homeless or low-income situations they need to thrive at home and school.

Other One Boston Day volunteer events across the city include food drives, drives, a senior social, book making party, portrait drawing, coding class, fitness class, lighting up local businesses with blue and yellow lights, and more. Community members can share their acts of kindness on social media with the hashtag #OneBostonDay. To learn more about One Boston Day and the volunteer events, visit [www.boston.gov/civic-engagement/one-boston-day](http://www.boston.gov/civic-engagement/one-boston-day).

The mission of WRMS is to promote West Roxbury's business district as the dynamic center of the community. The nonprofit organization helps bring together local volunteers and businesses to strengthen the district's economic vitality, physical appearance and local character. "We are very grateful for the participating businesses, organizations and schools that are hosting the bins," stated Robinson. "For more information, visit [westroxburymainstreets.org](http://westroxburymainstreets.org) or follow @westroxburymainstreets on Facebook and Instagram."

In honor of One Boston Day, West Roxbury Main Streets (WRMS) is partnering with Cradles to Crayons to host a shoe drive in Apr. 10 until Apr. 17. The shoe drive will be available at multiple locations around West Roxbury to collect children's shoes for children in need. Cradles to Crayons provides over 130,000 packs of children's essentials each year. Youth shoes are in high demand.

Beethoven School, Corcoran School, Corrib Pub, Lyndon & Lower School, Parkway School, and Perfect 10 Salon, are participating in the shoe drive. The shoe drive will have drop off locations at each of these locations from Apr. 10 to Apr. 17. The Parkway School is also participating in the shoe drive. The shoe drive is a community effort to help children in need. The shoe drive is a community effort to help children in need.

WRMS is a 501(c)(3) nonprofit organization. We are a community of volunteers and residents who work together to improve the quality of life in West Roxbury. We are a community of volunteers and residents who work together to improve the quality of life in West Roxbury.



# Boston Age-Friendly Business Certification



In 2023, Ashmont Cleaners and Rockland Trust's West Roxbury branch joined the list of over a dozen Age-Friendly Certified Businesses in West Roxbury



**ECONOMIC VITALITY:**  
 Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem



# Aliesha Porcena, City of Boston Director of Small Business

**WRMS 2023 Annual Meeting**  
*Supporting Boston's small businesses  
community through our Main Streets*





The vision of the Economic Opportunity and Inclusion Cabinet is of *a resilient, equitable, sustainable, and vibrant city that centers people and creates opportunities to build generational wealth for all communities.*

## COVID-19 RECOVERY

*Launched downtown revitalization efforts*

*Awarded \$13M to 1,100 small businesses*

*Expanded “All Inclusive Boston” campaign*

## EQUITABLE INVESTMENTS

*Distributed thousands in cannabis equity grants*

*Helped secure \$17 million BPS contract for a local MBE*

*Adopted permanent Sheltered Market Program*

## NEIGHBORHOOD REVITALIZATION

*Secured \$5 million investment for Main Streets*

*Financed commercial acquisition projects*

*Launched Legacy Business Program*

## SHARED PROSPERITY

*Secured \$24 million for ARPA-sponsored programs*

*Launched the \$9 million S.P.A.C.E. Program*

*75%+ of liquor licenses awarded to diverse businesses*

# Our Mission

*What we do and why?*



Our mission for the Department of Small Business is to provide micro and small businesses with the holistic, tailored support they need to successfully **start, grow, and build a business in Boston.**

# Supporting Boston's Small Business Economy

Existing programming and resources



## TECHNICAL ASSISTANCE

We have a wide range of experts to help small businesses start and scale like:

- Developing a business plan
- Marketing and branding
- Financial management
- Lease and legal guidance



## RESTORE & DESIGN

We provide funding to help preserve and improve facades and storefronts.

- Grants for exterior finishes, windows & doors, new signage & lighting, removal of grates, installation of awnings



## MOBILE ENTERPRISES

A program that helps support food trucks and other mobile businesses.

- Grants for exterior finishes, windows & doors, new signage & lighting, removal of grates, installation of awnings



## THE BOS NETWORK

A collaboration with partners and key stakeholders who host a series of sessions which include: free, virtual and in-person events to support and promote women, immigrant, and veteran entrepreneurs.

# Supporting Boston's Small Business Economy

*New programming and resources: Getting City Hall out of City Hall*



**40+**

Number of  
business walks  
since Jan. 2022

**400+**

Number of  
business owners  
engaged

**150+**

Business needs  
assessed and  
addressed

# CONGRATS AWARDEES



## Allston

- Twin Donuts

## Beacon Hill

- Beacon Hill Cleaners

## Brighton

- Johnny D's
- John J. Ryan Insurance Agency

## Charlestown

- Bunker Hill Barbershop

## Chinatown

- Winsor Dim Sum

## Dorchester

- Allan's Formal Wear
- Chez-Vous Roller Skating Rink
- DJs Market
- Hicks Auto Body
- Pho Hoa

## Downtown

- The Tam

## East Boston

- Taqueria Jalisco

## Fenway

- India Quality

## Hyde Park

- Au Beurre Chaud Bakery
- Richy's
- Ron's Gourmet Ice Cream

## Jamaica Plain

- El Oriental de Cuba
- George's Shoes

## Mattapan

- Le Foyer Bakery

## Mission Hill

- Liz's Hair Care

## North End

- Caffe Dello Sport

## Roslindale

- Pleasant Cafe

## Roxbury

- Ideal Sub Shop
- Latino Beauty Supply
- Silver Slipper Restaurant

## South Boston

- Deja Brew

## South End

- Wally's Cafe
- Slade's Bar & Grill

## West Roxbury

- Sugar Bakery

CITY of **BOSTON**



Economic Opportunity  
and Inclusion

# 2023 LEGACY BUSINESS AWARD CELEBRATION



Monday, May 22, 2023  
Faneuil Hall | 5 p.m.- 6:30 p.m.

to register please visit:

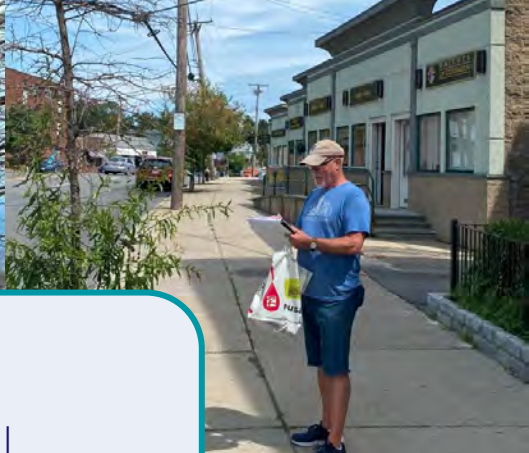
[Legacybusiness.eventbrite.com](https://legacybusiness.eventbrite.com)

Reception to follow at **Boston Public Market**

CITY of **BOSTON**



Economic Opportunity  
and Inclusion



## DESIGN:

Create an inviting, inclusive atmosphere |  
Celebrate historic character | Foster accessible,  
people-centered public spaces



# Enhancing Open Space: Tim White Way Project





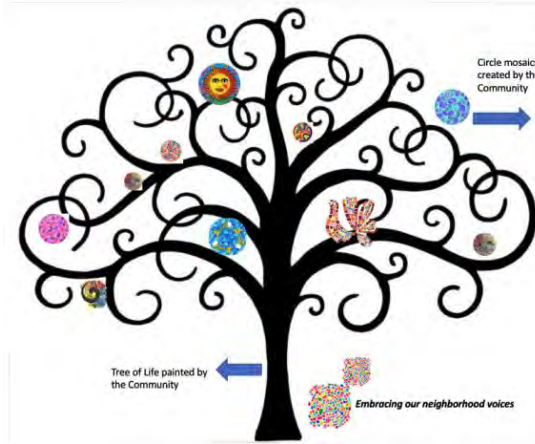
# A New Moment for Art In West Roxbury

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# Spotlight: 2023 Mosaic Mural Project “Embracing Our Neighborhood Voices”



Sketch by Silvina Mizrahi



# Mural Project Timeline

April	May	June-August	September	October
<b>Select Mural Location</b>  Top sites determined by WRMS design committee; conduct property owner outreach; confirm agreements.	<b>Finalize Mural Design</b>  Design by WR-based artist Silvina Mizrahi; Concepts will be reviewed by WRMS Design Committee, Board, and Site Property Owner for review/input.	<b>Coordinate mosaic-making workshops</b>  Host public workshops at locations such as YMCA, senior living facilities, schools, BCYF Community Center, faith orgs, and Irish Social Club.	<b>Paint Mural and Install Mosaic components</b>  Arrange access to mural site; choose paint materials; photo/video documentation of installation	<b>Celebrate and Promote Mural Completion</b>  Ribbon-cutting; press release and marketing; BMSF Grant report

# Getting Involved

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# Volunteer with WRMS

## Committee Openings:

- Design Committee
- Economic Vitality Committee
- Marketing and Culture Committee

## To Apply:

- Submit Letter of Interest to [info@wrms.org](mailto:info@wrms.org).

## Process:

- Attend WRMS Volunteer Orientation
- Interview with WRMS ED and Committee Chair
- Sign Volunteer Forms
  - Acknowledgement of Guidelines
  - Conflict of Interest Form
- Join committee and sign up for open tasks/projects
- Committee Appointments are 1-Year Terms



# Apply Your Expertise & Develop New Skills!



## Desired Skill Areas:

- Event Planning
- Graphic Design
- Social Media & Storytelling
- Photography
- Research and Data Analysis
- Video & Editing
- Artists and creators
- Strategic Planning
- Volunteer management



## Example Projects:

- Write social media & digital content
- Design flyers & infographics
- Conduct community surveys
- Plan markets and festivals
- Organize small business workshops and resources
- Lead public art initiatives
- Develop streetscape beautification initiatives

# Thank You

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