

E Pluribus Unum

Out of Many, One

– Statewide Program

BACKGROUND

- + In 1983, Boston City Councilor Thomas Menino brought the Main Street program to Boston's Roslindale neighborhood. In 1995, Mayor Menino challenged the National Trust for Historic Preservation to expand its National Main Street model to Boston. The result was [Boston Main Streets](#), the first urban, multidistrict Main Street program in the United States.

BACKGROUND

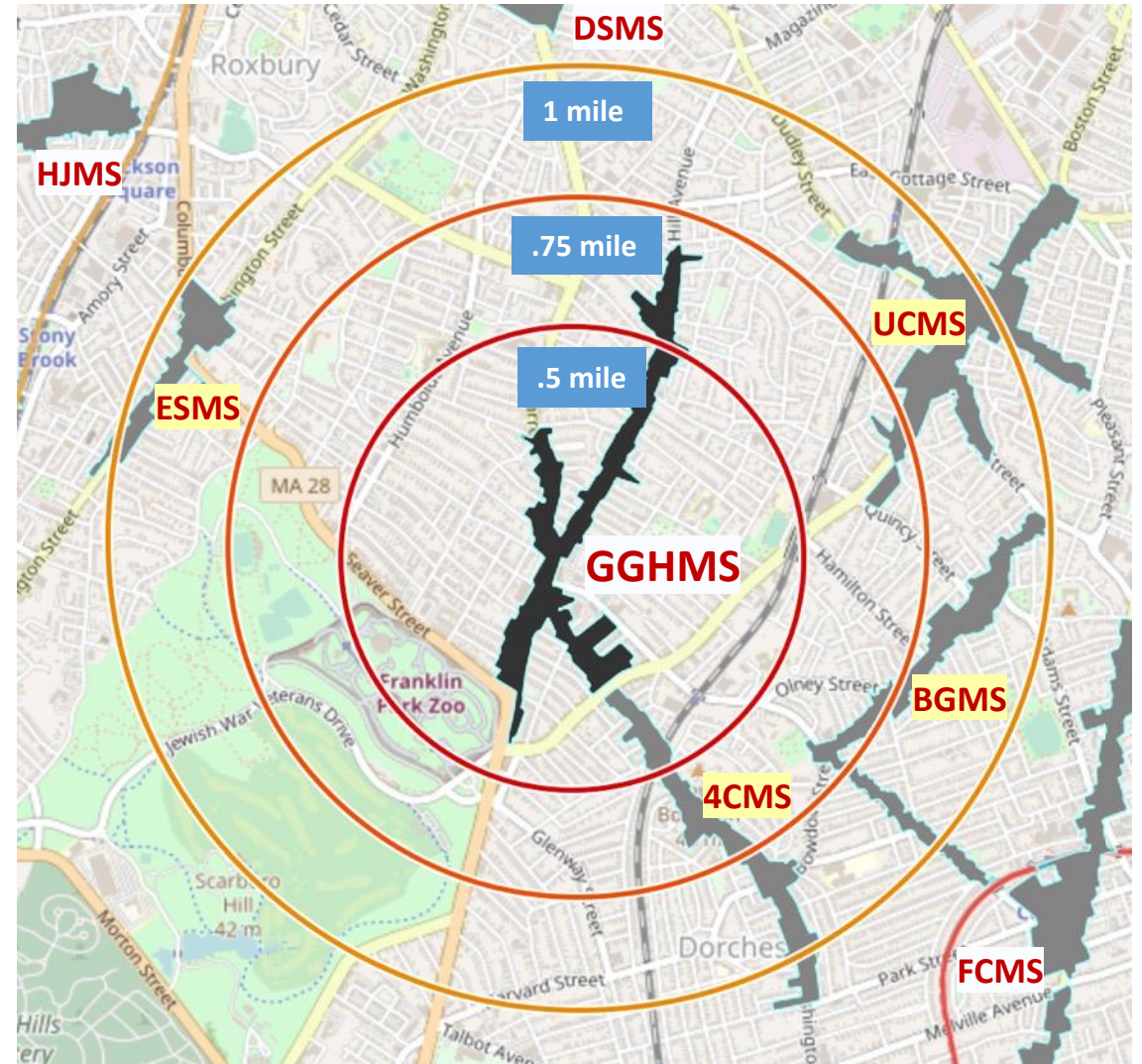
- + Now there are 20 in the City. They range from East Boston to West Roxbury.
- + They all have the same contract with the city, which pays \$125k to cover the cost for the director, operating expenses, and programming.
- + Each Main Street is a 501 (c) 3 organization
- + Each Main Street is different based on the geographical context, board, and Executive Director.

BACKGROUND

- + There is amazing diversity in these 20 districts. They differ in demographics; population density; development stage; business mix; public safety issues; community concerns; board composition; volunteers; executive director education, experience and tenure; funding sources; and political districts. In fact, they might seem to share little, if anything, in common other than the same contract with the city and an agreement to follow the [National Main Street four-point approach](#).

The distance other Main Street Districts are from Grove Hall

- There are four Main Streets within 1-mile radius:
 - Uphams Corner
 - Four Corners
 - Bowdoin/Geneva
 - Egleston Square



WHAT DO MAIN STREET DIRECTORS DO?

+ **Economic development** includes retaining existing businesses, helping existing businesses grow, and recruiting or helping start new businesses. Promotion is a separate but related Main Street category that involves promoting the district and its image to attract more local and tourist consumers. This can include campaigns encouraging people to shop locally and support local businesses.

WHAT DO MAIN STREET DIRECTORS DO?

Urban planning includes working to create an optimal business mix; addressing transportation issues such as walkability, bike accommodations, public transportation options, parking and traffic congestion; developing parklets and public art; promoting new development through appropriate zoning and permits; addressing gentrification; preserving historic places; placemaking; and dealing with troubled properties, streetscapes, environmental issues, and land use.

Infrastructure Development – Maintenance, new planning.

WHAT DO MAIN STREET DIRECTORS DO?

- + **Community Development** – Events such as Back to School, Halloween, Thanksgiving, Christmas, beer gardens, festivals, Christmas Tree lighting,
- + Main Street directors lead, help coordinate and participate in activities such as road races, parades, auctions, multicultural festivals, holiday celebrations and shopping events, back-to-school events, fundraisers, beer gardens, concert series, and movie nights, all designed to promote and improve the community's image, build pride, and develop the community. Public safety is a critical aspect of a vibrant business district and a cornerstone of community development. Main Street directors deal with public safety issues such as vandalism, theft, violent crime, panhandling, and the results of substance abuse and vagrancy. During the pandemic, Main Street directors participated in and led food and PPE distribution, testing, and vaccination efforts in their communities.

WHAT DO MAIN STREET DIRECTORS DO?

+ **Community engagement**

- ✓ Representing the Main Street organization on other committees and at meetings of organizations with similar goals, such as neighborhood associations.
- ✓ Advocating for the community and specific projects, particularly with city agencies.
- ✓ Collaborating with like-minded community organizations on issues such as economic development, urban planning, promotions, design, and organization.
- ✓ Briefing political leaders on issues important to the district.
- ✓ Holding merchant meetings with local business leaders and property owners.
- ✓ Participating in policy discussions.
- ✓ Providing testimony at hearings.
- ✓ Participating in community development meetings on topics such as Article 80, liquor and cannabis licenses, transportation planning, and master plans.
- ✓ Attending mayoral coffees and meetings with a variety of community groups.

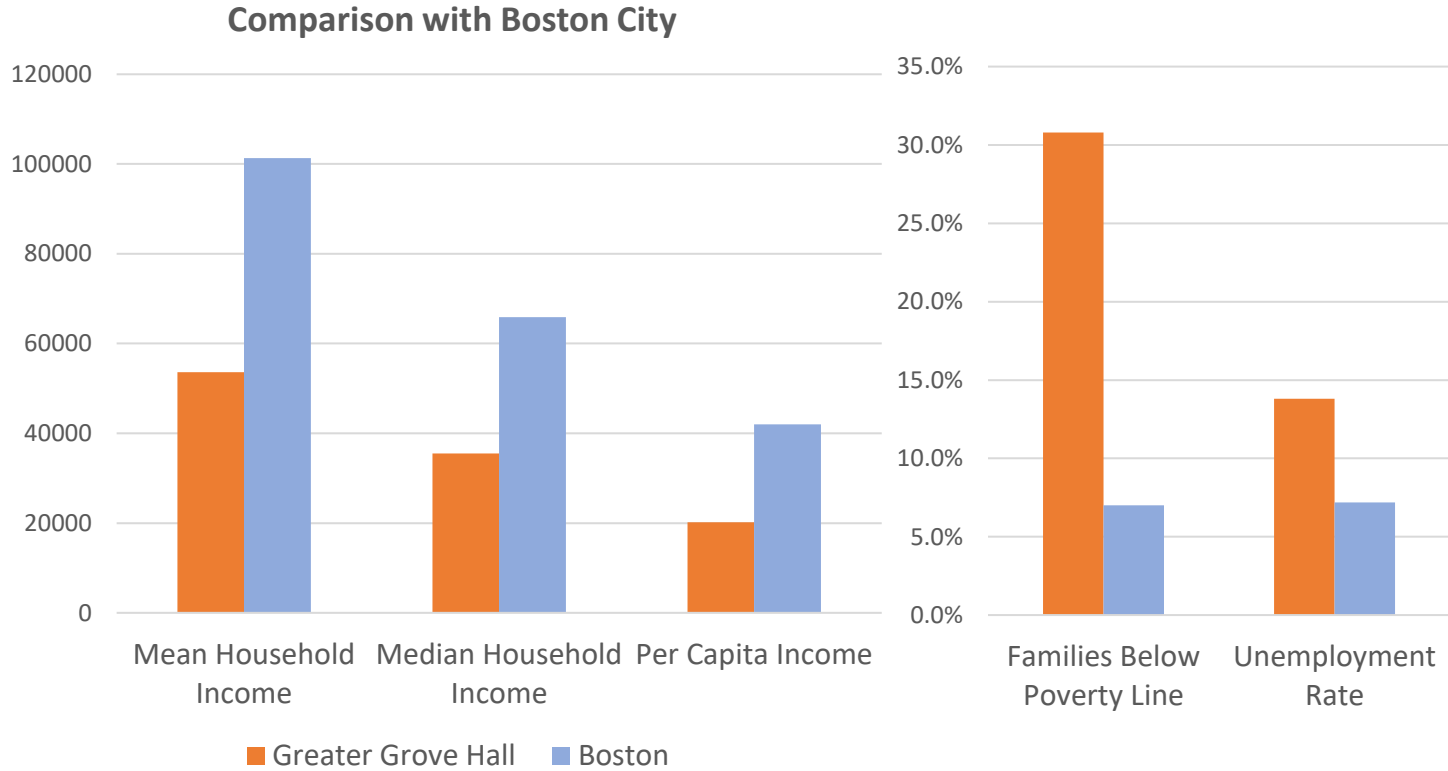
WHAT DO MAIN STREET DIRECTORS DO?

- + **Reporting and compliance**
- + **Programming**
- + **Fundraising**
- + **Volunteer management**
- + **Technical assistance**
- + **Research participation**

WHAT DO MAIN STREET DIRECTORS DO?

- + **Collaboration with fellow directors**
- + **Trade association**
- + **Knowledge management**
- + **Sourcing**
- + **Cross-district events and promotions**
- + **Real estate needs**
- + **Fellowship**

The Greater Grove Hall area: One of the poorest sections in the City of Boston

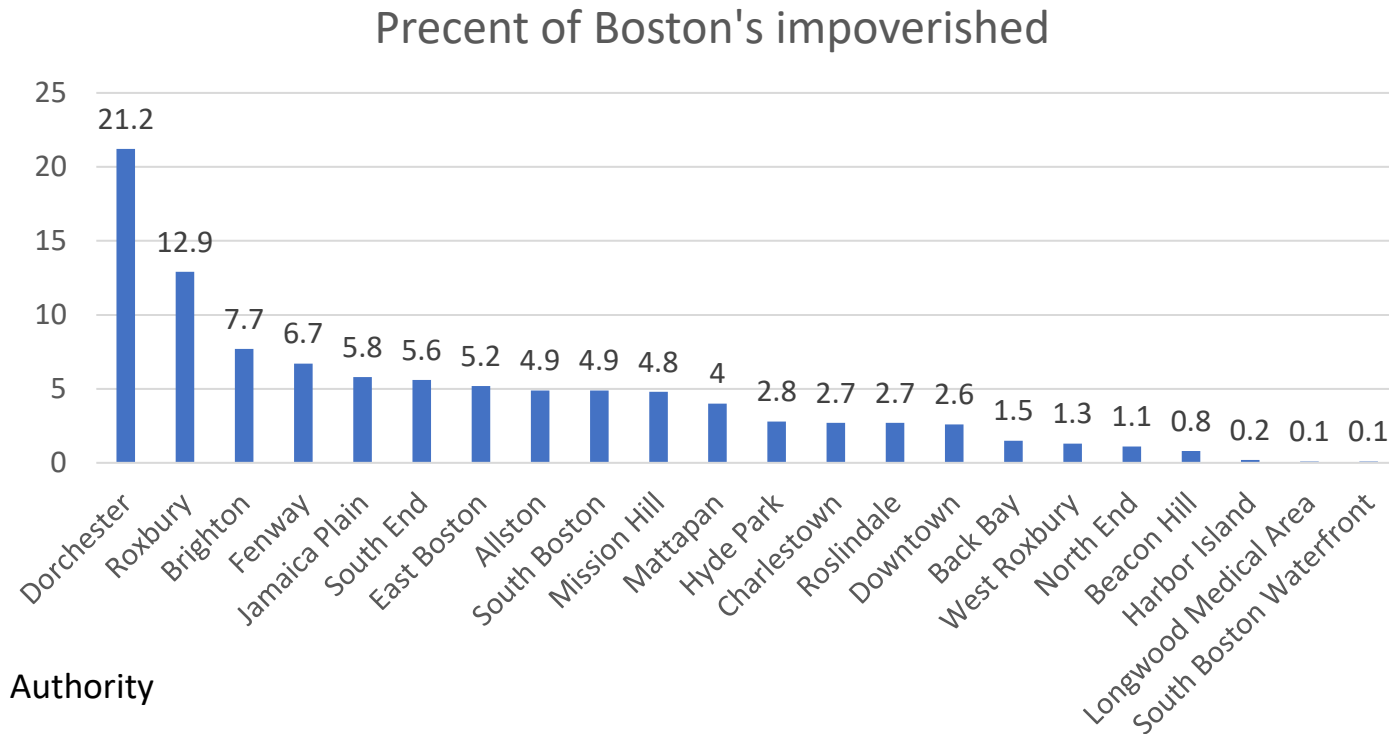


Mean household income: **53600*** (101300 - Boston)
Median household income: **35500** (65900 - Boston)
Per capita income: **20200*** (42000 - Boston)
Families below the poverty line: **30.8%** (7.0% - Boston)
Unemployment rate: **13.8%*** (7.2% - Boston)

When potential retailers see those numbers, the belief is the residents don't have enough disposable income to support their type of retail operation.

The Greater Grove Hall area: One of the poorest sections in the City of Boston

Most of Boston's impoverished population is in Dorchester and Roxbury.



Source: Boston Redevelopment Authority
Research Division
<http://www.bostonplans.org/getattachmen t/f1ecaf8a-d529-40b6-a9bc-8b4419587b86>

■ Percent of Boston's impoverished

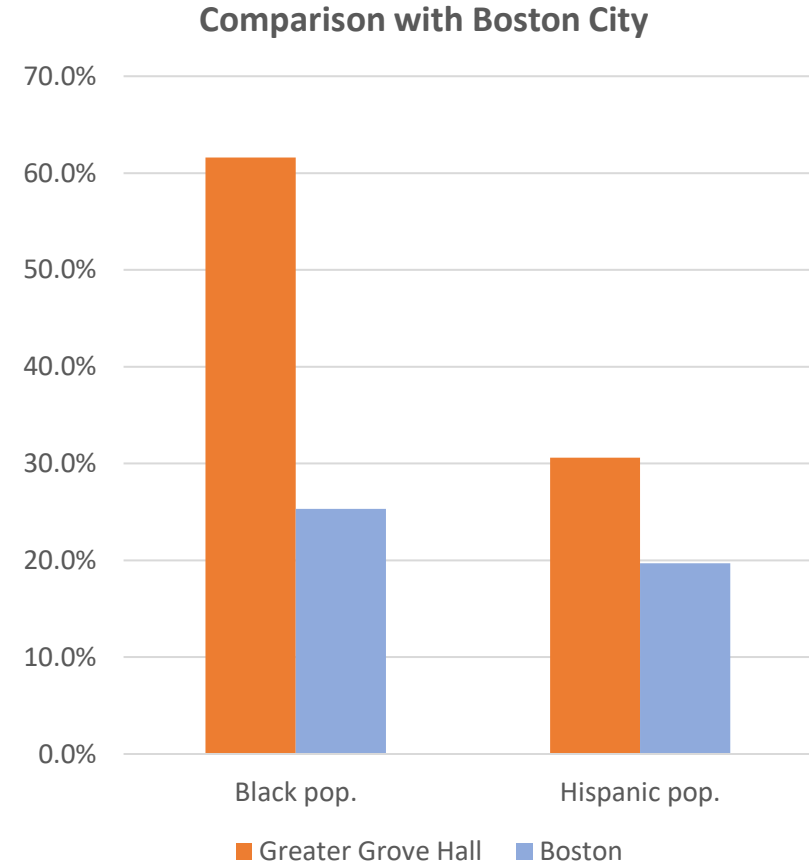
Background Data: Demographics

- **Race**

- Black: **61.6%** (25.3% - Boston)
- Hispanic: **30.6%** (19.7% - Boston)

“17.1% of this neighborhood's residents have Haitian ancestry and 10.3% have Dominican ancestry.”

– NeighborhoodScouts



Background Data: Demographics

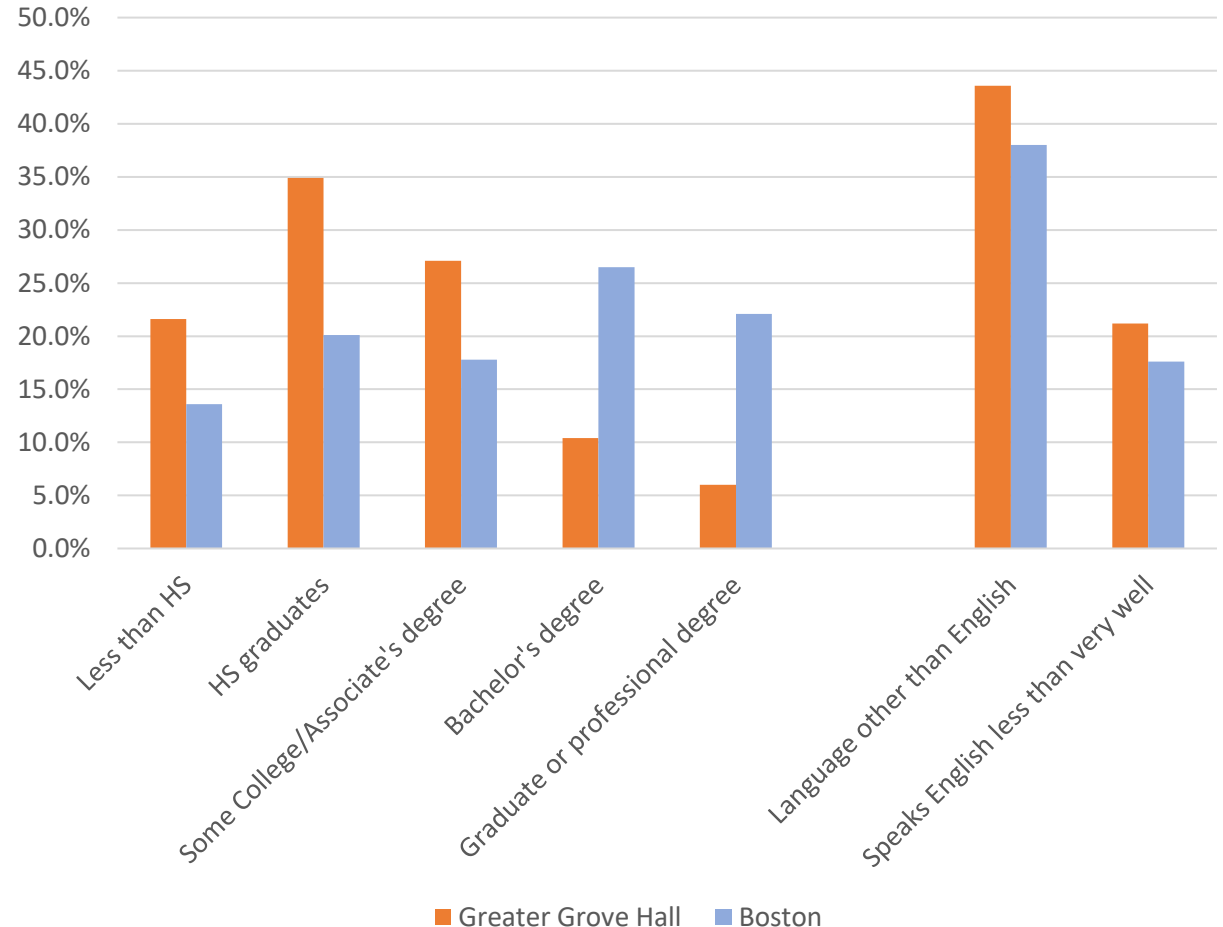
- **Lower than average education level**

- Less than high school: **21.6%*** (13.6% - Boston)
- High school graduates: **34.9%*** (20.1% - Boston)
- Some college/Associate's degree: **27.1%*** (17.8% - Boston)
- Bachelor's degree: **10.4%*** (26.5% - Boston)
- Graduate or professional degree: **6.0%*** (22.1% - Boston)

- **Language spoken at home**

- Language other than English: **43.6%*** (38.0% - Boston)
- Speaks English less than very well: **21.2%*** (17.6% - Boston)

Comparison with Boston City



Background Data: Demographics

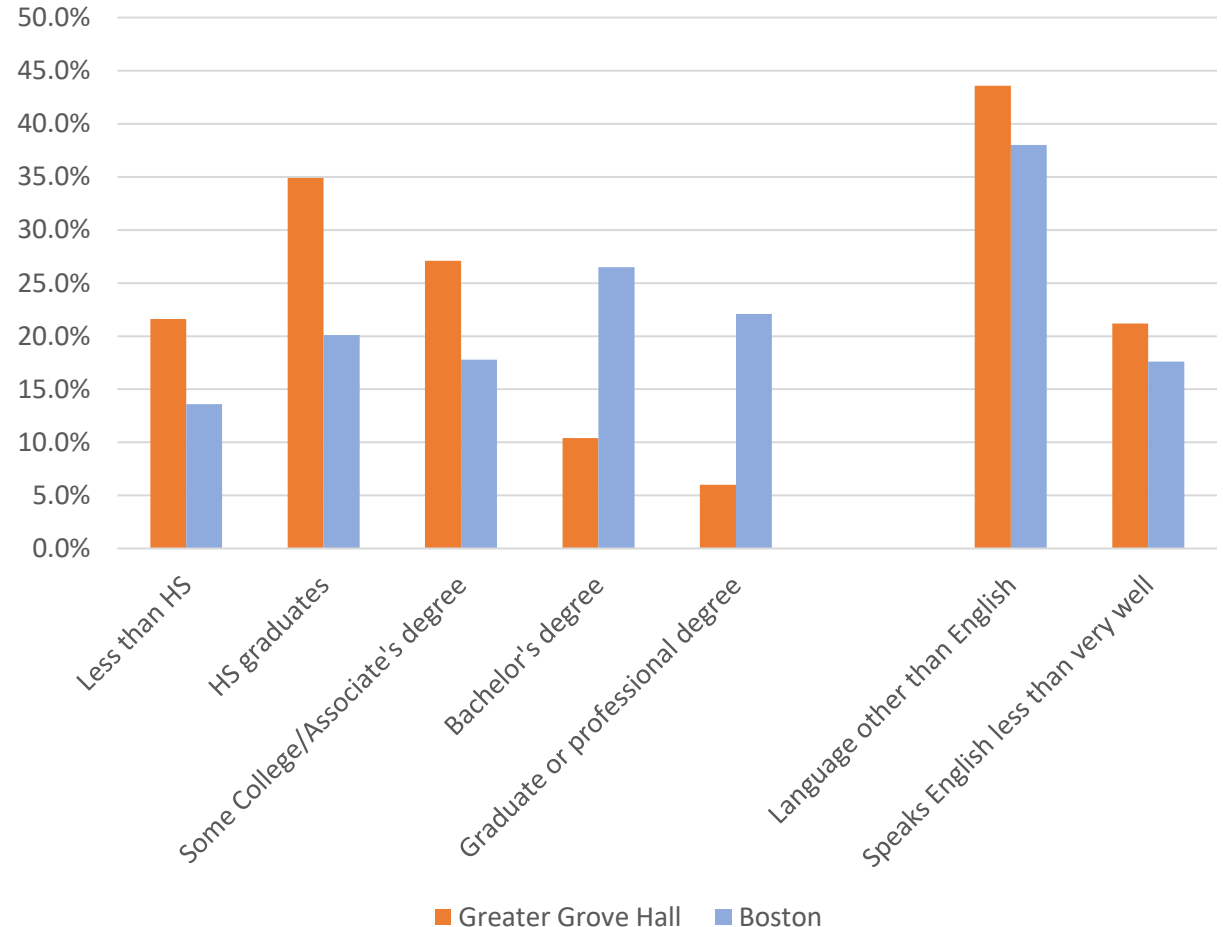
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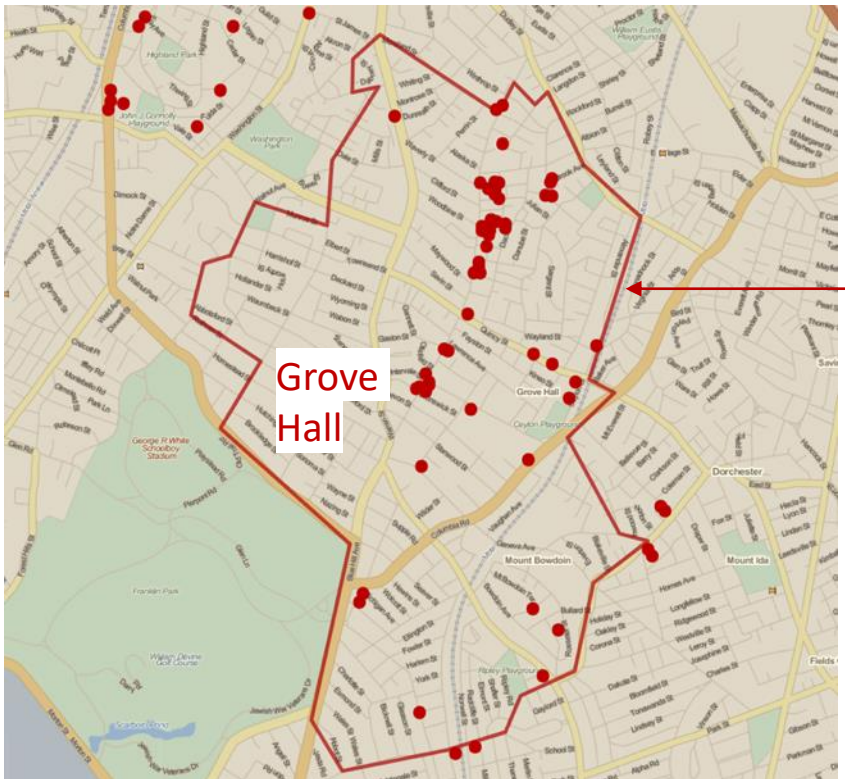
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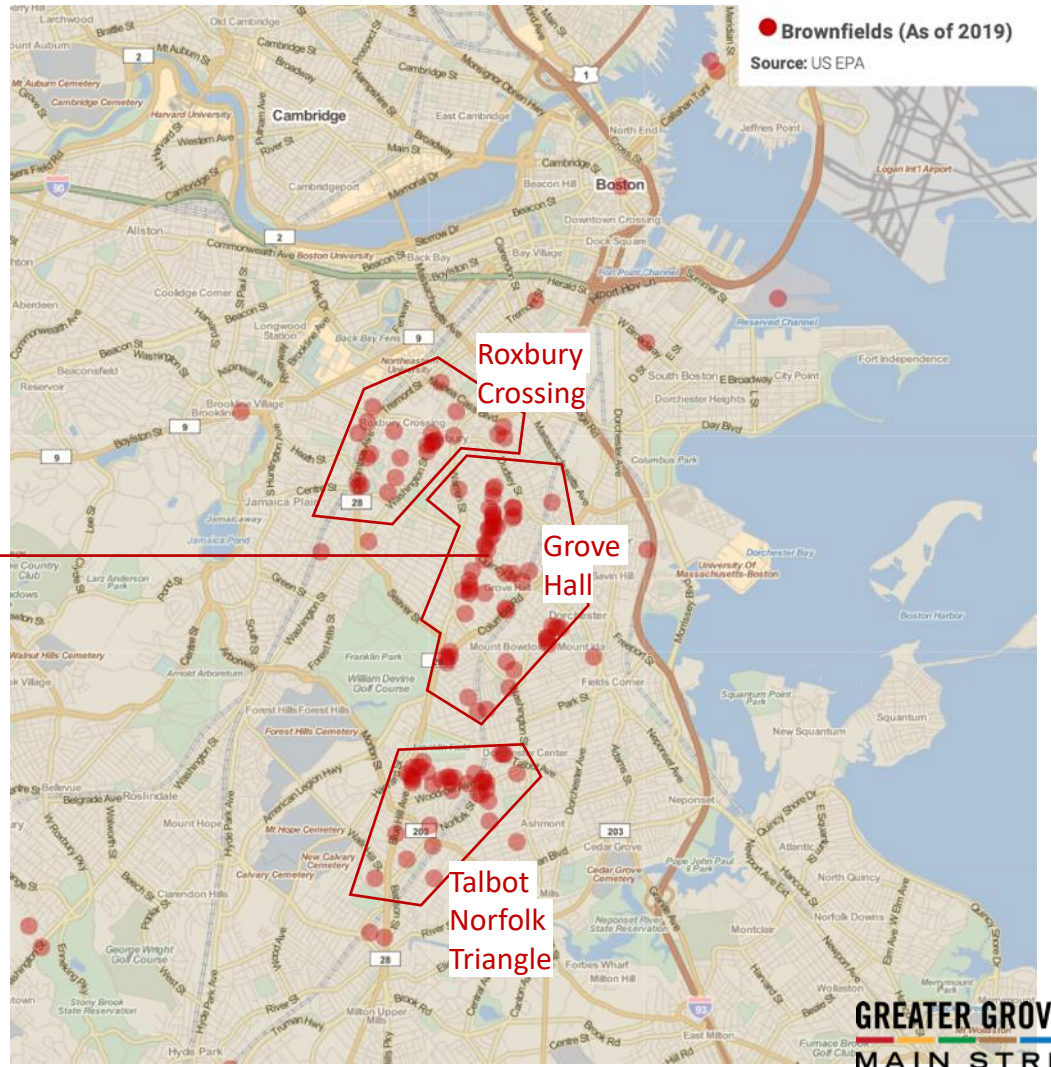


The Greater Grove Hall area: The leading area for brownfields in Boston

- There are three clusters of brownfields in Boston. Grove Hall has the most.



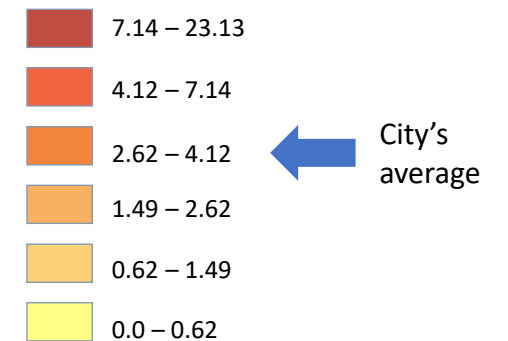
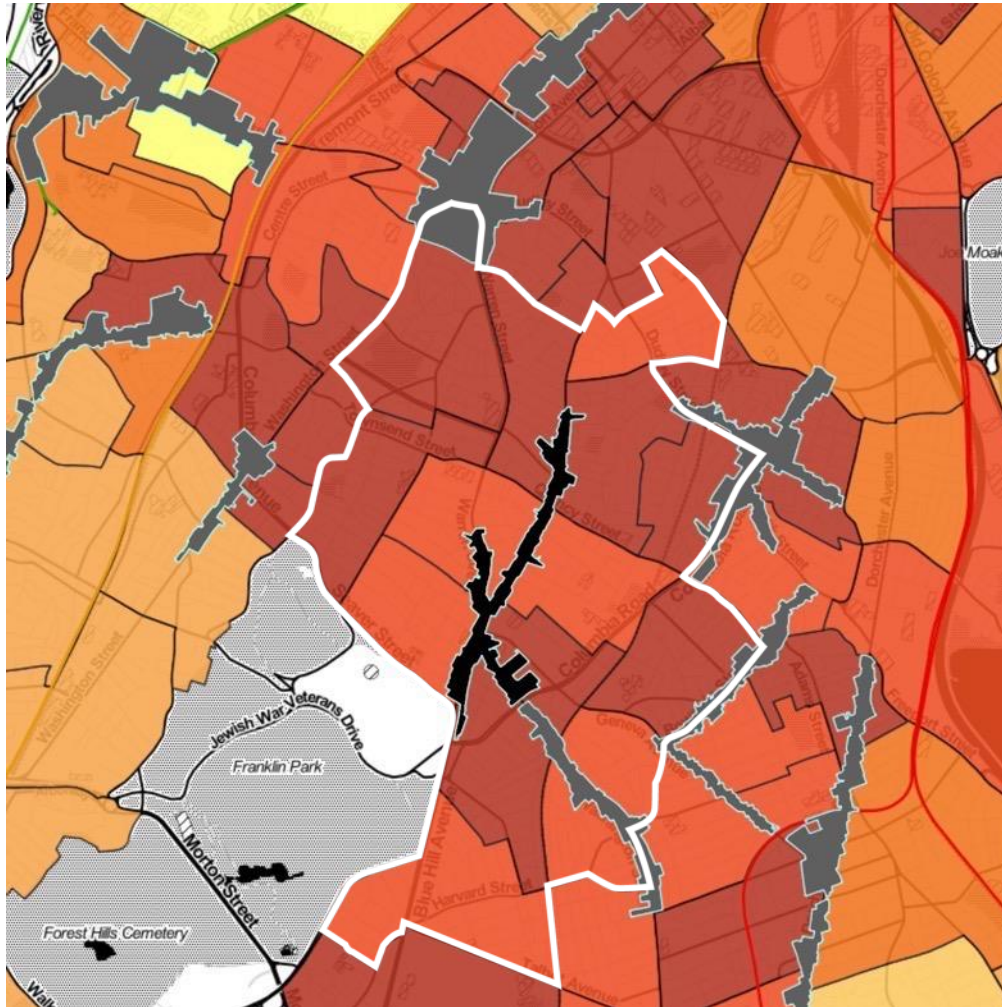
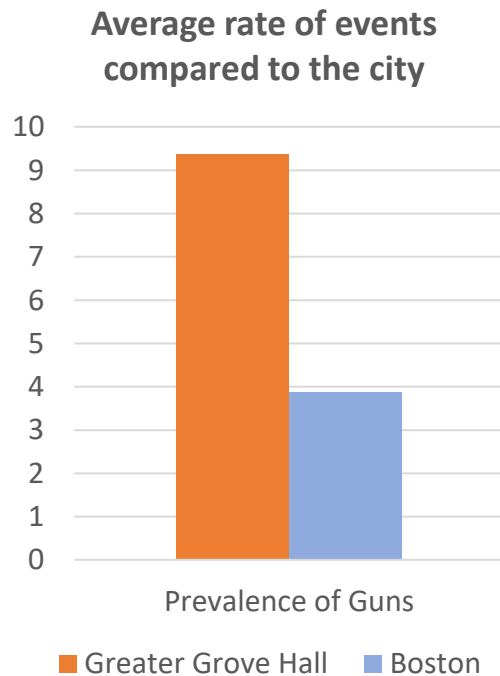
Source: US EPA, PolicyMap



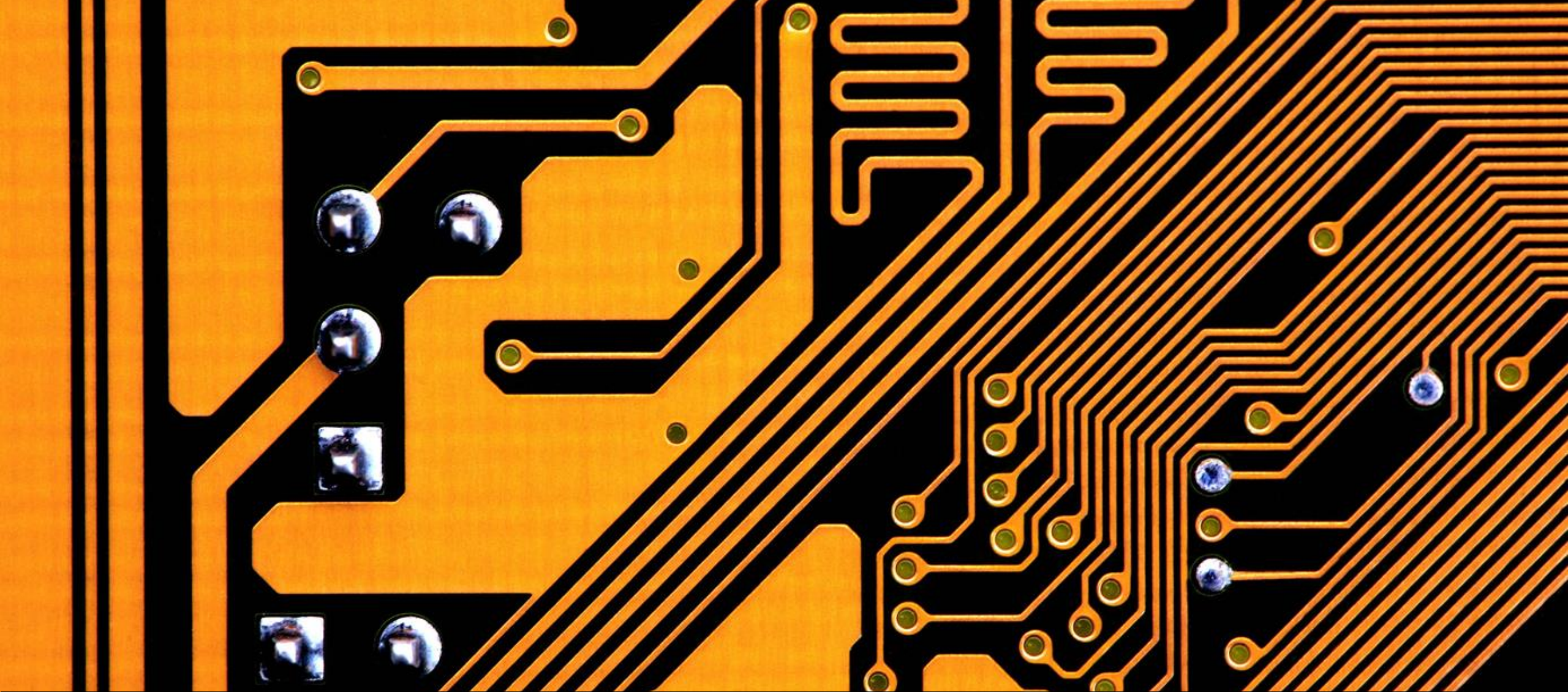
Map view of Prevalence of Guns

Prevalence of guns:

- Events that involve the use of guns (e.g. shooting)



(2018 yearly rate of events per 1000 people)



Showcasing African and African-American Founded
Tech Businesses

Greater Grove Hall Main Streets

We have made ending the digital divide part of our economic development strategy. The digital divide is not between the ‘haves” and the “have-nots,” but between those produce technology and those who consume it. People in our community are consumers of technology, we have smart phones and use social media. We need to be producers of technology during this golden age of technology opportunity.

***“Yeah! I heard great things about the event...when it was happening people were calling me!
Kudos. Honored to be a sponsor”***

THE GREATER GROVE HALL AREA REFLECTED YEARS OF DEFERRED MAINTENANCE

- + There were 13 streetlights out in the heart of the Grove Hall business district.
- + There were missing trees
- + A report in The Boston Globe showed the poor quality of the sidewalks in the area.
- + There were visible signs of neglect throughout the district.

THE MAIN STREET MAKEOVER FOR GROVE HALL

- + ***Finally, we are launching Main Streets Makeovers. Starting with Bowdoin-Geneva in Dorchester and Grove Hall in Roxbury, we'll provide public space up grades and extra help for small businesses. We are making every square inch of Boston thriving, healthy, and innovative for every resident of our city***
- + Mayor Walsh's State of the City Address, January 13th, 2015

THE MAIN STREET MAKEOVER FOR GROVE HALL

Completed Work

- + **Crosswalk Stripping** - All needed crosswalks were restriped
- + **New Crosswalk - Blue Hill & Castlegate** – Complete
- + **Welcome to Grove Hall Sign** – Replaced
- + **New Crosswalk and Traffic Calming** – Near Mother Caroline Academy installed
- + **New Traffic Calming Interventions** – Geneva Ave near senior center. Installed.
- + **Walnut Ave** - Street Safety Intervention
- + **Pocket Park** – Now called Grove Hall Plaza, completed
- + **New Fences** – Rundown, missing or broken fencing around City owned property in Grove Hall has been replaced.

THE MAIN STREET MAKEOVER FOR GROVE HALL

Completed Work

- + **New Parking Signs** – Limiting parking for two hours in the 600 Block of Blue Hill Ave. Blue Hill Ave from Glenway to Columbia Rd, Columbia Rd to Olds Field Rd.
- + **Municipal lot #23** – Redesigned and \$500,000 renovation completed.
- + **Trash Cans** – New trash cans, rusted trash cans painted black, trash cans redeployed to optimal locations.
- + **Graffiti** – Removed at designated locations
- + **Benches** – Seven new benches placed in district.
- + **Banners** – 114 new banners for district.
- + **Signal Modifications** - For Blue Hill Ave/Warren and Blue Hill/Washington

THE MAIN STREET MAKEOVER FOR GROVE HALL

Completed Work

- + **Resurface Intersection** – The intersection at Blue Hill Ave. and Warren St.
- + **Grove Hall Plaza Re-landscaped** – Zoo New England applied for and received a grant that helped pay for the re-landscaping of this park.
- + **Roxbury Memory Heritage Trail App (RMT)** – The RMT app has been released.
- + **Tree Pits** – Zoo New England provided a team of volunteers, a truck and a load of mulch to mulch the trees in the business district and Grove Hall Plaza.
- + **Summer Concert Series** – First placemaking event in Grove Hall Plaza.

SEE THE TRANSFORMATION OF GROVE HALL A CASE STUDY

