# TOWN OF ASHBURNHAM Cultural/Creative Economy Plan









Prepared by:

### Montachusett Regional Planning Commission (MRPC)



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## Ashburnham Cultural/Creative Economy Plan

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### Ashburnham Cultural/Creative Economy Plan

### A. Introduction

This Cultural/Creative Economy Plan for the Town of Ashburnham has been prepared by the Montachusett Regional Planning Commission, with funding provided under a Commonwealth of Massachusetts District Local Technical Assistance (DLTA) Planning Grant. The Board of Selectmen submitted the DLTA request on June 7, 2010 and was approved by MRPC on June 29, 2010. MRPC Principal Planner, Eric R. Smith, was the Project Manager for this planning process. Mr. Smith, who is the former Ashburnham Town Planner, prepared a draft Scope of Services document for Town review, which was subsequently signed by the Town on July 27, 2010.

The impetus for the development of this cultural/creative economy plan goes back to the "Ashburnham Industrial Land Suitability Study" prepared by UMass Amherst Graduate Students in the Fall of 2006 and finalized in December 2007. The Study revealed that both existing market conditions and lack of infrastructure placed the Town in a situation where the residential tax burden would not be corrected through the development of a large scale Industrial Park in the short to mid-term. This Study indicated that the Town should "Look to the Creative Economy" as follows:

The creative economic activities that result from interest in music, art, theater, local crafts and other creative endeavors may present a particularly important opportunity for Ashburnham. Numerous recent studies have shown how dynamic a sector of the economy this can be. With Ashburnham's other natural assets, its prime location near two larger urban centers, and its accessibility it is precisely this sort of economic niche that the Town should look to fill.

Again, Cushing Academy represents a good base from which to build, and summer arts camps, music and theater programs could be a good start. Specifically marketing its assets to the artistic community to build a viable creative sector should be considered. Many arts and crafts operations such as pottery kilns, glass blowing shops, and small wood shops are types of small-scale industrial operations that would fit in well with the Town character.

While further studies of this type would help the Town to identify important strategic opportunity it is important to note that an active group of Town residents can accomplish a great deal by looking to expand upon their economic interests in ways that are consistent with Town character and make use of the extensive set of funding opportunities to complete studies and initial development efforts.

With vacancies increasing within the Ashburnham Village Center, the Town successfully received an \$8,000 economic development seed grant from the North Central Massachusetts Development Corporation in May 2008 to develop an Ashburnham Village Center Marketing Plan, which was completed in December 2008. Besides providing the Town with a market analysis of the Town and its surrounding Trade Area, the Plan provided a series of Conclusions and Recommendations. One of the Recommendations included "**Business Development & Recruitment** -Recruit Additional Businesses to the Village Center", one of the four of which was Arts-related businesses (the other three were casual restaurant, bookstore and specialty shop; the marketing study also found that the Ashburnham's trade area could support a coffee shop, which was of interest to participants of the September 22<sup>nd</sup> Public Forum):

Arts-Related Businesses: As noted previously, Cushing Academy has an excellent visual arts program and may be open to developing exhibition space in the Village Center. A single gallery is not enough to make Ashburnham into an arts "destination"; however, there may be some long-term potential for additional activity related to the arts in the Village Center if Cushing and cultural organizations are involved.

Public Input was provided via two Public Forums. The first Public Forum was held on September 22, 2010 at the Oakmont Regional High School. This Forum focused on an Introduction to the Creative Economy, the Inventory of Cultural Assets and an exercise to determine the Strengths, Weaknesses, Opportunities and Threats (SWOT analysis) that the Town faces in implementing an economic development strategy focused on the cultural/creative economy. Approximately 27 Town residents and creatives attended the September 22<sup>nd</sup> Public Forum.

During the development of the Ashburnham Cultural Plan, MRPC sought technical consulting assistance from Mt. Auburn Associates (<u>http://www.mtauburnassociates.com/</u>) and Berkshire Creative (<u>http://berkshirecreative.org/</u>). Mt. Auburn Associates is a leading national consulting firm in the field of creative economy-based economic development. Berkshire Creative is a nationally recognized creative economy support and development organization in western Massachusetts. MRPC subcontracted with Mt. Auburn Associates and Berkshire Creative to conduct the following tasks: review the inventory and mapping data that MRPC developed for the September 22<sup>nd</sup> Public Forum; based on the inventory review, suggest questions for the SWOT Analysis; review the minutes/notes from the September Public Forum and discuss with MRPC Staff; prepare a set of preliminary strategies in preparation of the October follow-up form meeting with the Town and key stakeholders, and attend and help facilitate the October Strategy Development session.

The second Public Forum was held on October 21, 2010 at Cushing Academy. This second Forum focused on the presentation and discussion of recommended Draft Goals and Recommendations and was facilitated by Helena Fruscio of Berkshire Creative and Michael Kane. About 19 residents, creatives and interested officials attended this Forum. The input and discussion that took place that evening has been incorporated into this planning document.

#### Intro to Cultural Planning and the Creative Economy

Before the text of the Ashburnham Cultural/Creative Economy Plan begins, MRPC has provided a basic introduction to Cultural Plans and the Cultural Planning Process as well as the Creative Economy to help promote better understanding of this economic sector. Cultural Planning is a process that takes stock of existing cultural resources and asks how they can be maintained, enhanced or developed to improve our lives and success of our community.

Goals of the Cultural Planning Process:

- A living document that paves the way for immediate development in arts and cultural landscape of the Town of Ashburnham
- Foster Creative Economy-based Economic Development

What is the Creative Economy?

- Creative workers by traditional notions have included artists, musicians, writers and teachers
- Recently this worker group has expanded to include computer programmers, publishers, web designers, architects and other idea-driven professions

- This group and their transactions collectively are now referred to as the "Creative Economy"

A Definition of the "Creative Economy":

"The enterprises and people involved in the production and distribution of goods and services in which the aesthetic, intellectual, and emotional engagement of the consumer gives the product value in the marketplace."

# **B.** Inventory of cultural assets both within the Town and within the Montachusett Region

The sources for the identification of cultural assets for the Town of Ashburnham and the other communities within the Montachusett Region included "Cultural Count" – New England's Cultural Database, which is maintained by the New England Foundation for the Arts (NEFA) at <u>www.culturecount.org</u>; individual organization websites; input by the Ashburnham Cultural Council; Freedom's Way National Heritage Area (<u>http://www.freedomsway.org/</u>); "A Directory of Nashoba Valley Arts & Cultural Organizations & Venues," prepared in 2007; and input provided at the September 22<sup>nd</sup>, 2010 Public Forum.

Cultural Assets for the Town of Ashburnham have been identified for the following categories: Attractions: Cultural and Heritage Sites, Performing Arts Companies and Venues, Visual Arts, Creative Education, and Other. See Appendix A for a map showing highlights of the identified cultural assets within the Town of Ashburnham. Regional assets are organized by Town and are presented in Appendix B. Whereas the Town's set of cultural and creative assets are intended to represent a more comprehensive inventory, the Regional assets represent a first attempt at a comprehensive set of such assets across the Montachusett Region. Further planning efforts will be required for the Regional effort and potential funding resources to gather such Regional assets have been identified later in this Cultural Plan.

#### Identified Cultural Assets within the Town of Ashburnham:

#### Attractions - Cultural and Heritage Sites

 Buildings in Ashburnham are impressive, architecturally, and have much history behind them. They can be utilized easily for artist spaces (especially large buildings, such as the Winchester Chair Factory, homes close to the center) or for a Cultural Center/ Cultural Historical Museum (ex: Winchester Chair Factory, Stevens Library). The Meeting House can be restored as an Ashburnham Historical Museum.

For more info on the Historical Society and the Old Meeting House see: http://www.ashburnhamhs.org/home.html and http://www.ashburnhamhs.org/meethouse.html

- Homes on the Main Street, especially the ones for sale or need restoration, could be converted easily to shops for artists and/or book shops, antique stores, bakeries and cappuccino shoppers, pottery/art galleries, or the like, much like in Bethel, ME (which has Sunday River Ski Resort (larger than Mr. Wachusett) nearby and Gould Academy a private school much like Cushing)
- o Lakes, represent a retreat area for artists and those from the city
- Rufus Porter murals in house on Russell Hill Road
- o Schoolboy Statue of 1850 (by renowned artist-Bella Pratt) in center of Town.
- Amazing cultural history in the town of Ashburnham, including members of the past community:
  - Ivers Whitney Adams- created first baseball team in Boston and who provided the Schoolboy statue of 1850: http://en.wikipedia.org/wiki/Ivers Whitney Adams
  - Ebenezer Munroe-resident of Ashburnham-fired the "first shot heard round the world", which started the Revolutionary War. Lt. Ebenezer Munroe was one of 70 militia men who met the British on Lexington Green. He later became a resident of Ashburnham where he lived for 45 years. He fought not only at Lexington but also at Bunker Hill and later in the Jersey Campaign. His musket

is preserved by a resident. His gravestone is located at the Meeting House Hill Cemetery.

• Cambridge Grant Historic District: <u>http://en.wikipedia.org/wiki/Cambridge\_Grant\_Historic\_District</u>

#### Performing Arts Companies & Venues

Frederick Historic Piano Collection, 30 Main Street, Ashburnham, MA. The purpose of the Frederick Piano Collection is to give musicians and music lovers a chance to hear works by major piano composers, played on pianos such as those the composers knew, and for which their music was conceived. The Collection includes only grand pianos, by important makers whose instruments were highly regarded in their day, acquired in basically good condition, with most of their original materials intact (especially soundboards). It aims to match each instrument to a specific composer or generation of composers known to have used or preferred that make and vintage of piano. The period of pianos in the Collection extends from about 1790 to 1907, representing music from Haydn and Beethoven through the French Impressionists. According to the Ashburnham Cultural Council, this Collection is "Unique and extremely high-quality. Highly regarded by musicians and scholars."

Piano Study Center attendance the past couple of fiscal years has been remarkably consistent: both FY 2008-'09 and 2009-'10 saw about 275 people per year.

Historical Piano Concerts held at the Ashburnham Community Church, Main Street, Ashburnham. Unless otherwise noted, the venue for the Frederick Piano Collection concerts is the **Ashburnham Community Church**, on Main Street (Rte. 12) at the corner of Chapel Street. The entrance, wheelchair accessible by ramp, is on the north side of the building. The room is spacious, bright, and acoustically clean, well-suited to concerts of this nature because it allows the individual qualities of the different piano voices to be clearly heard. And they are *very* different as we progress through the collection, whether through time or by maker or city. Our artists choose a piano appropriate to the program material they are presenting, allowing the audience to hear the selection on an instrument familiar to the period, much as an audience, or the composer, would have heard it at the time. The scale of the room is small enough, comfortably <u>seating about 150</u>, with a small amount of overflow seating available in the balcony, that many of our artists also speak with the audience, illuminating the pieces about to be played, or the life of the composer, or simply sharing a bit of themselves. The Fredericks have been presenting concerts by world-class musicians here for the past 26 years.

FY 2009-2010: Fall concerts, avg. 97 per concert; Spring concerts, avg. 102 per concert; FY 2008-2009 Avg. attendance, 82 per concert FY 2007-2008 Avg. attendance, 85 per concert FY 2006-2007 Avg. attendance, 86 per concert; Five concerts are part of their Fall 2010 Concert Calendar: The first two concerts in this series had 91 and 80 people in attendance, respectively.

- Stevens Memorial Library, 20 Memorial Drive, Ashburnham, MA. Exhibit space available within the Library; Upstairs is the Malcolm Stewart Community room which measures 34.5' x 23', has movable seating for 60, 1 large table, 1 4' round table, 15 various size folding tables, and a kitchen is located on the 2<sup>nd</sup> Floor; The Preservation Room, which features Town archives is also on the 2<sup>nd</sup> Floor next to Malcolm Steward Community room.
- Winchester Park Bandstand, Winchester Park. The Bandstand was the location of the Ashburnham Concerts on the Green, a social event that combined activities for many ages. The Concerts on the Green series were organized by the Ashburnham Community Church.

Unfortunately the series has been put on hold, but hopefully can be brought back in the future. The Bandstand is available for other performing arts performances and events.

Oakmont Regional High School Auditorium: Besides offering performance arts-based education, the Auditorium has hosted benefit concerts by the Ashburnham Conservation Trust (ACT). Over the past few years, concerts have included Livingston Taylor and Tom Rush. This past October, Aztec Two Step performed. From ACT's website: "Each year ACT brings the most talented to you at the Oakmont Regional High School. Every artist who has played there raves about the acoustics and the stage. Our most popular events by far." The Auditorium seats just under 500 people.

#### Visual Arts

- Individual artists living in Ashburnham Four (4) Ashburnham artists are listed on the Gardner Area League of Artists (GALA) Artists Directory (<u>http://www.galagardner.org/galaartists-directory.htm</u>): Steve Hjelm, Watercolor; Ed Schneeflock, Photography and Painting; Ellen Schneeflock, Painting; and, Julie Tremblay, Photographer, Filmmaker and Sculptor.
- Rebecca Rice Dance: <u>http://rebeccaricedance.com/</u> From Cultural Count: Partnering modern and ballet with a unique synergy of movement and music. Rebecca Rice devotes her energies to developing dance work from an organic center unencumbered by cliché and inspired with her love of energy and texture, creative movement and the *Note: Rebecca Rice is also the Chairperson of the Ashburnham Cultural Council. The Cultural Council noted history of dance education in the Town (see below).*
- Other Artists mentioned at the September 22nd Public Forum: Pottery Joan Hathaway and David McCain.
- The Ashburnham Country Store, located at the corner of Route 119 and Route 101 (23 Rindge State Road) does sell crafts featuring local artists. See <u>http://ashburnhamcountrystore.blogspot.com/</u> for more info.
- Creative Connections, local store within the Ashburnham Village Center (56 Main Street), features arts and craft wares produced by local artists. See <u>http://www.ccgiftgallery.com/</u> for more info.

#### **Creative Education**

- Cushing Academy Visual Arts Department-Cushing is home to one of the most highly respected <u>visual arts programs</u> in secondary education, offering college-level instruction and facilities. We support many kinds of artistic expression, including:
  - architectural design
  - glass work (stained glass, fused glass, molded glass, and more)
  - painting and drawing
  - photography

- pottery and sculpture
- silversmithing and jewelry fabrication

The courses are designed to encourage beginners, inspire advanced students, and challenge those who are working at the studio artist level. You will have opportunities to learn firsthand from talented faculty members and guest artists, while extending your studies through travel and off-campus experiences. Many of our best students exhibit their work—not just locally, but also in cities such as New York and London.

For students at every level, the Emily Fisher Landau Center for Visual Arts offers state-ofthe-art facilities and equipment, including:

- Pottery & Sculpture Studio with nine Brent wheels, slab roller, extruder, electric and raku kilns
- Photography Studio with 12 enlargers and a large film dryer, plus a professional digital color photo lab featuring an Epson large format printer and Epson 4000 printer and multi CD/DVD burner.
- Art Studio (40' x 80') for painting and drawing
- Silversmithing Studio for making jewelry, flatware, and hollowware—complete with an impressive collection of historic metalsmithing tools, some from the 1880s
- Glass Studio for cutting glass, working with lead cane, soldering, working with copper foil, painting on glass, and making glass jewelry

Many Cushing graduates have gone on to prestigious art schools and are enjoying professional careers in the arts. Cushing Academy also brings international recognition to Ashburnham

- Cushing Academy Performing Arts Department: The Performing Arts program at Cushing
  offers a wide range of opportunities to explore and express your creativity—at any level—on
  the stage and behind the scenes. Cushing offer academic classes as well as afternoon
  workshops for students working on a performance piece.
  - **Drama** enthusiasts pursue acting, writing, directing, and choreographing, and may participate in productions ranging from modern comedies and classical work to the annual winter musical.
  - **Dancers** work closely with instructors to stretch their capabilities and perfect their line and they create two recital concerts each year, one in the fall and one in the spring.
  - **Musicians** can work ensemble (in choral, jazz, or chamber music groups, for example) and/or may pursue an individual course of advanced study relating to their instrument. Our music theory and history courses are also popular.

In each discipline, students and faculty work side by side in the exceptional practice and rehearsal spaces of the Joseph R. Curry Academic Center. These state-of-the-art spaces include an elegant dance studio, individual practice rooms, a theater studio, and a multi-track recording studio and multimedia lab for students studying digital video, digital audio, and other production aspects of the performing arts.

Cushing's Theatre performances are open to the public.

 Oakmont Regional High School Visual Arts Department (Ashburnham-Westminster Regional School District)

<u>Mission Statement</u>: The mission of the K-12 Visual Arts Department is based on the recognition of the universal human need for visual expression. Central to the mission is our commitment to provide an environment in which the student will develop aesthetic skills: the ability to express oneself artistically. Students are introduced to a variety of media and techniques that develop, challenge, enhance and contribute to creative thinking, problem solving and individual expression.

Oakmont's Visual Arts Department has been recognized at local, state, eastern region, and national levels for its exemplary student work, and as a secondary public education visual arts program. Oakmont students have earned national recognition through receiving Gold medal Awards through the Scholastic Art & Writing Awards. Their work has been exhibited in Washington, DC, New Hampshire, New York and Baltimore. The faculty recognizes opportunities for students to exhibit their work throughout the local and state community. These community connections with art organizations, colleges, museums and artists cultivate student experiences and understandings of how art plays a significant role throughout our human condition. Quality, craftsmanship and originality are cornerstones of the department's commitment as students elevate their creative thinking and problem-solving skill sets through a progression of rigorous courses.

The course offerings are designed to foster, encourage and construct understandings of visual literacy from foundations to advanced honors levels. Students entering the Art I course introduces the elements of design: line, shape, color theory, balance, movement, value and texture. Working with a variety of media in both two and three dimensional, students will solve creative composition and design problems. Students will consider the history of culture in shaping visual expression and aesthetic values. With successful completion of Art I, students can then progress to Art II. This intermediate art course furthers the students' exploration of the elements of design with strong emphasis on color theory. Through integrating these elements in increasingly complex ways, students learn to make informed creative choices while developing technical skills in a variety of color media. Projects accomplished in this class can be used as the foundation for developing an art portfolio. Students will further explore the history of art and the role of culture in shaping visual expression and aesthetic values. The Art III honors course allows students who successfully complete Art II to utilize the foundations of design and composition to solve sophisticated design problems. Independent creative choice will be emphasized as students complete projects to satisfy the basic requirements for an art portfolio. Students will become familiar with advanced educational opportunities and career issues pertaining to the field of art. Students will be required to exhibit their work and to participate in written/oral critiques. Students will be required to visit three galleries/museums and report on their findings both

orally and in writing. As a senior art student enrolling in the honors Art IV course, they develop a personal concentration in a specific area of art, and the completion of a general art portfolio as the two primary objectives. Students will intensify their understanding of their own artistic styles through designing and creating a body of work that is related by theme, media, design, or style. Students will show the breadth of their artistic development through the completion of their portfolios. This course will prepare students for studying art at the college level or beginning a career path in the arts. Students will be required to exhibit their portfolio and to participate in written and oral critiques. Students will be required to visit four museums/galleries and report on their findings both orally and in writing. Finally, senior art students in the second semester continue into Art V or Advanced Placement Studio Art. This course offers the student a college-level visual arts curriculum in the high school environment. Students who successfully complete the AP course may request credit from the college of university that they will attend. Students will be expected to produce a minimum of thirty works of art in a variety of media, techniques, and subject matter. Emphasis is placed on drawing from observation; the application of color and design principles; understanding of the fundamentals of three dimensional design; the development of a body of work that is of the students own choosing; recognition of the history of art and its role in the development of visual ideas; and application of the critique process in written and oral form. Students will be required to visit four museums/galleries and report on their findings both written and orally. The AP student will be required to submit a portfolio for the AP Examination to receive AP credit.

Additionally featured in the Visual Arts department are Computer Art courses I & II. Computer Art I introduces both the Elements of Art and the Principals of Design and their successful application through the media created with the computer, printer, scanner, software, and digital camera. The class will study the design process, computer techniques, and software used in advertising, digital photography, graphic design, illustration, fashion design, package design, and typography. Projects include: digital photography, logo design, package design, type exploration, and digital self-portrait. In Computer Art II, Students in this advanced course will build on the prior knowledge and experience of Computer Art I. Students will further develop their individual strengths by fine-tuning their knowledge, technique, application, and presentations. Students will be encouraged to solve open-ended assignments using their own ideas, techniques, and style. In addition to instruction and disciplined practice of techniques we will investigate the history of design and explore real world application of computer, software, and digital cameras. Projects include: animation, digital photography, sketch experiment, process book, poster design, illustration, and type exploration.

The Oakmont Visual Arts Department utilizes a vast array of media and techniques in both traditional and contemporary formats. Students at all art levels experience various forms of drawing and painting techniques from exploration to mastery levels. Additionally, students engage in sculptural forms from ceramics to plaster casting, wire and metal. Digital technologies like shooting photographs with a digital camera, editing and creating with software for graphic design and integrating a variety of concepts through mixed media are all experiences in designing curriculum for the 21st century at Oakmont Regional High School.

#### • Summer Art Studios

Gregory J and Theresa Berry, visual art teachers at the Oakmont Regional High School offer a series of Summer Art Studios at Oakmont's Visual Art Department Studios. The Summer Art Studios are a series of specialized art classes that are designed for the teen who wants to create work for an art portfolio, or is serious interested in the visual arts. Studio classes such as *3-D/Sculpture; Wheel Throwing and Hand Building; Ceramics; Traditional Black and White and Digital Color Photography* are offered to provide students the opportunity to broaden their portfolio breadth and identify scope. *Drawing and Painting* is offered to provide students an atmosphere that promotes small group instruction and individual expression. *Portfolio Preparation* is essential toward art school admission, as well as a career path within the visual arts. These studios are intended to be a fun, affordable and productive experience for the serious art student to further explore ways of developing their creativity. For more information contact the Barry's at <u>barry.art.studios@verizon.net</u>.

# Other Identified Town of Ashburnham Cultural Assets from the Ashburnham Cultural Council-

- Dance: history of dance education in the town of Ashburnham...with Mona Rice's Dance Center first and then Nancy Bonnano's Dance Center (a dance studio located in the carriage house behind Community Church on Chapel Street). Marion Rice had a studio in <u>Fitchburg</u> for 70 years and educated the public with years of performance, lecture demonstrations and performances. As a result, there is a Marion Rice Day (January 18th) to honor her work and dance education in the towns of Fitchburg and Leominster. Mona Rice continued her work here in Ashburnham with the DANCE CENTER and through her, developing a dance program at Cushing.
- History of Quality Theater in Ashburnham. The very first outdoor theater performance was done in Ashburnham in the early 1900's by Aldrich Bowker, an award-winning actor in Hollywood and a summer actor at the Stratton Playhouse and Whalom Playhouse. He was a summer resident of Ashburnham for many years. (Rebecca Rice and Tom Flanagan's home)
- Bette Davis was a student at Cushing and supported/attended the outdoor theater performances in Ashburnham in the early 1900's.

# **Other Ashburnham Cultural Assets as identified from the "Culture Count" database.** *The current status of this set of assets has not been verified.*

- 4 of a Kind: "Besides our colorful performances we are capable of giving workshops on all of our instruments. From Canada to New Orleans our 'acadian gumbo' has many influences. 4 of a Kind features 80 year old Acadian fiddler Leo LeBlanc who grew up in Shediac, New Brunswick. Into his own style of playing Leo blends French-Canadian with bluegrass, Texas swing and jazz. He's a treasure and a pleasure to hear! The opera-trained voice and expert English concertina player Mark Evans sails upon, and along side of, the rhythm guitar, banjo, mandolin, harmonica and vocals of Paul Luria. Now add Den Poitras, who plays upon his own highly evolved version of a wash-tub bass, and you've got a musical gumbo that is unique, rich and quite rare. 4 of a Kind often makes people dance and/or sing along and there's more than a laugh or two thrown in for that extra spice! For sound samples of our work call us, we prefer the personal touch and we'll play you samples over the phone and/or send you a demo CD.
- Ashburnham Arts Association
- Ashburnham Westminster Community Access Television (serving both Ashburnham and Westminster), <u>www.awcatv.org</u>.
- The Community Journal, local newspaper serving Ashburnham and Westminster, <u>http://www.thecommunityjournal.com/</u>
- Hist'ry-onics
- o Massachusetts Library Aid Association
- o Music Makers: Shamus Pender, Musical Duo
- Oakmont Overlook Music Parents Association (OOMPA)

Other Creative-related entrepreneurs were identified at the September 22<sup>nd</sup> Public Forum: Blacksmith – Bruce Johnson Masonry - Charles Theriault Auntie Oel Eco Toys and Accessories – Noel M.R. McGonigle

#### Identified Cultural Assets for the Montachusett Region (Assets identified by Town)

See Appendix B for the set of Cultural and Creative Assets for the Montachusett Region that has been identified through this planning process. A GIS Map has been included within this Appendix showing highlights of the identified cultural assets for the Montachusett Region

### <u>C. Analysis of the Town of Ashburnham and the Region's Strengths,</u> <u>Weaknesses, Opportunities and Threats, e.g. SWOT Analysis</u>

Development of the set of "SWOT analysis" questions was provided by the consulting team of Mt. Auburn Associates and Berkshire Creative. The Consultants provided these questions based on review of the locally and regionally identified cultural/creative assets. The SWOT analysis exercise was conducted as part of the September 22<sup>nd</sup> Public Forum held at the Oakmont Regional High School. Results of the SWOT Analysis are provided below:

#### 1. Core Creative and Artistic Assets (Strengths)

• What are the core Creative Economy assets in the Town/Region, and their competitive strengths?

Town:

- Education: Award winning art programs at Oakmont High School and Cushing Academy
- Natural Environment (Scenery, Rolling Hills)
- Closeness to Boston, Amherst, New Hampshire (Peterborough), Worcester, Berkshires
- Affordable (versus other parts of Massachusetts)
- Have artists already
- ACCArts.ning.com (new website for the Ashburnham Cultural Council)
- Ashburnham-Westminster Community Access Television
- Stevens Memorial Library, a place for gathering and for posting meeting/event notices
- Young families in population
- Ashburnham Business Council
- Summertime Population
- Summer Festivals
- Open Space
- Agricultural
- Ashburnham Hometown News (web-based local newspaper)
- The Community Journal (local newspaper serving Ashburnham and Westminster)
- Blueberries
- Old Buildings Architecture

#### Region:

• Mount Wachusett Community College (MWCC) - largest community theater in Mass (Theatre at the Mount)

# • Who/what are the principal cultural organizations and creative businesses of the Town/Region?

#### Town:

- Ashburnham Cultural Council
- Ashburnham Historical Society
- Ashburnham Historical Commission
- New Antique Store (55 Main Antiques and Art) in the Village Center
- Creative Connections
- Dance Studios Today there is a dance studio located in the carriage house behind Community Church on Chapel Street. This dance studio facility has a history that goes

back to the Mona Rice Dance Center. Rebecca Rice's mother and father restored the building, putting in two dance floors, a new furnace, dressing rooms and an office area. Utilized from circa 1981-1998 before it was sold to Nancy Bonnano. Ms. Bonnano subsequently sold the studio to another person, who is still utilizing the facility today.

- Churches music programs and buildings
- Historical Piano Study Center and Concert Series
- Artists working in their home
- Ashburnham Conservation Trust (ACT)

#### Region:

- Leominster Art Association- spans region
- Fitchburg Art Museum have Regional Art Show
- Keene State College Regional Art Show (30 mi radius includes Ashburnham)
- Center Stage Fitchburg State University
- MWCC (visual art and performance art)

#### • What are the competitive advantages of being in the Town/Region?

#### Town:

- Location
- Natural Environment
- Small Town feeling
- Safety
- Affordability
- Town has water supply and electric company (Ashburnham Light Plant)
- Working Farms
- Farmer's Market
- Close to major universities
- Close to rail transportation

#### Region:

- Diners
- What are the education assets in the Towns/Region, and what role do they play in the development and sustainability of the region's Creative Economy?

#### Town:

• Cushing Academy and Oakmont Regional High School (Oakmont is part of the Ashburnham/Westminster Regional Schools) -They engage the public

#### Region:

- North Central Charter Essential School (Fitchburg)
- Applewild School (Fitchburg)

#### 2. Weaknesses

#### • What are the disadvantages of being in the Town/Region?

Town:

- Lack of:
  - Gathering space
  - Coffee shop/ Bakery/ Café with sofas
  - Community art center
  - Restaurant Family Cozy
  - Children's activity places
  - $\circ$  Nicer places to eat
  - o Fast Internet access and capacity
  - Leader or staff person for arts movement in Ashburnham (especially implementation of ideas)
- Not open to new ideas or change
- Lack of community spirit for the Town
- Cushing Academy not integrated into the rest of the community
- Lack of support for local businesses
- Lack of gas station

#### Region: No responses

• Are there any support services and resources that you wish were available in the Town/region?

Town:

- Art Supplies
- Book Store
- High Speed Internet
- Leader (staff) for cultural economy implementation (mentioned idea of having a Cultural Commissioner)
- Tourism outreach to Boston or other places for Ashburnham
- Better user-friendly website for the Town

#### Region: No responses

#### 3. **Opportunities**

• What opportunities are there for furthering the economic potential of the Town's/Region's Creative Economy, cultural organizations and artists?

Town:

• Cultural Districts – A new tool soon to be available to Massachusetts municipalities. Gov. Deval Patrick signed a bill into law over the summer that allows communities to create "state sponsored cultural districts" to stimulate new arts and cultural activity and attract creative businesses. The law directs the Mass. Cultural Council to create a new program that designates local cultural districts to "attract artists and cultural enterprises to a community, encourage businesses and job development, establish tourist destinations, preserve and reuse historic buildings, enhance property values and foster local cultural development."

Legislation offers no new funds for MCC, so the Cultural District program will offer no grants or other financial rewards to communities, at least in the first year. It directs MCC to work with other State governmental agencies, to "ID State incentives and resources to enhance cultural districts." The MCC is to work over the coming months to create guidelines for the program with input from those agencies, the cultural community, and the broader public. Cultural Districts will allow towns to have economic incentives for arts.

- Leverage DPW site
- Use old buildings
- Use 2<sup>nd</sup> Floor of Town Hall for art displays, films
- High tech companies to use older buildings and can be used by artists also

#### Region: No responses

• What kind of assistance would be most helpful to capitalize on those opportunities?

Town:

Money \$\$\$

#### Region: No responses

• Are there new and/or emerging assets in the town/region that have potential for growth and further development? If so, please explain.

Town:

- High tech
- Green Power Generation
- Bresnahan Center coming soon
- Sustainable Community Center
- Organic Farming

Region: No responses

#### 4. Threats

• What are some of the barriers and challenges that organizations, businesses and individual artists within the Town/Region face in their work and ability to grow or capture new markets?

#### Town:

- Lack of imagination
- Lack of trust
- Lack of open minds
- Disconnect between artists and other organizations
- Lack of speed in implementation
- Lack of funding
- Economic environment effecting artists

Region: No responses

### **D.** Analysis of other arts, cultural and creative economy-based economic development initiatives within the Montachusett Region

The Montachusett Region lacks a region-wide arts and culture-based organization, which other regions have. Berkshire Creative and Monadnock Region's Arts Alive! are two examples of such regionally-based organizations. There is the Worcester Cultural Alliance, which by a review of their Alliance members is heavily focused on the City of Worcester (Only 2 of their 56 members include cultural-based organizations within the 22 communities of the Montachusett Region.). In November 2010, MRPC submitted an Adams Arts Program Planning Grant Application to the Massachusetts Cultural Council (MCC) for Phase I of a Region Wide Cultural/Creative Economy Plan.

The Montachusett Region Plan proposes to build on the regional inventory of cultural/creative sector assets collected for the Ashburnham Cultural Plan with an analysis of the existing strengths, weaknesses, opportunities and threats ("SWOT Analysis") to the existing arts and cultural environment within the Montachusett Region. Based on this analysis, a series of recommendations will be provided as to how to improve the cultural and creative economy of the Montachusett Region. At this time funding is being sought for the first phase, which consists of the asset inventory discussed above as well as an evaluation of the Economic Impact of the creative and cultural sectors within the Montachusett Region.

Some of the other creative economy-based economic development initiatives within the Montachusett Region include the City of Leominster, which received a 2010 MCC planning grant award in the amount of \$5,000 to assist the City of Leominster in developing a cohesive creative economy strategy. Also in Leominster, the Leominster Art Center (LAC) opened its doors in November 2009 at 69 Main Street, Leominster, MA.

In neighboring Fitchburg, REACH Fitchburg (formerly Building Blocks in Fitchburg), received a \$15,000 grant from the MCC for their project that is designed to work to attract and sustain residential and commercial business in downtown Fitchburg and to increase visitors and economic activity through a First Thursday art and culture series. The Fitchburg Cultural Alliance is a vibrant force advancing arts and cultural in the Fitchburg community and North Central Massachusetts. Rollstone Studios is a cooperative artist-run studio and gallery in downtown Fitchburg, Massachusetts. The storefront gallery features work by local artists and artisans, and is the home of the Alliance. The Alliance along with the Ashburnham Cultural Council has agreed to be Partnering Organizations with MRPC on the Adams Arts Program Planning Grant Application for Phase 1 of the Regional Cultural/Creative Economy Plan.

The most recent community project of the Fitchburg Cultural Alliance is the Art on Water Street Bridge Project. A ribbon cutting ceremony was held on November 4, 2010 to unveil the "Pathways" stainless steel sculpture artwork by artist Gillian Christy.

The Gardner Area League of Artists promoted their November 12-14 Art Show and Sale across the Montachusett Region.

### E. Goals and Objectives

Based on a review of Cultural and Creative-Sector Asset Inventory and the "SWOT Analysis", the following goals have been established to guide the recommendations for the Town of Ashburnham's Creative and Cultural Plan:

- Create a more clearly-defined picture of the Town's creative assets, and better educate the community about the assets.
- Begin to build the capacity to help grow the Creative Economy (non-profit and for-profit)
- Leverage the creative assets in a more productive fashion, especially those of the educational institutions.
- Build greater linkages between the Town's and Region's creative assets.

### F. Recommendations

Based on the Cultural Asset Inventory and the SWOT Analysis, the following recommendations are suggested to achieve the above goals. These recommendations were discussed amongst the participants of the October 21<sup>st</sup> Forum. Some of the various recommendations are followed by additional discussion, including examples of how to bring about their implementation. A Table summarizing these recommendations, including identifying possible responsible entities to oversee their implementation, a proposed completion date/timetable and any available potential funding sources has been provided at the end of this section.

#### 1. Create greater capacity for nurturing and expanding the Town's creative assets

- Promote and distribute the Town's creative assets database among the Town's leadership, principal creative organizations and enterprises.
- Develop a leadership team that can serve as a focal point for organizing the Town's creative assets, organizations and enterprises representation of the various section of the creative economy should be involved: non-profit arts community, for-profit arts community and business community.
- Build greater organizational capacity to help grow the Creative Economy. This could be done in several ways:
  - Pursue funding (from the Massachusetts Cultural Council MCC, the corporate or foundation communities) to bring on at least part-time staff for the Ashburnham Cultural Council. Information about the various grant programs available through MCC have been provided as Appendix C.
  - Use an existing organization in the Town or region to provide staff capacity e.g. the Montachusett Regional Planning Commission (MRPC), the chamber of commerce, etc.
  - Create a new regional arts organization that is capable of organizing and operating a Creative Economy initiative in the region. (See Recommendation #5 below)

The importance and tremendous need for capacity within the creative community to take on the organizational and programmatic activities associated with strengthening the creative economy was clearly identified at the October 21<sup>st</sup> Public Forum. The Ashburnham Cultural Council (ACC), which identifies their organization on their webpage as "a local nonprofit organization which provides financial support, services or other programs for arts organizations and individual artists in the community or region. ACC runs under the auspices of the Massachusetts Cultural Council." The Ashburnham Cultural Council is essentially a re-granting organization which lacks the capacity (both budgetary and staff resources) to serve as an organizing entity. The capacity issue will have to be dealt with in order for the Town to move forward in implementing creative economy-based economic development, although will probably be best served to be addressed on a regional basis, but with some leadership and engagement from the Town. A first step in this initiative has been taken by the Ashburnham Cultural Council agreeing to be a "partnering organization" with MRPC on the Adams Arts Planning Grant Application, previously described in Section D.

In terms of further engagement of the Town of Ashburnham Local Government, the consultant team of Mt. Auburn Associates and Berkshire Creative recommend that the Town should not be in the direct leadership position to facilitate the implementation of the action items identified in this Cultural/Creative Economy Plan. However, the Town of Ashburnham could play in important role by establishing an Economic Development Committee with membership from both

the public and private sector, which could include representation from the artist and creative community. In fact the establishment of such a Committee was the #1 Leadership recommendation in the 2008 Ashburnham Village Center Marketing Plan (see Pages 36-37 of the Marketing Plan).

However, Ashburnham's artists and creatives should not stand idly by either. They could form a local non-profit organization and form their own "Cultural Alliance" to help "advance arts and culture and the creative economy within the Ashburnham community." Some Ashburnham residents are members of the Gardner Area League of Artists and could consider forming a Artists Association based in Ashburnham (The Cultural Count database lists an Ashburnham Arts Association, but MRPC was not able to locate any details about this organization). An example is provided under Recommendation #4 showing how local artists could get together to form a "artisans cooperative" and open an art gallery.

#### 2. Organize more opportunities for Strategic Partnerships and Collaborations

- Organize a communications structure for the creative community to communicate and share projects, ideas, and businesses. This can be a simple email list or Facebook/Linkedin group. The need for a broad-based form of communication that connects and informs the creative community is another high priority identified by the October 21<sup>st</sup> Public Forum participants. An example of a communications opportunity is Berkshire Creative's "eblast" initiative. "Eblast" is a bi-weekly email newsletter, connecting busy people to Berkshire Creative.org news and resources they need to do better business in the Berkshires. The Ashburnham Cultural Council could make a similar newsletter with information from their new website and their Facebook page.
- Create opportunities for the creative community to get together for networking, meet and greets, or roundtable discussions. Collaborations will be a natural outgrowth of this process. Two networking examples provided by Berkshire Creative are SPARK! and the BeCreative BarCamp. SPARK! is Berkshire Creative's signature networking event, bringing people from all sectors of the economy together to spark innovative ideas and collaborations. The BeCreative BarCamp (<u>http://becreativeconference.com/</u> for more information) is an event model adopted from the technology field consisting of short, user generated, informal presentations on variety of topics from projects, ideas to innovations.
- Facilitate strategic collaborations:
  - Between non-profit and for-profit entities that have mutual economic benefits Example, the collaboration between Hancock Shaker Village and Interprint (a designer and printer of decor paper used as the design layer in laminate surfaces such as countertops, flooring, furniture, store fixtures and a host of other applications). This collaboration had the legendary Shaker craftsmanship as the inspiration for a new collection of flooring designs being presented by Interprint Inc., in collaboration with Hancock Shaker Village.
  - Between for-profit companies and the Region's artists Example, the Berkshire Creative Challenge, which is a program to connect designers and innovators with Berkshire-based manufacturers interested in the production of new creative products or the refinement of existing products. This initiative should be explored further given that the manufacturing sector continues to have the most employees of any economic sector within the Montachusett Region.
  - Among non-profit organizations that build and expand audiences. Example, the Berkshire Audience Initiative, which is an effort based on the Boston Big List by Arts Boston (visit <u>http://www.artsboston.org/</u> for more information). The Monadnock Region's Arts Alive! organization also maintains a listing of various

arts and cultural events across their Region. Visit <u>http://www.monadnockartsalive.org/</u> and click on "News".

Create more of a relationship between the creative community and the Region's economic and business development organizations – begin by simply sharing information about the Town's creative assets, and then explore other collaborations, like having the creative community at the table when business recruitment and attractions campaigns are being conducted by the business community. Example, The Berkshire Blueprint
 (http://www.berkshireedc.com/business-in-the-berkshires/berkshire-blueprint/ for more information) and 1Berkshire (1Berkshire is a new collaboration between the top economic development organizations in the Berkshire, visit http://berkshire.org/ for more information.).

MRPC has begun efforts to build a relationship between the creative economy and the Montachusett Region's economic development efforts. Furthering the creative-sector component to the Region's economic development is an area of economic development planning that MRPC has committed to. MRPC maintains the Montachusett Region's Comprehensive Economic Development Strategy or "MRCEDS". Within MRPC's 2010 Application for Federal Assistance to the U.S. Economic Development Administration (EDA), which is a part of the U.S. Department of Commerce, for their Economic Development Assistance Grant Program, one of the required planning tasks is to "Maintain the Regional CEDS." A sub-task of the CEDS maintenance that MRPC has committed to is to "Continue to offer planning and economic development technical assistance to Montachusett Communities without professional staff as needed. The creative economy will also be promoted through the region as an economic development tool."

At a MRCEDS Committee meeting held on September 30, 2010 an introduction to the Creative Economy was presented by MRPC Staff member, Eric R. Smith, along with a presentation from Daniel Henderson, Chairman of the Board of Directors from Arts Alive!, a regional arts and culture-based organization that serves the Monadnock Region located to the north of the Montachusett Region in Southwest New Hampshire.

As discussed previously in Section D, MRPC submitted an Adams Arts Planning Grant application for Phase I of a Regional Cultural/Creative Economy Plan. Such grant funding would help foster efforts to continue building this relationship further.

# **3.** Develop a mechanism for taking better advantage of the creative assets of the Town's and Region's educational institutions.

• Cushing Academy has one of the strongest arts programs in New England. The Academy could be a resource for the entire creative community in the Town and in the Region – its facilities, its faculty, and its programs could be used for artist residency programs, enhancing the artistic skills of artists, and complementing the performing arts organizations in the region.

At the October 21<sup>st</sup> Public Forum, which was hosted at Cushing Academy, there was considerable interest both for the community and Cushing Academy to build a closer working relationship. There are benefits for artists and cultural organizations, and for the

arts-related departments at the Academy. The issue of establishing a better working relationship between the Town and Cushing Academy for purposes of creative economybased Economic Development was highlighted in both the 2007 UMass Amherst Industrial Land Suitability Study report and the 2008 Ashburnham Village Center Marketing Plan (both were discussed in the Introduction section).

While employed as Ashburnham's Town Planner, Eric R. Smith discussed the idea of having Cushing Academy operate a storefront art gallery with displays of the students' award winning artworks in the Village Center, with Robert Johnson, Chair of the Fine Arts Department, and a teacher within the Visual Arts Department. Mr. Johnson indicated the potential of having an educational component to such an initiative by having his visual art students learn how to operate and manage an art gallery. As noted within the Cultural Assets and SWOT Analysis sections, there are a host of older buildings available in the Village Center that could be purchased or leased by Cushing Academy for such an Art Gallery. A collaboration between Cushing and other private artists could be considered as well.

One of the "leadership" based recommendations in the Village Center Marketing Plan was to "Establish and Enhance Partnerships with Cushing Academy" which noted that "the apparent tension and mistrust that have characterized the 'town-gown' relations between the Town of Ashburnham and Cushing Academy needs to be transformed into something positive and productive. Cushing Academy is a huge asset for the Town, and continues to invest in maintaining and improving its campus. There is potential of at least an informal partnership between the Town and the School. It is unknown at this time whether Cushing would want or have the ability to take on the responsibility of a for-profit subsidiary, like the Hamilton Initiative in central New York<sup>1</sup>, to assist in the revitalization of the Village Center. It is recommended, however, that community leaders begin a dialogue with Cushing Academy now, particularly since the School is in the process of updating its Master Plan."

• The programs, museums, exhibit spaces, arts programs and facilities of the other educational institutions in the region could also serve some of the same purposes – Fitchburg State College, Mt Wachusett Community College, Oakmont High School, etc. Both the local and regional educational assets were recognized during the two Public Forums. But capitalizing upon all these assets will only come about through a regional effort.

# 4. Develop more spaces that allow creatives to produce, network and exhibit work, and help the town(s) make productive use of existing buildings and space.

- There are a number of vacant buildings in the town(s) that could be used or artist work space.
- There are other under-utilized spaces (presumably) that could be used for gathering places and networking for creatives in the Town and region.
- Artists have been used in many other communities around the country to make existing buildings more visible, attractive and functional the Town (and Region) should engage the creative community for this purpose.

<sup>&</sup>lt;sup>1</sup> See Pages 23-24 in the Village Center Marketing Plan for discussion of the Hamilton Initiative. The Hamilton Initiative was spearheaded by Colgate University to address economic conditions associated with Downtown Hamilton.

The idea of an identified central place/space for the creative community to meet, plan, exhibit, etc., would be a significant resource. Several places, including some owned by the Town were identified at both Public Forums. Some of these sites include: the 2nd Floor of Town Hall, the former Victorian Stables site being explored for the "North Country Sustainable Center" and other private buildings available for lease or for sale. Examples of this latter category include the brick building at 33 Main Street and the old Farrand house at 76 Main Street.

GALA's Art Show and Sale noted in Section D could be a model for a similar show to be located within the Town of Ashburnham, with a focus on Ashburnham artists. The Gardner Cultural Council helped fund their recent show in November 2010, so perhaps the Ashburnham Cultural Council could explore providing similar funding through it is realized that Ashburnham's Cultural Council is allocated \$3,870 in FY 2011 from the Massachusetts Cultural Council whereas Gardner's will receive \$9,540 during this same time frame. But maybe a smaller scale Art Show, perhaps located in the 2<sup>nd</sup> Floor of Town Hall, or hosted by Cushing Academy or Oakmont's Visual Arts Department, could be explored.

During the Summer of 2010 the Ashburnham Historical Society hosted a "Made in Ashburnham, Then and Now" exhibit at the Ashburnham Meeting House. This exhibit included items from the Society's collection of older businesses in Ashburnham, as well as highlighting the cottage industries and local businesses of today. The exhibit was part of an effort to help build financial support towards the repair projects needed to save the historic Meeting House building. Perhaps a similar exhibit could be available in 2011 and also paired together with the art show concept discussed above.

Examples of making use of vacant and under-utilized spaces:

- Storefront Artists Project Pittsfield, MA. The Storefront Art Project was an important early step in connecting creative people with the City of Pittsfield. The idea was developed when Maggie Mailer, a painter from Brooklyn, NY (and daughter of the Pulitzer Price-winning author Normal Mailer), arrived in Pittsfield in 2002. Mailer, who grew up in the Berkshires, had the idea to persuade landlords to let artists use the empty spaces as studios. For more information visit <u>http://storefrontartist.org/</u>.
- DownStreet Art -North Adams, MA. DownStreet Art is a public art project designed to revitalize downtown North Adams. By harnessing existing arts organizations and events and transforming vacant and open spaces into arts destinations, DownStreet Art defines North Adams as a cultural haven, driving tourists and community members downtown. For more information visit <u>http://downstreetart.org/</u>)

Examples of Creation of Artist Spaces (including Live/Work):

Eclipse Mill - North Adams, MA. In North Adams, Massachusetts, in the northwest corner of the Berkshires, a former textile mill known as the Eclipse Mill, has been converted into forty (40) artist live/work studio loft condominiums. Each artist had the opportunity to design their own loft during the restoration of the mill, which began in 2002 and was completed in 2005. The lofts range in size from 1700 to 3500 square feet The founding purpose for the development of Eclipse Mill Artist Lofts was to provide live/work spaces for the serious pursuit of creative/artistic endeavors. Owners and tenants are expected to contribute to a sense of community and are encouraged to participate in artistic events held throughout the year. For more information visit: <a href="http://www.eclipsemill.com/userPage\_1\_Home.htm">http://www.eclipsemill.com/userPage\_1\_Home.htm</a>.

- Art On No Pittsfield, MA. Art On No houses the studios of 17 local artists, musicians, and performers in the Greylock Building, located at 311 North Street in downtown Pittsfield, MA. Their space also includes an upstairs gallery that displays the work by Art On No visual artists. Art On No continues to be the largest group of artists under one roof in downtown Pittsfield. More information is available at the Gallery's Facebook page at: <a href="http://www.facebook.com/pages/Art-on-No/106180096073685">http://www.facebook.com/pages/Art-on-No/106180096073685</a>.
- Walpole (NH) Artisans Cooperative When the lack of art gallery display spaces was apparent in the Town of Walpole, New Hampshire, a group of local artists got together and formed the Walpole Artisans Cooperative. The Cooperative runs an art gallery located in Walpole's Village Center at 52 Main Street. The Cooperative helps others experience the joy of art making firsthand through demonstrations, workshops, and special events. The Walpole Artisans Cooperative also sponsors an annual artisan tour. Held around the weekend after Thanksgiving, the Artisans features artist demonstrations in studios throughout the Walpole area, Alstead, NH and Bellows Falls, VT. MRPC has contract information from a couple of the Artisans Cooperative about their experience of opening and managing their cooperative art gallery. This example of artists coming together in a small New England Town (called "The Quintessential New England Village" by author James Michener) is a very relevant example for the Town of Ashburnham. For more info visit: http://walpoleartisans.org/.

The Town of Ashburnham has taken an important step to have the Town's zoning bylaws make it easier for artists to open an art gallery in Town. Art Galleries were added to the Town of Ashburnham Zoning Bylaw – Schedule of Use as a "by-right" land use, as part of the comprehensive set of zoning changes associated with the Village Center, approved by Town Meeting Voters at the May 2009 Town Meeting (see Section 3.24aa under the Schedule of Uses). In fact, Art Galleries are now allowed by-right in all of the Town's Zoning Districts except the Wetlands and Watershed & Water Supply Protection Overlay zoning districts. If an art gallery is proposed in an existing space, the proponent would likely just need approval by the Building Inspector. For new construction, the art gallery use may require a Site Plan Review approval by the Planning Board. For any specific project proposal, the proponent(s) should check with the Town's Building Inspector first.

To better understand the needs of local artists, the Town could conduct a survey of local artists. The survey could be distributed through the Ashburnham Municipal Light Department's monthly light bills, which offers the opportunity for a free survey to be conducted, as long as the survey is printed on a single double-sided 8.5"x11" sheet of paper. ArtistLink (Artist Link is a collaborative effort to create a stable environment for Massachusetts artists as they seek workspace and housing. Artist Link achieves this mission by providing individual artists, developers, and municipalities with targeted information and technical assistance and by advocating for relevant policy changes at the state level.) has sample artist space needs surveys conducted by the municipalities of Somerville, Gloucester and Barnstable at their website (http://www.artistlink.org/?q=spacetoolbox/formunicipalities/culturalinventorying). These surveys could be used as a template to develop one for the Town of Ashburnham.

#### 5. Take better advantage of the Region's creative assets

• Create a more detailed inventory and database of the Region's creative assets, using the inventory that was created for Ashburnham as a starting point.

The Inventory of the Region's Creative and Cultural assets presented in this Plan represents a starting point for such an inventory. More resources are needed to prepare a more detailed and comprehensive database of such assets. MRPC's grant application to the Mass. Cultural Council would provide funding to complete the Montachusett Region's inventory of its cultural and creative assets. MCC is expected to announce 2011 grant awards by end of January 2011.

- Promote and distribute the database among the Region's principal creative organizations and enterprises.
- Begin to build institutional connections among the towns in the Region and the creative organizations and enterprise in the region.

As indicated previously funding of MRPC's Adams Arts Program Planning Grant application would be an important starting point to help implement this final recommendation. The MRCEDS meeting sponsored by MRPC on September 30<sup>th</sup> was also important first step in building such institutional connections. MRPC can act as a vehicle to assist in facilitating the creation of a region-wide arts and culture-based organization similar to the Monadnock Region's ArtsAlive! and Berkshire's Berkshire Creative organizations previously discussed in this Plan.

# Ashburnham Cultural Plan - Summary of Recommendations

Recommendation	Responsible Entity(ies)	Proposed Completion Date/Timetable	Potential Funding Sources (if known)
1) Create Greater Capacity for Nurturing and Expanding			
the Town's Creative Assets			
A) Promote and Distribute the Town's creative assets	Town Administrator, BOS, PB, ACC,	2011	Selectmen/Town Administrator for
database among the Town's leadership, principal	Schools (Oakmont & Cushing)		copying costs
creative organizations and enterprises			
B) Develop a Leadership Team:			
i) Establish an Economic Development Committee	Town Administrator, BOS	2011	
ii) Establish Local Cultural Alliance/Artists Group	ACC, Local Artists, Cushing Art	2011	
, , , , , , , , , , , , , , , , , , , ,	Departments, Oakmont Art		
	Departments		
C) Build greater organizational capacity to help grow the			
Creative Economy			
i) bring on at least part-time staff for the ACC	ACC, Town Administrator, BOS	2012	Mass. Cultural Council
ii) Use an existing organization in the Town or region to			U.S. EDA, Greater Gardner
provide staff capacity	ACC, Town Administrator, BOS	2012	Chamber of Commerce
iii) Create a new regional arts organization that is			
capable of organizing and operating a Creative Economy			
initiative	ACC, MRPC	2012-13	U.S. EDA, Mass. Cultural Council
2) Organize More Opportunities for Strategic			
Partnerships and Collaborations			
	ACC, Local Artists, Cushing Art		
A) Organize a communiciations structure for creative	Departments, Oakmont Art		
community	Departments	2011	Mass. Cultural Council
	ACC, Local Artists, Cushing Art	2011	
B) Create networking opportunities for the creative	Departments, Oakmont Art		
, , , , , , , , , , , , , , , , , , , ,		0014	Maga Cultural Caused
community	Departments	2011	Mass. Cultural Council
C) Facilitate Strategic Collaborations:			
	MRPC/New Regional Arts		
i) Between non-profit and for-profit entities	Organization	2012	
	MRPC/New Regional Arts		
ii) Between for-profit companies and the Region's artists	Organization/Area Chambers	2012-13	

Recommendation	Responsible Entity(ies)	Proposed Completion Date/Timetable	Potential Funding Sources (if known)
iii) Among non-profit organizations that build and expand	MRPC/New Regional Arts		
audiences	Organization	2012-13	
iv) Create a relatinship between creative community and			
Region's economic development and business	MRPC/New Regional Arts		
organizations	Organization/Area Chambers	2011-12	U.S. EDA, Mass. Cultural Council
3) Develop a Mechanism for taking better advantage of			
the Creative Assets of the Town's and Region's			
Educational Institutions			
A) Cushing Academy	ACC, BOS/Town Administrator, Cushing, Local Artists	2011	
B) Other Town/Regional Educational Assets	ACC, MRPC, Local/Regional Artists	2012-13	
4) Develop more spaces that allow creatives to produce, network and exhibit work, and help the Town make productive use of existing buildings and spaces			
<ul> <li>A) Develop central place/space for the creative community to meet, plan, exhibit, etc</li> </ul>	ACC, Local Artists, Cushing Art Departments, Oakmont Art Departments	2011- Ongoing	Mass. Cultural Council
B) Plan and Develop Ashburnham Art Show & Sale	ACC, Local Artists, Cushing Art Departments, Oakmont Art Departments	2011	Mass. Cultural Council/ACC
C) Develop "Ashburnham Artisian Cooperative" Art Gallery	ACC, Local Artists, Cushing Art Departments, Oakmont Art Departments	2012	Mass. Cultural Council (MCC)
D) Survey of Local Artists Needs	ACC, Planning Board	2011	MRPC's DLTA for survey design and analysis; BOS/TA for paper; use of Light Department for survey distribution
5) Take Better Advantage of the Region's Creative Assets			
A) Create a more detailed inventory and database of the Region's creative assets, using the inventory that was created for Ashburnham as a starting point	MRPC	2011	MCC's Adams Arts Program Planning Grant

Recommendation	Responsible Entity(ies)	<u>Proposed</u> <u>Completion</u> <u>Date/Timetable</u>	Potential Funding Sources (if known)
	MRPC, existing art & cultural	2012-13	US EDA
B) Promote and distribute the database among the	organizations within the Region		
Region's principal creative organizations and enterprises.			
C) Begin to build institutional connections among the	MRPC	Ongoing	
towns in the Region and the creative organizations and			
enterprise in the region.			
· · ·	MRPC	2012-13	MCC, US EDA
D) Creation of Region-wide Arts & Cultural Organization			

Abbreviations -

BOS - Board of Selectmen PB - Planning Board

ACC - Ashburnham Cultural Council

MRPC - Montachusett Regional Planning Commission

US EDA - United States Economic Development

Adninistration

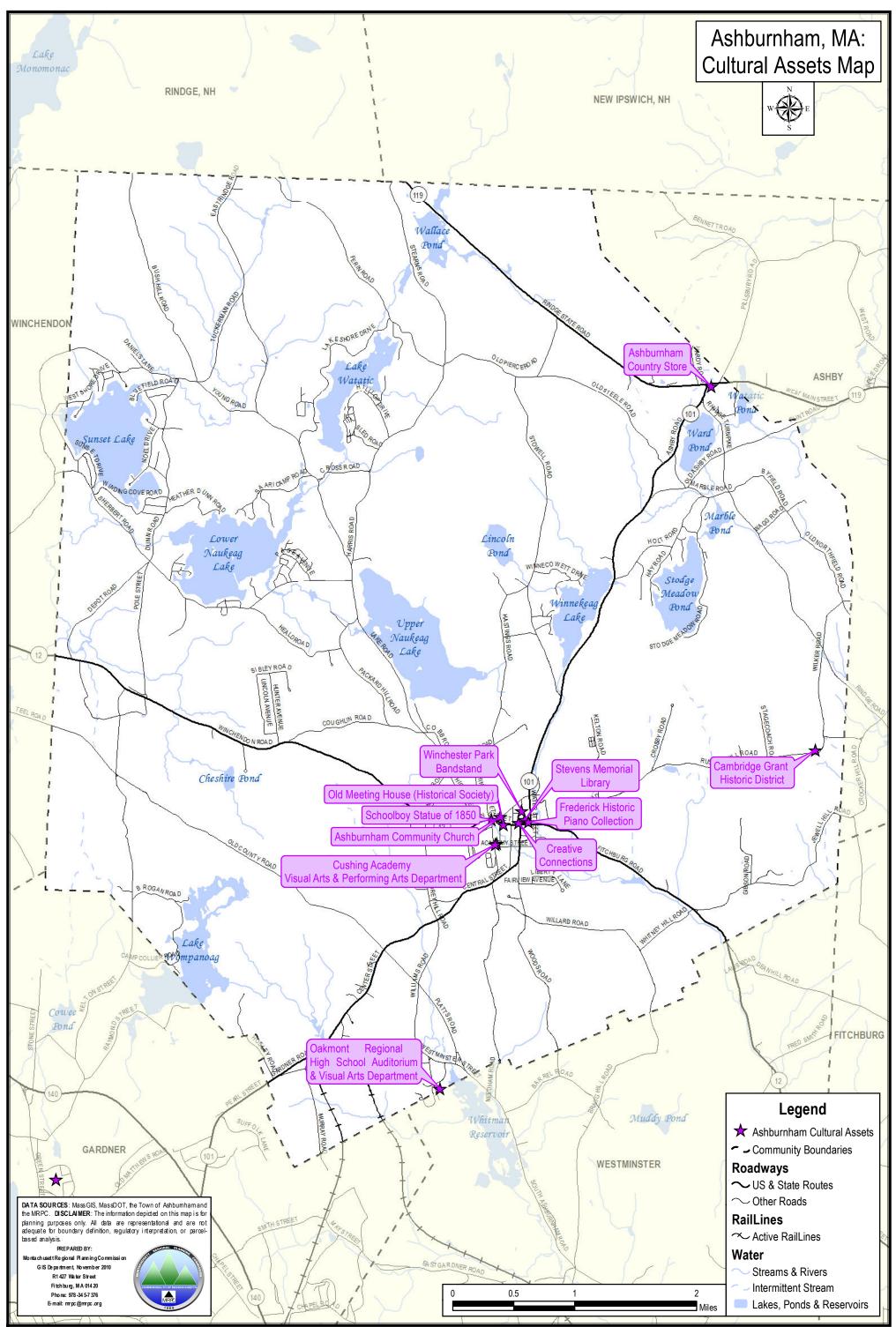
DLTA - District Local Technical Assistance

TA - Town Administrator

MCC - Mass. Cultural Council

# **APPENDIX A**

Town of Ashburnham Cultural Assets Map



<sup>/</sup>Ashburnham\_CulturalPlan/Ashburnham\_CulturalPlanMap\_11x17P.mxd [1:44,000] 11\_23\_10

**APPENDIX B** 

Montachusett Region Cultural Assets

### Appendix B-Montachusett Regional Cultural and Creative-Sector Assets Listed by Community<sup>1</sup>

This Appendix provides the set of Cultural and Creative Assets for the Montachusett Region that has been identified through this planning process. A GIS Map has been included within this Appendix showing highlights of the identified cultural assets for the Montachusett Region

#### Town of Ashby -

- Ashby Cultural Council
- Ashby Free Public Library (and Fund) + Friends of the Ashby Public Library
- Ashby Historical Society, 477 Wheeler Road (978) 386-2319 The Ashby Historical Society (AHS) collects, preserves, and displays the artifacts and papers that describe early Ashby. Members work to promote interest in the Town's early history and to educate the public on the connections of that history to current life in Ashby. *To that end AHS maintains a museum in the Old Engine House at 946 Main Street*; and they meet periodically with students from the Ashby Elementary School nearby. In addition to provide public programs involving speakers and exhibits, there is at least one major fund raiser each year house tours, barn tours, and musical events are recent examples. The AHS meets the first Tuesday of each month at the home of a member.
- Ashby Musical Festival
- Rambling Floyds
- Ashby Town Band, P.O. Box 98, Charles Morey, Manager and President, <u>tcbone@gis.net</u> The Town Band presents the Ashby Town Band Concerts at the Ashby Common on Wednesday evenings throughout the summer. The band's conductor is Robert L. Healy.

#### Town of Athol

- Athol Cultural Council
- Athol Daily News
- Athol Historical Society, Inc.
- o Athol Public Library + Friends of the Athol Public Library
- o Athol Veterans Park Development Corporation
- Athol-Orange Community Television (AOTV)
- Bone Cages Poets
- Greenfield Military Band
- Haley's Antiques and Publishing
- Memorial Hall Revitalization Fund Committee Liberty Hall
- Osprey Entertainment
- Town of Athol Performing Arts Program
- Tufts University Anthropology Department

#### Town of Ayer (includes Devens)

Ayer Cultural Council, Ayer Town Hall, 1 Main Street, Ayer (978) 772-6994
 <u>ayer\_cultural\_council@yahoo.com</u>, <u>lisa\_white115@hotmail.com</u> Local Guidelines- Ayer's
 Cultural Council's mission is to promote, nurture, and maintain the vitality of the cultural
 resources within the Ayer community. With the annual Grant from the state, our role is to
 distribute the funding appropriately to support various activities that would enhance cultural

<sup>&</sup>lt;sup>1</sup> (except the Town of Ashburnham, which has been incorporated into the Plan)

awareness in the Ayer community. The wide range of supported activities includes: a broad variety of art forms, ongoing work of individual artists and writers, collaborative projects on literature, and historical as well as environmental education. Projects must be completed within one year of the date of final written notice of grant approval. Such activities/projects can be originated from individuals or organizations with the approved applications. Applications and associated attachments will be accepted in the fall for the next fiscal year. Complete information on Website.

- Ayer Fourth of July Celebration and Committee, Ayer Town Hall, 1 Main Street, Ayer (978) 772-8220, <u>http://www.ayer.ma.us/committees/july\_4th/index.html</u>, Mission: The 4th of July Committee is responsible for raising money to fund the Town's annual Fourth of July Celebration, which held on the Saturday closest to July 4th. The event includes the Main Street parade, entertainment, food booths, craft vendors, and children's activities at Pirone Park , and fireworks at dusk. Each year, the committee welcomes new volunteers to assist in all aspects of the celebration. Meeting dates and times will be posted in the Town Hall as well as in the local newspaper.
- Ayer Historical Commission, Ayer Town Hall, 1 Main Street, Ayer (978) 772-8220, <u>hist@ayer.ma.us</u>, Mission: The Ayer Historical Commission is responsible for communitywide historic preservation. Meeting Dates: Second Wednesday of each month at 7:00p.m.
- Ayer Public Access Corporation
- Ayer Public Library, 26 East Main Street, Mary Anne Lucht, Director, (978) 772-8250, www.ayerlibrary.org. Play times and story times for children.
- Ayer Public Spirit
- Comcast Ayer, MA
- Commerce Journal (Devens)
- Devens Historical Museum (Devens)
- Freedom's Way Heritage Association Cultural Heritage Institute, 100 Sherman Avenue, Devens, MA, (978) 772-3654 mail@freedomsway.org; www.freedomway.org: Freedom's Way is an official Massachusetts Heritage Area, and is comprised of communities in Massachusetts and New Hampshire. It is a region with a series of historic events that influenced democratic forms of governance and the development of intellectual traditions that underpin American freedom, democracy, conservation, and social justice. These 45 cities and towns share common threads that have contributed toward this special landscape of American history. Freedom's Way truly is the "Landscape of Visionaries and Experimenters." All Americans have been affected by generations of people who have shaped the heart of Freedom's Way.
- Groton Landmark (Devens)
- Johnny Lee Davenport
- Mark's Men Historical Miniatures (Devens)
- Michelle Willson
- Pepperell Free Press
- United Native American Cultural Center (Devens)
- Nashoba Valley Chamber of Commerce, 100 Sherman Avenue, Suite 3, Devens, MA, (978) 772-6976, Andrew Syiek, <u>director@nvcoc.com</u>, <u>www.nvcoc.com</u>
- The Fort Devens Museum, 94 Jackson Road, Suite 305, Ian Meisner, (978) 772-1286, info@fortdevensmuseum.org, http://www.fortdevensmuseum.org/: The Fort Devens Museum honors and recognizes the lives that were affected by the historic events that occurred at Fort Devens, and preserves its legacy for future generations. Guest speakers and educational programs are available upon request. The museum maintains an archive and display of Devens-related artifacts.

#### **Town of Clinton**

- o Ancient Order of Hibernians of Clinton
- o Bigelow Free Public Library
- o Clinton Childrens Theatre
- Clinton Community Theatre
- Clinton Cultural Council
- o Clinton Daily Item
- o Clinton Historical Society
- o Clinton Holiday Pops Concert Committee
- o Clinton Town Hall Restoration Committee
- Clinton-Turn-Verein Corporation
- Germantown Historical Preservation Commission
- His Majestys 65<sup>th</sup> Regiment of Foot, Limited
- Lancaster Times & Clinton Courier
- Leprechaun Society
- Mothertown Monthly
- o Museum of Russian Icons, 203 Union Street, Clinton, Massachusetts 01510
- The Banner
- Town of Clinton Clinton Old Home Day Committee
- Weddingtrumpeter.com

#### **Fitchburg**

- Fitchburg Art Museum –185 Elm Street, Fitchburg, MA 01420
- Wallace Civic Center
- Dukakis Performing Arts Center (Monty Tech), 1050 Westminster Street, Fitchburg, MA 01420
- Stratton Theatre (Stratton Players) 60 Wallace Ave., Fitchburg, MA 01420
- Fitchburg State University Center Stage Performing Arts 160 Pearl St., Fitchburg MA 01420-2697
- o Cornerstone Performing Arts...454 Main Street, Fitchburg, MA 01420
- o 98 Bananas
- o A Capella Singers
- o Acadian Cultural Society, Incorporated
- Alice G Wallace Planetarium (*has not been open since Eric R. Smith moved to the Region in 2005*)
- o American Federation of Musicians of the US and Canada
- Anne O'Connor
- o Banjojet
- o Ben Cosgrove
- o BF Brown Arts Vision School and Fitchburg Museum Partnership School
- o BF Brown Arts Vision School PTO, Incorporated
- o C.M. Judge
- Camera Club of Fitchburg
- o Eddy Troxler and Summer Street Jazz Project
- Figs Newswire
- Finnish Center at Saima Park
- First Parish Church Northern Lights Folk Arts Society
- Fitchburg Access Television
- Fitchburg Civic Days Committee
- Fitchburg Cultural Alliance Incorporated
- Fitchburg Cultural Arts Center

- Fitchburg Cultural Council
- o Fitchburg High School Athletic Hall of Fame Incorporated
- Fitchburg Historical Society
- Fitchburg Military Band
- Fitchburg Public Library + Friends of
- Fitchburg Public Library Performing Arts Series
- Fitchburg Sentinel and Enterprise
- Fitchburg State University Americulture Arts Festival
- Fitchburg State University Percival Auditorium (facility)
- Fitchburg State University Weston Auditorium (facility)
- o Fitchburg State University Fine Arts Department
- o Fitchburg State University Library
- o Ian Williams
- o Johnny Appleseed Trail Association
- o Kingsmen Drum and Bugle Corps
- Melissa Richard
- o Montachusett Society for the Preservation of Historic Buildings
- New Players Theatre Guild
- o Obaa Simaa
- Raivaaja (The Pioneer)
- Revolutionary Images
- Robert Lamourex
- Rollstone Studios
- o Stardusters Orchestra
- Symboline Dai
- The Craft Caravan
- WEIM AM Radio 1280 (now WPKZ with FM 105.3)
- WFGL AM Radio 960
- Womens Caucus for Arts Central Massachusetts
- Fitchburg State University Film via Communications Department (George Bohrer suggested Faculty contact)

#### <u>Gardner</u>

• Theater at the MOUNT (Mount Wachusett Community College – MWCC) (Gardner) 444 Green St., Gardner, MA 01440-1000

**Gardner Area League of Artists** (GALA) (*Includes some Ashburnham residents within their association*) - P.O. Box 1158, Gardner, MA 01440

- Ballet Allegro Limited
- Gardner Heritage State Park + Friends for
- Gardner Cultural Council
- o Gardner Museum, Incorporated, 28 Pearl Street, Gardner, MA 01440
- Gardner News
- o GHS Band Alumni Association, Inc.
- Greater Gardner Artists Association We hold meetings on the 1st Thursday of each month except for July and August. At each meeting we hire a demonstrator to show off his talents. It is oil, water, pastel, bookmaking, pencil, photography, any and all art. Our main event is our art exhibit held in April. It is held at the Boland Room, Heywood Place at 205 Central Street. It is a 3 day affair and we have 190 pieces of art on display. The admission is free to everybody.
- o Greater Gardner Youth Choir
- o Levi Heywood Memorial Library + Friends of

- o Metrowest International Concert Association
- o Mount Wachusett Community College ("the Mount") Broadcasting Department
- Mount Wachusett Community College Library
- **MWCC East Wing Gallery at the Raymond M. LaFontaine Fine Arts Center**, 444 Green St., Gardner, MA 01440-1000
- Scots Highland Pipes and Drums, Inc.
- South Gardner Historical Society
- Upcountry Theatre Festival
- WGAW AM Radio 1340

## Town of Groton

- Art China Now Art China Now Salon II, 56 Longley Rd., Groton MA 01450, <u>www.artchinanow.com</u>: Art China Now is an art salon, private gallery and art consultant dedicated to introducing some of the finest contemporary artists from China. Many of them come from ethnically distinct southwest regions of the country, and have achieved acclaim in China, some with recognition internationally. These artists insist on making art on their own terms, often with innovative materials and techniques. They have proven their relevance in the Chinese and global art scenes. We have bonded with these artists, and collaborate closely with them. We also work with talented Chinese artists based overseas. Our objective: to introduce our artists to the global art community and promote a meaningful dialogue on the richness and diversity of contemporary art and culture. We show artworks by appointment at both our locations in Cambridge and Groton, Massachusetts.
- GrotonFEST Jane Bouvier, Anne Thibeau, Dale Martin, Grotonfest Coordinators; <u>www.grotonfest.com</u> Groton's 34<sup>th</sup> annual celebration of arts, local businesses and non-profit groups. Held in the center of Town at Legion Common, this free festival has something for everyone – continuous entertainment all day and featured performances. GrotonFEST has fantastic food and over 160 booths featuring quality arts and crafts, and wares and information from many area businesses and non-profit groups.
- Groton School: 282 Farmers Road, Groton, MA <u>www.groton.org</u>, <u>http://www.groton.org/landingPage.aspx?pageId=45102&sectionId=400</u>

Groton School includes:

• The Marion Campbell Performing Arts Center, The Asen Theatre, Route 111 gate: Performing Arts Center, (978) 448-7284. The Drama and Dance programs at Groton School present four to six student performances Sept. – May. *All of these are open to the public, and free of charge* though reservations are required. If the schedule allows, one or two professional groups may also perform. Films, lectures and guest speakers fill out the schedule. The schedule is available online at

<u>http://www.groton.org/contentPage.aspx?pageId=45103&sectionId=400</u>. For more information, contact the Box Office at 978-448-7284 or email boxoffice@groton.org. The McBaine Studio Theatre presents student works-in-progress, black box productions, workshops and lectures. There are no reservation for events in the McBaine Studio Theatre. All seats are on a first come, first served basis. Not every event is open to the public. Please call in advance.

- The Dillon Art Center, Lindsay Commons or Dr. John Tyler (978) 448-7ART: The de Menil Gallery is located in the Dillon Art Center. The de Menil presents three culturally significant exhibits each year, including painting, sculpture and photography. The de Menil is open to the public. There is no charge for admission. The exhibition schedule for this and the Brodigan Gallery can be viewed online at http://www.groton.org/landingPage.aspx?pageId=45102&sectionId=400
- Christopher Carey Brodigan Gallery, The Christopher Carey Brodigan Gallery is located on the ground level of the school Dining Hall. The schedule includes exhibits by five or six

contemporary artists each year, including one by the annual Mudge Fellow Artist-inresidence. The Brodigan Gallery is open to the public, free or charge, between the hours of 7:30am to 7:00 pm weekdays; by appointment on the weekends.

- Lawrence Academy, Powderhouse Road, P.O. Box 992, (978) 448-6535: Lawrence Academy's arts events and performances are free and open to the public. These events include a dance performance, two music performances, and a theatre performance at the end of the fall, winter and spring trimesters. Lawrence will also continue to host a professional visual artist series, and displays its student visual art work three times a year: all of these events are also free and open to the public.
- NOA Gallery, P.O. Box 764, 113 Main Street, Groton, MA (978) 448-2959 Joni Parker-Roach, joni@NOAGALLERY.com, http://www.noagallery.com/default.aspx: NOA GALLERY was created to be a venue for local, New England artists to show and sell their work and to contribute towards a vibrant town center. The mediums offered include sculpture, paintings, fiber arts, glass, ceramics, wood, photography, beaded jewelry, music, books. Currently, we are collaborating with Mirrix Looms and are offering their wide array of bead and tapestry looms and accompanying materials.

NOA GALLERY proactively reaches out to the community in many ways. The gallery is responsible for the creation of the annual ArtWalks, art donated and placed in public spaces in town, The Groton Merchants Association, art history lectures into the schools are some of the initiatives that the gallery has accomplished or contributed to. We also host shows for our artists that not only showcases the art but joins that artist in choosing a cause or charity to donate a percentage of their sales to and NOA GALLERY matches that gift. It is a way for fine art to support not only gifted artists but also worthy causes on a local and global level.

- Stagecoach Inn, 128 Main Street, Groton, MA (978) 448-5614, George Pergantis, <u>http://www.grotonstagecoachinn.com/</u>: Weekly concerts by local and area artists. Friday open mic.
- **Studio One**, No. One Hollis Street, 208 Main Street, Groton, MA (978) 448-6073, Bayard and Lois Underwood, bayard\_studio@yahoo.com. An art gallery founded in 1994 featuring paintings, prints, etc. as well as sculpture work by the owners, Bayard and Lois Underwood and other local artists. The gallery is open by appointment as well as for the holiday sale and show. There are two shows yearly featuring sculpture by Charles Gibbs and paintings by Charlotte Gibbs.
- The Artist's Valentine, P.O. Box 501, Groton, MA (978) 448-6261, Sally Harris Reed, tqbf@charter.net: Artists make Valentines and donate them to sale held in early in February in Groton and a few other locations. Proceeds from the annual Valentine sale are used to fund a juried grant competition for artists. Artists who donated work to the Artist's Valentine can apply for an unrestricted grant. Awards are made through the jurying of slides or digital images. Since 1996 over \$40,000 has been awarded. Every penny of these grants has come from the sale of artist-made valentines. Eleven nationally known curators, gallerists, working artists, etc. have served as jurists including Bernard Toale, Barbara Krakow, Nick Capasso, and David Aronson, among others.
- **The Shakerton Foundation**, (978) 448-6073, Bayard Underwood: Its purpose is to promote Shaker Studies, to record Shaker architecture and planning, to educate the public in Shaker culture by means of publications, lectures, exhibits, etc.
- o Astrea Media
- Earth Magic

- Groton Public Library + Friends of + Endowment Trust 99 Main Street, Groton, MA (978) 448-1167, info@gpl.org, http://www.gpl.org/ Calendar listings of new and reoccurring programs are available at gpl.org under "Upcoming Events." Offerings include: Mystery, Great books and general (GPL) book discussion groups, children's story times, teen and independent movies, writing workshop, lectures and an Art gallery. Free museum passes to 22 local museums. Wifi and Internet access, meeting rooms for non-profits, online databases for research. Additionally, the library has original paintings, ironwork and handcrafted mirrors by local artists. The Owen Smith Shuman Gallery has exhibits of 2-dimensional work, gallery talks, artists receptions and workshops.
- Groton Center for the Arts, P.O. Box 423 (Main and Willowdale Streets), Groton, MA, 978 448 3001 webmaster@grotoncenterforthearts.org http://www.grotoncenterforthearts.org/ GCA was incorporated as a regional non-profit arts organization in 1974. Our mission then and now continues to be "Building Community Through the Arts". Many communities around Groton have greatly benefited from our programs over the years. Did you know "Grotonfest" (first called "Septemberfest") began with GCA? Did you know The Indian Hill Symphony began as an amateur organization sponsored by GCA? Did you know the first community "Artwalk" originated with GCA?

Some programs have remained exclusively in the GCA domain and have continued successfully since the late '70's. These include our Summer Artworks Camp and the Skateworks Learn to Skate Program, both on the campus of Groton School.

Some of you may have attended one of our three Groton "First Nights", or heard the Tommy Dorsey Band at the PAC, or taken a bus trip to NYC, or joined us to view the Tall Ships in Boston, or spent the day with us in Tanglewood.

Our vision today is to provide children and adults with opportunities to explore, experience, enjoy and fall in love with the Arts! We provide quality art experiences through dedicated staff and community members who contribute their knowledge and time to the education of the Arts.

- Groton Community Christmas Concert, 120 Hill Road, Groton, MA Steve Legge, (978) 448-2480; Connie Brown, (978) 448-2961; <u>slegge@verizon.net</u>. Edie Tompkins found the event in 1974, and has *directed 32 annual performances in Groton*. The concerts portray the spiritual message of Christmas reflecting on love, peace, joy, and hope. They are annual free events, performed several times in Mid-December. The choir sings a variety of music including works by classical and modern composers, gospels, calypso and familiar carols, and performs works in many different languages. Members number 100+, range in age from 8 to over 80, and hail from Groton and over 23 other surrounding communities. New members are welcomed at the first rehearsal which is held in late September.
- **Groton Cultural Council**, P.O. Box 258, Groton, MA; (978) 448-5050; Local Cultural Councils review applications from individuals, schools and organizations. *Owen Shuman, Chair*.
- Groton Film Society, Inc.
- Groton Herald
- Groton Historical Society, 172 Main Street, Barbara Speigelman, Curator, (978) 448-0092, *website*: Programs on the second Tuesday of January, April, July and October – open to the public September through May.
- Groton Marching Band and Chowder Society, 55 Sunset Road, Groton, MA (978) 448-3734, Leslie Lathrop, Director; This band marches in the Memorial Day Parade and celebrates afterwards with chowder. Interested musicians are welcome.
- o Groton Planning Board and Historic Committee

- o Groton Summer Theatre
- Groton-Dunstable Performing Arts Center
- Lifework Forum, Inc.
- McMurphys Irish Band
- Medicine Wheel Artists Retreat
- Nashoba Valley Chorale
- Seamus Connolly and Cuchullan
- o Wendy Frank

## Town of Harvard

- Arts Management Consulting Company
- Fanfare: For Music
- First Harvard Unitarian Church Concerts at Common
- For Arts Sake Community Art Association
- Friends of the Harvard Public Library
- Fruitlands Museums, Inc. 102 Prospect Hill Road, Harvard, MA, (978) 456-3924, Michael Volmar, Curator of Collections, ext. 286 <u>http://www.fruitlands.org/</u>: Immerse yourself in the tradition, history and art of a New England treasure. Scenic Fruitlands offers four intimate galleries, a charming restaurant and Museum Store. Set on 200 pastoral acres, Fruitlands' changing exhibits, singular collections, trails and landscape offer surprising stories about the Alcotts, utopians, native peoples, artists and more.
- Harvard Community Theatre, 14 Mass. Ave., Harvard, MA (978) 456-3454, Michael McGarty, Artistic Director, <u>http://www.harvardtheatre.org/</u>: The Harvard Community Theatre is a non-profit theatrical organization dedicated to bringing quality, affordable entertainment to Central Massachusetts. Housed in the 700 seat Cronin Auditorium at the Bromfield School, the three separate components of the HCT include: The Adult Division of the Community Theatre which performs 1 3 productions per year; The Bromfield Drama Society for students grades 9 12 which performs 3 4 productions a year; and The Bromfield Middle School Drama Club for students grades 6 8 which performs 2 productions a year
- **Harvard Cultural Council**, P.O. Box 110, Harvard, MA (978) 456-6923: Local Cultural Councils review applications from individuals, schools, and organizations for arts, humanities, and interpretive science projects that provide a local public benefit.
- Harvard Hillside
- o Harvard Historical Commission
- 0 Harvard Historical Society, 215 Still River Road, P.O. Box 542, Harvard, MA (978) 456-8285, curator@harvardhistory.org, http://www.harvardhistory.org/: Founded in 1897, the Harvard Historical Society has had its history recorded in the HISTORY OF HARVARD, 1894-1941 commissioned by the Society and compiled by Ida Harris, and in DIRECTIONS OF A TOWN, compiled by Robert Anderson in 1976. Under the leadership of a small nucleus of loyal and dedicated individuals, it has endeavored to bring together people interested in the history of their community. Its goal of "Preserving Harvard's Past for Harvard's Future" has led it to collect materials which illustrate the history of the town, such as those pertaining to exploration, settlements, economics, social, religious and political development. This collection includes histories, genealogies, biographies, descriptive literature, dictionaries, newspapers, pamphlets, catalogues, circulars, handbills, local posters and programs. Unpublished materials including letters, diaries, journals, reminiscences, military rosters, service records, business records, account books, charts, and surveys are also a part of the archival collection. Artifacts such as furniture, household goods, costumes, farm implements tools, simple machines, china and silver comprise some of the museum collection as well as photographs, portraits, paintings, prints, maps, mineral specimens and firearms.

The Harvard Historical Society arouses interest in the past by operating a small museum and providing school services. It also publishes historical materials, holds public meetings, presents programs and marks historic sties within the town.

- o Harvard Post
- **Harvard Pro Musica**, P.O. Box 446, Harvard, MA (978) 371-0330: Performances are held in local towns. Music comes from the classical repertoire, from Baroque to modern, from larger masterpieces to smaller less known gems. Anyone with a desire to sing classical music in a chorus is invited to join. The chorus is under the direction of Dr. Mark Bennett.
- Harvard Public Library, P.O. Box 66, Harvard, MA (978) 456-4114, Mary Wilson, Director (+ Library Trust, Inc.), <u>http://www.harvardpubliclibrary.org/</u>: Children's Room: children's story times and events.
- Harvard Schools Video Arts Program
- o Harvard Town Band
- o Historic Marine Education, Inc. Marine Detachment 1797
- History Art Workshops
- Joseph R Henry and Associates
- o Linda Hoffman
- Nashoba Valley Concert Band, P.O. Box 456, Harvard, MA: Nashoba Valley Concert Band, a community band since 1976, is based in the towns of Harvard and Ayer, Mass. Amateur musicians from many surrounding towns rehearse weekly and perform at local events throughout the year. New members are always welcome. No auditions required.
- Nashoba Valley Weavers Guild
- New England Great Books Council, Inc.
- Row Twelve Contemporary Music Ensemble
- Ruth Ferrara
- Sharing a New Song, Inc.
- Three Apples Storytelling Festival
- Warner Free Lecture Trust
- Wild Apples

## Town of Hubbardston

- Artists on the Common
- Curriculum Media, Incorporated
- Finnish Heritage Society Sovittaja
- o Hubbardston Community Theater
- Hubbardston Cultural Council
- Hubbardston Founders Day
- Hubbardston Historical Society
- o Hubbardston Nonesuch Community Band
- o Hubbardston Public Library and Museum
- Maplewind Arts
- Town of Hubbardston Spring Fling Committee

## Town of Lancaster

- o American Guild of Organists
- o Atlantic Wind Symphony
- o Dexter Drumlin Winterfest Committee
- o Friends of the Lancaster Town Library
- o Lancaster Coffeehouse

- Lancaster Cultural Council
- Lancaster Historical Society
- Lancaster Shaker Music
- Lancastrian Choral Society
- Northboro Contra Dance Eric does not know why this should be here
- Thayer Memorial Library (Lancaster, MA)

## City of Leominster

- o A Line Designs
- Barbershop Harmony Society (Leominster)
- o Central Massachusetts Repertory Theater
- Christina DeVaughn
- Colette Smith
- Creative Kids 4-H Club
- CST Productions
- Leominster Public Library (+ Friends of the)
- Johnny Appleseed Parade
- Kathryn Swantee
- Kolbe Iconographics
- Leominster Access Television (LATV)
- Leominster Art Association
- o Leominster Arts Council, Inc.
- Colonial Band
- o Leominster Cultural Council
- Leominster Historical Society
- Leominster Public Schools Music Boosters, Inc.
- Mark Marquis Group
- o Marvin Novogrodski
- Massachusetts Music Industry Coalition
- Music Company
- Opera Northeast of New England
- Sonic Explorers
- Spanish American Center, Inc.
- Stage Lighting, Unlimited
- Starburst
- Terra Incognita, Ltd.
- Thayer Symphony (based out of Leominster, performs at various venues)
- Town of Leominster Historical Preservation Commission
- Twin Cities First Night, Inc.
- o Leominster Art Center, 69 Main Street, Leominster, MA 01453

## Town of Lunenburg

- American Humanists Association
- Anne Giancola
- **Central Mass. Women's Caucus for Art**, <u>http://www.centralmasswca.org/</u>: The Women's Caucus for Art is a national organization unique in its multidisciplinary, multicultural membership of artists, art historians, students, educators, gallery and museum professionals and other involved in the visual arts. We have focused our attention on the enormous contribution of women throughout the history of art and on women working in the visual arts professions today. We have established a national network through research, exhibitions, conferences and honor awards for achievement. From the emergence of the women's art

movement in the early 1970s, the Women's Caucus for Art has championed the contributions of women in the arts professions.

- D and A Chamber Players 0
- Drawbridge Productions (Drawbridge Puppet Theater), 1335 Massachusetts Ave. (Rte. 2A), Lunenburg, MA, (978) 582-6565, drawbridgepuppets@gmail.com, http://www.drawbridgepuppets.com/: One hour public performances are held every Saturday and Sunday: 11:00 am and 1:00 pm. Extra shows are added during the summer and school vacations. Special puppet making and craft workshops are held throughout the year. Crowning children in attendance as the King and Queen at the Drawbridge castle is always part of the fun and takes place after every public performance. Prize drawings and backstage tours conclude each show. Field trips, private birthday parties and other functions may be scheduled at any time during regular operating hours at the theater. The Drawbridge Puppet Theater will travel to your location too! Please call the theater box office for more information. We hope you will visit us soon!
- Guild Dancers, Inc. 0
- Helen Obermeyer Simmons 0
- Joint Venture Orchestra 0
- Kate Chadbourne
- Lunenburg ArtsFest, 10 Whiting Street, Lunenburg, MA (978) 582-7656, Gare Thompson, 0 gthomp1776@aol.com: Arts festival showcases local artists, musicians, and the spoken word. The ArtsFest is held four times each year, highlighting a season. Currently the ArtsFest is held at the Lunenburg Public Library. Local artists can submit work and musicians perform at the opening reception, Arts-related workshops are conducted for families. The ArtsFest sells artwork, music CDs and crafts. A percentage benefits Friends of the Lunenburg Public Library. Free-will donations are accepted and benefit the ArtsFest. The ArtsFest is a nonprofit organization run by volunteers.
- o Lunenburg Cultural Council, c/o Town Hall, 17 Main Street, Lunenburg, MA (978) 582-7956: Local Cultural Councils review applications from individuals, schools, and organizations for arts, humanities, and interpretive science projects that provide a local public benefit.
- Lunenburg Ledger
- Lunenburg MusicAiders Corporation
- 0 Lunenburg Public Library, 1023 Massachusetts Avenue, Lunenburg, MA (978) 582-4140, email: lunenburglibrary@gmail.com, http://www.lunenburgonline.com/education/dept/dept.php?sectiondetailid=2290&sc id =1135731042: The Lunenburg Public Library offers many diverse programs for adults, teens and children. An ArtsFEST is held one weekend four times a year. It typically features local musical performers as well as artists that leave their work on display for 6-8 weeks following the event. There is also a Friday Night Flicks sponsored by the Friends of the Library held the last Friday of the month. These are first run foreign films and the Friends supply the snacks!
- Lunenburg Town Band
- Massachusetts Military Museum, Inc.
- National Society of the Daughters of the American Revolution 0
- Old Shoe 0
- VSA Arts of Massachusetts Fitchburg Region 0
- WCMX AM Radio 1000 0

## **Town of Petersham**

- o Algonquian Intertribal Village, Incorporated
- Harvard Forest Archive

- Joy After Sorrow Band
- Petersham Craft Center
- Petersham Cultural Council
- o Petersham Hilltop New Year Committee
- o Petersham Historical Society, Incorporated
- o Petersham Memorial Library

## Town of Phillipston

- o Carla Charter
- Phillipston Free Public Library (+ Friends of Phillipston Library)
- Historical Society of Phillipston, Inc.
- o Phillipston Cultural Council
- Phillipston Historical Commission

## Town of Royalston

- Phineas S. Newton Library (+ Friends of the Phineas S Newton Library)
- o Gordon Morrison
- Royalston Arts Foundry
- o Royalston Cultural Council
- Village Improvement and Historical Society of Royalston, Inc.

## **Town of Shirley**

- o All Town Hoe Down
- Bull Run Restaurant Concert Series, Route 2A, Shirley, MA, (978) 425-4311, BryanSawyer@BullRunRestaurant.com, www.bullrunrestaurant.com: The Bull Run Restaurant, a pre-Revolutionary tavern, has become a focal point of entertainment, both day and night. We have our ever-popular Bull Run Concert Series that brings a range of performers – Tom Rush, Boogaloo Swamis, Johnny Winter, Mountain, Maria Muldaur and Jesse Colin Young – to name a few as well as the on-going entertainment in our Tap Room. For current information, check our website.
- Shirley Meetinghouse (+ the First Parish Meeting House Preservation Society of Shirley, Inc.), Music at the Meetinghouse, On the Common, Holly Haase, <a href="https://www.shirleymeetinghouse.org">holly@shirleymeetinghouse.org</a>, (978) 425-2600, ext. 210, <a href="https://www.shirleymeetinghouse.org">www.shirleymeetinghouse.org</a>. The 1793 Meetinghouse, with its suburb acoustics, pipe organ and piano. It is a lovely setting for instrumental and vocal concerts. Amateur and professional recitals have been held here in the past and are scheduled for the future.
- Hazen Memorial Library (+ Friends of the Hazen Library), 3 Keady Way, Shirley, MA (978) 425-2620, Debra Roy, Director, <u>www.shirleylibrary.org</u>: Look at the online calendar of events for offerings for all ages. In the Children's Room we have story times for babies, toddlers, and pre-schoolers, not to mention fun galore for school age children- summer reading program, magic shows, puppet shows, and live animal demonstrations.
- Hands-On Arts Museum (MRPC has learned that this Museum has gone out of business)
- Kenneth P Longley Theatre Arts Scholarship Fund
- Saint Anthony of Padua Choir
- Shirley Arts!, P.O. Box 49, Shirley, MA Meredith Marcinkewicz, <u>mail@shirleyarts.org</u>: The purpose of ShirleyArts! is to support and promote the visual and performing arts for education and enjoyment. ShirleyArts! produces at least 6 amateur and concerts per year as well as brining in professional performers. Shows are held at the Shirley Middle School's 500-seat auditorium and other locations in Shirley.
- Shirley Childrens Theater

- Shirley Cultural Council, 7 Keady Way, Shirley, MA (978) 425-2600 ext. 211, <u>hhaase@shirley-ma.gov:, http://www.shirley-ma.gov/boards-a-committees/shirley-cultural-council</u>: The goal of the Shirley Cultural Council is to help develop cultural programs in the Town of Shirley and to award and administrate Massachusetts Cultural Council (MCC) Grant funds. We are a volunteer board and are recommended to the Towns' Selectmen for appointment to the Shirley Cultural Council.
- Shirley Historical Society and Museum, Shirley Historical Society Museum at the Lucy Longley Memorial Building, 182 Center Road, P.O. Box 217, Shirley, MA (978) 425-9328, mail@shirleyhistory.org, http://www.shirleyhistory.org/: The purpose of the Shirley Historical Society is to collect and preserve items books, photos, papers, and other artifacts relating to Shirley's history. The Museum is open Mondays and Saturdays from 10 am to 1 pm for researchers with rotating displays on various subjects. Bi-monthly programs open to the public see Website for information.
- Shirley Oracle
- o Shirley Outdoor Summer Concerts, P.O. Box 1277, Shirley, MA,

director@celebrateshirley.org, www.celebrateshirley.com: Blankets, picnic baskets, warm summer nights, great music wafting on an evening breeze, children running in play...does any of that evoke images of a Rockwell-ian New England? If so, think again. Band concerts are not a thing of the past. The Shirley Outdoor Summer Concert series, established in 2003 through the generosity of local businesses and merchants, is an opportunity for community members to Celebrate Shirley by celebrating the values of family life and New England living while enjoying exceptional music. This free concert series offers something for everyone, whether your musical tastes run to the big band era, jazz, popular sounds, classic country tunes or patriotic melodies.

- o Shirley Public Access Corporation
- Shirley String and Dance Band
- Shirley String Quartet
- Shirley Summer Festival
- Somerset Access Television, Inc.

## Town of Sterling

- o 28<sup>th</sup> Massachusetts Volunteer Infantry
- Assabet Valley Chambersingers (location really Northboro)
- Conant Free Public Library (+Friends of Conant Public Library)
- Mary's Little Lamb Association, Inc.
- o Massachusetts State Police Memorial Trust
- New England Youth Ensemble, Inc.
- Sharon Keller
- o Sterling Community Theatre
- Sterling Cultural Council
- Sterling Historical Society, Inc.
- Sterling Meetinghouse News
- Sterling Music Exchange

## Town of Templeton

- Boynton Public Library (+ Friends of the Boynton Public Library)
- Narragansett Community Band
- Narragansett Historical Society
- o Narragansett Regional High School Performing Arts
- RH Lemieur Furniture Corporation
- Templeton Cultural Council

## Town of Townsend

- o Amanda E. Dwight Entertainment Fund
- Kate Taylor (James Taylor's sister)
- Paula Barry
- Squanicook Colonial Quilt Guild, Inc.
- Squannacook PTO Cultural Arts
- **Townsend Cultural Council**, 272 Main Street, Townsend, MA : Local Cultural Councils review applications from individuals, schools, and organizations for arts, humanities, and interpretive science projects that provide a local public benefit.
- Townsend Historical Society, Inc.
- **Townsend Memorial Hall:** The Townsend Meeting Hall is located at the Library/Senior Center complex, a gift from the Sterilite Corporation. The Meeting Hall serves the community as a cultural and performing arts center for Townsend and area residents. The Meeting Hall Gallery is located in the Townsend Meeting Hall, between the Library and Senior Center. The gallery is home to changing exhibits of artwork and history. See the complete list of past, current, and future exhibits in our 2010-2011 Gallery Schedule: <u>http://www.townsendlibrary.org/content/meeting-hall-art-gallery</u>.
- o Townsend Memorial Hall Restoration Committee
- Townsend Military Band Summer Band Concerts, Betty Mae Tenney, Band Manager, P.O. Box 328, Townsend, MA, Jon Nicholson, Band Director, home phone# 978-297-4402, email: jonkayni@comcast.net;

http://www.townsend.ma.us/towngov/culture&rec/bandcons.htm: The Townsend Military Band is believed to be the third oldest Band in the United States in continuous service. A booklet on the history of the Band indicates that it officially began in 1838, with roots back to 1817. Even during the Civil War, the Band was called up, but stayed and played together. The Band is currently comprised of musicians from eighteen different communities in Massachusetts and New Hampshire. The Band Concert season starts beginning of June, and runs 10 weeks, every Thursday evening on the Common.

- **Townsend Public Library**, 12 Dudley Road, P.O. Box 526, Townsend, MA (978) 597-1714, <u>library@townsendlibrary.org</u>, Interim Director, Stacy Schuttler, <u>sschuttler@cwmars.org</u>; <u>http://www.townsendlibrary.org/</u>: The Townsend Public Library is a member of the C/W MARS network. Being part of this 140+ strong consortium allows the library to provide faster and more efficient delivery of the books, movies, CD's, audio books, and magazines that our residents are interested in. Another benefit of the library's network membership is that library patrons are able to use their library card and the Internet to keep track of what they have checked out, to renew things and to place their own holds. The Townsend Public Library also hosts fun and/or educational programs such as storytimes, author visits and paid performers for people of all ages. The library lends out passes to museums and other cultural sites. Those who wish may visit the Townsend Public Library to access the Internet and to do word processing.
- Townsend Times

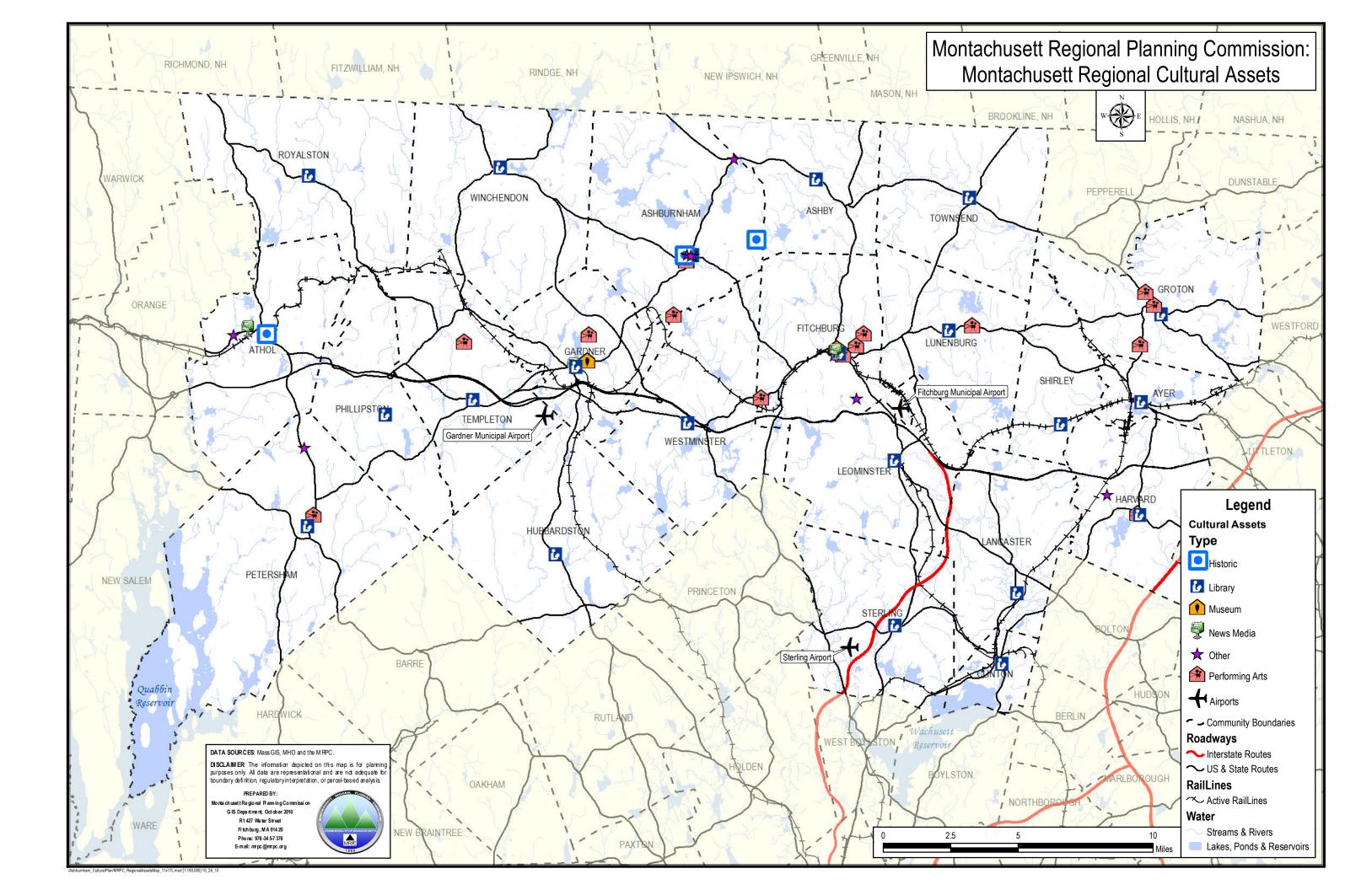
## Town of Westminster

- o Central Mass. Genealogical Society
- Chair City Papers
- Forbush Memorial Library (+ Friends of the Forbush Memorial Library)
- Friends of Libraries in Lebanon
- o Miller-Clark-Miller Trio
- o Revontulet, Inc.
- Sally Cragin

- Wachusett Winds Ensemble
- Wachusett Writers and Poets Club
- Westminster Arts Association, Inc.
- Westminster Cultural Council
- Westminster Earth Day Celebration
- Westminster Historical Society

## **Town of Winchendon**

- Beals Memorial Library (+ Friends of Winchendon Memorial Library)
- Clark Memorial Community Center Summer Solstice Committee
- Cosmic Moxa and the New Age Orchestra
- o Friends of Veterans Memorial
- o Murdock Middle High School Friends of Music
- Music is Love Music Magic and Comedy
- Nancy Valois and John Salonen
- Sounding Handbell Choir
- Winarts Celebrations
- Winchendon Bandstand Committee
- Winchendon Courier
- Winchendon Cultural Council
- Winchendon Historical Society
- o Woodspeople Native American Intertribal Village, Inc.



**OBJECTID** Asset 3 Ashburnham Country Store 4 Stevens Memorial Library 5 Ashburnham Concerts on the Green 6 Frederick Historic Piano Collection 7 Oakmont Regional High School Auditorium 8 Cushing Academy Performing Arts Department 9 Old Meeting House (Historical Society) 10 Cushing Academy Visual Arts Department 11 Ashby Free Public Library 12 Athol Daily News 13 Athol Historical Society, Inc. 15 Cambridge Grant Historic District 16 Schoolboy Statue of 1850 17 Ashburnham Community Church 18 Creative Connections 19 Athol-Orange Community Television (AOTV) 20 Ayer Public Library 21 Fitchburg Art Museum 22 Wallace Civic Center 23 Dukakis Performing Arts Center 24 Stratton Theatre 25 Center Stage Performing Arts (FSU) 26 Cornerstone Performing Arts 27 Fitchburg Access Television 28 Fitchburg Public Library 29 Fitchburg Sentinel and Enterprise 30 Johnny Appleseed Trail Association 31 Theater at the MOUNT 32 Gardner Museum, Incorporated 33 Gardner News 34 Levi Heywood Memorial Library 35 Groton Public Library 36 Groton Center for the Arts 37 Groton Summer Theatre 38 Groton-Dunstable Performing Arts Center 39 Fruitlands Museum 40 Harvard Community Theatre 41 Harvard Public Library 42 Hubbardston Public Library and Museum 43 Thayer Memorial Library 44 Leominster Public Library 45 Drawbridge Productions 46 Ritter Memorial Library 47 Harvard Forest Archive- Fisher Museum 48 Petersham Craft Center 49 Petersham Memorial Library 51 Phillipston Free Public Library 53 Phineas S Newton Library 54 Hazen Memorial Library 55 Conant Free Public Library 56 Boynton Public Library 57 Narragansett Regional High School Performing Arts 59 Townsend Public Library 60 Forbush Memorial Library 61 Beals Memorial Library

62 Bigelow Free Public Library

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Phillipston

Royalston

Templeton

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Townsend

Westminster

Winchendon

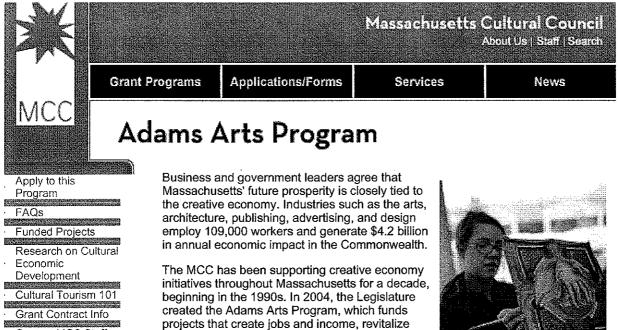
Clinton

Shirley

Sterling

# **APPENDIX C**

**Grant Resources** 



Contact MCC Staff

Adams-funded projects leverage the assets of the creative sector - artists, cultural organizations, and arts-related businesses - inherent in Massachusetts' communities to generate real income. Communities as diverse as Boston, Lowell, Salem, New Bedford, and Pittsfield have used these funds to more fully realize these assets for the benefit of residents and visitors alike.

downtowns, and draw cultural tourists.



For additional information about applying to the Adams Arts Program, please refer to the application instructions. A complete funding list is also available online.

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http://www.massculturalcouncil.org/programs/adamsarts.html

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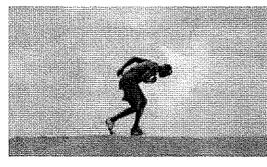
There are few places in America as rich in arts and culture as Massachusetts, and artists are at the center of this vibrant creative life. Through color, form, language, sound, and movement, artists help interpret our past, understand the present, and envision our future. Their work breaks down barriers and helps us appreciate what it means to be human.



In a time when many

sources of direct funding for individual artists have been reduced or eliminated, the Massachusetts Cultural Council is proud to provide unrestricted grants for artists to promote the futher development of their talents.

MCC's Artist Fellowships recognize exceptional work by Massachusetts artists across a range of disciplines. These highly competitive awards provide artists crucial validation among their peers and the public. They catalyze artistic advancement and pave the way for creative innovation of enduring cultural value. <u>Read about some of the most prominent fellows in the program's history</u>.



MCC publicizes its artist awards through the <u>Gallery@MCC</u>, an online showcase of finalists and winners, and on the <u>ArtSake</u> blog. For information on applying for an Artist Fellowship, please see the <u>program guidelines</u>.

In addition to fellowships, MCC supports artists through its other funding programs and services. Grants through MCC's

<u>Traditional Arts Apprenticeships, Local Cultural Council, Cultural Investment Portfolio,</u> <u>YouthReach</u>, and <u>Adams Arts</u> programs all help provide employment for thousands of artists throughout the state.

MCC is involved in several statewide initiatives for artists, including: <u>ArtistLink</u>, an effort to help artists, real estate developers, and communities develop work and living space for artists across Massachusetts; and <u>MatchBook.org</u>, a web site dedicated to helping New England's performing artists get increased visibility and employment.

For more information on MCC's work with artists, please contact a member of our <u>Artists Department</u>.

To dig into the creative, innovative work of Massachusetts artists, visit ArtSake.



-Gallery@MCC

-ArtSake Blog

Contact MCC

-Notable Past Fellows

Grant Contract Info

Images (top-bottom): Still from the performance piece "Bailout" by TRIIIBE (2008); Still from "Nora" (2008) by Alla Kovgan.



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grants to help schools meet the transportation costs of educational field trips to cultural institutions and activities in Massachusetts.

Big Yellow School Bus meets a growing need to help schools fund student



field trips to art and science museums, historic sites, and music, dance, and theater performances, which are often eliminated due to the pressures of dwindling budgets.

Creative learning at cultural institutions is critical to a child's academic development. These visits help foster creativity and innovation, which Governor Deval Patrick's 21st Century Skills Task Force identifies as among the most important skills for students to develop today. Big Yellow School Bus is designed to foster partnerships between schools and cultural institutions so students across the state can explore their creativity and experience all that Massachusetts' cultural life has to offer.

Funded by Bank of America and the MCC, the program invites any K-12 school in Massachusetts to apply for a \$200 grant to be used during the 2010-2011 school year. Grants provided by the Bank of America Charitable Foundation will support schools with 51% or more low income.

Now in its third year, Big Yellow School Bus has helped thousands of Massachusetts students take field trips to nonprofit cultural organizations across the Commonwealth. Students have visited more than 185 destinations, from large Boston-based venues such as the Museum of Science and New England Aquarium, to regional sites such as Nuestras Raíces in Holyoke, Harwich Junior Theatre, and Lowell's Tsongas Industrial History Center.





STARS Residencies

LCC Program

PASS Program

MatchBook.org

Contact MCC Staff

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### News

About the Fund **Program Guidelines** Application Tips Info Sessions FAQs **Funded Projects** Contact the Fund

## **Future of the Cultural Facilities Fund**

The Massachusetts Cultural Facilities Fund is not currently accepting new grant applications. The state budget for the current fiscal year did not include an appropriation for the CFF.

A 2008 Act of the Legislature, however, authorized the Governor to invest up to \$50 million in CFF through the issuance of state capital bonds over five years. Earlier this year the Governor elected to issue \$7 million to support the most recent round of CFF grants. This leaves up to \$43 million to be issued for the program in future years if the Governor so chooses. The Massachusetts Cultural Council, which administers this program with MassDevelopment, has made continued state investment in the CFF a top priority. We will keep you informed of new developments as the year goes on. We also plan to survey the cultural community in Massachusetts to determine the future demand for cultural facilities funding.

### 2009 Grants

A total of \$12,467,900 in new funding was announced on May 14. 9 additional feasibility and technical assistance grants totaling \$177,375 were approved on November 10.

### Fund Impact

In two years, the state invested more than \$24 million through CFF into 120 cultural organizations, schools, and communities to build, repair, and expand their facilities. It has supported projects across the state, in communities as diverse as Pittsfield and Provincetown. It has helped major tourist attractions like Plimoth Plantation and Mass MoCA leverage millions of private dollars to draw more visitors to Massachusetts. And it has helped smaller non-profits such as the Old North Church Foundation restore its National Historic Landmark building that is such a vital part of our national history.

These cultural institutions are major economic engines for the Commonwealth. A recent analysis shows that organizations receiving CFF grants provide jobs for nearly 5,500 fulltime workers in Massachusetts. They draw more than 16 million visitors annually, 5 million of whom come from out of state. They generate more than \$205 million in tourism-related revenues, and spend more than \$1.1 billion on goods and services in Massachusetts. Through the boost provided by CFF, those organizations also employed more than 5,700 architects, engineers, contractors and construction workers, created 577 new jobs, and invested nearly \$840 million in Massachusetts through the purchase of new goods and services.





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MassDevelopment Build. Create. Innovate.

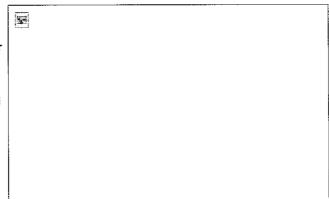
Massachusetts Cultural Council

10 St. James Ave. 3rd floor, Boston, MA 02116 617-727-3668 © 2006-2010

http://www.massculturalcouncil.org/facilities/facilities.htm



Site visits will enable an open dialogue among stakeholders, create opportunities for networking across the sector, and encourage cultural leaders to advocate for increased investment at the state level. Participating organizations will receive access to the Cultural Data Project, a dynamic statewide, web-based tool that allows you to track



trends in the field, gauge your performance within that field, and better plan for your organization's future.

The Cultural Investment Portfolio is not a traditional grant program, but a partnership that will better position the cultural sector as vital components of Massachusetts' economy and the quality of life of our citizens.

## See more videos like the one above

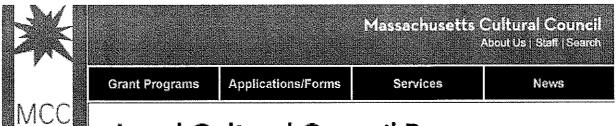


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# Local Cultural Council Program

The Local Cultural Council (LCC) Program is the largest grassroots cultural funding network in the nation supporting thousands of community-based projects in the arts, humanities, and sciences annually.

The program promotes the availability of rich cultural experiences for every Massachusetts citizen.

Administered by 2,400 municipally appointed volunteers, the LCC network consists of 329 councils serving all 351 Massachusetts cities and towns. Each year, local councils award more than \$2 million in grants to more than 5,000 cultural programs statewide.



These include school field trips, afterschool programs, concerts, festivals, lectures, theater, dance, music, and film. LCC projects take place in schools, community centers, libraries, elder care facilities, town halls, parks, and wherever communities come together.

Individuals, schools, and cultural organizations are eligible to apply for project support from their local council. Funding for cultural field trips is also available through the <u>PASS Program</u>, which subsidize the cost of admission for students to attend performances, educational tours and exhibits. Applicants should <u>contact their</u> <u>LCC</u> before completing an application. Exemplary LCC projects are eligible to be further recognized by the <u>Gold Star Program</u>.

Please note: grants from LCCs are reimbursement-based. (The applicant expends their own money, and if approved for a grant, then submits paperwork for reimbursement.)



Apply to this

PASS Program

Find Your LCC Credit and Publicity

Gold Star Awards

LCC Allocations List

Program

FAQs

Kit

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students, this creative learning inspires them to come to school and stay in school. Cultural partners - teaching

artists, scientists, scholars, and cultural organizations - help schools bring creative learning to students, both in and outside the classroom.

Education in the arts, sciences, and humanities also develops important 21st Century skills – skills in creativity and innovation, critical thinking and problem solving, communication and presentation, collaboration and teamwork, and cultural awareness. A 2010 IBM study of conversations worldwide with more than 1500 chief executive officers (CEO's) - leaders in both the private and public sectors - found that CEO's "now realize that creativity trumps other leadership characteristics" (Capitalizing on Complexity, 2010.) Creative learning helps to prepare our young people to succeed in the 21st century.

Read more about MCC's vision and support for Creative Minds.

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http://www.massculturalcouncil.org/programs/residency.html



One of the goals of the Apprenticeship Program is to help communities preserve their own cultural heritage. The strongest applications tend to be those that include the pairing of masters and apprentices who are members of the same ethnic, religious, or occupational group. A master artist and an apprentice must apply together.

# Experience the traditions of MCC Apprenticeship winners:

### Music & Song

Craft

Irish traditional fiddling Great Highland Bagpipe, Piobaireachd South Indian mridangam North India tabla Chinese guzheng playing Carnatic violin Armenian oud playing Cape Breton style fiddling Irish sean nos singing County Clare fiddle style Chinese guzheng and gu-gin playing Portuguese Fado



>> Visit the online exhibition www.massfolkarts.org



Cambodian Ornaments: Molding, Carving, and Casting Puerto Rican Doll making Tiple and Bordonua Making Monotype typecasting and letterpress printing Puerto Rican carnival mask making Luthier: bouzouki making Bladesmithing Nantucket lightship basketry Russian iconography Wooden boat building (schooner) Wooden boat building (skiff) Chinese seal carving and calligraphy Native regalia making Turkish ebrû marbled paper with calligraphy Armenian Marash embroidery

Dance Traditional Irish Dance

http://www.massculturalcouncil.org/programs/apprenticeships.html

11/17/2010

Cambodian dance Irish dance Bharatanatyam dance Rhythm tap dance Albanian folk dance

Apprenticeships are awarded every other year to a limited number of master artists. Priority is given to rare or endangered traditions. Funds (up to \$6,000 per apprenticeship) are provided to compensate the master artist for teaching time. However, supplies, materials, and travel expenses may also be included in the application.

<u>These Traditional Arts Apprenticeships are funded in part by the National Endowment for the Arts.</u>

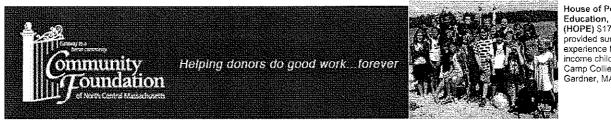
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http://www.massculturalcouncil.org/programs/apprenticeships.html

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House of Peace and Education, Inc's (HOPE) \$17,000 grant provided summer camp experience for 150 lowincome children at Camp Collier in Gardner, MA.

# **CFNCM Grants and Scholarships**

The Community Foundation is not currently accepting grant request. We award grants from our general endowment once a year. We generally ask for grant proposals annually in late December/early January. Please check back with us at that time.

Thank you for your interest.

# Helping donors do good work...forever.

SEARCH

Google Search

cfncm.org C World Wide Web Results provided by Google

Community Foundation of North Central Massachusetts 285 John Fitch Hwy, Suite 1 Fitchburg, MA 01420-5998 Telephone: 978-345-8383 Fax: 978-345-1459 E-mail: info@cfncm.org



LOGIN	
SEARCH Advanced	I Search »
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<u> </u>	ABOUT US STORE   DONATE   MEMBERSHIP   JOB BANK   HELP
NEWS INFORMA	TION & SERVICES ADVOCACY GET INVOLVED NETWORKS EVENTS
A	POLICY AND ADVOCACY
Advocacy	
E-Advocacy Center	🚺 SHARE 📑 🖄 AL
Legislative Update	
Legislative Priorities	Federal Resource Guide Series for Arts Organizations:
Legislative News	
Advocacy Events	Sustainable Communities Regional Planning Grant On July 08, 2010 the National Endowment for the Arts (NEA) and the U.S. Housing and
Arts Policy	<ul> <li>Urban Development Department (HUD) held a joint webinar to announced two new</li> </ul>
Arts Research	funding opportunities for the arts community. NEA Chairman Rocco Landesman has been
Advocacy Captains	spearheading negotiations with multiple federal agencies to broaden their grant
State Action Network	guidelines to include components for arts and culture. Local arts agencies are encouraged to work with their city and county governments to apply for these new funding
Advocacy Awards	opportunities to create more livable communities through the arts. The two new
Arts Action Fund	opportunities are the Sustainable Communities Regional Planning Grant and a
PSA Campaigns	combination of the Transportation Investment Generating Economic Recovery program
Funding Resources	and the Sustainable Community Challenge Grant program.
Partners	The webinar covered both new funding opportunities, highlighting where nonprofit arts
Staff	groups can participate. Access the full PowerPoint now, and check back at
	www.hud.gov/webcasts in the coming days for the full webinar. Additionally, you can
	read <u>HUD's press release</u> .
	APPLICATION DEADLINE: The pre-application deadline is July 26, 2010 and full
	applications are due August 23, 2010.
	Click here for the full synopsis.
	Resource Guide for Accessing Stimulus Funds for Arts Education
	The economic stimulus bill, The American Recovery and Reinvestment Act, includes a
	number of expanded funding opportunities that could be available to assist arts education
	providers. This resource guide (pdf) outlines programs and policies to help arts education advocates understand and access stimulus funds.
	εσοτατισή αυνοτατές υποειςταπό από αττέςς στηπολός ποπος,
	American Recovery & Reinvestment Act
	View a chart on federal funding opportunities through the American Recovery &
	Reinvestment Act.
	Resource Guide for National Service and the Arts
	Resource Guide for National Service and the Arts The Corporation for National and Community Service (CNS) offers a variety of service

.

### **Resource Guide for Rural Development**

The U.S. Department of Agriculture's Rural Development division administers Community Facilities grant and loan programs designed to develop essential community facilities for public use in rural areas. Communities with populations below 20,000 and 50,000 are eligible for funding under these programs. This <u>resource quide</u> (pdf) provides an explanation of the programs and examples of previously funded projects.

### **Resource Guide for National Endowment for the Humanities**

The National Endowment for the Humanities (NEH) offers significant assistance for a range of arts-related programs, especially activities related to scholarship and public programs in arts history, criticism, and theory. This <u>resource quide</u> (pdf) provides an explanation of the NEH grant program and a representative list of recent arts-related grants.

#### **Resource Guide for Arts Education**

This publication provides an overview of programs under the No Child Left Behind Act (NCLB) of 2001. These laws are the basis for most federal funding for the nation's schools. This <u>resource quide</u> (pdf) is a layered document with at-a-glance funding information as well as links to more detailed information and resources.

### **Resource Guide for Military Base Closings**

In November 2005, the 2005 Base Realignment & Closure Commission (BRAC) recommendations went into effect. As a result, 22 major defense installations were closed and another 33 were designated to have their workforce realigned, impacting 27 states. Americans for the Arts has published a <u>resource quide</u> (pdf) for local arts organizations in those affected states to consider how to get involved in the future redevelopment possibilities.

### **Resource Guide for Transportation Enhancement Program**

The U.S. Department of Transportation operates the Transportation Enhancement program, which helps fund local transportation-related cultural projects. This <u>resource</u> <u>auide</u> (pdf) provides arts examples and includes the newly reauthorized Transportation Enhancement Program guidelines that can assist organizations with navigating this funding opportunity.

#### **Resource Guide for Community Development Block Grant Program**

The Community Development Block Grant (CDBG) program is a local economic development program funded through the U.S. Housing & Urban Development (HUD) Department and administered locally. This <u>resource quide</u> (pdf) provides the background, eligible activities, and detailed grant examples to assist localities in using this funding opportunity.

### **Resource Guide for International Cultural Exchanges**

The Arts Exchanges on International Issues Program is authorized through the Fulbright-Hays Act and administered by the Department of State's Bureau of Educational and Cultural Affairs. The Bureau seeks proposals for projects in which youth influencers reach underserved youth audiences through arts education programs, and youth develop their artistic and leadership capabilities. This <u>resource quide</u> (pdf) describes the program and eligibility requirements in detail.

**Resource Guides for Earmarks for Cultural Agencies and Institutions** 

An earmark is a sum of money that, upon request of one or more representatives or senators, Congress directs to a specific project such as a building, transportation project, or cultural program or service. These resource guides provide a list of earmarks for cultural agencies, by federal agency, that Americans for the Arts identified in the <u>FY</u> 2005–FY 2006 and <u>FY 2008</u> appropriations bills.

### Funding Opportunities through Americans for the Arts

There are currently no funding opportunities through Americans for the Arts at this time. Occasionally, Americans for the Arts administers grant programs and provides funding opportunities. Please check back on a regular basis for updates. To read about past funding opportunities with Americans for the Arts, click on the bulleted links below. Please note: Although some projects may be ongoing, Americans for the Arts is not currently accepting proposals for funding for any of the programs listed.

- Animating Democracy Initiative
- MetLife YouthARTS Resource Initiative
- Power of Creativity Community Arts Education Awards
- Steps to Art Early Childhood Arts Education Initiative

### **Outside Funding Resources**

Below is a list of possible outside sources and resources that might be helpful in your search for funding.

### National Endowment for the Arts

The National Endowment for the Arts provides an <u>online resource</u> of federal funding available for arts initiatives through national, state, and local funding programs. The NEA grant page can be found <u>here</u>, with a listing of guidelines and applications for NEA grants, including a listing of upcoming deadlines.

You may view a listing of recent NEA grants that have been awarded to local arts agencies, local governments, and statewide arts service groups below:

- 2008-Grants to Local Arts Agencies and Business Arts Councils
- 2007-Grants to Local Arts Agencies and Business Arts Councils
- 2006-Grants to Local Arts Agencies and Business Arts Councils
- 2005-Grants to Local Arts Agencies and Business Arts Councils
- 2004-Challenge America Grant Awards
- 2004-Creativity and Services to Arts Organizations and Artists Grant Awards

### **U.S.** Department of Education Grants and Contracts

These pages are designed to help you find grants and contracts through the <u>U.S.</u> <u>Department of Education</u>. Arts-related grant opportunities (current and past) have included Arts in Education Model Development and Dissemination Grants Program, afterschool programs, and professional development.

### No Subject Left Behind (Updated Version): A Guide to Arts Education Funding Opportunities Through the U.S. Department of Education

A report produced by a consortium of national arts organizations, including Americans for the Arts, on the arts-related aspects of No Child Left Behind (NCLB). The <u>document</u> includes information on arts education policy under NCLB and information on grant opportunities, including program descriptions, Department of Education contact information, and links to many other resources.

#### Foundation Center

www.fdncenter.org/funders

Lists information about funders, allows users to search for grants and funding

opportunities, and provides guidance and training for grantseekers.

## **Fundsnet Online Services**

www.fundsnetservices.com

A comprehensive website dedicated to providing nonprofit organizations, colleges, and universities with information on financial resources available on the Internet. Includes an extensive list of arts funders.

### Arts and Learning Resources for State Leaders

www.nasaa-arts.org/nasaanews/index\_anl.htm

A website created by the National Assembly of State Arts Agencies, this is a clearinghouse of information and resources supporting arts education. Included on this site are collections of web links to organizations, foundations, and federal agencies supporting arts education, as well as a broad list of links to research, organized by topic and arts discipline.

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