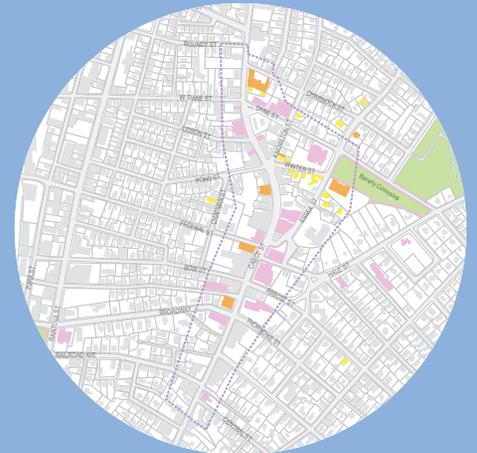


CREATING A CULTURAL DISTRICT IN DOWNTOWN BEVERLY



Prepared by

Community Partners Consultants

for

Montserrat College of Art

in partnership with

**Beverly Main Streets &
The City of Beverly**



Cover Art Credits:

Top photograph (Arts Fest Beverly) courtesy of Elizabeth Thomson

Middle image (District map) courtesy of Community Partners Consultants

Bottom rendering (Cabot Street gateway) courtesy of Joe Zelloe, Zelloe + Weaver Architects

Inside Cover Art Credits:

Top photograph (Montserrat brochure cover) courtesy of Montserrat College of Art

Middle photograph (Dane Street Church) courtesy of Community Partners Consultants

Bottom image (gallery event) courtesy of Montserrat College of Art

CREATING A CULTURAL DISTRICT IN DOWNTOWN BEVERLY

SEPTEMBER 2013



Prepared for:

Montserrat College of Art

in partnership with

Beverly Main Streets

and

The City of Beverly



Prepared by:

Community Partners Consultants



ACKNOWLEDGEMENTS

Community Partners Consultants would like to acknowledge the extraordinary creativity, energy and commitment of Beverly's residents and organizations, which have enriched this plan and our recommendations. The insights and contributions of the following individuals were critical to the quality and content of our work.

Community Partners Consultants

www.community-partners.net

Project Team:

Adele Fleet Bacow, President
Annis Sengupta, Senior Planner
Ricardo Barreto, Public Art Consultant
Katie Lorah, Planning Intern
Anna Muessig, Planning Intern

Lead Organization:

Montserrat College of Art

www.montserrat.edu

Partner Organizations:

Beverly Main Streets

www.beverlymainstreets.org

City of Beverly

www.beverlyma.gov

Cultural District Advisory Team:

Stephen D. Immerman, President, Montserrat College of Art
Donna Musumeci, Grant/Project Manager and Executive Assistant to the President, Montserrat College of Art
Jo Broderick, Dean of College Relations, Montserrat College of Art
Gin Wallace, Executive Director, Beverly Main Streets
John Harden, Beverly Main Streets and Architect, Siemasko + Verbridge
Tina Cassidy, Director of Planning and Development, City of Beverly
Bea Modisett, Director/Manager, Gallery and Studios at Porter Mill

City of Beverly:

The Honorable William F. Scanlon, Jr., Mayor
Roland Adams, GIS Manager, Engineering
Michael P. Collins, P.E., Commissioner of Public Services and Engineering
Joyce McMahon, Economic Development Consultant

Beverly Main Streets:

Mary Grant, Co-President
Al Temkin, Co-President

Massachusetts Cultural Council:

Meri Jenkins, Adams Arts Program Manager
Kylie Sullivan, Adams Arts Program Coordinator

Community Partners would like to extend special appreciation to the Massachusetts Cultural Council's Cultural District Program that provided critical information for this report.

In addition, we would like to thank the National Endowment for the Arts, which enabled this planning process through its *Our Town* grant awarded to Montserrat College of Art.

TABLE OF CONTENTS

1. Background and Overview	9
A. Purpose and Goals	9
B. Defining a Cultural District	10
C. Project Approach	11
2. Planning Initiatives to Support the District	14
A. Montserrat College of Art - A Partner Downtown	15
B. Beverly Main Streets Initiatives	18
C. City of Beverly Downtown Improvements	22
3. Beverly's Cultural Resources	28
A. Overview of Beverly's Cultural Resources	29
B. A Hub of Cultural Activity on the North Shore	32
C. Serving the Larger Community	33
D. Beverly's Cultural Assets	35
E. Cultural Programming Opportunities	48
4. Analysis of the District	53
A. Gateways and Access	54
B. Streetscape Character	59
C. District Boundaries	68
D. Businesses and Architectural Assets	70
E. Opportunities for Public Art	77

5. Creating a Presence: National Public Art/ Design Competition	80
A. Purpose	81
B. Approach and Process	81
C. Preliminary Results	86
D. Jury’s Final Recommendation and Current Status	89
6. Implementing the Cultural District	90
A. Creating a Cultural Vision	91
B. Identity and Marketing of the Cultural District	93
C. Managing the District, Potential Roles, and Phasing	95
D. Opportunities for Interaction	101
E. Designation as a Cultural District and Learning from Other Cultural Districts	105
F. Incentives for the District	106
G. Cost to Implement	110
H. Potential Sources of Funding	114

Appendices:

Appendix 1: Summary of Participant Feedback	121
Appendix 2: Cultural Assets and Enterprises in Beverly, Massachusetts	133
Appendix 3: Call to Artists/Artist Design Teams, Request for Qualifications	143
Appendix 4: Massachusetts Cultural Council Designated Cultural Districts	149
Appendix 5: Selected Examples and Readings about Cultural Districts	157
Appendix 6: List of Potential Funding Sources	161

I. BACKGROUND AND OVERVIEW

Working in close partnership, Montserrat College of Art, Beverly Main Streets, and the City of Beverly received an Our Town grant from the National Endowment for the Arts to create a plan for a cultural district in downtown Beverly. This effort builds upon ongoing efforts by Montserrat College, the City and Beverly Main Streets to strengthen the downtown as a vibrant cultural and economic center. A national public art/design competition resulted in a conceptual public art/design plan for the district. Community Partners Consultants drew upon this vast array of talent, energy and commitment to the downtown to create the cultural district master plan presented in this report that outlines the district, identifies an array of potential partners to expand cultural programming and activities to draw residents and visitors to Beverly, and presents an implementation and funding plan to make this project a reality.

Montserrat College of Art initiated this project in collaboration with the City of Beverly and Beverly Main Streets. As Montserrat College President Stephen D. Immerman described in his introduction to the public meeting launching this initiative and also wrote in his article in *Banker and Tradesman*, this project offers the opportunity for the college to:

...work with Beverly Main Streets and the City to broaden the scope of the college's contributions beyond the campus, to make transformational change in the physical, social and economic climate, and to create a sense of place in our downtown. Our work to conceive, implement and foster a thriving cultural district will have a lasting impact on future generations who will live, study, work and visit Beverly.

The target community for the district is the 38,500 residents of Beverly, the 742,600 residents of the North Shore, and countless visitors to the artistic, historic, business, educational and recreational offerings in the region. The proposed Beverly Cultural District will tap into the \$8.4 billion New England economic impact and the 83,000 jobs generated by the creative economy regionally as documented in "New England's Creative Economy: Nonprofit Sector Impact," the New England Foundation for the Art's 2011 report, and the district will contribute its own impact, as well. The district will build upon the region's robust creative economy market, which, according to the North Shore Creative Economy Market Analysis and Action Plan, consists of 2200 creative economy enterprises employing up to 20,000 people and contributing over \$3 billion in annual sales.

A: Purpose and Goals



Proposal for Cabot Street
Rendering courtesy of Joe Zelloe,
Zelloe+Weaver Architects



Proposal for Winter Street
Rendering courtesy of Joe Zelloe,
Zelloe+Weaver Architects

B: What is a Cultural District?

The phrases “arts district” and “cultural district” are often used interchangeably. A cultural or arts district is a defined area that is characterized as having institutions, venues, related retail activity, and creative individuals that work in or support arts and cultural endeavors. The district should contain a variety of uses that integrate commercial, civic, retail, residential and cultural activities. The geographic area of the district should not be so large that the impact of cultural life is diluted and not so small that a variety of activity cannot be supported. Arts districts work best when people can walk easily from one end to the other in approximately ten minutes, and they ideally should be accessible by different modes of transportation.

A cultural district can encompass a variety of activities. Depending on the civic organizations, cultural organizations and other resources in the district, some of the activities will be ongoing and others will be periodic. Art galleries and museums, restaurants, cafes, venues for art and music, and other such resources will be a source of regularly scheduled activities and events. Other episodic events can be organized in the district, such as art fairs, festivals, public markets, open studios, gallery nights, civic celebrations, and special events. As an incentive for people to both live and work downtown, a successful cultural district will expand the residential base of the downtown and create more of a 24-hour life for the downtown, offering an incentive for increased retail and business activity.

An arts district can give downtown Beverly a stronger cultural identity and reinforce the variety and richness of the creative life of the city. The cultural district would strengthen a sense of place in the downtown and be an incentive for people to live, visit, and locate in the city. The cultural district would help rehabilitate empty or underutilized buildings and put vacant properties back on the tax roll. It would serve as a destination point for citizens and tourists as well as be a catalyst for further cultural and economic development for the city.

Cities and states increasingly are recognizing the impact of arts and cultural districts for downtown revitalization. According to the National Assembly of State Arts Agencies, at least 156 arts districts are certified by state arts agencies, and this number is growing. Americans for the Arts currently is launching a three-year effort to survey and measure the impact of arts districts. They have identified 538 arts districts nationally and believe this figure underestimates



*Arts Fest Beverly
Image courtesy of Elizabeth Thomson*



*Art Throb Launch Party at Montserrat
Gallery
Image courtesy of Montserrat College
of Art*

the current number. As their survey and research progress, they will have a better gauge of the property tax impact and scale of activity of districts nationally.

Designation of an arts district does NOT mean that art activity is confined to the boundaries of the district. Rather, such a district reinforces other arts and cultural activity in the surrounding vicinity and serves as a central convening point for activity, energy, people, and creative juices to flow. An arts or cultural district does not dictate where artists must live or where cultural events must happen. Activities and people not engaged in creative endeavors are not prohibited from working in an arts district. In fact, a variety of uses is encouraged. Finally, an arts district does not promise instant success but will enable incremental change over time.

Montserrat College of Art received a very prestigious and competitive *Our Town* grant from the National Endowment for the Arts (NEA) that supported this project, supplemented by significant in-kind and cash contributions from the College, Beverly Main Streets, and the City of Beverly. The NEA's *Our Town* program was established to support creative placemaking. As described by the NEA:

Through Our Town, the NEA supports creative placemaking projects that help transform communities into lively, beautiful, and sustainable places with the arts at their core. The grantee projects will improve quality of life, encourage creative activity, create community identity and a sense of place, and help revitalize local economies.

Our intent in presenting this cultural district master plan for downtown Beverly is to accomplish all of those ambitious goals. Montserrat College of Art's application to the National Endowment for the Arts was supported by fourteen governmental, civic, public, private and non-profit entities offering their interest and involvement. The collaborations among the participating partners have only deepened since the launching of this project. The collaborating partners for the Beverly *Our Town* grant are encouraged to note that the National Endowment for the Arts highlighted the Beverly Cultural District initiative as a "featured grantee" in its Design Program Update.

The *Our Town* grant enabled hiring of Community



Cabot Street in Downtown Beverly

C: Project Approach



Winter Street in Downtown Beverly



*New wayfinding signage for Beverly
Image courtesy of the City of Beverly
and Beverly Main Streets*



*The Studios at Porter Mill is an
important partner*

Partners Consultants to complete the master plan for the cultural district, including the national public art/design competition, and an implementation plan to ensure the sustainability of the district. The master plan is intended as a blueprint to connect, communicate and celebrate the arts in all its forms, leveraging the downtown presence of Montserrat College of Art as the core. As stated in the grant application, “Our challenge and our vision are to connect all of our resources and create a cultural identity that will be the foundation for creative placemaking, economic development and sustainable improvements in livability, civic engagement, and arts appreciation and support.” The major project activities that served as the basis for the master plan included:

1. Outreach to key stakeholders, partners and the community
2. Aligning activities of Montserrat College’s campus master planning, Beverly Main Street’s “Downtown 2020” initiative, and City of Beverly’s downtown planning with goals of the cultural district.
3. Defining district boundaries and identifying opportunities for placemaking such as gateways, wayfinding, public art, landscape design, pedestrian connections and streetscape elements.
4. Launching a national public art/design competition to result in conceptual plans for designs for the district.
5. Creating an inventory of cultural resources in the district and suggesting strategies to engage, connect and market them.
6. Identifying partnerships and opportunities for engagement with regional organizations to expand reach, attract tourists, and leverage cultural assets.
7. Recommending an implementation strategy for creation and management of the District.

One of the first tasks accomplished was to establish a small working group to advise the project. The following people have worked tirelessly to inform, educate and advise this cultural district planning process. Community Partners Consultants expresses our deep appreciation to the following core members of the Beverly Cultural District Advisory Team:

Stephen D. Immerman, President, Montserrat College of Art

Donna Musumeci, Grant/Program Manager and Executive Assistant to the President, Montserrat College of Art

Jo Broderick, Dean of College Relations, Montserrat College of Art

Gin Wallace, Executive Director, Beverly Main Streets

Tina Cassidy, Director of Planning and Development, City of Beverly

John Harden, Architect, Siemasko + Verbridge

Bea Modisett, Director/Manager, Gallery and Studios at Porter Mill



Community Partners Consultants prepared the master plan and implementation strategy for the district. Community Partners Consultants has extensive experience creating arts and cultural district plans and has worked on projects around the country on community economic development, the arts, and cultural development. Relevant experience includes creating national, state, and local artist space initiatives for Leveraging Investments in Creativity, ArtistLink, the Massachusetts Cultural Council and its predecessor, the Massachusetts Council on the Arts and Humanities and cultural district and cultural development plans for communities around the country. Ricardo Barreto, a national expert and public art consultant and former Executive Director of the UrbanArts Institute at the Massachusetts College of Art and Design, worked with the Community Partners team to lead the national public art/design competition for the cultural district.

II. PLANNING INITIATIVES TO SUPPORT THE DISTRICT



Zelloe+Weaver Architects, LLC

February 23, 2012



Ellis Square



*Rendering of Beverly Main Streets' proposed changes to Ellis Square
Image courtesy of Joe Zelloe, Zelloe + Weaver Architects, LLC*

Beverly is currently in a period of dynamic change. The proposed cultural district will benefit from the energy and excitement generated by the changes taking place around the city. Close collaboration among its government, educational institutions and non-profit community organizations is driving efforts to reshape Beverly's public realm in and around the proposed cultural district. Public and private leadership inform and coordinate numerous planning initiatives with Montserrat College of Art, Beverly Main Streets and the City of Beverly each playing leading roles on several and serving in advisory roles on others. As these initiatives move forward, some will require direct coordination to ensure that the cultural district is incorporated into the plans while others will support and reflect changes in population and economic opportunities that may result.

The mission statement of Montserrat College of Art emphasizes a responsibility not just toward its students, but also towards the larger community:

Montserrat College of Art, an independent institution of art, provides an intensive visual arts

education that will enable students to sustain a lifelong involvement in art and design and to become informed, responsible members of society. ***In addition, Montserrat is committed to contributing to the cultural life of its surrounding communities.*** (Emphasis added).

In accordance with this goal, Montserrat is leading a number of recent initiatives to improve the cultural environment of downtown Beverly and strengthen the connection between the institution and its community, of which this plan is but a part.

Existing Downtown Presence

Montserrat's campus is located within the downtown and depends on downtown businesses to provide amenities to its students. Without a student center, cafeteria, large meeting hall or auditorium, or extensive dormitories, the college relies on its proximity to Cabot Street's restaurants and cafes, the YMCA, the local churches with their large meeting spaces, and homes and apartments in the area to complete its campus environment. The college's continuing education and public programs welcome the Beverly residents directly into the Montserrat community, and provide the city with an important cultural resource.

As the college plans for its future, it seeks to deepen this close relationship between the campus and the downtown rather than become self-contained. Where it seeks to build new amenities, the College intends for these amenities to serve residents as well as students and staff. Its leadership in developing this plan for a cultural district along Cabot Street demonstrates the college's commitment to enhancing the public realm of Beverly for the benefit of both residents and the surrounding community as well as Montserrat students, staff and visitors.

The college envisions a strengthened connection between Montserrat's Hardie building, locus of its administration and galleries, and the Cabot Street corridor in the long term. To achieve this goal, Montserrat envisions Winter Street as an important connector that might be lined with student housing and enhanced with pedestrian improvements that draw Cabot Street visitors toward the Montserrat galleries.

A: Montserrat College of Art: A Partner Downtown



Montserrat building at 269 Cabot Street

Planning for a Gathering Place

Community Partners Consultants was engaged by Montserrat College of Art in 2011 to assess the overall approach and feasibility of a community gathering place in downtown Beverly that could serve the college as well as the surrounding communities. The goals for the outcome of this project were to:

- Integrate college activities with downtown Beverly to improve the physical development opportunities of the college and help revitalize the city's downtown in conjunction with City needs and the Beverly Main Street program's recent plan;
- Increase and improve the space for artists studios and learning labs to accommodate the needs of Montserrat students, faculty and visiting artists;
- Increase space available for exhibition and sale of student, faculty, and alumni visiting artists' work;
- Identify comparable examples where colleges worked with downtowns to coordinate retail and student needs;

Students, faculty and staff of Montserrat College identified a need for a community gathering place in downtown Beverly that could serve several functions not only for Montserrat but also for the surrounding communities adjacent to Beverly. A retail store/coffee shop/gathering place would be created with a goal of supporting the Beverly Main Streets Program and City of Beverly's ongoing efforts at downtown revitalization. This initial project, called the "The Gathering Place," could fulfill the following functions: serve as an information gathering place; sell art and related school supplies, college insignia, some college clothing, and other related items; offer coffee, snacks and other food items; possibly offer books magazines and materials for courses and general interest; and possibly sell art items produced by faculty and students.

The College currently is assessing development opportunities of space in downtown Beverly that could accommodate these activities as part of its long-range planning endeavors.

Creative Economy Association of the North Shore

In the spring of 2012, Montserrat announced its leadership of the renewed Creative Economy Association of the North Shore (CEANS), which is a collaboration among



CEANS logo
Image courtesy of CEANS

Montserrat College of Art, the Enterprise Center at Salem State University, the Salem Partnership, and the North Shore Alliance and seARTS of Cape Ann. The organization supports initiatives to improve economic development in the region's creative sector, and partners with institutions and business leaders to build capacity for the growth of the creative economy. This strategic partnership showcases Montserrat's commitment to pursuing creative economic growth in a regional context. In addition, by coordinating CEANS, Montserrat College of Art is well-positioned to engage Beverly's creative entrepreneurs in the activities and programming of a downtown cultural district. As explained on their web site, the creative economy is defined as follows:

Creative organizations contribute significantly to their localeconomies. Defined as any business where creativity is essential to success and where the potential for wealth and job creation comes through the generation of ideas, products and/or services, creative economy businesses encompass both innovative companies and cultural organizations. They include engineers as well as artists, marketers as well as musicians. The creative economy is alive and well in Massachusetts on Boston's North Shore.

The organizing entity that is created to oversee and manage Beverly's cultural district would work with CEANS and others to facilitate creative enterprises, potential clients, product development, new learning, cultural connections, and marketing initiatives.

B: Beverly Main Streets Initiatives

The Beverly Main Streets organization plays a key role in several efforts to revitalize downtown Beverly. Its goal is to “promote and enhance Beverly’s downtown economic vitality, cultural and historic resources and quality of life,” and it has initiated a variety of events and programs to support that goal. Beverly Main Street’s storefront art and façade improvement programs help ensure that businesses maintain a lively and interesting presence on the streets. Events like ArtsFest Beverly bring residents and visitors downtown and promote Beverly’s creative activities and businesses. The organization’s leadership in developing proposals for a redesign of Ellis Square highlights its commitment to improving the pedestrian realm to strengthen the city’s business community.

Beverly Main Streets helps build connections among the various individuals and organizations interested in improving and promoting downtown Beverly. Its board of directors includes residents, people active in Beverly’s downtown business community, and representatives from downtown Beverly’s major non-profit organizations such as Montserrat College of Art. Two full-time staff, including the Executive Director and the Marketing Coordinator, manage the day-to-day operations of the organization. Beverly Main Street’s activities and accomplishments are fueled by the energy and commitment of its volunteers. The following programs represent a sample of Beverly Main Streets’ activities.

Downtown 2020

Led by its Economic Restructuring Committee, Beverly Main Streets launched its Downtown 2020 planning process with the goals of envisioning downtown Beverly in 2020; building consensus toward a consistent vision; and forming a strategic plan for implementation with measurable steps for success. Following the community visioning process in 2010, Beverly Main Streets engaged the Community Land Use + Economics Group (Kennedy Smith) to craft a strategic plan for downtown Beverly. Among other priorities, the plan called for improvements in wayfinding, public art, and attracting visitors and businesses to the downtown. The final plan document includes numerous suggestions for activating storefronts and public spaces through creative programming and physical improvements. This cultural district plan is an outgrowth, in part, of the ideas identified through this process and recognition of the importance of arts and cultural to the revitalization of downtown Beverly.

Storefront Art Project

Beverly Main Streets recently spearheaded the creation of a “Revitalization Mural,” at the former Bell Market on Cabot Street, the first in a series of Storefront Art Projects. The projects, part of the 2020 initiative, are a creative way to beautify the windows of unoccupied downtown storefronts, and indicate the future vibrancy of the storefronts once they are occupied. These art works bring attention to vacant properties, help attract potential buyers, and turn an eyesore into a creative asset to the streetscape.



Storefront art in vacant Bell Market

Façade and Sign Improvement program

Beverly Main Streets provides small grants to local businesses to support their façade and sign improvements. This program has already improved the appearance of Cabot Street through participation of establishments such as Kitty O’Shea’s Irish Pub and E.J. Cabot’s Restaurant. This program helps enliven the pedestrian environment along Cabot and Rantoul Streets and ensures continuing investment in local commercial properties.



EJ Cabot's after facade improvements

Proposed Business Improvement District

In 2011, the Massachusetts Downtown Initiative awarded \$10,000 to the City of Beverly for a feasibility analysis to assess whether a business improvement district would be appropriate for the city. Beverly Main Streets is currently collaborating with the City on a draft proposal for a downtown Business Improvement District (BID). According to Beverly Main Streets, the BID will be,

“a designated area of the downtown in which property owners form a legal entity to be able to purchase services that improve their property values, improve their ability to rent to high quality tenants and that attract more visitors to the downtown.... To pay for the services, the property owners pay an agreed-upon percentage of their property’s value into a pool that the BID leadership manages. Once the property owners have established the structure of the BID, the City Council and the state have to approve it.”

The analysis established a general interest in pursuing the BID concept and further research into whether a BID is appropriate for Beverly. The planning phase is on-hold pending the final outcome of the City’s proposal for a new tax increment financing (TIF) district (see below).



Kitty O'Shea's after facade improvements

PROPOSED BUSINESS IMPROVEMENT DISTRICT: BEVERLY MAIN STREETS



GIS data provided by the City of Beverly

Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.



Conceptual plan for Ellis Square looking down from Cabot Street. Image courtesy of Ulrich Bachand Landscape Architecture, LLC.

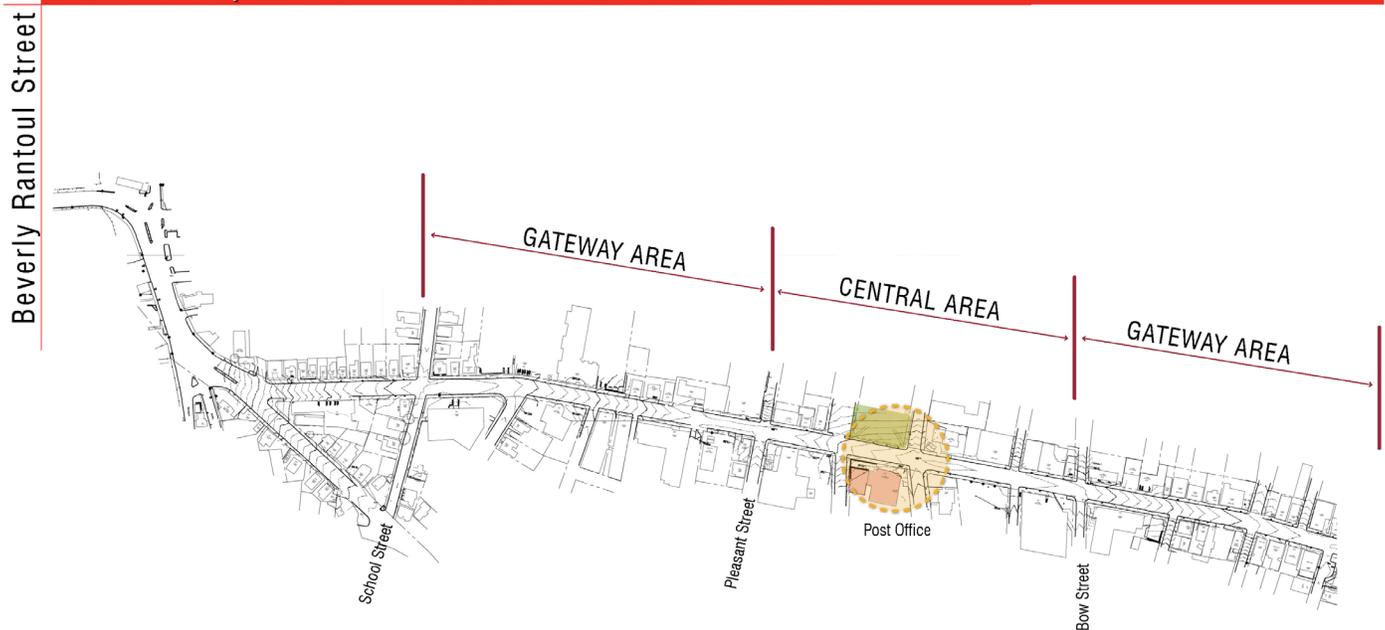
Ellis Square Veterans Memorial

Beverly Main Streets is currently collaborating with the City of Beverly on a Veterans Memorial in Ellis Square, a highly visible location in downtown Beverly. The project will be announced publicly in the coming months and will be funded through a public/private partnership providing \$280,000 to the project. The call for proposals will be directed to local artists, who will be asked to design a new Veterans Memorial for the plaza. The Memorial is part of a larger redesign of Ellis Square including sidewalk and streetscape improvements. In the spring of 2013, the Main Streets Design Committee unveiled plans for new landscaping, seating, lighting and plaza definition to enhance the pedestrian experience of the plaza and give it a stronger identity. The committee will use these drawings to support a private fund-raising campaign, which will be supplemented by a contribution from the City before the call for public artists is released.



View of Ellis Square Conceptual Plan Image courtesy of Ulrich Bachand Landscape Architecture, LLC..

RANTOUL/CABOT STREETScape DISTRICTS



*Conceptual plans showing streetscape districts for Rantoul Street improvements.
Image courtesy of Dewberry and the Cecil Group, LLC.*

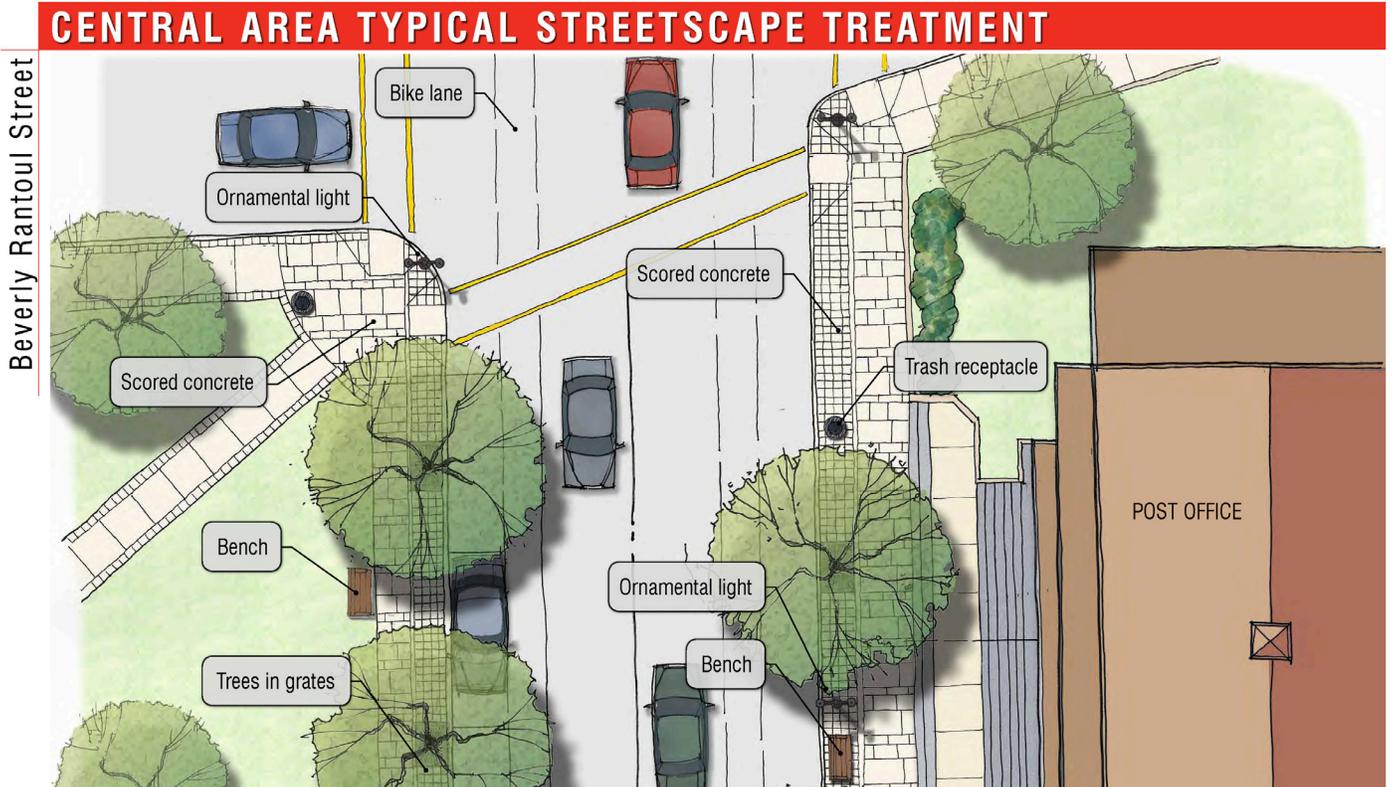
C: City of Beverly Downtown Improvements

The City of Beverly, under the leadership of Mayor William F. Scanlon, Jr., the City Council, and relevant city departments, is currently leading several initiatives to improve the city's downtown and surrounding areas. Strategic local and regional partnerships have been crucial in undertaking many of these initiatives, and such close working relationships will likely play a central role in successful projects going forward in the coming years.

Rantoul Street/Route 1A reconstruction

In partnership with the Massachusetts Department of Transportation and using funds from the State Transportation Improvement Program, the City of Beverly is working on a pavement rehabilitation and signaling improvements project along the approximately 1.5 miles of Rantoul Street (Route 1A) that runs through downtown Beverly. According to the project filing with the Boston Region Metropolitan Planning Organization, the initiative:

"...will improve safety, traffic flow, and roadway drainage. The width of the existing roadway will remain approximately the same. Turning lanes will be added at the Elliott Street intersection



*Conceptual plan of typical streetscape for Central Area Rantoul Street improvements.
Image courtesy of Dewberry and the Cecil Group, LLC.*

and the existing traffic signals at School Street, Federal Street and Elliott Street will be upgraded to meet current standards. The 8- to 11-foot sidewalks and granite curbing will be refurbished throughout the project and will include wheelchair access ramps at all crossing points.”

Funding for the improvement has been secured, and implementation will begin in the fall of 2013. This project will improve the street environment for both drivers and pedestrians and could help transform Rantoul Street into a dynamic counterpart to the historic business district in the proposed cultural district along Cabot Street.

MBTA commuter rail parking garage

The Massachusetts Department of Transportation is currently constructing a four-story open-air parking garage on Rantoul Street near the Beverly Depot, the city’s commuter rail station. The structure will contain 500 parking spaces, reserved Zipcar parking, electric vehicle charging stations, bicycle storage facilities, and a semi-enclosed walkway leading to the train station. Construction is underway and expected to be completed by Spring 2014. This garage will help attract additional commuters to use the commuter rail station. The City and the cultural district implementing entity should consider strategies to capitalize on this ready market of commuters to visit and shop in the cultural district rather than driving home immediately, ignoring the potential for increased visitation. For example, the cultural district organizers may wish to explore opportunities to provide parking validation during evening events and advertising with the MBTA to encourage commuters to explore the cultural district before completing their commutes.

D: Envisioning Beverly's Future

Urban Center Housing Tax Increment Financing Program (TIF)

The City approved the creation of a Tax Increment Financing (TIF) District covering 45 parcels along Rantoul Street between Edwards and Bow Streets. The proposed TIF district will encourage residential development through the use of a multi-year tax benefit for developers within the district. As proposed, the developer would pay the taxes on the original assessed value plus at least 55% of the property's incremental value after improvements, with the full details to be determined by the City Council. The City makes the case that residential development is needed to spur long-term and sustainable economic growth in Beverly. The TIF proposal will be submitted to the state for final approval once a specific TIF project is identified. If successful, the increased residential population could increase demand for goods, services, arts, and entertainment along Cabot Street.

Wayfinding

As Rantoul Street continues to develop, the connections between Rantoul Street and Cabot Street will become even more important to the success of a potential cultural district. One initiative to address this need is the wayfinding initiative led by the City of Beverly in partnership with Beverly Main Streets to improve wayfinding signage for drivers and pedestrians in and around downtown Beverly. To complete the new signage design, the City and Beverly Main Streets engaged the Beverly community in the design process, which generated signs that evoke the city's nautical history while also maintaining a contemporary aesthetic. New signs will highlight key intersections along major routes leading into town and help visitors identify the city's major destinations and landmarks. Signage along Cabot Street, Rantoul Street, Dane Street and other major streets will mark key gateways, indicate routes to common attractions and sites, and orient visitors. Signage categories include Trailblazer (indicating the direction of Downtown Beverly from outside the district), Gateway, vehicular, pedestrian, and parking. The new wayfinding network will enhance the identity of Beverly and provide visitors with a cohesive experience moving through the downtown. Installation of Phase One signage will be completed in Spring of 2013.



Example of wayfinding signage to direct vehicles

Image courtesy of City of Beverly



Example of wayfinding signage to direct pedestrians

Image courtesy of City of Beverly

TAX INCREMENT FINANCING DISTRICT



GIS data provided by the City of Beverly

Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.





Broadway, View from Cabot Street

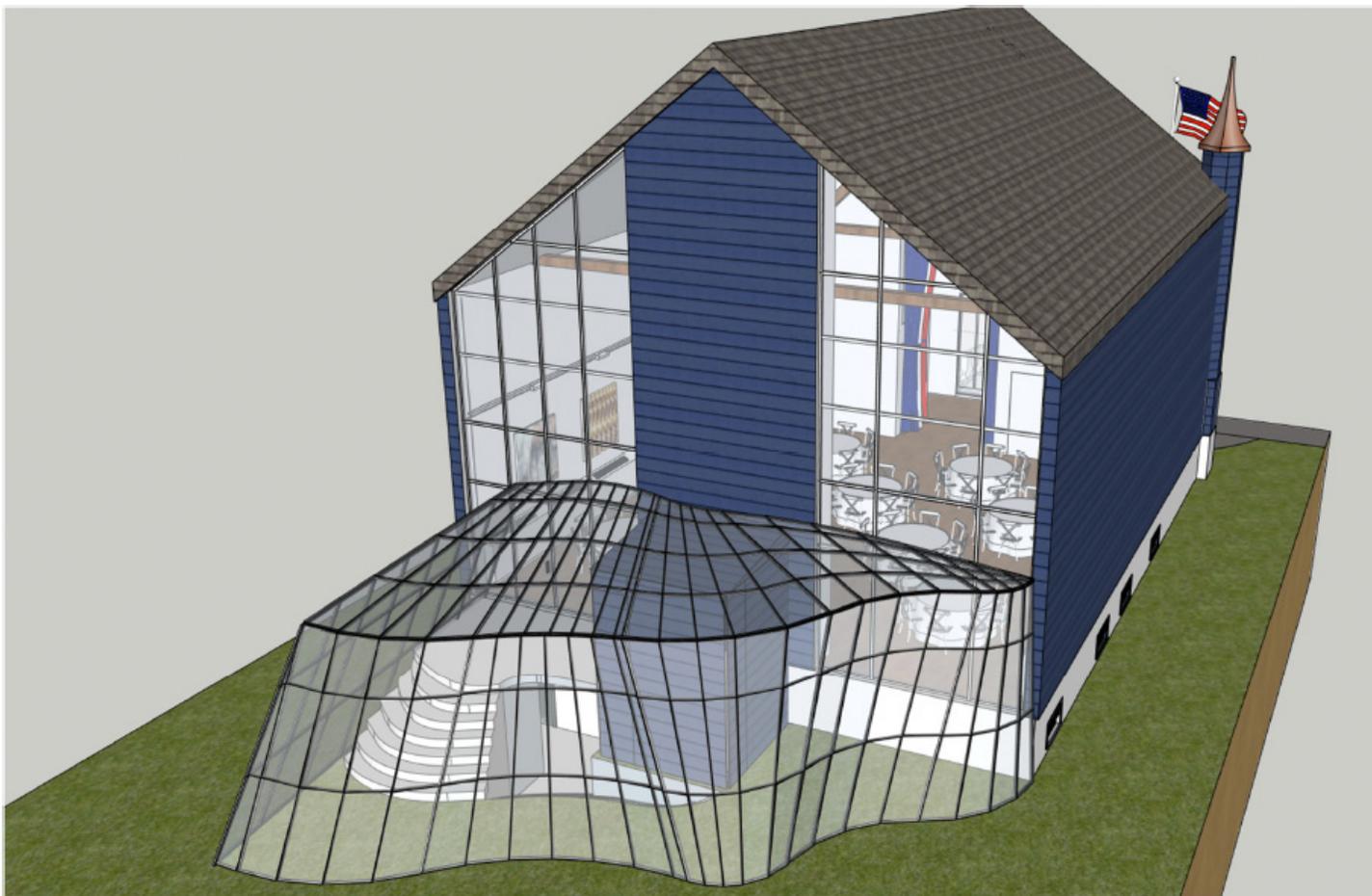
In addition to the above efforts, individuals and organizations in Beverly have been organizing classes and committees to envision future improvements to places and cultural assets in Beverly. As with the projects above, these initiatives are generating buzz and excitement about the potential for Beverly to develop and build on its strengths. Representatives from Montserrat College of Art, Beverly Main Streets, and the City of Beverly are often directly or indirectly involved, providing advice, professional expertise, or just helping make sure the new ideas are heard by a wide audience.

Broadway Visioning Task Force

In the Spring of 2013, a new task force convened with the purpose of examining potential improvements along Broadway in order to better connect Beverly's Cabot Street corridor with the Beverly Depot train station. Broadway is the widest connector between Rantoul and Cabot Streets and provides a direct connection between the train depot and City Hall. It stretches across a single block and is flanked by residential buildings with distinguished architectural character. The Odd Fellows Hall, home to the Montserrat College of Art Liberal Arts program, and City Hall anchor Broadway at Cabot Street, and the U.S. Post Office and Veterans Park anchor the street at its intersection with Rantoul. Broadway acts as a gateway for visitors arriving to Beverly by rail. However, the current condition of the road and sidewalks is poor, street trees are minimal and pedestrian amenities are non-existent. The sidewalk is interrupted regularly by curb-cuts for driveways and at the entrance to parking lots near Rantoul and Cabot Streets.

The task force is chaired by the Beverly Main Streets Executive Director Gin Wallace and Thad Siemasko, the founding partner of the Siemasko + Verbridge architecture firm and a Beverly Main Streets board member. Other task force members include representatives from Beverly Main Streets, the City of Beverly, and Montserrat College of Art, as well as architects and designers.

The task force aims to develop a plan for the street, sidewalks, streetscape elements and possibly public art along Broadway with an eye toward developing a model that could be replicated throughout the city.



*Proposal for GAR renovation from GAR Hall Visioning Class
Design and rendering courtesy of Maureen Lyne*

GAR Hall Visioning Class

In the fall of 2012, a class of students at Endicott College worked with architect John Mitchell Fuller on a proposal to create new visions for the GAR Hall as part of a class called “Special Projects.” As part of the class, the students presented and gathered community feedback at a design charrette regarding the future of the historic building, a former Baptist chapel-turned VFW hall that currently sits empty. Student proposals imagined preserving most of the exterior with interior renovations that expose the rafters and create a flexible event space that could accommodate a variety of cultural activities. The building is currently owned by the City of Beverly. This building has been the subject of extensive study and analysis but there are no definite decisions on its reuse or the financial feasibility of rehabilitation.

The projects described in this chapter represent the commitment of the City of Beverly, Montserrat College of Art, and Beverly Main Streets to working collaboratively to improve the vitality, functionality, financial sustainability, and urban development of downtown Beverly. These factors bode well for the success of the proposed cultural district in the city and offer a sound foundation for moving ahead.

III. CULTURAL RESOURCES



*Montserrat College of Art.
Image courtesy of Elizabeth Thomson.*

This chapter will present an overview of Beverly’s cultural resources and Beverly’s role as a hub of cultural activity with the larger region of the North Shore, which is itself an important center of arts and culture for Massachusetts. The chapter highlights the most important cultural assets located within the proposed cultural district boundaries as well as key assets located beyond those boundaries that should be linked to the district through partnerships and programming. The chapter will conclude with suggestions for how a cultural district might build on the existing strengths of the district through cultural programming opportunities.

Montserrat College of Art anchors the arts and cultural life of downtown Beverly. The college not only educates young artists and creates a hub of arts and cultural programming, but also dedicates its physical and human capital to strengthening Beverly’s downtown, specifically its arts and cultural offerings. As an institution in Beverly, Montserrat enlivens the city’s historic Cabot Street while also shaping the city’s future through new construction, particularly its new student housing along Winter Street. Montserrat’s students, faculty and staff strengthen the business environment downtown and enable creative synergies between arts, culture, and commerce.

Even through its name the College provides a link between the past and the future. The name “Montserrat” comes from the neighborhood of the college’s original location in Beverly. According to Sue Goganian of the Beverly Historical Society, there are three different stories as to who is responsible for naming that neighborhood Montserrat. The inspiration in all cases is the Caribbean island of the same name. The first story claims that Henry W. Peabody, the first major landowner in Beverly, visited the island and thought it to be one of the most beautiful locations in the world and gave the neighborhood its name upon his return. The truth of this version of events has been challenged by local historian Beverly Carlman, who discovered information referring to the neighborhood by the name Montserrat decades prior to Peabody purchasing his tract of land. The second story attributes the name to local sailors and

fishermen who thought the landscape resembled the island they were familiar with through trade. The third story gives credit to Elizabeth Hawthorne (Nathaniel's sister). Miss Hawthorne lived at corner of Essex and Cole streets and is said to have viewed the area from her porch and thought it bore resemblance to the island of Montserrat. Regardless of the actual origin on the name, in taking the name Montserrat, the College of Art carries forward Beverly's rich history of naval trade, literary arts, and worldliness, and connects it to the City's creative energy and artistic future.

A: Overview of Beverly's Cultural Resources

Beverly is located within the cultural hub of Massachusetts' North Shore, made up of 28 communities stretching northeast from Boston up the coast to the northern border of Massachusetts¹. This region is home to some of the state's most important cultural assets including the Peabody-Essex Museum in Salem, the Saugus Iron Works National Historic Site, numerous seaports, and the Cabot Street Cinema and Montserrat College of Art in Beverly. Within the region, Beverly is a vibrant center of arts and culture with an active downtown retail district, beautiful parks, a stunning waterfront along its eastern edge, and a waterfront industrial district that is home to arts production activities and a space of opportunity to grow the city's creative industries.

Beverly draws on a network of cultural assets that extends beyond its borders. Beverly itself is home to over two hundred cultural assets ranging from civic spaces and religious institutions to arts organizations, creative businesses, and cultural events. The city's artistic, civic, and business communities are strongly integrated and support each other's growth and success. Arts and cultural activities are growing all across the city and are most densely concentrated along Cabot Street between Dane Street to the north and Central Street, just past the Beverly Historical Society, to the south. We have identified this corridor as the most appropriate location for a cultural district that can support the growth of arts and culture as an engine of economic growth and a catalyst for a stronger, more cohesive identity for the city and its public realm.

¹ This definition of the North Shore is taken from the "North Shore Creative Economy Market Analysis and Action Plan," prepared by ConsultEcon, Inc. and Karl F. Seidman Consulting Services, April 2008. In this plan, creative enterprises include a range of industries from arts and design industries to web development, engineering, education and tourism. A complete list of the industries included in the ConsultEcon report is included in appendix X.

PROPOSED CULTURAL DISTRICT: CULTURAL RESOURCES



GIS data provided by the City of Beverly

Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.

Legend

- 
Proposed Cultural District
- 
Cultural Assets
- 
Montserrat College of Art Academic and Admin Buildings
- 
Montserrat College of Art Housing

Cultural Resources Key

1. Beverly Historical Society (John Cabot House)
2. Clay Dreaming
3. Odd Fellows Hall
4. Beverly City Hall
5. Larcom Theatre
6. First Baptist Church
7. Christian Science Reading Room
8. St. Peter's Episcopal Church
9. Rev. John Hale Farm
10. First Parish Unitarian Church
11. Ellis Square
12. Beverly Main Streets Offices
13. YMCA
14. St. Mary's Church
15. Montserrat Hardie Building
16. Beverly Commons
17. Montserrat Student Village
18. Beverly Public Library
19. Mingo Gallery
20. Chianti Cafe
21. Cabot Street Cinema Theater
22. Dane Street Church + Sea Change Theatre Co.
23. John H. Chipman Post #89 GAR
24. Beverly Memorial United Methodist Church
25. Labour Party Films
26. 301 Gallery Senior Studios and Housing
27. The Beverly Depot
28. Veteran Park and Farmer's Market
29. Beverly Post Office
30. Studios at Porter Mill
31. 17 Cox Studios
32. Endicott College + North Shore Conservatory of Music
33. Balch House
34. North Shore Music Theatre

The list of cultural resources was compiled using databases from the New England Foundation for the Arts, the Creative Economy of the North Shore, residents' input from our public meeting, and conversations with representatives from Montserrat College of Art, the City of Beverly, Beverly Main Streets, and the Studios at Porter Mill.

B: A Hub of Cultural Activity on the North Shore

As of 2008, the North Shore region was home to 2,200 creative enterprises employing between 17,000 and 20,000 workers and contributing over \$3 billion in annual sales². Beverly alone was home to 268 creative enterprises, the most of any North Shore municipality and accounting for twelve percent of the region's creative enterprises³. The region has begun to build an identity for itself as an important node of creative economic activity and is served by multiple organizations including:

- Creative Economy of the North Shore (CEANS)
- North Shore Arts Association
- North Shore Chamber of Commerce
- North of Boston Convention and Visitors Bureau

The Creative Economy of the North Shore (CEANS), based in Beverly at Montserrat College of Art, is an advocacy organization that promotes creative economy activities in the North Shore region. It works to attract investors in creative enterprises, encourage new creative businesses and cooperation among creative businesses, and educate the public about creative businesses. A relatively new endeavor, CEANS offers an important link between artists and creative economic activities in the region.

The North Shore region is not only a major center of creative industries in Massachusetts, it also thrives on the rich cultural histories of its municipalities. These communities are beginning to develop and promote their identities as centers of arts and culture in the state. Four of Massachusetts' fourteen designated cultural districts are located in municipalities near Beverly on the North Shore⁴.

Beverly's arts and culture community extends beyond the boundaries of the city into the surrounding region. Gordon College and Salem State are important educational and cultural resources for Beverly although they are located beyond its borders, and their graduates continue to make Beverly their home. Other regional arts and culture organizations draw members from Beverly's residents, and perform or display their work in Beverly's venues. In addition, Beverly residents developing arts and cultural enterprises draw on venues and networks within and outside

² *Ibid*, p. 1.

³ *Ibid*, p. 10.

⁴ *Massachusetts Cultural Council, 2012. The communities of Essex, Gloucester, Rockport, and Lynn are home to designated cultural districts.*

of Beverly. A cultural district established within downtown Beverly will function within this larger regional context and can strengthen Beverly's contribution to the region's rich arts and cultural heritage.

The benefits of arts and culture to the economic growth of cities are well documented. The New England Foundation for the Arts (NEFA) estimated that the region's non-profit arts and cultural organizations accounted for almost \$8.5 billion in direct, indirect, and induced spending in 2009 alone⁵. When for-profit enterprises are included in the analysis, the impact is even more profound.

Cultural districts amplify these benefits by identifying and strengthening synergies among arts and cultural organizations and enterprises, increasing visibility of local arts and cultural activities, and enhancing the image of cities as cultural destinations. In Beverly, the proposed cultural district can act as a magnet for new businesses including retail stores, restaurants, and entertainment venues.

These businesses would contribute to the growth of Cabot Street as a vibrant cultural destination according to the principles outlined in the 2010 Strategic Plan for downtown Beverly prepared for Beverly Main Streets⁶. In addition, in accordance with that plan, the proposed cultural district for Beverly would coordinate a city-wide public art program, managing the major public art installation generated from a national call for public art proposals released in the fall of 2012. The district would also ensure that other public art initiatives complement and further develop downtown Beverly's image and visibility as a North Shore destination.

Beverly is home not only to individual artists and important arts and cultural non-profits, including Montserrat College of Art, but also to a variety of creative enterprises. The cultural district would play an important role coordinating among artists, entrepreneurs, and non-profits and the creative industries that serve their needs. Examples of these creative

C: Serving the Larger Community

⁵ *New England's Creative Economy: Non-profit Sector Impact. Report prepared by: Planning Decisions, Inc., The Maine Center for Creativity, Professor Charles Colgan, PhD. New England Foundation for the Arts, September, 2011, p. 6.*

⁶ *Strategic Plan for Downtown Beverly. Report prepared by Community Land Use + Economics Group, LLC. Beverly Main Streets, July 2010.*

industries include:

- media,
- marketing and promotion,
- design,
- information technology,
- financial services, and
- legal services.

The district could also help increase the visibility of Beverly's creative industries by promoting these enterprises to the broader public. The district should be a place that captures and amplifies the growing energy and excitement around arts and culture in Beverly to benefit the entire city. The presence of a cultural district would be an impetus to organize and promote events that generate energy and activity on Beverly's streets and sidewalks and in the city's public parks, including the Beverly Commons and Elliott Square within the district itself. The vision for the district can set the stage for streetscape and public realm improvements that make the district and downtown Beverly a more inviting, pedestrian-friendly destination.

Beverly is in the midst of a cultural quickening. Even as plans for a cultural district begin to take shape, a flurry of arts and cultural activities has begun. The City of Beverly and Beverly Main Streets are working to bring public art to Ellis Square for a Veterans Memorial. Individuals in Beverly have taken the initiative to start an ArtWalk that introduces residents and visitors to the city's most prominent arts and cultural assets and a Beverly Film Festival. A cultural district can nurture these grassroots and city-initiated activities and help them coordinate and support each other's successes.

The core of Beverly's strength and the impetus for this plan is the city's wealth of cultural assets and its inclusive approach to arts and culture. The arts and cultural community of Beverly includes professional artists alongside hobbyists, businesses alongside non-profits. Art and culture permeates life in Beverly. Churches, libraries, and businesses provide space for meetings, display and performance. The City of Beverly and Beverly Main Streets integrate arts and culture into their plans for Beverly's future. Artists reach out and build relationships and collaborations with business owners, schools, and non-profits, leading to surprising new ventures such as the Improbable Places Poetry Tour, which brings poetry into area businesses and organizations with subject-relevant poetry (e.g. bicycle-themed poems recited in a bicycle shop or water-related poetry recited at the YMCA pool).

Using a variety of sources, we have identified over two hundred arts and culture resources in Beverly including:

- major cultural anchors like Montserrat College of Art
- galleries and performance spaces
- cultural events such as parades and festivals
- retail enterprises and restaurants that provide opportunities for arts and cultural display
- creative enterprises like architecture, engineering, and design offices,
- artist groups,
- historic assets, and others.

In total, Beverly supports art and culture through the entire lifecycle from childhood to adulthood with opportunities for exposure, education, artistic practice, and business development. While these activities currently function independently from one another, the cultural district will help nurture and reinforce collaboration and creativity.

D: Beverly's Cultural Assets



*Atomic Cafe at night
Image courtesy of Elizabeth Thomson*



*Rendering of streetscape improvements to Cabot Street looking north from Dane Street.
Image courtesy of Joe Zelloe, Zelloe+Weaver Architects, LLC.*

Beverly's cultural assets are distributed across the city. A cluster of assets is concentrated along the Cabot Street corridor between Montserrat College of Art and the Beverly Historical Society. The map on page 30 shows the locations of some of the major cultural assets within and near the proposed district. The industrial-scale buildings and land-use between Rantoul Street and the western waterfront have allowed that part of the city to become an important district for arts and cultural production and business development. **The Cummings Center** just north of Elliott Street is home to many creative enterprises and functions as an anchor for creative business development in the city. The Center is home to over 500 businesses. To the south the Studios at Porter Mill on Rantoul Street and 17 Cox Studios are important anchors for art production and organizational support for the city's community of artists. Meanwhile, Cabot Street, with its small-scale retail storefronts, close proximity to Montserrat College of Art, and pedestrian-friendly streetscape is the place where arts and culture in Beverly are most on display. From the Cabot Street Cinema to Montserrat's 301 Galleries, the Beverly Public Library, and Chianti Jazz Lounge to the Beverly Historical Society, Cabot Street is where Beverly residents and visitors can come to experience cultural expression and the arts.

District Boundaries and Cultural Assets within the District

Bordered to the north by Roundy and Charnock Streets, to the south by Highland Avenue, to the east by Brown and Butnam Streets, and to the west by Chapman Street, the proposed cultural district boundaries extend just beyond the boundaries of the Beverly Center Historic District. The cultural district represents a layering of contemporary cultural activities over the existing historic assets and infrastructure. The physical definition and architectural interest of Historic Cabot Street anchors the robust and growing production of art and culture in downtown Beverly.



Rendering of a cultural district gateway north of the Cabot Street Cinema showing outdoor dining and entertainment. Image courtesy of Joe Zelloe, Zelloe+Weaver Architects, LLC.

The cultural district must enhance and draw on the wide variety of arts and cultural activities and organizations in Beverly. A table included in Appendix 2 provides a list of cultural assets located in Beverly generated from various databases and internet and provides a starting point for identifying key partners and opportunities for interaction among artists, cultural venues, cultural and civic organizations, local businesses, historic assets, and churches. Organizations listed in bold are those located within the boundaries of the district itself.

We have identified thirty-four of these assets within and in the vicinity of the district as key cultural assets that merit particular consideration. These assets are highlighted in the map on page 30 and represent many of the organizations that ought to be targeted as active participants in shaping the district's identity through urban design and programming.

Montserrat College of Art is the major arts anchor of the cultural district. The Hardie Building, the heart of its campus and home to the Carol Schlosberg Alumni Gallery and the Paul M. Scott Library, is located at the intersection of Essex and Winter Streets adjacent to the Beverly Public Library and Beverly Commons in the northeast corner of the proposed cultural district. As Montserrat's main administrative center, the Hardie Building concentrates the talent of Montserrat faculty and the organizational capacity of the institution, which provides leadership for local and regional initiatives. The Creative Economy of the North Shore, an advocacy organization that supports economic development through creative enterprises in the North Shore region, is based out of the office of Montserrat's Dean of College Relations.



Colleen Michaels, leader of The Improbable Places Poetry Tour, at Central Cycle



*Central Cycle and the YMCA, stops on the Poetry Tour
Image courtesy of Elizabeth Thomson*



*Beverly City Hall
Image courtesy of Elizabeth Thomson*

Across Essex Street, Montserrat’s Student Village complex is the locus of the college’s student community. The complex also houses the Bear Gallery headquarters, which accepts submissions to the travelling pop-up gallery that showcases Montserrat students’ work. Other Montserrat buildings also promote a lively street life and art scene along Cabot Street. The Improbable Places Poetry Tour, a dynamic event that brings readings of topically related poems to local businesses and organizations in Beverly, is run by Colleen Michaels, a member of Montserrat’s faculty based out of its Writing Studio at the corner of Cabot and Federal Streets. In addition, 301 Cabot Street (between Dane and Charnock Streets) houses Montserrat’s senior studios, the 301 Gallery, and Frame 301, and serves as major activity center for both the university and the Beverly art community with the 301 Gallery hosting shows with both a local and regional draw.

Montserrat’s commitment to improving and enriching Beverly’s downtown, especially the Cabot Street corridor, the energy and enthusiasm of its leadership, and its organizational capacity positions it as a key partner in envisioning and implementing a cultural district along Cabot Street.

Beverly City Hall located on Cabot Street at Thorndike Street, is in the center of the proposed cultural district. An active part of Cabot Street, City Hall’s well maintained public park provides a shady reprieve along the corridor, and its red brick exterior exemplifies the historic character of Beverly’s downtown. This intersection is a node of activity within the District, with City Hall’s public park facing Montserrat’s Odd Fellow’s Hall, a building on the National Register of Historic Places and an active academic and commercial hub.

City Hall is home to the departments and commissions charged with nurturing Beverly’s cultural assets. Its Department of Planning and Development has been an important partner, connecting the cultural district Advisory Team to other departments and government officials. City Hall is also home to the Beverly Cultural Council, which oversees arts and culture in the city and distributes grants for this purpose. City Hall is also home to a robust Open Space and Recreation Committee that oversees over one thousand acres of public space within the city limits including miles of beaches, community gardens, playing fields, and playgrounds. Beverly’s Historic Commission is also based at City Hall.

The compatible objectives of key civic groups, from the Mayor's office, to the Historic Commission, to the Open Space and Recreation Committee, to the Cultural Council, City Hall and the governmental groups within it are key partners for the implementation and maintenance of Beverly's proposed cultural district. Working with institutional and community partners, these governmental groups will help weave the cultural district into the fabric of downtown Beverly.

Beverly Main Streets is a nonprofit organization whose mission is to promote and enhance downtown Beverly's economic vitality, cultural and historic resources, and quality of life. Through cultural programming, financial assistance, neighborhood planning, and small business services, they support restaurants, cafes, galleries, business owners, and the diverse array of people who live, work and visit Beverly. An official member of the National Trust for Historic Preservation's Main Streets Program, the organization benefits from a community of Main Street organizations around the country.

Beverly Main Streets has had a major impact on downtown Beverly. The organization coordinates *Beverly's New Year's Festival* as well as *Arts Fest Beverly*, which each attract around 2,000 visitors from around the region. Beverly Main Streets' mural program enlivens storefront windows, some of which are vacant, with murals by local artists. They also coordinate a \$1.5 million low interest loan fund for property improvements as well as matching grants of up to \$5,000 for façade improvements. These are just several examples of activities initiated or expanded as part of Downtown 2020, Beverly Main streets' community-based economic development initiative. The initiative includes feasibility studies for a possible Tax Increment Financing district, which would use incremental property value increases to fund redevelopment projects in Downtown Beverly. It also explores the potential for using a Business Improvement District to coordinate and invest in Beverly's business community. More information about these initiatives is provided in Chapter 2. The impact of Downtown 2020 and these proposed districts will complement the proposed cultural district. Beverly Main Streets' multi-faceted approach to community and economic development makes them a crucial partner for the proposed cultural district.

Beverly Historical Society, located in the historic *John Cabot*



Beverly Main Streets' Arts Fest 2008
Image courtesy of Elizabeth Thomson



Beverly Historical Society
Image courtesy of Beverly Public Library



John Hale Farm, Historic House
Image courtesy of Elizabeth Thomson



*John Balch House, Historic House
Image courtesy of Elizabeth Thomson*



*Dane Street Church
Image courtesy of Elizabeth Thomson*



*St. Mary's Church on Cabot Street
Image courtesy of Beverly Public
Library*

House on Cabot Street, has been the city's portal to its past for over 120 years. With a collection of one million objects and documents and three historic houses, it brings Beverly's history to life through interpretative exhibitions and public events.

With sixteen properties and at least three districts listed on the National Register, Beverly's history is interwoven with contemporary life through historic architecture and historical signage. Visitors who come to Beverly experience the ambiance of early colonial towns and architecture, and the Historical Society allows them to explore this history more deeply. To this end, the Historical Society maintains three historic house museums. *The Balch House* is named for its original owner, John Balch, who settled on the property in 1636. The Balch House introduces visitors to the look and feel of a seventeenth century living space through its architectural details and interior decor. *The Hale Farm*, located on Hale Street between Cabot Street and Dane Street, was built for John Hale, the town's first minister, in 1694 and improved in the eighteenth and nineteenth centuries by Hale's descendants. The house provides a link to Beverly's neighbor Salem. Reverend Hale was active in the 1692 witch trials and even wrote a book about the proceedings that was published posthumously. Finally, The John Cabot House in which the Historical Society is housed, was built in 1781 by the wealthy merchant John Cabot, was the first brick mansion in Beverly and represents a more opulent living style than either of the other homes. This historic house museum is located in the center of downtown Beverly on Cabot Street and could serve to anchor the southern end of the cultural district.

The Beverly Historical Society also plays a key role in contemporary culture and has partnered with Montserrat's "pop-up" Bear Gallery by presenting exhibitions of student art at the Hale Farm. The window into New England history that Beverly's historic houses provide is a key component of its cultural vibrancy and is important to the development of the cultural district. The Historical Society's exhibitions and educational resources are part of the existing cultural offerings that the District will highlight and support.

Beverly Religious Institutions: As in many New England towns, steeples are a prominent part of Beverly's skyline. There are nearly fifteen religious institutions in the downtown Beverly area alone, many of which serve the larger community

beyond their congregations. They provide meeting and performance space for Beverly Main Streets and the city's creative community. *First Baptist Church* on Cabot Street at Hale Street offers one of the largest meeting spaces in the city for community events. *Dane Street Church* on Dane Street at Knowlton Street is home to the Sea Change Theatre Company, a new theater company in Beverly that staged its first two productions in 2012. Sea Change renovated a repurposed and unused performance space in the church and will finish their first season having staged a total of four plays. This partnership represents the kind of synergistic collaboration that the cultural district ought to facilitate. *St. John's Church*, located in Beverly Farms along route 127, hosts a longstanding performance series that features world music, stage opera performances, and poetry readings. In addition, Beverly's churches enrich the city's arts and cultural community through their rich tradition of choral music, holiday fairs and festivals, and community outreach. Their contributions to the civic and arts communities will be supported and amplified by a cultural district.

Beverly Theatres: Downtown Beverly is home to two signature theater buildings, both built by the well-known vaudeville brothers Harris and Glover Ware in the early twentieth century. Together the buildings showcase the long history of art and culture in Beverly. *The Larcom Theatre*, built eight years before the Cabot Street Theatre, was founded as a home for Vaudeville Theater. With a 450-seat auditorium and decorative fixtures, it was a jewel box for popular entertainment of the time. The theater was named after the 19th century writer and professor, Lucy Larcom, a native of Beverly, who was born on the site of the theater itself.

The Cabot Street Cinema Theatre, located on Cabot Street at the corner of Judson Street, anchors the northern end of the proposed cultural district. Founded in 1920, this historic theater was built in film and vaudeville's heyday, and the Theatre's large auditorium is decorated with ornate frescos and features a golden dome and full balcony. Upon its opening it was praised by *Variety* as, "the most impressive auditorium of its size east of New York."

Today, the Cabot Street Cinema plays primarily arthouse films and second-run showings of blockbusters. Until spring 2012, both the Cabot Street Cinema and the Larcom Theatre hosted the nation's longest running magic show, Le Grand



Larcom Theatre

Image courtesy of Elizabeth Thomson



Cabot Street Cinema



Beverly Public Library

David, which performed each week for 35 consecutive years. Praised by historian Robert Lund and by TIME magazine, the show earned an international reputation as a magic show and important destination for magic enthusiasts before the passing of its founder Cesareo Pelaez in 2012. The Larcom Theatre is currently unused as a performance space but remains available for event rentals. In May of 2013, the Cabot Street Cinema was put up for sale by its owners. Shepherding the future of this important cultural institution will be important for anchoring the cultural district, and the district Advisory Team should work to ensure its preservation as a community resource.

These two historic theaters in the very center of the proposed cultural district represent important assets for the performing arts in Beverly as well as architectural assets that can define the character and identity of the proposed district.

In addition to these two anchor buildings, new theater and cinema spaces have opened in Beverly in the last year. Sea Change Theatre Company opened a small theater space inside the Dane Street Church in 2012, and Labour Party Films, a video and film production company headquartered in Beverly, opened an 800 square foot fine art gallery and forty-nine seat cinema theater in their studio headquarters on Cabot Street.

Beverly Public Library, established in 1855 inside Beverly City Hall, moved to its current location on Essex Street in 1913. The library occupies a stately building in the Beaux Arts style designed by Cass Gilbert, architect of the Woolworth Building in New York City and the United States Supreme Court. Home to a collection of over 125,000 books, the library is the anchor for the literary arts community in Beverly. In addition, the building houses an art gallery and community spaces used for meetings, lectures, concerts, story hours, book discussions, and exhibits. In addition to the main branch library located on Essex Street within the proposed cultural district, the library also manages a Beverly Farms branch, home to an additional 20,000 titles.



Chianti

Image courtesy of Elizabeth Thomson

Ellis Square, a small public plaza next to the First Parish Unitarian Church is located in the heart of the proposed cultural district. A location of interest to the city, plans are underway to erect a Veterans Memorial and initiate public realm improvements, including wider sidewalks, around the square. This project will help ensure that the square remains an attractive cultural anchor for the proposed district.

Chianti Tuscan Restaurant and Jazz Lounge has been an important cultural asset for downtown Beverly for the last ten years. Named “Massachusetts Restaurant of the Year” by the Boston Herald in 2011 and one of the top 150 jazz rooms in the world by Downbeat Magazine, Chianti is home to fine dining and live music performances, attracting jazz musicians from across the country. By combining music performance with a dining experience, this establishment, located across from the Cabot Street Cinema Theatre, is an example of a local business contributing to a lively arts and culture scene in the City and of the synergies that can exist between the arts and local businesses.



GAR Hall

Image courtesy of Elizabeth Thomson

The historic **Grand Army of the Republic Hall** dates to 1863, when it was constructed as Beverly’s First Baptist Church. Before allowing a veterans’ organization to use the building in 1875, the City of Beverly housed the local high school there. The building hosted a variety of veterans’ groups before becoming the headquarters for the John H. Chipman, Jr. Post # 89. Over time the original building was altered to include a bay window above the entrance and remove a round decorative window that occupied the space below the round arch that remains a prominent façade feature. In 1941, the building moved to its current location on Dane Street beside the Dane Street Church. The building has most recently hosted the Trinity Bible Church, the Beverly Veterans Memorial Advisory Committee, and Beverly’s 2013 New Year’s celebration. A class of students from Endicott College is exploring options for rehabilitating this historic structure to preserve it as an important architectural and cultural asset in downtown Beverly.

Beverly’s Cabot Street **YMCA** building dates back to 1911. President William Howard Taft attended the laying of its cornerstone a year earlier. Located just north of the Church Street intersection on Cabot Street, this historic asset anchors the heart of the proposed cultural district with its architectural significance and potential for programming partnerships. The local institution offers an important opportunity to link Beverly’s rich cultural heritage to its future through engagement with the city’s youth. By locating one of the first poetry events of the Improbable Places Poetry Tour at the YMCA pool, Beverly’s artists and Montserrat College have begun to build this connection. In 2012, another



YMCA Sign

Image courtesy of Elizabeth Thomson

⁷ Leighton, Paul. “Give me a Y – Century old Beverly sign getting back in shape.” *The Salem News*. April 15, 2012.



*Beverly Holiday Parade
Image courtesy of Beverly Public
Library*



*Arts Fest Logo
Image courtesy of Beverly Main Streets*



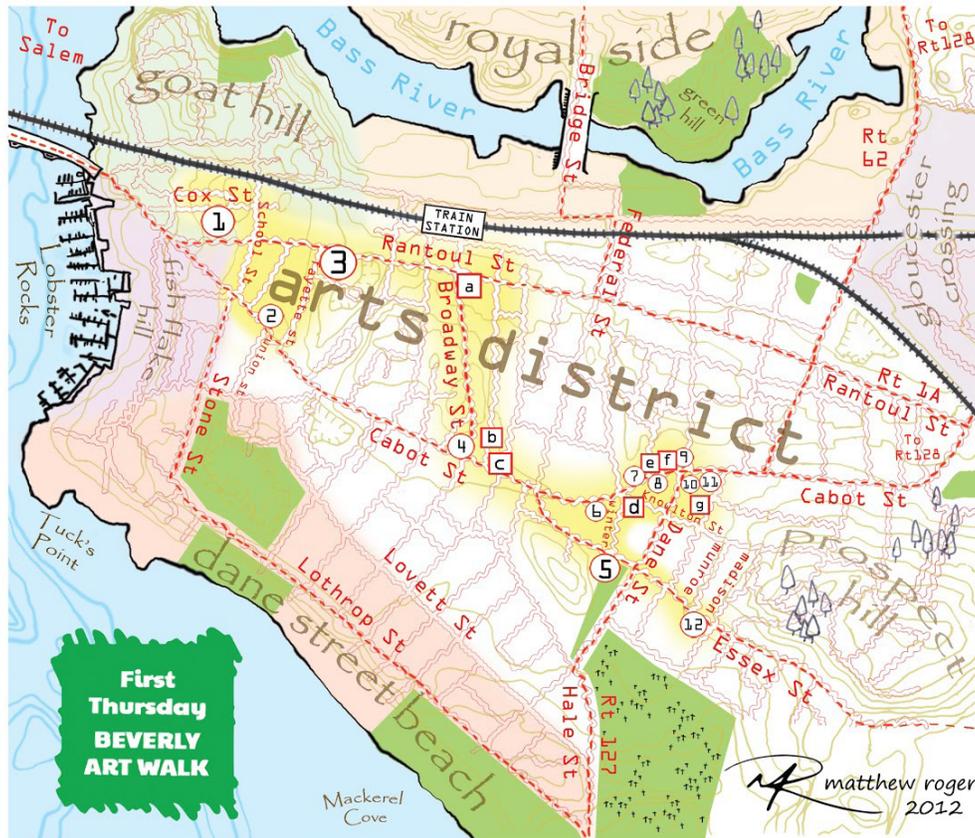
*Arts Fest
Image courtesy of January Gill O'Neil*

partnership with Beverly Main Streets façade improvement program helped fund the restoration of the organization's iconic historic sign that contributed to the character of Cabot Street.

Beverly Festivals and Events: Downtown Beverly is home to a variety of festivals and events that can strengthen the identity of a potential cultural district and benefit from the coordination and promotion such a district could provide. These various events and festivals help weave together the city's cultural assets and make the arts and cultural activities of Beverly more visible for visitors and residents alike.

The Beverly Holiday Parade, which held its 65th annual event in 2012, brings the Beverly community together with music and performances, and its 1.5 mile route weaves through the downtown from the Cummings Center along Elliot Street to Cabot Street, then through the proposed cultural district to City Hall, down Broadway to the Beverly Depot on Rantoul Street and back up Rantoul to Elliott Street. The route connects the major business centers in the city, from the Cummings Center, which houses creative professionals in fields like architecture and design services, to Cabot Street, with its small businesses, restaurants, and historic landmarks, to Rantoul Street with its connection to Beverly's industrial past and its working waterfront. Run by the Beverly Holiday Parade Committee, it features marching bands, log rollers, majorettes, and community floats in addition to the guest of honor (Santa Claus). With its open call for floats and participants, the parade represents an opportunity to showcase the creative energies of the entire Beverly community.

Arts Fest Beverly is hosted annually in June by Beverly Main Streets. Last year (2012) marked the event's ten year anniversary, and its celebration highlighted the potential for events to link cultural assets within and beyond the boundaries of the proposed cultural district. Following a kickoff event at the Walter J. Mannimen Performing Arts Center at Endicott College, the artists opened booths along Cabot Street, and community groups provided activities for children on Saturday June 16th. In addition, artists at the Studios at Porter Mill hosted Open Studios in collaboration with the Cabot Street event and concluded the festivities with a reception at their Rantoul Street location. Sponsorship of the festival, which includes a range of businesses and organizations from TD Bank to The Salem News and Endicott



ARTMAP BEVERLY VERSION 2.0
Copyright 2012 by Matthew Rogers

businesses:

- 1 17 Cox Gallery
- 2 "space" by apt only
- 3 Porter Mill Gallery
- 4 Clay Dreaming
- 5 Montserrat College of Art
- 6 Atomic Cafe Gallery
- 7 Mingo Gallery
- 8 Chianti Jazz
- 9 LPF Gallery/Cinema
- 10 Sea Change Theatre Company
- 11 301 Gallery
- 12 Wallpusher Guitars

murals:

- a Borah's Mural
 - b Larcon Theatre
 - c Beverly Market Mural
 - d Knowlton St Mural
 - e Cabot Cinema Magic Show
 - f Organic Garden Mural
 - g 301 Gallery Mural
- Illustrations by Margot Rogers
Copyright 2012

Map of Art Walk self-guided tour.
Image courtesy of Matthew Rogers, 2012.

College, showcases the range of support for the arts and potential for future partnerships in Beverly. The festival coincides with a small film festival, *Film Feast*, hosted by Film North, Inc., featuring short works by area filmmakers.

In addition to these long-standing city-wide events, two more cultural events have begun in the last year that have the potential to build connections among Beverly artists, businesses, and community members. Labour Party Films, a full service film and video production company on Cabot Street, organized the first annual *Beverly Film Festival* in November 2012 and it is now continuing the festival into a second year. Larger than Film North's *Film Feast*, this festival accepts both local, national, and international feature-length films, student films and screenplays in addition to short works. Currently the festival lacks visibility and remains confined to LPF's Cabot Street screening space, but this new initiative could be supported and expanded through partnerships with other groups and venues in the city.

Also in 2012, a partnership between 17 Cox Studios and the Studios at Porter Mill resulted in a monthly self-guided *Art Walk* tour to bring attention to Beverly's artistic assets. Starting at the southern end of downtown Beverly, and winding up to Rantoul Street and Broadway to conclude along Cabot, Essex, and Dane Streets, the Art Walk highlights a diverse range of assets including galleries, artist studios, murals, theater and film companies, performance spaces, a custom guitar manufacturer and Montserrat College of Art. The Art Walk reminds the public that some of the most interesting arts and cultural activities are just



Gallery and Studios at Porter Mill



*Beverly Depot
Image courtesy of Elizabeth Thomson*



Veteran's Park

emerging or in transition, but should not be overlooked. The partnership that produced the Art Walk has also generated the beginnings of a one-stop web resource for Beverly's culture: www.beverlyculture.org. This effort is a response to the frequently stated desire for greater opportunities for visibility and coordination among the city's producers of art and culture.

Key Resources outside of the Proposed Cultural District

The Studios at Porter Mill and 17 Cox Studios are important drivers of creative activity in Beverly and that energy should be harnessed and amplified by the cultural district despite the fact that they are located beyond the proposed district boundaries. The Studios at Porter Mill occupy a nineteenth century industrial building and are currently home to twenty-two artist studios. In addition to two annual Open Studio events, the building hosts monthly opening receptions for rotating gallery exhibits that feature the work of local artists from the Porter Mill studios and the Beverly community. The Studios at Porter Mill is also home to Pressbound, a letterpress printing shop started by a local artist and located on the ground floor of the building. 17 Cox acts as an arts anchor in the Goat Hill district of Beverly. Founded in 2010, the gallery, library, and residences are located in a former taxi dispatch and are dedicated to presenting experimental and underrepresented visual ideas. In partnership with artists at the Studios at Porter Mill, 17 Cox supports increasing public access to the arts in Beverly through a monthly self-guided ArtWalk and the development of www.beverlyculture.org, a central web resource for Beverly's cultural producers.

Located on the western edge of downtown, just one block from the city's working waterfront, **Veteran's Park** is flanked by two important historic assets: the **Beverly Depot** and the **Beverly Post Office**. The Post Office was built in 1910 and designed by James Knox Taylor, architect of the U.S. Treasury. It was added to the National Register of Historic Places in 1986. On the western edge of Veteran's Park sits the Beverly MBTA rail station and the Beverly Depot restaurant in the historic station house building, constructed in 1897 by the Boston and Maine Railroad. The station has the seventh-highest ridership on the MBTA system, and by the end of 2013 will be served by a new 515-space garage that includes electric car charging stations and rooftop solar

panels. The park itself hosts a weekly farmer's market during the summer months that is a major draw for residents and visitors from mid June through October. The market features five local farms as well as the products of local artisans and businesses including Clay Dreaming Pottery Studio and local musicians.

The **Cummings Center** is a business center opened in 1996 in the renovated United Shoe Machinery Corporation complex, originally constructed in 1903 and located north of Elliott Street and downtown Beverly. Designed to accommodate a wide range of businesses, the Cummings Center has become an important node of creative enterprise in downtown Beverly. The Center is home to over five hundred businesses in total as well as a post-office and the James L. McKeown Elementary School. Over a dozen businesses related to culture and the arts are located in the Cummings Center including dance and photography studios, graphic designers, web designers, architects, and media companies. In addition, the Cummings Center has worked with the Beverly Historical Society to preserve the rich history of the shoe manufacturer it replaced through the display of various artifacts from the factory and donated by the Beverly community. Both Endicott College and North Shore Community College also maintain a presence within the Cummings Center campus. Finally, the Cummings Center serves as the northern anchor to the Beverly Holiday Parade. This is a local resource that can support and absorb growth in creative enterprises from Beverly's arts community. Though currently disconnected from downtown by the railroad tracks and the large parking lot at the site's southern edge, it should be viewed as a potential partner with the cultural district in building Beverly's future as a center of artistic and creative energy on the North Shore.

Endicott College is an important cultural anchor to the east of Beverly's downtown, and an important potential partner for the proposed cultural district. Founded as a two-year women's college in 1939, it is currently a four-year college that emphasizes the link between learning and doing through a mandatory internship program. The college has over 20,000 living alumni in its network. Endicott's School of Visual and Performing Arts educates about 10% of the student body divided among major concentrations in Fine Arts, Interior Design, and Visual Communications. In addition the School offers a minor in Performing Arts open to students of any major in the College. The School of Visual



*Cummings Center
Image courtesy of Cummings Center*

and Performing Arts is located within the Walter J. Manninen Center for the Arts, which opened in 2009. The Center is home to three galleries as well as a black-box theater and performance hall. In addition to educating Beverly's future artists and creative workers, Endicott is an important partner in Beverly's arts and cultural activities. The Manninen Center's galleries, meeting rooms and performance spaces can supplement those located downtown. By hosting the kickoff to Arts Fest Beverly, Endicott College demonstrates its commitment to supporting arts and culture in Beverly.

The ***North Shore Music Theatre***, organized in 1954, grew into a major destination for the performing arts in Beverly, winning awards annually for its various musical theater productions. The theater estimates that it attracts a quarter of a million visitors annually to its location along Route 128 in the northeast outskirts of the city. After closing in 2009 in the wake of a 2005 fire and subsequent financial disaster, the Theatre reopened in 2010 under new ownership and management. As an anchor for the performing arts in Beverly, this venue is an important partner for the proposed cultural district.

E: Cultural Programming Opportunities

Downtown Beverly's cultural resources provide a rich foundation for programming the cultural district. In addition to more established events like Arts Fest Beverly, Beverly's Holiday Parade, and Beverly's New Year celebration, new events that can strengthen and enliven the cultural district are in their nascent stages. The cultural district can help these events to grow by connecting their organizers to networks of artists and cultural organizations, promoting cooperation and collaboration with district businesses, and providing support in marketing and promotion of the events. Two such events stand out as presenting important opportunities for the district: the Beverly Art Walk tour started by local artists and the Beverly Film Festival run by Labour Party Films. Both of these events would benefit from the support and connections that Beverly Main Streets and a cultural district could provide.

For example, the Art Walk connects the spaces of art production along Beverly's waterfront to the spaces of art and culture consumption in the proposed cultural district. With help from Beverly Main Streets, this walking tour could become a monthly event that culminates in a lively

evening for the district where businesses stay open later and feature temporary art installations showcasing the work of Beverly artists. Street theater and outdoor music performances could be scheduled in the small open spaces along Cabot Street outside City Hall, at Ellis Square, and at the Beverly Commons. Such a collaborative planning effort would help to make the Art Walk a more structured event that feeds into the image and identity of the cultural district and builds connections among artists and Beverly's downtown business community.

Another event that would benefit from additional support is the Beverly Film Festival. Currently the festival is relatively small and housed within a single Beverly location – the Labour Party Films building. If the festival could be expanded to include programming all along the Cabot Street corridor, it would give the festival greater visibility, make it a stronger draw for visitors, and help enliven the district. For example, the festival might include a call for moving murals – short, possibly abstract films that can be projected onto some of the blank walls along the Cabot Street corridor. Storefronts might be turned into public lecture halls in which faculty from Montserrat and Endicott Colleges lead discussions about topics on art and filmmaking. The festival could also showcase local businesses that support the film industry.

In addition to building on events, cultural district programming can build on the strength of the Cabot Street business community. The strong presence of restaurants and cafes, which are already showing artists' work and hosting music performances, is inspiring new programming through a bi-annual Restaurant Week sponsored by Beverly Main Streets and the Beverly Chamber of Commerce. Two additional commercial clusters also have potential to inspire new programming within the district.

A cluster of hair and nail salons throughout the district provides an opportunity to expand the notion of art by celebrating the art of personal styling. Not only could these businesses provide interesting contributions to other events (for example, sponsoring lectures on the role of hair in filmmaking or screening movies that focus on hair and hairstyling to complement a film festival), but could also be the focal point of a stand-alone event or series of events. Drawing on the popularity of reality television, the cultural district might sponsor an annual open-air stylist competition (perhaps staged in Ellis Square or on the



*LPF Studio, next to the Organic Cafe, hosts the Beverly Film Festival
Image courtesy of LPF Studios*



*The Atomic Cafe is one of many restaurants and cafe's along Cabot Street
Image courtesy of Elizabeth Thomson*



The Jessica Salon is an example of the variety of hair salons along Cabot Street

sidewalk in front of each salon). Each salon might nominate its top stylist for the competition, and the winning salon would receive bragging rights and perhaps a small token award or certificate. The competition would help promote all of the businesses and give them greater visibility and access to new customers, and the event would support Beverly's identity as a place where creativity permeates everyday life.

Along the same lines, Cabot Street's cluster of consignment clothing and furniture stores and antique stores can be a focal point for celebrating everyday creativity – the creative impulse to find new ways of using what is old rather than only buying new products. These stores can also participate in a kind of styling challenge in which teams of Beverly residents (which might include artists, architects, and interior designers or might not) draw on consignment inventories to create and populate showrooms in storefronts and (with adequate weather-proofing) public spaces along Cabot Street. Each item would be marked with the store from which it originated, and then an event could be held in which visitors bid on the items in each showroom. The showroom that sells the most products for the highest price would be the winner. Proceeds above the original list price could be split so that half go to the winning team and half go back into the cultural district's programming fund. Such an event would celebrate the eclectic businesses along Cabot Street and develop stronger relationships among the businesses and Beverly residents.



*Plum is part of a cluster of consignment shops along Cabot Street
Image courtesy of Elizabeth Thomson*

This section represents just a small slice of potential programming opportunities available in the district and uses the existing strengths and activities in Beverly as a starting point. As excitement about the district grows, Beverly Main Streets and its partners should continue to tap into the energy and enthusiasm of Beverly's residents to generate and implement new programming ideas.

PROPOSED CULTURAL DISTRICT



Legend

-  Proposed Cultural District
-  Cultural Assets
-  Montserrat College of Art Academic and Admin Buildings
-  Montserrat College of Art Housing



GIS data provided by the City of Beverly

Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.

IV. ANALYSIS OF THE DISTRICT



*Historic Cabot Street looking north from Broadway.
Image courtesy of the Beverly Public Library.*

The proposed cultural district is situated along historic Cabot Street in downtown Beverly and extends eastward along Essex Street to a cultural hub at Essex and Winter Streets. The district is anchored by Montserrat College of Art's main administrative building and Student Village, the Beverly Public Library, and Beverly Commons. This hub is separated from the main spine of the district which runs down Cabot Street, Beverly's central business corridor, for approximately a half-mile from Roundy Street to Central Street. From Cabot Street Cinema at the corner of Dane Street to the Clay Dreaming pottery studio at the corner of Broadway, the western side of the street is defined by a continuous line of buildings that are built up to the property line, open onto the sidewalk and are punctuated with pedestrian-scaled entryways, windows, and elements of interest including awnings, creative signage, murals and historic façade decorations.

The diverse business mix including shops and restaurants complements the Montserrat College buildings, civic organizations, historic landmarks, churches and cultural establishments that give this stretch of the district its strong character as a lively, pedestrian-oriented, and architecturally diverse destination. Disruptions in architectural continuity, sidewalk condition, and pedestrian amenities toward both the northern and southern edges of the district make the street less inviting to pedestrians. In addition, connecting the Cabot Street business corridor with the cultural node at the corner of Essex and Winter Streets will be important to establish a cohesive identity for the district. Finally, establishing connections among the district and Beverly's other cultural assets, its landscaped waterfront, and its growing commercial district around the Beverly Depot commuter rail station represents an opportunity for imagining how the district connects to the wider city through design interventions and arts and cultural programming. Great potential exists for the creation of a cohesive district identity to establish value within the district and for Beverly as a whole.

PROPOSED CULTURAL DISTRICT: CONNECTIVITY



Map generated from data obtained through Google Maps.

A: Gateways & Access

Located in the middle of downtown Beverly, the proposed cultural district is easily accessible from points north, south, east and west. Vehicles traveling from Boston and Salem to the south and New Hampshire from the north arrive at the district via Route 1A. Visitors coming from the west can use Elliott Street (Route 62), which connects Route 128 to downtown Beverly. Route 128 in turn connects Beverly to the wider metropolitan region around Boston and to major interstate highways 90, 95, and 93. Those traveling from Rockport and Gloucester along the North Shore can reach the district via Route 127, which runs along Beverly Harbor, or Route 128. This highway connects to the district via Route 22, which continues through the district as Essex Street, Cabot Street, and Winter Street. The Beverly Depot commuter rail station also connects proposed district to the Newburyport/Rockport MBTA line serving regional commuter rail riders. These access routes connecting to the district creates a series of gateways. These gateways also mark the points where building style and density, street character and types of use change from a more residential and car-oriented style to a more commercial style that is recognizable as “downtown.”

Gateway 1: Northern Gateway

As it crosses Elliott Street from the north, Cabot Street begins to change in character, signaling its approach to Beverly's central business district. Between Elliott Street and Charnock Street, businesses are oriented to customers arriving by automobiles, and this is reflected in the street conditions. Buildings set back from the street create poorly defined street edges and wide areas of parking to the front and side of buildings. Wide curb cuts, entrances opening onto parking lots and inconsistent paving materials disrupt sidewalks in this section of Cabot Street. South of Charnock Street, single-story commercial buildings open onto the Cabot Street sidewalk and define the street-edge. The windows, glazed doorways and decorative details on these façades establish a relationship to the pedestrian rather than the automobile. The Montserrat 301 Gallery building serves as a key landmark at this gateway and helps transition the scale of the adjacent buildings from single story to the two- to three-story style that is more typical of the Cabot Street corridor. Upon reaching Dane Street, the appearance of a corner gas station marks the last automobile-oriented use along the corridor until its southern gateway. The Dane Street intersection also acts as a gateway from Route 127 and the eastern waterfront. Beyond Dane Street, the transition from a car-oriented to a pedestrian-oriented public realm is more or less complete. Thus, Elliott Street and Dane Street both act as district gateways, with the distance between them acting as a transition zone.



*Montserrat 301 Gallery facade at night
Image courtesy of Frame 301*



Beverly Public Library

Gateways 2 and 3: Eastern Gateways

Two important gateways link the district to visitors arriving from the east along Route 127. The first (Gateway 2) is at the intersection of Dane and Essex Streets. Beverly's Central Cemetery and residential buildings define the north side of Dane Street and the Beverly Commons stretches along the southern edge. The intersection of Dane Street and Essex Street is dominated by the historic Beverly Public Library building, which marks the entrance to the cultural district. The small green space in front of the library building and the open space of the Beverly Commons may provide opportunities to mark this as an important district gateway.

The second gateway from the east (Gateway 3) is located at the intersection of Hale Street and Cabot Street. This gateway is also an important civic node in the district as it is flanked by two churches on the eastern side of Cabot Street: the First Baptist Church to the south of Hale Street and the First Parish Unitarian Church to the north of Hale Street. The western side of Cabot Street has continuous street



*First Parish Unitarian Church
Image courtesy of Beverly Public Library*

PROPOSED CULTURAL DISTRICT: GATEWAYS AND ACCESS



GIS data provided by the City of Beverly



Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.

frontage in one- to two-story brick commercial buildings. This gateway also links the district to the west along Federal Street, which provides a rare opportunity for a direct sight-line from Rantoul Street, Beverly's other major commercial corridor. As this gateway is located within the heart of the downtown commercial district, it represents an important opportunity to not only mark arrival from the district's edges but also to establish the identity of the district at its core.

Gateway 4: Western Gateway

The intersection of Broadway and Thorndike Streets with Cabot Street physically connects the district to the Beverly Depot to the west and provides visual connectivity to the eastern waterfront along Thorndike. For this reason, the intersection acts as a particularly strong district gateway. Two important buildings are located at this intersection: the historic Odd Fellows Hall, which is home to Montserrat's Liberal Arts program as well as ground-floor commercial uses and Beverly City Hall, whose small landscaped plaza marks the entrance to the district from Thorndike Street and the waterfront. This intersection also marks the end of the dense fabric of small scale retail and historic landmarks at the heart of the proposed district. South of Broadway, the district begins to transition to more automobile-oriented form and uses before reaching the southern gateway.

Gateway 5: Southern Gateway

Approaching the district from the south along Cabot Street, the street is lined with two to three story wood-frame and brick buildings facing onto the sidewalk. At Pleasant Street, the Beverly Historical Society building comes into view, marking the southern gateway to the district. On the western side of Cabot Street, the blocks approaching the southern boundary of the district feature buildings set back from the sidewalk and fronted by parking lots. Sidewalks approaching the southern gateway to the district are interrupted by large curb cuts and paved with a mix of concrete pavers and asphalt.

The area surrounding the Beverly Historical Society, including the intersections of Central Street, Franklin Place, and Railroad Avenue, is a key gateway to the district. The Historical Society is a strong visual marker of Beverly's rich cultural history. The parking lots at the corners of Railroad Avenue and Franklin Place provide opportunities to create new visual markers to showcase the identity of the cultural district at its southern entrance. North of the Beverly Historical Society, pedestrian-



*View of City Hall from Wallis Street
with Odd Fellows Hall at right*



*View of Beverly Historical Society
showing western and southern facades
Image courtesy of Beverly Public
Library*



*View of Beverly Depot from Veterans'
Park*



*Musicians at Beverly Farmer's Market
Image courtesy of Beverly Farmer's Market*



Beverly Post Office

oriented commercial buildings line the sidewalk of the eastern side of the street. On the western side, extensive parking and wide set-backs result in a poorly defined street edge. The block between the intersection of Cabot Street and Vestry/Washington Streets and Cabot and Broadway/Thorndike Streets marks a transition to a denser cluster of commercial buildings with a more consistent street front.

Gateway 6: Beverly Depot Gateway

Approaching the district from Beverly Depot along Broadway, the topography and street curvature create a challenge in terms district visibility. There is no clear view to Cabot until Broadway turns perpendicular to it, halfway down the block. As a further challenge, Broadway is very residential and would require new streetscape elements to define it as a gateway connector. A team has already formed to study the possibilities for transforming this street into a stronger pedestrian corridor.

A secondary strategy for connecting Rantoul and Cabot Streets would be to link the Beverly depot to the alternate western gateway along Federal Street. This street is a broader and higher-traffic street three blocks north of Broadway. Gateway cues would be appropriate at the corner of Federal and Rantoul Streets, and Federal and Chapman Streets, one block from Cabot.

Cabot Street is the main commercial corridor of the district. Cabot Street's diversity of uses and building types creates visual interest within a historic vocabulary. Small storefronts with a mix of retail stores and restaurants generate a lively pedestrian environment alongside Beverly's historic churches, government buildings, and institutions. Cabot Street's width varies throughout the district and is divided among sidewalks on either side of the street, parking lanes on both sides and two travel lanes. Narrower side streets meet Cabot Street at sharp angles to form complicated intersections that also create nodes of activity within the district. These intersections help contribute to the district's unique character, and design interventions should target these intersections to provide visual clarity to drivers and pedestrians and enhance opportunities for pedestrian activity.

Street Width

The Cabot Street corridor widens throughout the span of the district, providing exciting opportunities for a vibrant pedestrian realm that does not disrupt the flow of traffic through the corridor. The corridor is narrowest at its gateways where its right-of-way is approximately fifty-five feet, including about thirty to thirty-five feet of paved surface and nineteen to twenty-four feet of sidewalk. This width allows metered parking on both sides of Cabot Street in addition to two lanes of traffic at the district's northern gateway (location A) by narrowing sidewalks to eight feet on the western side and eleven on the eastern. At the district's southern gateway (location F), parking is only available on the western side of the street, but sidewalks are more generously sized at eleven feet on the west and twelve feet on the east. The elimination of a lane of parking toward the southern gateway works well because the concentration of retail and restaurant establishments lessens and on-site parking lots are more frequent.

Cabot Street's right-of-way bulges at three key intersections: Dane Street (location A), Winter Street (location B), and Hale Street (location C). At Dane Street, which is also part of the northern gateway to the district, the bulge occurs to soften the sharp angle at which Dane Street would otherwise meet Cabot Street and to facilitate turning east from Cabot Street. This accommodation of automobile traffic creates a pedestrian barrier in the form of a nearly ninety-foot crosswalk across the Dane Street intersection along Cabot Street. Because of its important location at the gateway to

B: Streetscape Character

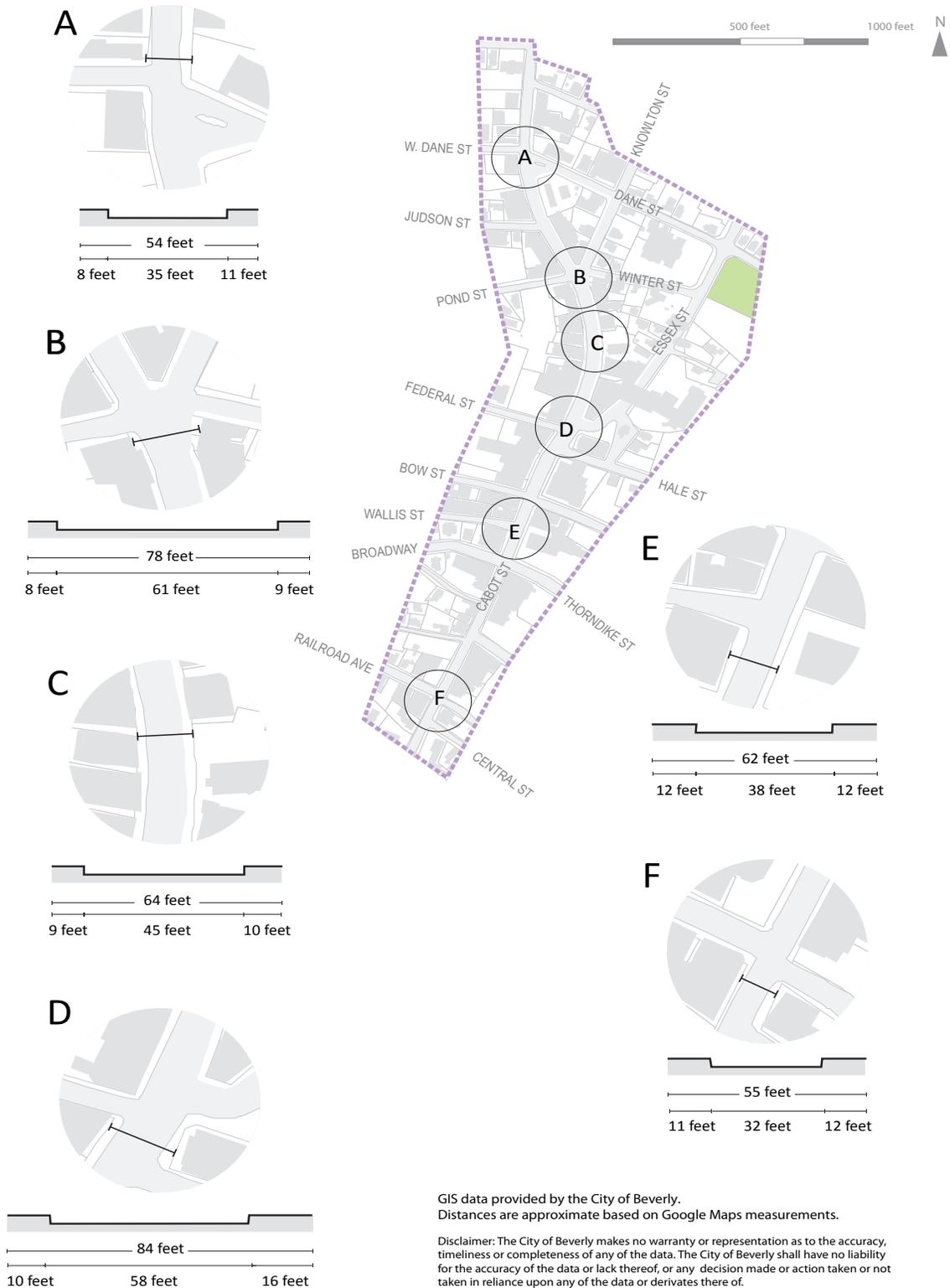


Mix of two to three story commercial buildings along Cabot Street



Small scale retail, restaurants and civic buildings give Cabot Street character

PROPOSED CULTURAL DISTRICT: CABOT STREET WIDTH ANALYSIS



GIS data provided by the City of Beverly.
Distances are approximate based on Google Maps measurements.

Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.

the district, this intersection is a strong candidate for new pedestrian improvements to shorten the pedestrian crossing distance, create visual cues to mark the district's gateway, and maintain a driving environment that is easy to navigate. Curb bulb outs and new intersection geometries can create new sidewalk space that would accommodate public art, pedestrian amenities and district signage.

At Winter Street (location B), the right-of-way bulge occurs when four different streets converge: Winter, Knowlton, Pond and Cabot. This intersection is important because it is the main point of access from Cabot Street to the Montserrat College of Art campus, the Beverly Public Library, and the eastern edge of the cultural district. Here Cabot Street bows outward slightly to align more directly with Knowlton Street coming down from the north. This alignment creates an awkward geometry for both pedestrians and motorists. Pedestrians walking along the Cabot Street corridor on the eastern side of the street are faced with another crosswalk over eighty-five feet long unless they want to cross both Winter and Knowlton Streets separately to continue on Cabot. Motorists on the other hand face up to three pedestrian crossings while navigating the intersection. In addition, the wide swath of pavement marked only with pedestrian crossings creates a confusing driving environment, as drivers from Knowlton Street must drive beyond their stop sign to gauge on-coming traffic and make their turns. New curb bulb-outs at this intersection can provide new opportunities for sidewalk seating for restaurants and entertainment on the street. The current sidewalk width of around nine feet on either side is too narrow to accommodate such features that would be appropriate for the heart of the cultural district.

The stretch of Cabot Street between Winter Street and Federal Street (location C) is the longest block in the district. Home to a variety of small businesses and restaurants as well as major institutions such as St. Mary's Church, the YMCA, and banks, this block represents the heart of the cultural district on Cabot Street. Here the right-of-way extends about sixty-four feet to allow parking on both sides, two travel lanes and nine- to ten-foot wide sidewalks. The minimal curb-cuts and continuous line of building façades combined with the presence of prominent churches and historic buildings give this block a strong character and define the district's sense of place. The curvature of the street gives the buildings on the eastern side additional prominence as they dominate the



*Sidewalk conditions outside Organic Cafe (Location A)
Image courtesy of Elizabeth Thomson*



Cars entering Cabot Street from Knowlton Street (Location B) must pull into the intersection to view oncoming traffic.



Sidewalk conditions across Cabot Street from St. Mary's Church (Location D)

view moving both north and south. St. Mary's Church and the YMCA in particular give the block a strong architectural texture.

Cabot Street's intersection with Federal Street and Church Street, and Hale Street south of the First Parish Unitarian Church, (location D) marks the point when its right-of-way is widest. This intersection is where Essex Street joins Cabot Street via Church Street and joins Hale Street via Briscoe Street, which together form a small block containing only Ellis Square and the Unitarian Church. Here Cabot Street's sidewalks widen to ten feet to the west and a generous sixteen feet to the east where Ellis Square expands the pedestrian realm further. This location is at the heart of the district. The First Parish Unitarian Church anchors this intersection as a historic and architectural landmark. In combination with the spire of St. Mary's Church, the Unitarian Church's spire is one of the district's strongest visual features. The eighty-four foot width of Cabot Street at this intersection represents an opportunity for additional improvements to the pedestrian realm. The paved surface is among the widest sections in the district, and could feasibly be narrowed to accommodate wider sidewalks, especially on the western side of Cabot.

Beyond this point, Cabot Street narrows again and by Beverly City Hall (location E), the paved surface narrows to thirty-eight feet, split among two driving lanes and one parking lane. City Hall sits back about twenty feet from the sidewalk, which enlarges the pedestrian realm on Cabot's eastern side, and the landscaped plaza adjacent to City Hall provides further pedestrian amenities. As the location where Broadway and Thorndike Street provide access to Cabot Street from the west and east, this intersection marks another opportunity to establish the district's identity through public art and cultural programming.

Streets and Traffic

Cabot Street's look and feel evokes a historic main street along its three or four central blocks, where street width, building height, and façade treatment connote a pleasant, familiar, small-town-urban feel. Within most of the district, Cabot Street accommodates two lanes of moving traffic flanked by parking on either side. As noted above, this changes south of Abbott Street and north of Charnock Street where the eastern parking lane disappears. Metered on-street parking is actively used although not to capacity in the middle of the



Sidewalk conditions outside Odd Fellows Hall (Location E)

day. The curvature of the street, frequent intersections, and the variety of different intersection conditions contribute to maintaining a steady and relatively calm traffic speed without intensive traffic calming measures such as raised crosswalks and intersections or curb bulb-outs. Toward the north end of the district, traffic speeds up a bit as the road widens and straightens out, and as cars head toward the highway. Most intersecting streets are adequately controlled with stop signs and crosswalks with the notable exception of Knowlton Street, where traffic entering Cabot Street causes some confusion around the pedestrian crossing.

Parking

Metered parking is available on Cabot Street's western side north of Central Street and on the eastern side between Abbot and Charnock Streets. Essex Street and Broadway also feature metered on-street parking. In addition, many commercial establishments in the district provide parking on-site. On a typical workday, open parking spaces in the center of the district are available but not excessive. Along side streets and to the north and south of the district along Cabot Street, non-metered street parking is available on one or both sides. On-site parking for commercial properties to the front, side and back of buildings, are more prevalent toward the north and south ends of the district and just beyond the district boundaries. These lots are frequently underutilized, and represent a potential opportunity for shared parking that would allow new developments to meet parking requirements without constructing parking lots on-site that necessitate additional curb cuts along Cabot Street. In the center of the district, between Bow and Judson Streets, shared parking lots are tucked behind Cabot Street businesses in the block between Cabot and Chapman Streets, which preserves the character of the district while ensuring adequate parking for businesses. Together these lots account for over three hundred and forty parking spaces. Entrances to the lots are located on Pond Street, Federal Street, Bow Street and Chapman Street. Along Federal Street, the wide curb cut and parking frontage disrupts the connection of the Cabot Street commercial district with Rantoul Street.

Pedestrian Activity

Despite relatively narrow sidewalks throughout the corridor, Cabot Street is quite pedestrian-friendly. Traffic moves slowly, pedestrians are shielded from moving cars by



On-street parking is not used to capacity during regular business hours

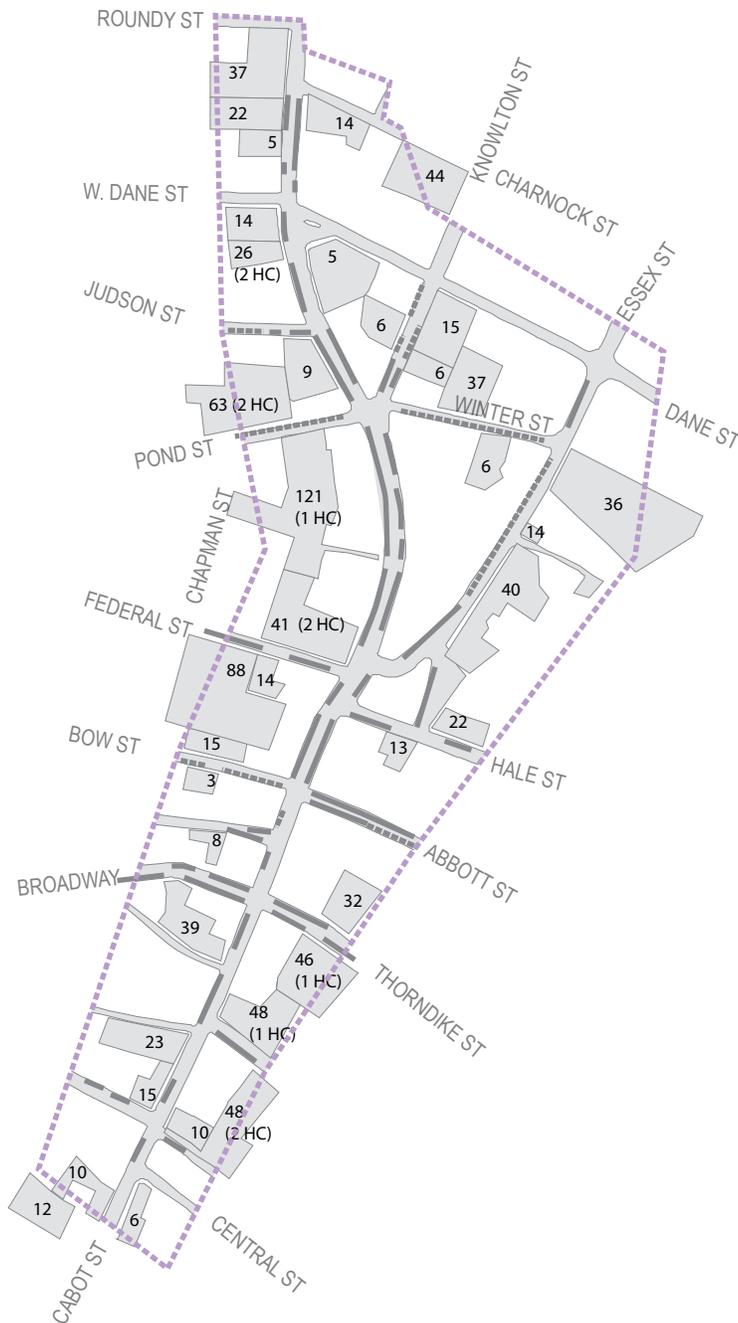


Parking in front of businesses leaves sidewalk undefined toward southern gateway

PROPOSED CULTURAL DISTRICT: PARKING ANALYSIS

Total Parking Spaces Available within Proposed Cultural District	
Metered On-Street Parking	227
Off-Street Parking	1006
TOTAL	1233

Based on estimates using Google Maps.



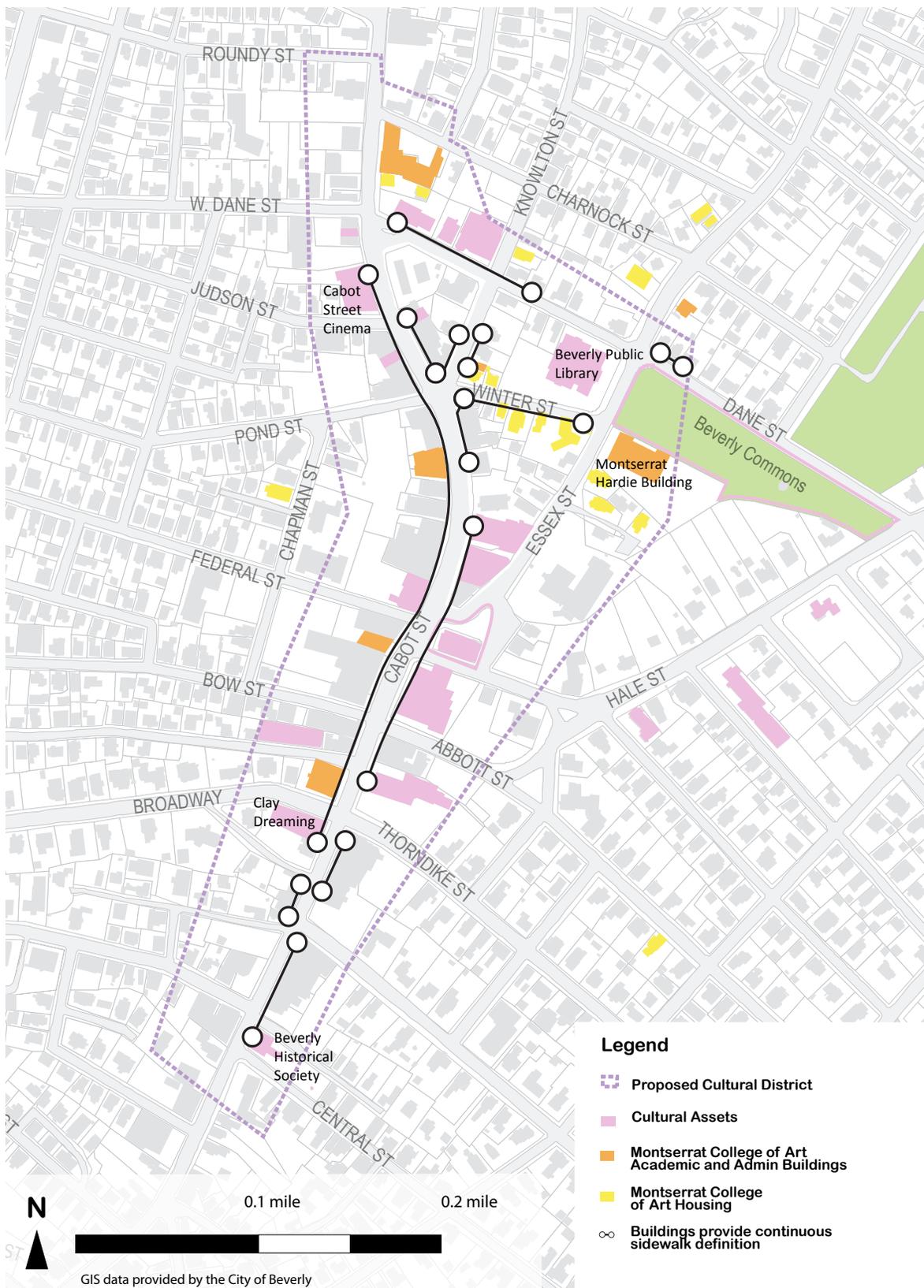
Legend

-  Proposed Cultural District
-  Streets and Parking Lots (Impervious Surface)
-  Metered On-Street Parking
-  Unmetered On-Street Parking

N GIS data provided by the City of Beverly

 Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.

PROPOSED CULTURAL DISTRICT: FACADE CONTINUITY ALONG CABOT STREET



parking lanes, and the wide variety of building façades, most of which open onto the sidewalk, provide details to keep the pedestrian experience interesting. Toward the northern and southern gateways, curb cuts are frequent and many crosswalks are not well marked. In the center of the district, crosswalks are marked clearly but occasionally traverse wide and complicated intersections. Although the pedestrian experience feels relatively safe, a lack of designated crosswalks and pedestrian traffic lights are a notable exception. Within the district, several side streets dead-end onto Cabot Street, which cuts down on vehicular through-traffic and prevents the district from feeling vehicle-dominated.

Sidewalks and Street Furniture

The sidewalks are fairly narrow throughout the district, and pedestrians must share their eight- to sixteen-foot zone with street furniture, street trees, and any additional uses. For a neighborhood main street, the Boston Complete Streets manual (bostoncompletestreets.org) recommends that sidewalks maintain a continuous eight-foot zone for pedestrians only and provide another eight feet to accommodate street trees, street furniture, outdoor cafes and other amenities. Along Cabot Street in Beverly, the relatively low volume of pedestrian traffic prevents sidewalks from feeling cramped, but additional sidewalk programming could be limited by their current width. Pedestrians find opportunities to sit on benches outside businesses and in small open spaces along Cabot Street. Additional street furniture includes a number of planter boxes and bike racks. Pedestrian amenities would benefit from greater consistency in design and placement and unifying the streetscape design along Cabot Street would go a long way toward creating an identity for the district.



Outdoor seating along Cabot Street



A flower box brightens a Cabot Street facade

Façades and Streetscape Character

The sidewalk surfaces are varied with broken pavement, bricks, cobbles and pavers at various locations and asphalt toward the northern and southern gateways. This inconsistency in surface texture reduces the corridor's accessibility to visitors in wheelchairs and with small children in strollers. The visual character of Cabot Street comes mainly from its historic architecture and diversity of business façades rather than its streetscape design. Multi-story commercial, and mixed-use buildings with diverse signage and façades create visual interest, as do businesses

with decorative elements such as flower boxes and seating outside of their shops. The section of Cabot Street between Pond Street and Broadway has the most unified feel in terms of building façade, interest, and activity.

Towards the northern edge of the district, fewer buildings front onto Cabot Street, and at the southern edge, building walls become larger and more monotonous. These changes in façade character help mark the end of the corridor at both ends. Where businesses lack façade distinction and use a large front set-back to accommodate parking, the character of the street is diminished. This condition is most prevalent towards the edges of the district.

Wayfinding

Since 2011, the City of Beverly and Beverly Main Streets have engaged in a major new wayfinding initiative for the city, which is now in the implementation stage. Drawing on the nautical history of the city, the wayfinding signage design evokes sails, lighthouses, and channel markers and guide visitors to Beverly’s major destinations at scales designed for both drivers and pedestrians. An extended public process over 2012 refined the final wayfinding designs. In late 2012 the first series of signs to identify Rantoul and Cabot Streets. The area of the proposed cultural district is indicated on the signage as “historic Cabot Street,” which reinforces the historic aspects of the district’s identity. This signage will be an important step forward in promoting a cohesive identity for Beverly as a whole.



*New wayfinding signage for Beverly
Image courtesy of the City of Beverly
and Beverly Main Streets*

C: District Boundaries

One of the most important characteristics of a successful arts and cultural district is that it be walkable. Ideally a visitor should be able to experience the entirety of the district over the course of a ten-minute walk. This ensures that the district maintains a cohesive identity and visitors can experience the district as a whole over the course of a single visit. In Beverly, arts, cultural, and civic activity is concentrated along historic Cabot Street and anchored to the north by Montserrat College of Art's 301 Gallery and to the south by the Beverly Historical Society. Montserrat College of Art's Hardie Building, which houses the college's administration and main galleries serves as a third district anchor at the corner of Essex and Winter Streets, one block east of Cabot Street. Centered among these anchors is the small public plaza of Elliott Square, site of a planned public art initiative. From this central point, most of the district is located within a five-minute walk diameter. Ten minutes is plenty to walk from the northern gateway to the Beverly Historical Society along Cabot Street, and in twenty minutes a visitor could walk the entirety of Cabot Street and loop back around to the Winter-Essex Street triangle to visit Montserrat and the Beverly Public Library.

At the district edges, the boundaries include buildings on both sides of Cabot Street and both sides of Charnock Street so that future development at the northern gateway can define the public realm at the entrance to the district and help create a strong image. Similarly, the southern boundary extends past the Beverly Historical Society to the southern side of Central Street, so that future development at this intersection can anchor and define the district's southern gateway. As the district boundaries are finalized, efforts should be made to include key parcels that will define the public realm and impact the pedestrian experience.

PROPOSED CULTURAL DISTRICT: BOUNDARIES FOR A WALKABLE DISTRICT



Legend

-  Proposed Cultural District
-  Cultural Assets
-  Montserrat College of Art Academic and Admin Buildings
-  Montserrat College of Art Housing



GIS data provided by the City of Beverly

Disclaimer: The City of Beverly makes no warranty or representation as to the accuracy, timeliness or completeness of any of the data. The City of Beverly shall have no liability for the accuracy of the data or lack thereof, or any decision made or action taken or not taken in reliance upon any of the data or derivatives thereof.

D: Businesses & Architectural Assets

One of the district's most compelling strengths is the diversity and relative economic health of its businesses and cultural assets. Though the district contains a moderate number of vacant buildings, there is also a tangible sense of revitalization; a number of new or soon-to-be-open businesses occupy storefronts on Cabot Street, contributing to an overall sense that the economic vitality of the district is improving. At the same time, the broad variety of uses and varying levels of investment in businesses contributes to a somewhat disjointed sense of identity within the district.

Business Mix

A number of key cultural assets and businesses anchor the district on and around Cabot Street. The district supports a diverse mix of businesses with clusters of cafés, bars and restaurants, hair and nail salons, laundromats, and consignment shops. In addition, the district features an arthouse cinema, two bicycle stores, and a variety of specialty retail including a health store, jewelry, gifts, and collectibles stores, a comics store, and a hobby shop. Labour Party Films, a local film studio, Clay Dreaming, a pottery studio, The Microphone Zone, a recording studio, and various dance studios are examples of arts and cultural businesses located within the district. The center of business activity is located around the intersection of Cabot and Pond Streets. The concentration of bars and restaurants toward the north end of the district ensures activity beyond typical workday hours and creates a foundation for a vibrant and coordinated arts and cultural scene. Many retail storefronts are modest in size with large windows facing the sidewalks, creating visual interest as one walks along the street. Many of the shops appear to be locally owned.

Historic Assets and Architectural Anchors

Montserrat College is a strongly-felt presence throughout the district, in particular between Church and Dane Streets. In addition, Cabot Street's identity as a historic main street ensures that it is home to a variety historic landmarks of architectural significance from different eras of the city's history. The contributions of these and other cultural assets to the cultural district is discussed in greater detail Chapter Three of this report. Below we identify some of the assets that contribute most to the visual character of the district,



Plum Consignment Shop



Labour Party Films Studio

listed by their locations.

Northern Gateway

At the northern gateway, **Montserrat College of Art's 301 Gallery and Studios** announces Beverly as a cultural destination. The building's storefront features rotating art works and the undulating sign provides visual character and welcomes visitors to the historic street with a more contemporary style.

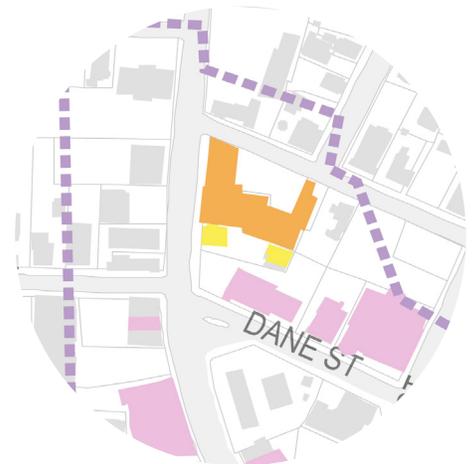
The **Beverly Memorial United Methodist Church** is visible on Cabot Street from its Dane Street address and introduces visitors to the historic character of the district. The masonry tower with gothic arched windows has a distinctive look and provides a visual contrast to the Montserrat building. The open space beside the church building along Cabot Street also presents an opportunity to create signage or other visual indicators to announce arrival at the district.

Beyond Dane Street, the **Cabot Street Cinema** is the most visible building. Its looming form dominates the view down Cabot. The historic theater building features recessed entryways and expansive storefront windows at the ground-floor level. Its marquee signage at the corner of Judson Street is one of the most iconic visual markers defining the character of downtown Beverly.

Dane Street Eastern Gateway

Approaching Cabot Street from the east along Dane Street, the Dane Street Church and the GAR Hall are the most prominent architectural landmarks visitors encounter. The **GAR Hall**, built in 1863 as a Baptist Church, has more recently fallen into disrepair. Its historic importance to the city and its interesting architectural elements, including its two corner spires and the prominent arched windows on its façade, should encourage investment in its redevelopment. Such investment will help anchor this important gateway and connect it to Beverly's vibrant civic history.

The **Dane Street Church**, built in the 1930s by its congregation, creates drama along the street with its wide staircase, three gothic entrances and imposing central window framed within a broken cornice supported by four stately Greek columns. This building also houses the Sea Change Theatre Company, which makes use of the church's basement theatre space, and contributes directly to the



Northern Gateway



Cabot Street Cinema

Image courtesy of Elizabeth Thomson



GAR Hall



Winter and Essex Node



Beverly Public Library, Winter Street Entrance



Montserrat College of Art Student Village

production of arts and culture within the district.

Winter and Essex Node

The corner of Winter and Essex Streets marks the district's most important node of arts and culture activity. The Beverly Public Library and Montserrat College of Art ensure that this corner is a major source of creative energy in the city. Designed by the architectural firm of Cass Gilbert in 1913, the **Beverly Public Library** is an important architectural asset in the city in addition to being a center of literary arts. The building's original majestic entrance opens down a flight of stairs onto Essex Street across from the Beverly Commons. As part of a 1993 renovation that more than doubled the library's size, a new lobby opening onto Winter Street became the building's primary entrance, which was also made accessible to the street and adjacent parking lot by a series of ramps.

Directly across Winter Street from the library is the new **Montserrat College of Art Student Village** and cater-corner to the library across Essex Street is **Montserrat's Hardie Building**, which houses the College's administrative functions and two galleries. The Hardie Building is a renovated nineteenth century three-story building and former elementary school. Its main entrance opens onto the Beverly Commons, but in order to maintain a strong connection back to Cabot Street, Montserrat has repurposed a side entrance as its main entrance, which is marked with a distinctive checkered paving.

The **Montserrat Student Village** is a new residence hall opened in 2009 for Montserrat's students. Its contemporary design sensibility provides a welcome contrast to the historic buildings surrounding it while its scale accentuates the pedestrian experience along Essex and Winter Streets. Housing eighty-six art students from all four class years, the building is a hub of artistic energy and creativity and an important asset for the proposed district.

Federal Street Node

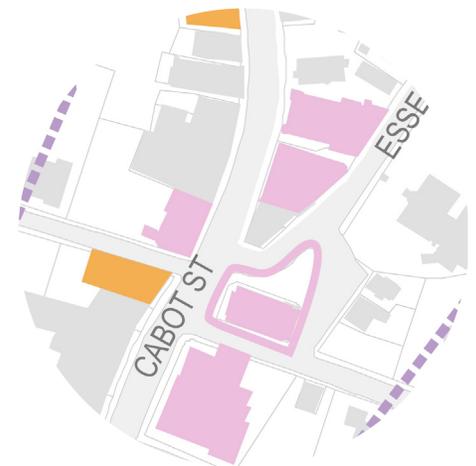
Where Federal Street meets Cabot Street and Church Street connects Essex Street to Cabot in the heart of the proposed cultural district, the distinctive architecture of St. Mary's Church, the YMCA, and the First Parish Unitarian Church give character to the street. St. Mary's Church and the

YMCA occupy the full block with front entrances on Cabot Street and their backs built up to the sidewalk along Essex Street. **St. Mary's Church**, designed by architects Reid and Alpine, dates from the turn of the twentieth century, and its bell tower is one of the most visible identifiers of Cabot Street. Because the building sits about eight feet back from the sidewalk, it widens the pedestrian realm, and its three recessed, arched entryways and arched window detailing adorning the church's upper story add visual interest to the intersection.

The Cabot Street **YMCA** also dates back to the turn of the twentieth century, and its cornerstone was laid by President Taft in 1911. This building's scale ensures its prominence at the intersection. Its brick façade, regularly spaced windows, and entrance defined by four Greek columns and decorative stonework gives the building visual appeal. Its historic lighted sign, restored in 2012 with funds from the Beverly Main Streets' Façade and Sign Improvement Program, lends identity to this node during the day and at night.

The **First Parish Unitarian Church** building, which occupies most of the small block between Church, Hale, Cabot and Briscoe Streets, dates back to 1772 with renovations in 1795, 1835, 1902 when the arched windows were added, and 2009. The church building opens onto Cabot Street with three entrances set among four columns and rectangular windows above each door. The bell tower sits atop a plinth decorated with the year of the congregation's original formation (1667) facing Cabot Street, and a clock facing Hale Street. The age, historic significance, and design of the church ensure its importance as an anchor in the proposed cultural district. As the church faces Ellis Square, it could be an important location for public art to enliven the public realm.

Just south of Hale Street, the **First Baptist Church** completes the sequence of churches at this district node. The original vestry of the church was later converted into the GAR Hall on Dane Street. Today's church maintains the historic steeple, which anchors the corners of the newer church building constructed in the 1970s. The peaked roof that marks the location of the sanctuary – one of the largest meeting spaces in downtown Beverly – also brings variety to the street in front. The sequence of three churches of



Federal Street Node



St. Mary's Church



First Parish Unitarian Church Spire
Image courtesy of Elizabeth Thomson



*Bow/Abbot and Broadway/Thorndike
Node*



*Beverly City Hall
Image courtesy of Elizabeth Thomson*



*Odd Fellows Hall
Image courtesy of Elizabeth Thomson*

distinct architectural styles gives drama to the intersection, maintaining a connection to Beverly's early history as well as giving an indication of the passage of time.

Bow/Abbot and Broadway/Thorndike Node

The next series of two blocks between the Bow/Abbott and Cabot intersection and the Broadway/Thorndike and Cabot intersection forms another node defined by Beverly City Hall and Odd Fellows Hall on opposite sides of Cabot Street. The Larcom Cinema along Wallis Street, which bisects the block coming in from the west to form a T-intersection at Cabot Street, is a hidden gem just off the main thoroughfare of the district.

Beverly City Hall occupies the former home of Israel Thorndike, who purchased it from the widow of Andrew Cabot in 1792. In 1842, ten years after Thorndike's death, the Town of Beverly purchased the home and converted it into a Town Hall. The large brick building features a single entryway centered in its façade set slightly above street-level. Four steps lead up to the doorway, and a ramp provides additional access from the landscaped open space at the building's southern end. Each of the building's three stories is articulated with regular rectangular windows framed by decorative molding. This element is most prominent along the second story where the central window is enlarged into three panels and topped with a small decorative arch in the center to create a focal point. The cornice-line of the building extends out of the façade slightly and features white molding to match the windows. The doorway creates the illusion of Greek columns – a common architectural element on Beverly's historic buildings – without using them as weight-bearing structural elements. A series of concrete bollards lends security to the building but does not contribute to its aesthetics. The open space in front serves to separate the building from the street rather than promoting greater connection. The landscaped open space between City Hall and Thorndike Street, however, provides a quiet, inviting space for pedestrians to sit and rest while exploring the district. As Thorndike Street provides one of the clearest sight-lines to the water, this plaza can help strengthen connections between the proposed cultural district and the eastern waterfront.

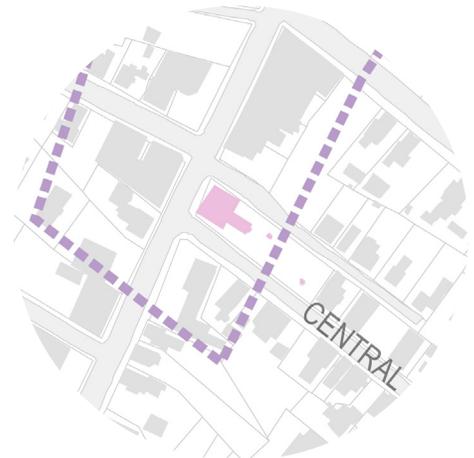
The ***Odd Fellows Hall*** across from City Hall gives architectural character to the western side of Cabot Street

at this important district node. The imposing brick building was constructed in 1850 by J. Foster Ober, Williams Brothers, and others. Its architecture evokes the gothic style with its tall thin windows and use of pointed arches on the upper stories. The gothic details are simplified to reflect its Cabot Street context. It is one of the district's major architectural gems. With entrances opening onto Cabot, Wallis, and Broadway, it knits together the streets and defines the sidewalk at the entrance to the district from the west along Broadway. By anchoring the pedestrian realm along Wallis Street, it also helps link the Cabot Street corridor to the Larcom Theatre just a few lots off the main road. As the home of Montserrat College of Arts Liberal Arts program, the building also brings creative energy to this node.



Larcom Theatre

The **Larcom Theatre** is a vaudeville theatre built in 1912 by Harris and Glover Ware. Named for Lucy Larcom, a poet born in Beverly, it embodies Beverly's long history of nurturing literary and performance artists. The building's long brick façade is punctuated by its main entrance, which is marked with decorative paint and brick work. Two peacocks frame the entryway, and a vaudeville mask is an element repeated on the façade – in stonework along the roof line and painted above the doorway. Carved stonework at the top of the façade announces the building's name. As an event and performance space located at the center of the proposed cultural district, this building can contribute to the cultural activity as well as the architectural distinction of the district.



Southern Gateway

Southern Gateway

Moving south along Cabot Street, the **Beverly Historical Society** is separated from the dense clusters of historic architectural assets in the center and northern sections of the proposed cultural district. The Historical Society building anchors the southern gateway, and announces the entrance to the historic commercial corridor from the south. As mentioned above, its visibility down the Cabot Street corridor is accentuated by the angle of the road and the set-back of the building opposite it across Central Street. Like Beverly City Hall, the Historical Society occupies an eighteenth-century residence renovated to support its current civic use. The Georgian mansion was built in 1781 and improved in 1834. The death of its owner in 1891 transferred control of the building to the Beverly



*Beverly Historical Society
Cabot Street Entrance*

Historical Society, which uses it to showcase Beverly's early history through its archives and exhibits. Like the Beverly City Hall, the Historical Society occupies a large three-story brick building with architectural details to articulate each floor. Regular rectangular windows are framed in white, the same color used to highlight the cornice line below a small roof overhang. Two narrow decorative columns mark the Cabot Street entrance, which is elevated from street level by two steps. The decorative iron fence around the edge of the property defines the sidewalk in an aesthetically pleasing way. The façade visible down Cabot Street is that which faces onto Central Street. This side of the building is similar to that facing Cabot, but the central entrance is somewhat simplified without any columns. From this angle, one of the building's two chimneys is a prominent feature of the roof line and echoes the vertical lines of the city's church spires at the center of the district.

Vacancy and Use

A number of vacant buildings and lots are located along Cabot Street notably toward the southern end of the district. Three important vacant parcels include a the vacant Beverly Market building at 206 Cabot Street, the vacant lot at the corner of Vestry and Cabot Streets, adjacent to Siam Delight, and an out-of-use auto shop at Highland Avenue and Cabot at the Southern Gateway. In several locations, the district's streetscape character is interrupted due to disruptions in physical consistency and pedestrian-oriented uses. Street-oriented surface parking lots, large buildings with monotonous or windowless façades, and vacant properties comprise most of these disruptions.



Vacant Lot on Cabot Street

Several important potential opportunities for public art emerged out of our site analysis. These opportunities can be grouped into three categories: 1) those that help link the district to assets beyond its boundaries; 2) those that promote a consistent visual identity within the district; and 3) those that build connections among the district's different nodes. The map on page 78 illustrates the full set of opportunities set against the backdrop of the district's existing public art. Public art should be integrated within the landscape and reflect the broader environment and Beverly's unique cultural and historic qualities.

Existing Public Art in Beverly

Beverly is home to a variety of permanent public art mostly in the form of traditional sculptures and murals. In addition, the City of Beverly has a designated free graffiti wall where graffiti artists contribute to an ever-changing artistic expression. The Beverly Commons has also hosted a highly successful temporary public art exhibition. Beverly's six murals are featured in the self-guided Art Walk tour of Beverly's hidden cultural gems; five of these are located within the proposed cultural district boundaries. The Organic Garden Café mural is located just south of Dane Street near the northern gateway to the district. The Knowlton Street mural brings public art to the Winter Street node. This mural draws the eye up Knowlton Street to a view of the Dane Street Church and is an example of how public art can help knit the district together. The Bell Market storefront mural helps define the Abbott Street node and mitigates the negative impact of a large vacant storefront on Cabot Street.

Visitors approaching the district from the east along Abbott Street encounter the Soldiers of the Civil War monument, given to the City by Post 89 of the G.A.R. and dedicated in 1882. Beverly Main Streets is also running a sculpture competition open to local artists to bring a new work of art to Ellis Square at the Federal Street node at the heart of the district.

New Opportunities for Public Art in Beverly

In addition to these existing works of art, we believe that additional public art interventions could strengthen the identity of downtown Beverly. Along Cabot Street between Broadway and Dane Street, public art can help to define and

E: Opportunities for Public Art

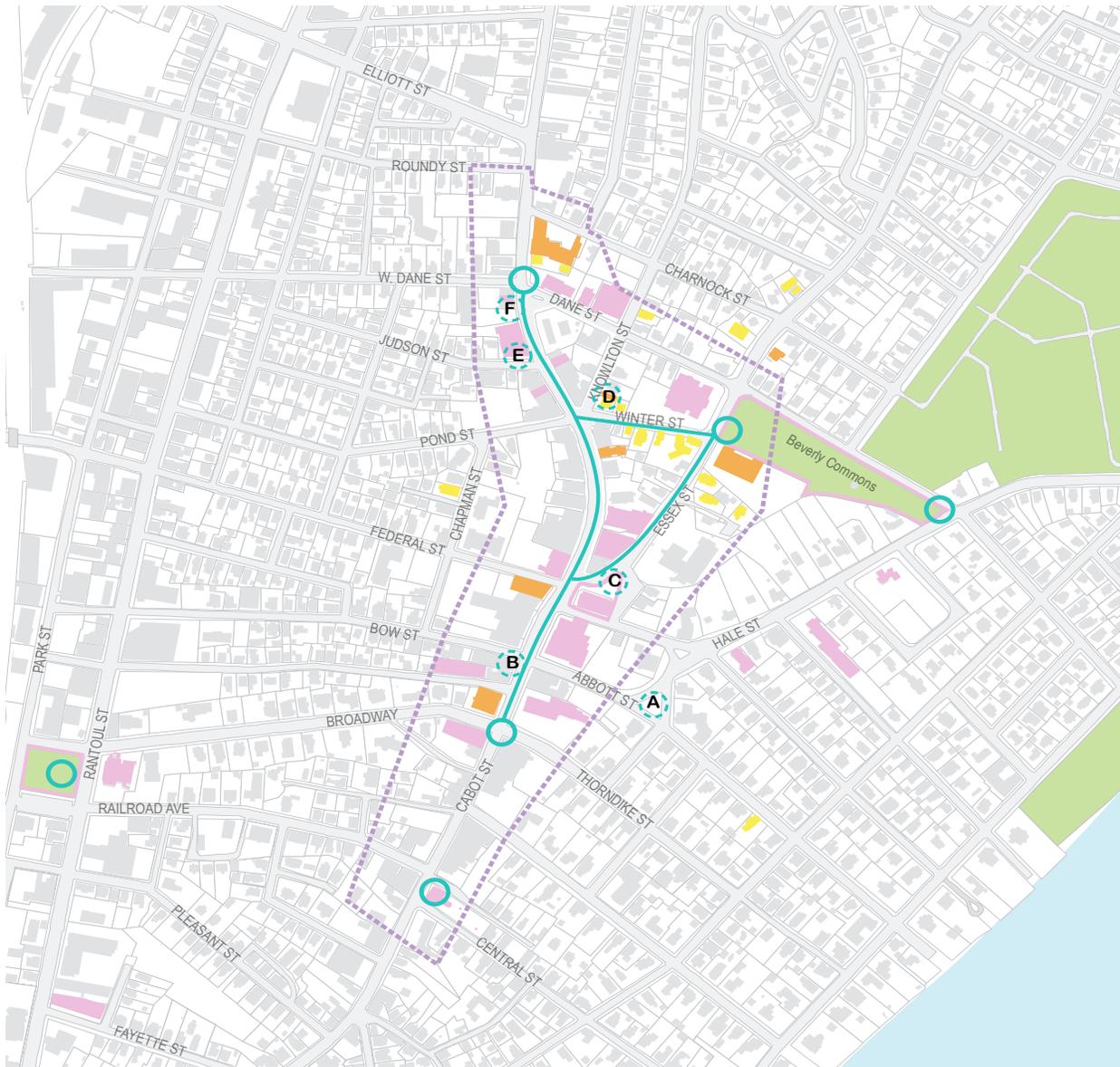


*Knowlton Street Mural with view to
Dane Street Church*



*Soldiers of the Civil War Monument
Image courtesy of Elizabeth Thomson*

PROPOSED CULTURAL DISTRICT: OPPORTUNITIES FOR PUBLIC ART



Legend

-  Nodes of opportunity for public art
-  Existing or planned public art
- A:** Soldiers of the Civil War Monument
- B:** Beverly Market Mural
- C:** Planned Veterans' Memorial
- D:** Knowlton Street Mural
- E:** Cabot Cinema Mural
- F:** Organic Market Mural
-  Paths of opportunity for public art

-  Cultural Assets
-  Proposed Cultural District
-  Montserrat College of Art Academic and Admin Buildings
-  Montserrat College of Art Housing



strengthen the identity of the cultural district, with particular emphasis at the nodes of Broadway and Cabot Streets and Dane and Cabot Streets. At Broadway, the wide sidewalk on the eastern side of the street amplified by City Hall and its adjacent plaza presents an opportunity for formal, physical expressions. Similarly at Dane Street, the open area adjacent to the Methodist Church offers space for new art expressions. At this northern intersection, the challenges of the pedestrian environment also represents an opportunity for creatively using art to reshape the streetscape in addition to defining the entry to the cultural district.

Perhaps the greatest opportunity for public art in the district is to promote connections among the district's various nodes. In particular, the cultural node anchored by Montserrat College of Art and the Beverly Public Library at the corner of Winter and Essex Streets is separated from the lively commercial corridor of Cabot Street. Winter Street, which runs in only one direction toward Montserrat from Cabot Street is narrow and lined with small scale residential buildings. Although the short distance allows for a clear view corridor to Cabot Street from Montserrat and the Library, only pedestrians can access Cabot Street from this intersection along Winter. Drivers must continue down Essex Street to Church Street. Along this route, drivers and pedestrians lose touch with the vibrancy of Cabot Street and dynamism of Montserrat College of Art while passing the blank walls at the back of St. Mary's Church and the YMCA. Public art interventions that can mitigate this disconnection would help ensure that the district maintains a unified identity throughout.

Finally, public art outside the boundaries of the district, particularly at the eastern edge of the Beverly Commons and near the Beverly Depot could help build connections among the district and Beverly's many cultural assets beyond the district's boundaries.

Any public art strategy should ensure that proposed art is integrated with the landscape of its surrounding sites both through the design of the art and the meaning conveyed by the art. It ought to become a part of the district and reflect the history and identity of the place rather than be viewed as work that might occur anywhere. The rich nautical, artistic, religious, and cultural history embedded in the physical landscape of the city offers a source of inspiration to artists seeking to generate works to enhance the public realm of Beverly and the cultural district.



View to Cabot Street down from Winter and Essex intersection

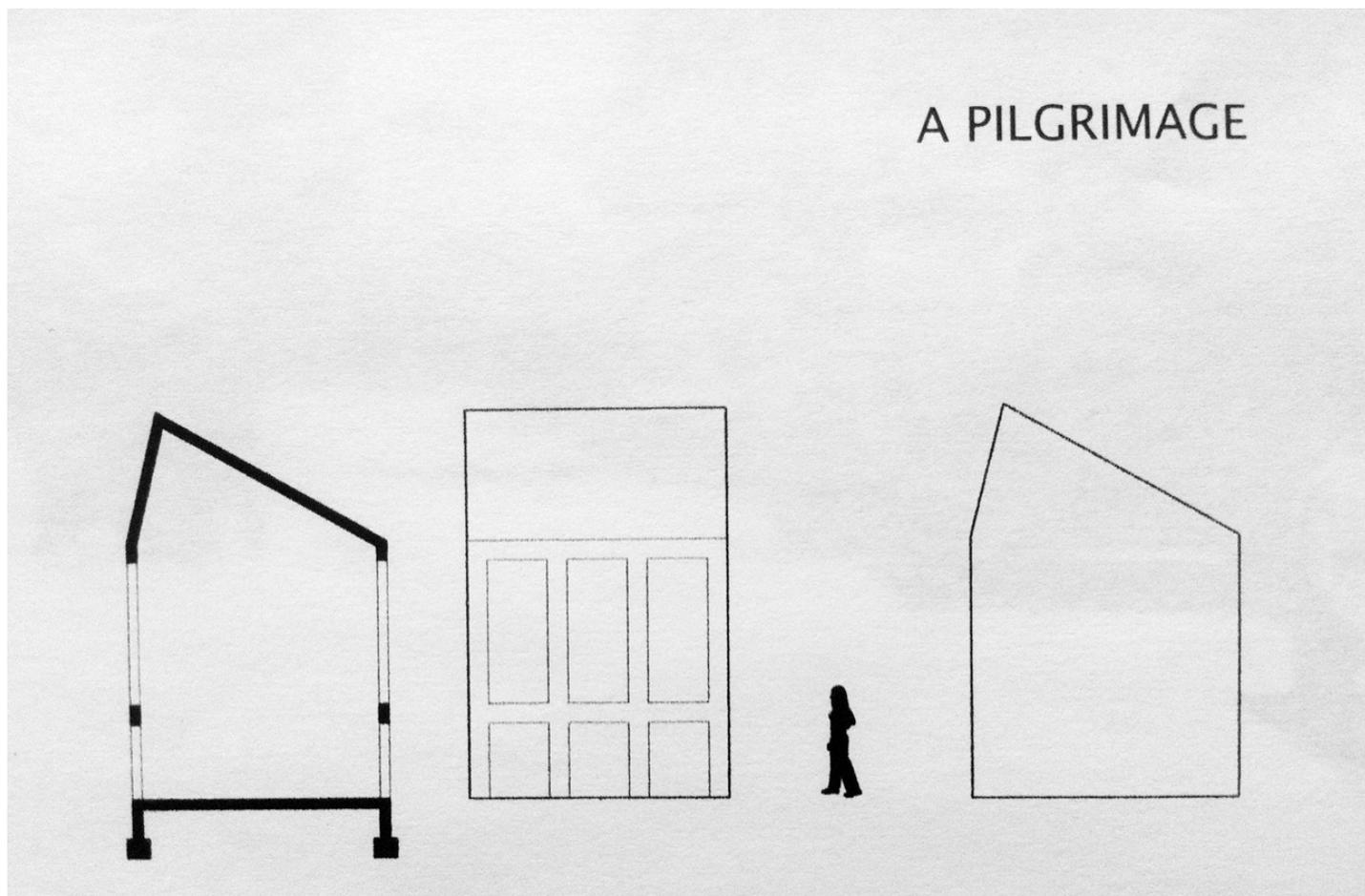


View to First Parish Unitarian Church down Essex Street



Traces of Beverly's maritime history are still visible at the waterfront

V. CREATING A PRESENCE: NATIONAL PUBLIC ART/DESIGN COMPETITION



Preliminary concept design for the pavilion that would house the Beverly Oracle, the winning public art proposal. Image courtesy of winning artist, Anna Schuleit Haber

Art gives meaning to place and to people. Public art gives identity and significance to a community. It offers inspiration, and it helps create a sense of place. Art can challenge you, engage you, and make you think. What better way to launch a cultural district in Beverly than to benefit from the creative input of artists and designers to help shape the core of the downtown? As Rocco Landesman, until recently Chairman of the National Endowment for the Arts, expressed:

Any plan that addresses economic growth and urban and neighborhood revitalization has to include the arts. We know and we can prove that when you bring arts and artists into the center of town, that town changes... Artists are great placemakers. They are entrepreneurs and they should be the centerpiece of every town's strategy for the future.

The national public art/design competition formed the centerpiece of the cultural district master plan. The purpose of the competition was to select an experienced artist or artist/design team to help create an aesthetic vision for the proposed arts and cultural district that strengthens the City's appeal as a vibrant cultural and economic center. While sculptural objects were considered eligible to be a part of this vision, the scale of the district presented an opportunity for artists/artist teams to help define the site through landscape and urban design elements to serve as beacons for town residents and visitors alike. The results of the competition were intended to catalyze the enthusiasm, dreams and the imagination of the community and to become an incentive for people to visit and enjoy the cultural district. In sponsoring the competition, Montserrat College of Art and the collaborating partners hoped that the public art would help create an identity for the district, that people would embrace it, and identify it with Beverly.

A: Purpose

The competition consciously did not set rigid parameters and locations for consideration. The intent was to allow the artists wide flexibility and creativity in suggesting areas of opportunity and impact. At the same time, the concurrent site and cultural resource analyses that form the backbone of the cultural district plan provided a rich source of information for the three finalist artists and artist teams to draw on.

B: Approach and Process

A two-stage process was used to select the winning designer. The first stage consisted of issuing the Request for Qualifications (included in the Appendix to this plan) that outlined the purpose and approach for the competition. The Request for Qualifications was open to artists and artist teams in the United States. Individual artists could respond, and teams could include the artist as well as other design professionals such as landscape architects, urban designers, or others with a background in civic space development. This document was distributed nationally through a variety of well established list serves including the Public Art Network, the opportunities listing originally maintained by UrbanArts, Inc. and now managed and distributed by the Public Art Program for the City of Memphis, as well as well known regional lists such as that managed by the New

England Foundation for the Arts, etc. The broad reach of the RFQ's distribution was verified through an unusually robust response to the call from across the nation.

Interested artists were invited to send a short statement summarizing their interest in this project, a resume, and six images of relevant past work.

Interest in the competition was overwhelming. Seventy-five experienced artists from all over the country submitted the required materials to be considered for the competition. Based on this information, the jury selected three teams to be invited to submit concept plans as part of the second stage of the competition. The three finalists then received more comprehensive background information about the project in the form of a Request for Proposals (RFP), the site analysis, cultural district boundaries, the summary of comments from the community meeting, and more detailed material about relevant projects in the downtown initiated by Montserrat College of Art, Beverly Main Streets, and the City of Beverly. The artists also toured the downtown extensively and became familiar with the opportunities for gateways, access points to the downtown, gathering places, current conditions and the potential for the cultural district. This provided ample background for them to develop conceptual proposals for review by the selection committee.

The selection committee based its decision on the following criteria:

- Quality of the artist/artist team's work and compatibility with the project
- Experience in other major public art projects or equivalent background in managing other complex projects
- Potential of the artist/artist team to highlight and define the cultural district site and its gateways
- Ability to design successfully for the extremes of New England's four seasons through the use of appropriate materials
- Ability to meet safety standards and provide maintenance guidelines and conservation recommendations.

The jury was quite distinguished and offered diverse backgrounds. The jury included the following experts:

1. **Nick Capasso:** Nick just left his position as Deputy Director for Curatorial Affairs at the DeCordova Sculpture Park and Museum to become the Director of the Fitchburg Art Museum. Nick has spent his career studying modern and contemporary sculpture and is especially versed in the history of public art and the public art process.
2. **Paul Hajian:** Paul is Chair of the Architecture Department and professor of architecture at the Massachusetts College of Art and Design. He holds professional degrees in architecture from MIT and is a registered architect with more than 25 years of professional experience as a founding principal and president of Hajian Architects, Inc. Paul has taught a wide range of architecture courses since 1985, has developed student projects with local community design partners, and is especially sensitive to the role of architecture and art in community and urban planning.
3. **Anita Lauricella:** Anita has been an independent consultant to the cultural community since 2001 with an emphasis on the application of financial skills, real estate development and strategic thinking to benefit the nonprofit community. Prior to starting her consulting practice she was the director of business development and planning for the New England Foundation for the Arts. She has a keen interest in public art. Anita has produced, designed and curated a number of public art projects that have been key strategies in the development of artist housing, cultural districts and civic engagement.
4. **Ross Miller:** Ross is a practicing public artist who has contributed significantly to public art in Boston and the region over the past decades. In addition, Ross has participated in a number of master planning projects and is a sensitive and adept team player. He is also an experienced teacher at the college level.

5. **Meredith Morten:** A professor of sculpture at Montserrat College of Art and Fulbright Scholarship recipient, Meredith Morten brings the artist's perspective to the panel and is aware of the goals and values of Montserrat and the Beverly community. Her interest in anthropologically based art and the role of art within communities is a special strength.
6. **Carol Seitchik:** An active member of the Beverly community, Carol Seitchik is an experienced curator, arts consultant, a curator of public art, and a poet. Her knowledge of the community and the increasing role of the arts are key attributes.
7. **Tyra Sidberry:** For many years the Director of the Inclusion Initiative under the auspices of Third Sector New England, Tyra has also spent decades working with public art organizations and developing a keen understanding of the role of public art within communities. A board member of UrbanArts and an advisor to Fund for the Arts at the New England Foundation for the Arts, Tyra has for 30 years integrated her commitment to socially responsible nonprofit management with her knowledge of public art.

For the proposal development phase the artist/design teams were given an honorarium to help support their work in the second stage. The three finalists selected to the second stage included the following nationally recognized artists:

- Harries/Heder Collaborative, Cambridge, MA
- Donald Lipski, Amagansett, NY
- Anna Schuleit Haber, Brooklyn, NY

Selections from the personal statements of each artist are presented below.

From Harries/Heder Collaborative:

We use our public art projects as urban design catalysts. They can be the energizers of urban revitalization. In



Lajos Heder and Mags Harries

the Beverly Cultural District our work will help focus the impact of the evolving cultural facilities and draw this out into the key public spaces of the city center. We will help integrate this community energy with the historic town pattern.

From Donald Lipski:

I aim to create artworks that are dynamic, surprising, thoughtful and engaging. Sculptures that challenge people and encourage discussion have the most likelihood of withstanding the test of time, of becoming landmarks and touchstones for the community. I always hope that my work speaks to everyone.



Donald Lipski

From Anna Shuleit Haber:

My work as a practicing artist lies at the intersection of art, architecture, history, science, and community. My projects have ranged from small-scale room installations made with paint, to large-scale projects using extensive sound systems, thousands of flowers, live sod, mirrors, telephones, bodies of water, and now, neuroscience technologies. In all my work I have immensely enjoyed crossing into neighboring disciplines and finding unlikely collaborators to define a shared sense of curiosity, engagement, and play. I have worked closely together with students, nurses, patients, doctors, state agency officials, scientists, sociologists, historians, dancers, musicians, and children.



Anna Shuleit Haber

C: Preliminary Results

The jury interviewed the three finalists as they presented their concept plans on May 20, 2013. Following are brief descriptions of the three proposals:

Harries / Heder Collaborative: Beverly Reflected

The team proposed the installation of three significant pieces at three sites framing the central area of the designated Cultural District. In addition, design elements that evoke the look and feel of the three primary pieces could signify the locations of important cultural sites along Cabot Street and some cross streets. This installation of cultural markers could evolve and expand over time. The three installation pieces would focus on reflecting the downtown area in different ways, celebrating its present, past and future and using both light and sound.



Proposed design for "Invitation"
Rendering courtesy of Harries / Heder
Collaborative



Proposed design for "Conversation"
Rendering courtesy of Harries / Heder
Collaborative

- "Invitation," located at Winter and Cabot Streets, would be a marker for the whole city, sounding bell chimes intermittently throughout the day.
- "Conversation," located in Ellis Square, would be a community gathering and connection space in which bell chimes will be accompanied by sounds of Beverly's history and culture. This installation might draw on writings of local historical figures, poets in the area, winners of the library's yearly teen poetry contest, and local choruses, for example.
- "Solo," located in the Beverly Commons, would be a personal space for one. In this location, sounds of the ocean, which is nearby but invisible from the Cultural District, will greet the visitor seated within the structure.

These pieces would reflect different aspects of Beverly's culture: how that culture is seen by visitors, how it connects the city's various communities and what it provides for the individuals living, studying or working there. The sculptural piece at each site would be constructed of welded steel, which would frame glass panels. Each panel would consist of a prismatic sheet layered with tempered glass, reflecting colorful shafts of light onto the ground that change as the sun moves. A single bright color would ensure the pieces have a unified presence and are perceived as a single artwork throughout

the Cultural District. At the same time, this sculptural language would allow the possibility of expansion and evolution to other parts of the cultural district.

Donald Lipski: The Steeple Project

Beverly’s skyline is dotted with steeples, towers and cupolas. These form the basis for the artist’s proposal. He offered two concepts: 1) A vertical steeple that shimmers in the breeze, and 2) a “bouquet” of steeples, cupolas and towers. Within the conceptual framework of each of these, there are an infinite number of possibilities and variations. The artist proposed using this opportunity to engage the pool of creative talent that is the student body at Montserrat College of Art by incorporating the design of the piece into the curriculum in whatever way might make sense; a seminar, a senior project, and so forth. Either project could be located at many different sites within the Cultural District. These discussions would involve not only the artist and students, but would bring in design, planning and civic professionals. The entire process would be a fast-track education in the complete process of Public Art – from the artistic concerns of concept and design, materials and fabrication, through the cold facts of budget, engineering and communications.

Anna Schuleit Haber: The Beverly Oracle (Ghost in the Machine: Ancient Oracle Returns at Dawn of Digital Era)

The artist proposes an interactive highly visible public art project, with focal points at five key locations within the designated Cultural District. The heart of the project will be located at the Beverly Commons. It will be a freestanding ground level, single-room structure with a roof and tall glass windows that contains The Beverly Oracle. The proposal for the Beverly Oracle comes from the artist’s wish to create a work of art that is both completely visual and interactive. Something to see and something to engage:

Visitors will enter the oracle’s glass structure and sit in a specially designed smart chair that will read their unique physiological characteristics. During each session the glass walls of the oracle turn opaque. The visitor asks a question, to which the oracle provides an answer by combining a series of drawings and words that will come to life on the walls of the enclosure. The oracle will give each visitor a unique answer that is connected to his or



*Proposed design for “Solo”
Rendering courtesy of Harries / Heder
Collaborative*

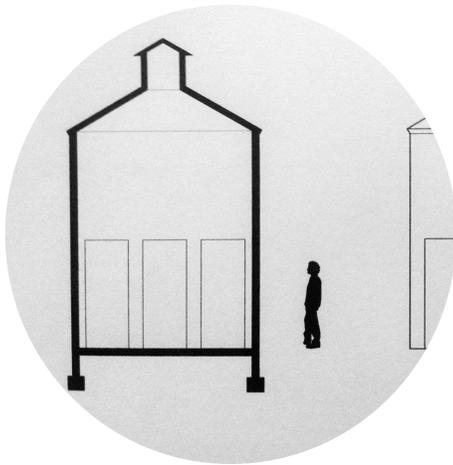


*Proposed design for shimmering steeple
Rendering courtesy of Donald Lipski*

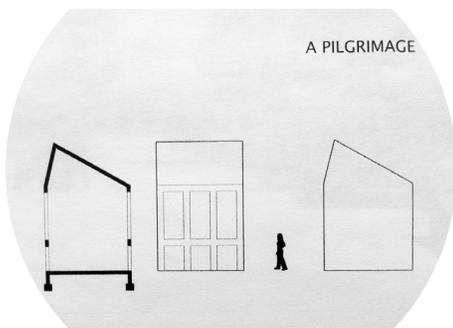


*Proposed design for Steeple Bouquet
Rendering courtesy of Donald Lipski*

her state of being upon taking a seat in the chair. The idea for The Beverly Oracle is based on the ancient Oracle of Delphi, which was considered a portal through which the gods spoke to mortals. For hundreds of years Delphi was consulted by pilgrims who sought answers and advice.



*Design alternative for Oracle pavilion
Drawing courtesy of Anna Schuleit
Haber*



*Design alternative for Oracle pavilion
Drawing courtesy of Anna Schuleit
Haber*

The jury-selected winner of the competition is Anna Schuleit Haber. She was selected unanimously by the jury following an unusually imaginative and brilliantly articulated proposal presentation. The jury was impressed with the creativity underlying the artist's vision and its ability to connect Beverly to the wider cultural community by soliciting the first 500 answers from the nation's leading poets and writers through her own pilgrimage to visit each one. They were also impressed with her desire to connect Beverly to the ancient cultural history (referencing the Oracle of Delphi) and to the contemporary world of digital technologies through the design and execution of the Oracle. The jury's reaction can be summarized by the following quote:

"Truly outstanding, visionary project that will push the public art dialogue forward. Anna's work will have magical power and attract people to Beverly."

In addition, the jury felt she offered the strongest choice for the "artist in residence" option offered at Montserrat College of Art. The details of the residency and its duration will be part of the contract signed with the artist. The general timeline for the residency will span the 2013-14 academic year and possibly extend into the 2014-2015 period, as well.

The project provided funds for the selection of the winning artist/artist team and the development of the initial design of the public art component. A second phase, for which separate funds will be raised, will take the project through final design, fabrication and implementation.

D. Jury's Final Recommendation and Current Status

VI. IMPLEMENTING THE CULTURAL DISTRICT



Rendering of a cultural district gateway north of the Cabot Street Cinema showing outdoor dining and entertainment. Image courtesy of Joe Zelloe, Zelloe+Weaver Architects, LLC.

What shall we do tonight? Want to drive into Boston? Wait, there's so much happening in downtown Beverly. What's happening in the cultural district? Where shall we go? Let's grab dinner and listen to some jazz. Or shall we check out the opening at the new art gallery? There's a play at the theatre that got rave reviews. But I need to do some shopping. The crafts fair is this week, and tonight the stores are all open until 9:00 PM. Oh, have you seen the latest art installation? What about the poetry reading? How about just going for a walk along the waterfront before dinner and then hitting one of the new shows? There's so much to do...so many choices.

That's the buzz the cultural district generates. A cultural district is more than an outline drawn on a map or a series of banners or signs marking the district. It is more than a boast from the Chamber of Commerce or public officials saying "come visit our district." A vibrant cultural district has a distinct identity and a sense of place. You know when you arrive and you know when you leave. A successful district has a palpable feel of creative energy, activity, and a place to sit and enjoy the overall environment. It should draw residents and tourists of all ages and have enough variety so you want to return again and again.

A cultural district will offer cultural programming and events that highlight the talent, energy and resources of the region. Often districts coordinate cultural offerings with the business enterprises within the district in complementary or unusual ways, as described in this report. The district can be a draw or incentive for visitors to participate in cultural venues or activities or business enterprises outside the district when their work is highlighted as part of ongoing programming or events. The Commonwealth of Massachusetts currently has fourteen cultural districts, with more being designated each year. To become a tourist destination, it is imperative that Beverly's district reflect the unique qualities, resources and characteristics of the area and not become a "cookie cutter" copy of just any other district.

A: Creating a Cultural Vision

Signs of Success

To be successful, the cultural district must be managed by an experienced and creative leader who is able to coalesce multiple partners, cultural organizations, businesses, government, non-profit organizations, and individuals who can participate effectively in the success of the district. Coordination among all these groups is essential to bring their resources, talents, energy and ideas into the creation of the district with ongoing programming, special events, marketing, and funding so necessary for success.

Beverly is fortunate that the district offers a number of draws for people to visit in the evening, such as restaurants, theaters, and venues for music and shopping. To the extent that more businesses are able to open at consistent hours in the early evening and cultural events are programmed at those times, the activity level and economic impact can only increase. Adding more mixed-use projects that encourage downtown residential living and artist studio space or live/work space will also enliven the district.

In creating a vision for the district, defining how to measure or recognize success is important. The Advisory Team to the Beverly Cultural District Team posed the following responses when asked the question of “How do you know the cultural district will be a success?” A highlight of responses follows:

An Established Reputation:

I think the district will be a success when I hear about it from another city.

The cultural district has a reputation for great events and good design. It will be known for great design in architecture, interior design, graphic design, web design, video games, new media, illustration, and an integration of many design fields and design-related businesses all over the district.

More Visitors and Residents Present Downtown:

I will see more people choosing to spend more time here in the downtown.

I will see increased business in restaurants and



*Musicians playing during Jacksonville's Art Walk event.
Image courtesy of Rob Bixby*

stores.

We will see constant street performers with so much energy and lots of people.

New Cultural Programming and More Diverse Business Mix:

There will be more entertainment, public community events, music, and dance.

Restaurants will have new art exhibitions every month. The theaters will offer active, regular programming such as comedy, jazz, theater, and movies.

More shopping opportunities will be available downtown including creative stores that offer unique products and services. Then after a whole day of shopping we can go out to eat with lots of choices such as food trucks or kiosks, bars and restaurants with music, poetry readings, open-mike nights, and other types of entertainment.

Increased Demand for Artist Studios and Artist Live/Work Space:

We will have to buy another building to accommodate more artists' studios and there will be more artist live/work spaces in the area.

A Self-Sustaining Organization:

The district will have systems that are self-reinforcing and sustainable with volunteers, events, advertising, public relations, and an active web site.

A Flagship Destination:

There is a "crown jewel" or a flagship as a draw, a physical space, and a destination for people to gather, communicate, celebrate, and view what is going on in the district.

Given the proliferation of cultural districts around the state and around the country, it is essential that Beverly's cultural district have a unique identity and marketing plan. Creating a marketing plan is not part of the scope of this planning effort, but a few key points are emphasized below.

Most of the designated cultural districts in Massachusetts are known by their geographic location (e.g. Fenway Cultural District, Concord Center Cultural District, or the Rockport Cultural District). A few use their name to highlight salient features of the district such as the Glass Town Cultural District in Sandwich or Lowell's Canalway District. Beverly might consider emphasizing historic or cultural attributes or perhaps letting the new public art installation of The Beverly Oracle serve as the inspiration for naming the district once it is installed. A unique name is not required for success of the district but it could help capture the public's imagination and interest in the area and be helpful as a marketing tool.

The cultural district should have a unique graphic identity that is used on marketing materials, advertisements, programs, the web site, and any signs or banners that highlight the district. The Massachusetts Cultural Council requires that a standard format be used as directional signage for roadway markers entering the district, but that does not preclude the district from having its own unique graphic identity for other purposes.

A coordinated web site listing cultural programming activities, businesses and artistic ventures in the district, and links to relevant cultural organizations in the area is the key to a vibrant district. This web site could be coordinated by Beverly Main Streets as the managing partner for the district or contracted out to one of the partner organizations that has the capacity and resources to oversee this task. The web site should be dynamic, offer incentives for checking in regularly, and represent the artistic and creative industry talents in the downtown. It would also be a useful mechanism to elicit feed-back and ideas from people on what they would like to see in the district and to share highlights of current and future activities. The Beverly Oracle will also have a web site affiliated with the district (www.beverly-oracle.org) that will be a draw for visitors and to the district that should be coordinated with the web sites for the cultural district partners.

Other social media offers inexpensive and immediate opportunities for marketing and outreach. Many small

B: Identity and Marketing of the Cultural District



Lowell's Canalway Cultural District is named for its iconic canals. Image courtesy of Curran Kelleher.



The HyArts Cultural District in Hyannis has a distinctive web presence. Image courtesy of HyArts.



*Philadelphia's First Friday events draw large crowds to galleries and restaurants.
Image courtesy of B. Krist, GPTMC*

businesses increasingly are relying solely on social media instead of expensive print and radio or TV advertising and find success with this approach.

Other online resources can also strengthen the identity of the cultural district and its reputation for supporting artists. A number of Beverly residents currently sell creative goods through Etsy.com, the online marketplace for handmade items. In addition, three Etsy teams represent Etsy sellers from the North Shore. Cape Ann Etsy has 71 members who must be residents of Cape Ann; Salem Massachusetts Etsians features 82 members from communities along the North Shore; and the Montserrat College of Art Etsy team is home to 57 members who must be affiliates of the College. These teams can convene local events and activities, which could be hosted by the cultural district. The district organizers can also help connect aspiring creative entrepreneurs to develop their own Etsy shops.

Local, state and regional resources are also strategic partners for marketing and dissemination. The Massachusetts Office of Travel and Tourism (MOTT) works closely with the Massachusetts Cultural Council to advise and help market MCC-designated cultural districts around the state. Examples of MOTT's marketing efforts include posting information about cultural districts on their consumer and travel industry sections of their web site and arts and history e-newsletters and meeting individually with cultural organizations and businesses on how to market offerings to domestic and international visitors. The Beverly Chamber of Commerce, North Shore Chamber of Commerce, North of Boston Convention and Visitors Bureau, the Creative Economy Association of the North Shore, the New England Foundation for the Arts, the Massachusetts Cultural Council, and other such agencies are just a few of the many resources that have active web sites, targeted audiences, and a diverse group of people interested in the type of activities and resources available in an vibrant cultural district such as the one proposed for Beverly.



*Somerville's Fluff Festival celebrates a unique aspect of the city's history.
Image courtesy of Fluff Festival*

The multiple partners and collaborators essential for the success of the cultural district can also play vital roles in planning and marketing events, cultural activities, and business enterprises in the area, including regular "themed" activities that are sponsored with the unique focus and specialties of each partner in mind. Some districts focus on centralizing themes such as national holidays, unique points

of local historical pride, events marking the beginning or ending of an academic year, or specific marketing ideas such as “50 Holiday gifts under \$50” or monthly events such as “First Mondays” or “First Thursdays” when shops are open late and special cultural events are held in multiple venues and outdoors. Beverly has just begun such a program in the burgeoning cultural district.

One of the most successful and unusual themed events is the annual “Fluff Festival” held in Union Square in Somerville, co-sponsored by Union Square Main Streets and ArtsUnion, in partnership with the City of Somerville. This festival honors Archibald Query, the inventor of the famous marshmallow Fluff in Union Square in 1917. An entire array of activities occurs, drawing close to 10,000 visitors. For more information, see their web site at: <https://unionsquaremain.org/fluff-festival/fluff-festival-basics/>. Themes that are especially relevant to the unique artistic, cultural or creative business enterprises in the district would be most effective and serve as a draw to residents and tourists alike.

Micro-grants are another tool that can spur creative new ideas for events and cultural programming within the district. Offering small competitive grants for new art and cultural projects and events that help activate the cultural district can leverage the energy and resources of Beverly’s cultural community and provide opportunities for artists and creative enterprises to increase their visibility. Somerville provides an example of a successful micro-grant program. The Somerville Arts Council funds artist fellowships, art projects, and education projects through their Local Cultural Council Grant program, which offers grants ranging from \$250 to \$1500 to winning proposals. For more information, please visit the Somerville Arts Council grants webpage at <http://www.somervilleartscouncil.org/grants/>.

The responsibility for managing, organizing, coordinating, and marketing the cultural district and its various activities should be located within one entity that is identifiable and known to participants as a place to go for information, ideas, and action. This entity should function as a centralized location for communication, coordination and outreach and to assist with programming, cultural events, and coordination with the business community in concert with other relevant organizations and agencies. It should not try to duplicate existing resources and organizations but rather work hand-in-hand to make them more effective within the goals of the cultural district. Ideally it should have a structure that can be nimble and take advantage of opportunities and new ideas in a flexible yet thoughtful manner.

Beverly is fortunate to have a number of organizations that have been quite involved and supportive of the cultural district planning process, most specifically Montserrat College of Art, Beverly Main Streets, and the City of Beverly. These organizations work well collaboratively and have a strong history of supporting each other’s programs and activities to mutual benefit. In other communities a non-profit is established specifically to coordinate the activities

C: Managing the District and Potential Roles

of the arts and cultural district. Given the proven track record of existing entities in Beverly and their active involvement and support of the cultural district, that route is not recommended at this time for the district. The start-up costs of operation, staffing, management and oversight would not be necessary in Beverly's situation.

Beverly Main Streets has a strong relationship with existing businesses downtown, has a track record of marketing and program development, and is expanding its work in art and design. The staff is lean and resources are limited but their impact is significant.

Montserrat College of Art is located within the downtown at the center of the proposed district, has access to more resources and fund-raising potential, and has a larger base of staff and administrative support. The College has also been a key player in the creation of the cultural district.

The City of Beverly is involved in extensive physical improvements to the downtown and surrounding area and has been a strong supporter of the cultural district planning. The staff wear many hats, and the flexibility to fund and manage new initiatives and programs may be more constrained. Due to government requirements, the City may not have as much fluidity in managing and operating cultural programs or events in the same way a non-profit organization could function, although several cultural districts are effectively managed within the organizational auspices of a city or town. In addition, the current Mayor will not be running for re-election due to term limits so there is some uncertainty on how that office will be structured in the future. In any event the City would likely continue to play essential roles in coordination with city departments such as the Mayor's Office and the Departments of Parks and Recreation, Public Services, Planning, Building, and Schools.

Given these factors, Beverly Main Streets is recommended as the organizing entity for the cultural district in close partnership with Montserrat College of Art and the City of Beverly. Coordination of cultural programming, special events with the business community, and other opportunities with creative enterprises will be done by Beverly Main Streets with active participation by the College and other relevant partners. The implementation of the public art competition work will be managed and funded by Montserrat College of Art. The public works, transportation, related planning, and other such tasks necessary for the district will be coordinated by the City of Beverly as appropriate within their municipal functions. Various roles and responsibilities are suggested further in this chapter.

A Cultural District Advisory Team representing a cross-section of the talents and interests in Beverly should be created to help implement the cultural district. This group could consist of representatives of the following entities, at a minimum: Montserrat College of Art, Beverly Main Streets, City of Beverly, Beverly Cultural Council, artists (such as visual, literary, and/or performance) in the area, businesses located in the district, and residents. Beverly's downtown is also host to a number of churches, restaurants, institutions such as the YMCA and the public library that offer active programming. Some of these organizations may be helpful members of the Cultural District Advisory Team, as well. In addition, representation from groups located outside of the cultural district could also be considered, such as from Porter Mills (already represented on the existing Advisory Team), the Cummings Center, or other potential strategic partners.

Typical roles and responsibilities for managing and coordinating a cultural district are summarized on the following page. This chart could be used by the organizing entity as they consider various roles and responsibilities and ways to organize and coordinate various tasks.

Roles and Responsibilities for the Cultural District Entity	
Responsibility	Notes
Role 1: Coordination of the District	
Beverly Main Streets in partnership with Montserrat College of Art, City of Beverly, Advisory Board and other partners	Requires ongoing communication and updating of responsibilities
Role 2: Implementation of Public Art	
<p>Montserrat College of Art with funding sources as listed in this report. City of Beverly for necessary site improvements for public spaces.</p> <p>Involvement of participating poets and writers, residents of Beverly, students of Montserrat College of Art, technology experts, and participants in the Beverly Oracle.</p>	Details of Beverly Oracle project to be determined through visiting artist residency at Montserrat College, travel to poets and writers in the US by artist Anna Schuleit Haber. Close coordination with technology experts, artist, participants in creating Oracle responses, and community is essential.
Role 3: Cultural Programming	
Beverly Main Streets in partnership with Advisory Board and other partners as listed elsewhere. Strong outreach to cultural organizations in the region to bring events into the district for visibility and impact. Consider implementing micro-grant program for cultural programming.	Regular schedule of recurring events offers regular destination incentives. Special programming offers impact for unique events with periodic larger impact. Micro-grants can encourage Beverly’s creative community to help develop new programming.
Role 4: Creative Business Enterprise Activities and Events	
Coordination by Beverly Main Streets in partnership with area businesses and entrepreneurs. Creative Economy Assn of the North Shore could help share information and ideas.	Coordinating cultural events with business enterprises gives greater impact and economic potential.
Role 5: Site Design, Streetscape Improvements, and Wayfinding in District and Key Sites	
City of Beverly in partnership with Beverly Main Streets on selected projects. Mass. Department of Transportation will help with sign placement on state road or highways directing people to the district.	Site and streetscape improvements should recognize opportunities to give more visual identity to the district.
Role 6: Funding and Managing Entity and Relevant Events	
Beverly Main Streets, participating businesses and cultural entities, Advisory Board, foundations, and potential income-producing events.	Need to carefully assess opportunities for income-generation and sponsor events that bring revenue to participating businesses or cultural organizations through increased visitation and value of marketing or purchase of goods.

Roles and Responsibilities for the Cultural District Entity	
Responsibility	Notes
Role 7: Marketing and Web Presence	
Beverly Main Streets in partnership with other business and cultural entities. Creative Economy Association of the North Shore Mass. and Mass. Office of Travel and Tourism will post information on their web sites and publications and offer technical assistance on marketing to domestic and international visitors. The New England Foundation for the Arts' new website to be called CreativeGround will offer ways to identify artists, creative businesses, arts organizations, and performing arts and their activities.	Coordinated web site to advertise events and the districts with links to other relevant entities is essential. Also coordinate web site with participating partners and Oracle web site at www.beverly-oracle.org .
Role 8: Coordination with Other Cultural Districts	
Beverly Main Streets with Mass. Cultural Council and other districts in the state, other successful districts. Americans for the Arts and New England Foundation for the Arts can help identify good sources.	With the proliferation of other cultural districts around the country, many lessons have been learned. No reason to reinvent the wheel but try to adapt good ideas that may work in Beverly.
Role 9: Evaluation of Programming, Management, and Economic Impact	
Beverly Main Streets with Advisory Board and other partners. Regular surveys and feed-back from participants after key events. Possible outside evaluator. NEFA's CultureCount program offers a database for tracking and assessing cultural and economic impact. NEFA can also provide parameters for assessment based on previous studies.	Important to assess what is working and what can be improved as the district gets off the ground and programs are launched. Measuring economic impact will provide valuable data for future funding requests and to capture the commitment of businesses and civic leaders.

Suggested phasing and timeframe of the key steps for implementation of Beverly's cultural district are presented below.

PHASING OF KEY STEPS FOR IMPLEMENTATION OF THE CULTURAL DISTRICT				
ACTIVITY	IMMEDIATE (next 12-18 months)	SHORT TERM TASKS (1.5-3 YEARS)	MEDIUM TERM TASKS (3-5 years)	LONG TERM TASKS (5-20 years)
District Management and Coordination	Establish cultural district office within Beverly Main Streets. Convene Advisory/Outreach Board.	Ongoing	Ongoing	Ongoing

PHASING OF KEY STEPS FOR IMPLEMENTATION OF THE CULTURAL DISTRICT				
ACTIVITY	IMMEDIATE (next 12-18 months)	SHORT TERM TASKS (1.5-3 YEARS)	MEDIUM TERM TASKS (3-5 years)	LONG TERM TASKS (5-20 years)
Cultural Programming	Outreach to cultural organizations in the region to bring existing events into the district for visibility and impact.	Institute micro-grant program to encourage public development of new cultural programming. Provide support to existing programming to facilitate growth and success (e.g. Film Festival, Art Walk, Poetry Tour). Identify and begin signature events for district.	Identify and promote one to three signature events to strengthen the identity and brand of the cultural district and have the potential to raise funds to support the district's operations.	Continue to promote a few large events with micro-grants to encourage smaller and innovative new programming within the district. Develop programming strategy to ensure that events and activities enliven the district without unduly impinging on business operations and traffic movement.
Branding and Marketing	Develop initial identity for district based on existing cultural assets and institutions. Apply to Massachusetts Cultural Council for Cultural District designation.	Execute initial marketing approach with district implementation. Coordinate outreach and marketing with strategic partners in the region.	After opening of Beverly Oracle, integrate Oracle into marketing and branding strategy. Coordinate marketing of Oracle with district marketing activities.	Continue marketing of and outreach for the district.
Public Art Development and Management	Finalize artist contract and coordinate residency. Working with Montserrat College, support Anna Schuleit Haber in maintaining integrity of her vision in final design plans and downtown.	Coordinate implementation and promotion of public art design plans in keeping with artist vision and Beverly context.	Develop long-term strategy for the growth of public art within the cultural district to complement the district and the Oracle installation. Integrate Beverly Oracle into the image and activities of the cultural district.	Implement long-term public art plan and maintenance/ updating of Beverly Oracle installation.

PHASING OF KEY STEPS FOR IMPLEMENTATION OF THE CULTURAL DISTRICT				
ACTIVITY	IMMEDIATE (next 12-18 months)	SHORT TERM TASKS (1.5-3 YEARS)	MEDIUM TERM TASKS (3-5 years)	LONG TERM TASKS (5-20 years)
Fundraising	Fundraising for additional staff to manage district operations. Montserrat leads fundraising for artist residency and implementation of public art design.	Cultivate relationships with potential funders. Raise money to support micro-grants and other district priorities.	Continue to cultivate relationships with foundations as well as local businesses as a base of support for cultural district.	Fund-raising as required and strengthen strategy for financial sustainability of the cultural district
Physical Improvements	Coordinate with existing improvement projects to ensure they complement the cultural district.	Confirm site improvements that may be necessary for Beverly Oracle. Support and advise efforts to improve connection between Rantoul Street and Cabot Street along Broadway. Advise Ellis Square improvements to complement district goals.	Prioritize physical improvements and urban design needs for district and work with City of Beverly on implementation.	Implement physical improvements to district in coordination with City of Beverly.
Collaboration	Convene cultural organizations and cultural producers in focus groups to identify opportunities for coordination and collaboration. Work with businesses and creative enterprises, civic and community groups to target opportunities for the district.	Create networking opportunities for Beverly cultural actors and creative enterprises. Maintain and expand network of actors and organizations through social media, communication, and events.	Evaluate the needs of Beverly's cultural producers, organizations, and creative enterprises and the cultural district's role in supporting Beverly's creative economy. Identify new opportunities for district to support cultural activity in Beverly.	Continue coordination and deepen partnerships to secure long-term collaborations while encouraging new partnerships and innovative programs.

The success of the cultural district will depend on the integration and strength of partnerships among the city's cultural assets. Opportunities for interaction can range from relatively simple to more complex. The district can develop regular events, such as First Thursdays, that match visual and performance artists with venues – such as local businesses –

in which to present their work. Coupons could also be offered that give discounts at participating stores and venues during these special events to encourage increased visitation. More complex interactions might be those that link creative enterprises such as marketing companies, instrument designers, or film companies to district programming, providing not only work for local creative businesses but also increasing the visibility of local companies.

An example of this interaction might be to connect musical instrument designers with students studying musical performance (or possibly with Endicott College, Berklee Music School students or the New England Conservatory) to feature instruments in performances in cultural district venues.

Resources for identifying artists and creative businesses in New England are already available through two organizations. The Creative Economy Association of the North Shore is an emerging advocacy organization created of members who promote creative economic development on the North Shore. Its focus is on networking and collaboration among members, research and programs related to creative enterprises, and promoting creative economy businesses to open on the North Shore. Members include people and organizations working in the following fields: architecture, advertising, art, business consulting, design, education, engineering, film, gaming, historic preservation, marketing, museums, music, performing arts, photography, public relations, publishing, radio and television, and software and web development. Many of these industries could offer technical services, cultural programming, and business enterprise opportunities in the cultural district.

The New England Foundation for the Arts is integrating its CultureCount resource data base with its previous MatchBook.org website that focuses on the performing arts. This new resource will be called CreativeGround and can serve as a source for data and making connections with cultural and business activities. The site can provide data to measure the impact of cultural organizations in Beverly as a baseline for evaluation of impact. It also offers a comprehensive directory of cultural non-profits, creative businesses and individual artists in New England.

These organizations can fuel the district's ability to build connections among Beverly's businesses and artists through programming. It is essential that event programming is authentic and reflects the character and interests of the greater Beverly community. District programming should build on the creative ideas forwarded in the 2010 Beverly Main Streets strategic plan such as activating the public realm and commercial storefronts with entertainment uses in storefronts and coordinating among local businesses and colleges for internship programs in creative enterprises.

One way to facilitate the district in identifying additional opportunities for interaction, is by convening the various individuals and organizations in Beverly that can help bring the district to life. Using the complete list of cultural assets and enterprises found in Appendix Two as a starting point, Beverly Main Streets and its partners can lead brainstorming sessions that help participants identify how they can contribute to the success of the district. The worksheet on the following pages provides a starting point for organizations to identify what contributions they might make to the district and what new partnerships they might forge

D: Opportunities for Interaction

PROPOSED CULTURAL DISTRICT: Potential Synergies Among Cultural Assets

ASSET CATEGORIES (Number of Assets in Beverly)	Cultural Activity	Coordinated Retail	Marketing	Ads and Web Design	Networking	Technical Assistance	Other
Artist Groups (23)							
Arts and Cultural Events (13)							
Art Education Organizations (9)							
Museums, Libraries, Galleries, Theaters (17)							
Parks and Open Space (within 1 mile of district) (13)							
Public Art (including statues, monuments and murals) (8)							
Artist Live/Work Space (1)							
Arts-related Retail and Service (e.g. pottery studio, production studio, printmaking shop) (11)							

ASSET CATEGORIES (Number of Assets in Beverly)	Cultural Activity	Coordinated Retail	Marketing	Ads and Web Design	Networking	Technical Assistance	Other
Restaurants and Entertainment Businesses (26)							
Other Cabot Street Businesses and Storefronts (30)							
Historic Buildings and Places (18)							
Churches (8)							
Civic Organizations / Government Entities (12)							
Creative Enterprises (including marketing and design firms and legal, technical, and financial services for the arts) (45)							
Media Outlets (3)							

across Beverly's cultural assets. Brainstorming sessions might bring together different venues and give them opportunities to identify what kinds of events they might be able to host. Examples of questions they could respond to include:

- 1) How much space do you have?
- 2) How many people can you accommodate?
- 3) Do you have any audio/visual equipment?
- 4) How could hosting arts and cultural activities benefit your organization?
- 5) What are some new ideas that might take advantage of the creative enterprises and activity in the district?
- 6) What advice would you give the organization running the district in terms of engaging with your organization?

Another event might bring together artists and artist groups. Examples of questions that might be posed to this group include:

- 1) What existing cultural events could be brought into the district in whole or in part?
- 2) What kinds of venues do you need/might work for what you do?
- 3) How could your cultural activities support and expand existing events and activity within the district?
- 4) What needs do you have for performance and/or display of your art?
- 5) What are some new ideas that might take advantage of the creative enterprises in the district?
- 6) What advice would you give the organization running the district in terms of engaging with your organization?

Finally, an event could bring in creative enterprises, including those that provide more supportive services to artists and cultural producers. These groups might be asked about what they would like to contribute to the district and ideas they have for new events and programming. In addition, specific questions could include:

- 1) What expertise in marketing/web presence do you offer that could be shared with groups that want to learn more?
- 2) How can the cultural district improve the visibility of your enterprise?
- 3) What resources do you need to grow and be more successful?
- 4) What advice would you give the organization running the district in terms of engaging with your organization?

The diverse array of designated cultural districts in Massachusetts and nationally offers tangible information and experience for creation of a district in Beverly. The HyArts Cultural District in Barnstable, for example, offers local art work and unique shops in its “Harbor Shanties,” outdoor activities, a Kennedy Legacy Trail, and a Tuesday night concert series sponsored by Citizens Bank, among other events. Lowell’s Canalway District takes advantage of the city’s system of canals, waterway activities, and the Lowell National Historic Park. Seven large annual festivals encourage active visitation to the district. The Upstreet Cultural District in Pittsfield features 50 restaurants, wine bars and cafes, numerous performing, literary arts, and cultural activities, and a busy calendar of cultural events. A more complete summary of the cultural districts and their activities is presented in Appendix Four of this report, taken from the web site of the Massachusetts Cultural Council. This website also offers a helpful listing of relevant reports and information related to cultural districts:

http://www.massculturalcouncil.org/services/cultural_districts.asp

With the completion of this plan for Beverly’s cultural district, the City and program partners are well positioned to apply to the Massachusetts Cultural Council to receive state designation as a cultural district. Part of the state legislation creating this initiative is summarized below:

Section 58A. (a) The council shall establish criteria and guidelines for state-designated cultural districts. A cultural district shall be a geographical area of a city or town with a concentration of cultural facilities located within it. Cultural districts shall attract artists and cultural enterprises to a community, encourage business and job development, establish tourist destinations, preserve and reuse historic buildings, enhance property values and foster local cultural development.

By receiving this designation, Beverly would be better positioned to apply to several state agencies for programs and services available to cultural districts.

- Massachusetts Office of Business Development
- Department of Housing and Community Development
- Department of Conservation and Recreation
- Massachusetts Cultural Council
- Mass Humanities
- Massachusetts Historical Commission
- Massachusetts Department of Transportation
- Massachusetts Office of Travel and Tourism

In addition, the team organizing and implementing the cultural district would join a network of like-minded individuals and organizations that have valuable experience to share, lessons to learn, and models to explore for Beverly. This opportunity for collaboration and learning has the potential to be one of the

D: Designation as a Cultural District and Learning from other Cultural Districts

most important benefits of being designated by the state as a cultural district.

The application requesting designation by the Massachusetts Cultural Council as a cultural district must be submitted by the Mayor of the City of Beverly in partnership with other organizations and stakeholders, including at least one cultural organization. The entity that manages and implements the district is up to the applicants to determine and does not need to be the municipality but there must be a clear definition of roles of the members of the partnership. The City must hold a public hearing and pass a resolution indicating its commitment to establish the state-designated cultural district. Included in the application requirements is a clearly delineated map of the proposed district, a list of assets, and completion of the on-line application. The application is reviewed by an outside site evaluator who meets with a wide range of constituents in the site visit. The Board of Directors of the Massachusetts Cultural Council then makes the final decision on cultural district designation.

Americans for the Arts recently held a national conference on arts and cultural districts. Leaders involved in arts districts and public art spoke passionately about the impact of cultural districts in their communities and the challenges in making them successful and continually relevant. The closing advice to others attempting such efforts are summarized below:

Change is not a two-year proposition. You need to keep changing to be successful.

Create strong partnerships that will grow with you and help you do your best.

Leverage your audiences. Pool your resources. There is strength in numbers.

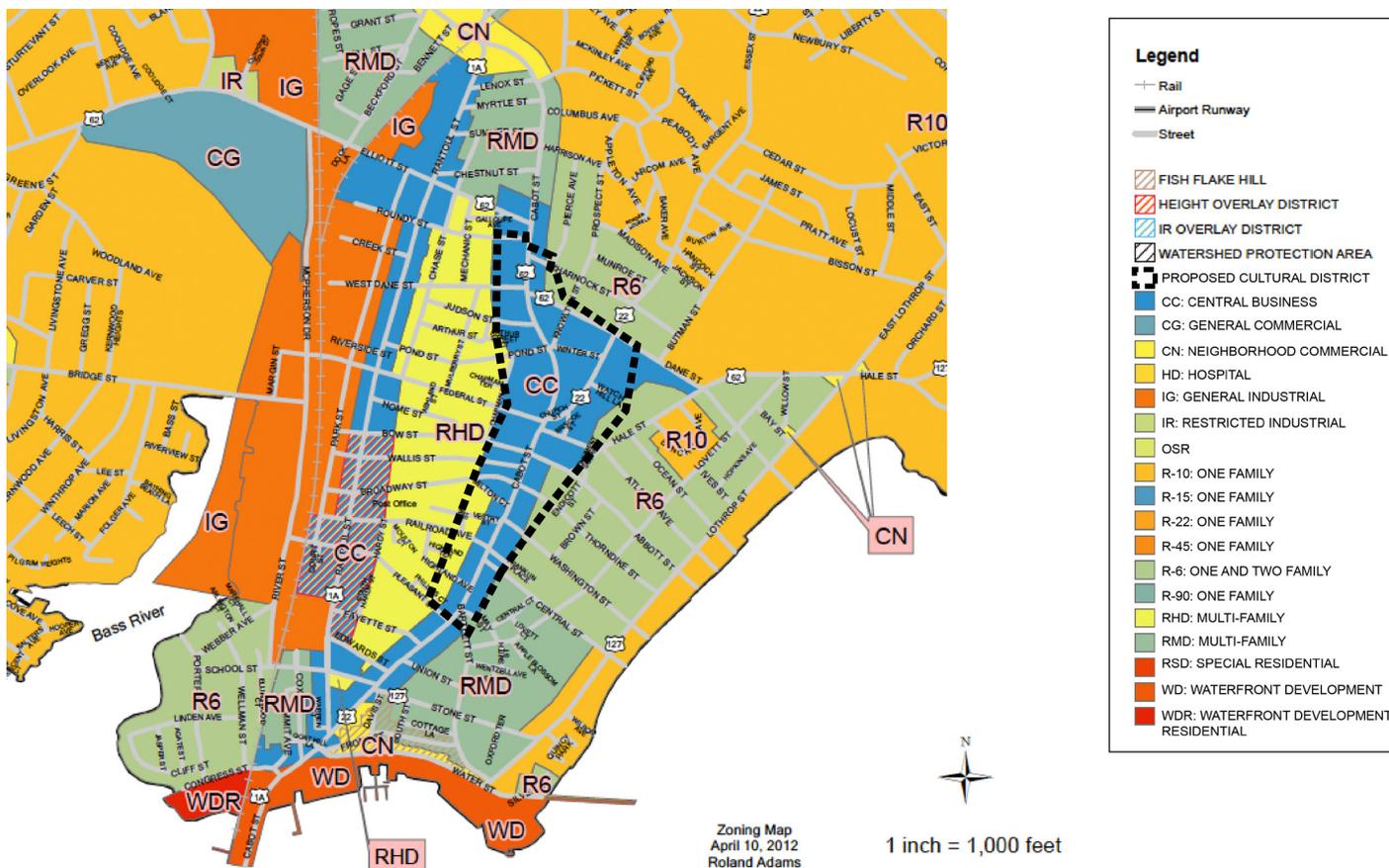
E: Incentives for the District

Financial and regulatory incentives are often applied to cultural districts to ensure that development within the district conforms to the community's vision for a successful district. The two primary mechanisms for incentivizing development are zoning incentives and tax incentives. The relevance of each of these strategies will be explored in greater detail below.

Zoning Incentives

Zoning incentives are generally used as a way to attract new development to the district that is in accordance with a vision and set of goals for its development. Examples of zoning incentives include density bonuses (increased Floor Area Ratio and/or building height maximums), expedited

review processes, and reduced parking requirements for new development of affordable housing for artists and arts-related uses within the district. In addition, zoning overlay districts can be used to focus arts-oriented development in a cultural district by explicitly identifying the arts and cultural uses that can be developed by-right within the overlay district.



Zoning Map for downtown Beverly showing the proposed cultural district boundaries and surrounding zoning districts. Image courtesy of City of Beverly Department of Planning and Development

Density and Dimensional Table for Zoning Districts within and near Proposed Cultural District Boundaries

District	Min. Lot Area	Frontage	Minimum Yards			Max. Height
			Front	Side	Rear	
CC: Central Business	None.	None.	None.	None.	None.	55'
R-6: One and Two Family	6,000 sf + 1,000 additional sf for one additional dwelling unit	65'	20'	10'	25'	35'
RHD: Multi Family	6,000 sf plus 3,000 sf for additional dwelling unit over two	50'	15'	10'; 15' if building over 3 stories	20'	55'

For CC-zoned lots with side and/or rear lot lines abutting residentially-zoned lots, setback and height requirements are the same as that of abutting residential zone.



*Art galleries can be encouraged in cultural districts.
Image courtesy of Montserrat*



*Theatres are another use appropriate for cultural districts.
Image courtesy of Elizabeth Thomson*



*Restaurants like Chianti that provide live entertainment are also appropriate uses.
Image courtesy of Elizabeth Thomson*

In Beverly, the proposed district is currently located within the Central Business District (CC) zone with a few parcels included toward the northeast from Zone R-6, a one- and two-family residential zone, and toward the west from the RHD zone, a multifamily residential zone. Establishing a zoning overlay district that offers incentives for development within the cultural district is challenging because the Central Business District zoning is relatively unrestricted. No minimum lot size, frontage, or set-back restrictions are in place in this zone, and the maximum building height is among the highest in the city at fifty-five feet. In addition, increasing the scale of development above that height would increase the need for off-street parking which could erode the strong physical character of the district.

One benefit to creating a zoning overlay for the cultural district would be to add explicit reference to arts and cultural uses desired within the district and to offer an expedited permitting process and/or reduced parking requirements for new projects that would bring those uses to the district.

Examples of arts and cultural uses not explicitly identified in the Zoning Code as uses permitted by-right in the Central Business District include the following:

- Art gallery
- Art use
- Auditorium
- Cinema
- Concert hall
- Bookstore
- Art supply store
- Museum
- Public art, display space
- Studio, arts
- Studio, production
- Theatre
- Ticket Sales
- Restaurant with live entertainment
- Artist live/work space
- Product development or prototype manufacturing
- Photographer's studio
- Library

Included in this list is artist live/work space, which could provide affordable housing for Beverly artists and help to establish a community of artists engaged with and committed

to the success of the cultural district. However, the larger stock of industrial buildings along the waterfront may offer more flexibility for development of arts production spaces. The cultural district, with its supply of unique historic buildings and relatively small floor plates, may have more success positioning itself as the site of cultural consumption and education. In this case, arts-related retail, gallery spaces, and entertainment venues would be more appropriate uses.

One incentive that the City of Beverly could offer to encourage projects with these uses is an expedited site-plan review process for new projects over 1,000 square feet and projects increasing the gross square footage by over 40% on existing developments over 1,000 square feet in size. In order to preserve the character of the street, these incentives can also be used to encourage the practice of building with a minimal front set-back and providing parking to the side or back of new developments.

Financial Incentives

Tax incentives, similar to those used in Tax Increment Financing districts, can be employed to encourage development of non-profit cultural uses, particularly when the cost to develop the uses exceeds the likely revenue generated by the use. In these districts, the estimated future tax increment can be used to help subsidize current investment in designated areas for specific purposes. Another tax-based financial incentive is similar to the financing of a business improvement district. In this case, tax increments can be added to sales or property taxes at the city, county, or state level. Disbursement is often controlled by a specific agency or organization and can be used to subsidize and encourage the development of cultural and arts-related uses. It is a strategy that can raise significant revenue, but because it adds to the local tax burden, the goals and purpose of the funding must be clear and easily perceptible.

Beverly is just beginning to test the use of Tax Increment Financing in the area surrounding the Beverly Depot to support new transit-oriented development in the downtown. The TIF district is within walking distance of the proposed cultural district but does not include any of the cultural district within its boundaries. Since Beverly is in the midst of this experiment and the goals for the cultural district do not include major capital investment and large-scale development, Community Partners Consultants would not recommend employing a taxation strategy for the cultural district at this time. As the outcomes of the TIF district become clearer over time and if the cultural district establishes a set of goals for capital improvements that require ongoing funding, district leadership may explore this incentive further at a future date.

F: Cost to Implement

The main administrative costs for implementation of the cultural district include the following categories:

- Staffing and consulting or contract services
- Office space and overhead
- Marketing and public relations
- Computers, telecommunications, and related services
- Web-site creation and maintenance
- Cultural programming and special events
- Rental or purchase for equipment needed for special events, such as staging, sound, etc.
- Security and maintenance at special events

The amount of time required of the cultural district coordinator also depends in large part on the level of responsibility assumed for creating and implementing cultural programming. Some cultural districts contract out the running of festivals and special cultural events so they are not overwhelmed with time and expertise demands necessary to create such events successfully. One district has a contractual relationship with a coordinator for special events of \$8,000 per year. In another example, producers of events are paid \$1,500 to \$2,500 to make special events take place. The city covers the cost of the stage and sound since they are already insured for such purposes and the city owns a small portable stage. If that is not available, according to this local district, good sound systems can be rented for approximately \$300 to \$400 per event and staging can be obtained for approximately \$500 to \$600. Periodic markets can become income-producing over time, although it takes a few years for that to be possible. Initially the City charged a \$20 fee for vendors and the city provided tables and chairs for the vendors. As the market has become more successful, they have increased the vendor fee to \$75 and vendors bring their own equipment. The City and the Department of Public Works provide clean-up, trash removal, and security. It takes a few years' experience to create programs that are self-sustaining, so the cultural district will require a subsidy up-front to create solid programs that prove to be successful and self-supporting over time.

While advertising and communication are essential for success, adept use of social media can accomplish a lot with a minimum of cost. An interactive web site is important, and enabling users to post their own events can reduce time necessary for constant updates. Other groups prefer to monitor the listings on their web site to make the listings

more focused to their district's goals. Costs for creating and maintaining a web site vary, but depending on existing infrastructure, people's ability to use the technology, and level of complexity desired, web sites can be created from a low of \$1,000 or less to \$20,000. One active cultural district indicated that their web site was created for \$5,000. Another cultural entity in the process of being designated as a cultural district spent \$20,000 for design of their web site, branding, design of their logo and brochure, and brochure printing. Managers of cultural districts also tap into the calendar of events sponsored by their city governments and use other social media to good effect. Another district indicated that they did not take out any paid ads for a recent big event and got excellent coverage and high visitation using social media, sending out post cards, and putting up posters in key locations. Updating the web site and adept use of social media could be an ideal task for a college intern.

Especially in the first few years of operation, time, effort and resources will be necessary for the management and operations of the cultural district. Staff and contractors' time will be needed for grant writing and organizing fund-raising events. One cultural district spends approximately \$5,000 to \$6,000 for a large gala each year, and that cost assumes that many services are donated in-kind. They also hire marketing and grant writers as consultants to assist with those important tasks on an as-needed basis.

Typically the city government will take responsibility for necessary items such as security, marking off parking or streets temporarily for special events, trash collection and disposal, notifying the public of upcoming events, and other functions that come within the day-to-day operations and oversight of a municipality.

Other municipal improvements to the cultural district could include streetscape improvements that can occur incrementally as maintenance improvements are made to the street and sidewalk. The cultural district and Beverly Main Streets should be active participants in streetscape planning and related improvements in partnership with the City, as has occurred regularly with the collaborative partnership between the City of Beverly and these key players. Funding for improvements may be available through the State Transportation Enhancement Grants. In the meantime, testing of new intersection configurations, especially those at the intersection of Dane and Cabot Streets and Winter and Cabot Streets, can be accomplished at low cost through

the use painted pavements, planters and landscaping, and signage.

The cost for implementation of The Beverly Oracle public art as suggested by the artist Anna Schuleit Haber, winner of the public art design competition, is estimated at \$250,000. Montserrat College of Art made a commitment to take the lead in fundraising to make this public art project a reality. The key components are summarized below:

Component	Estimated Cost
Artist fee	\$50,000
Oracle structure	\$70,000
Smart glass	\$30,000
Software, printer, chair	\$25,000
Frescoes	\$10,000
Four transmission point displays	\$40,000
Travel, documentation, film, website	\$25,000
Total	\$250,000

Cultural districts work best when there is a true spirit of cooperation, collaboration, and shared investment with the City, other cultural organizations, the business sector, non-profit and civic organizations, organizations located within the district such as churches, community initiatives, local and regional media, and other such important resources.

A summary of typical costs for managing a cultural district is presented below. These items are given as a rough estimate of costs and will vary dramatically depending on the existing resources and skills available from the managing entity and the collaborating partners. Since the management and oversight of the cultural district will be placed within an existing organization, administrative costs are reduced. The estimated operating costs for the Beverly cultural district are summarized below, based in part on budget projections provided by Beverly Main Streets.

The cultural district will likely not be self-supporting in the

first few years of operation so dedicated investment and partnership of key organizations, civic entities, businesses and government that will benefit by having a cultural district in the community are essential. The district programming will become more cost-effective over time and certain programs and activities considered most relevant and beneficial to the district will assume a life of their own and become easier to adapt and update with more experience. The economic development impact of increased tourist visitation, cultural activity, and enthusiasm about Beverly and its downtown should not be underestimated.

Summary of Typical Costs for Managing a Cultural District	
Item:	Estimated Cost:
Staffing: <ul style="list-style-type: none"> • Beverly Main Street Director (part-time) • Event, programming and cultural resources database manager (full-time) • Public art coordinator (part-time) • Montserrat College public art oversight • City Community Development staff 	\$120,000 (Includes cash expenses and in-kind contributions)
Office space and overhead	\$750 to \$1,500/month, depending on location, space requirements, lease options and in-kind services.
Marketing, public relations, and grant writing	\$35,000 Depends on level and type of programs and activities generated and existing capabilities of managing entity and program partners. Substantial amount of marketing and P. R. can occur through social media at greatly reduced outlay of cash but does require frequent staff monitoring and update. Grant writing will be an on-going effort.
Overseeing special events	Part of primary responsibility of cultural district staff in partnership with others or can be contracted out on per-event or annual basis (\$1,5000 to \$2,500 per event or annual contract of \$8,000 to more, depending on responsibilities and level of experience).
Computers and web-maintenance	Existing resources may be possible or increased cost of \$1,500 to \$2,200 per staff member plus creating web site of \$1,000 to \$5,000 and up to \$20,000.
Insurance	Varies depending on existing policies, responsibility for special events, and type of insurance required.

Summary of Typical Costs for Managing a Cultural District	
Item:	Estimated Cost:
Maintenance and security of district for set-up, during and after events	Could be conducted in partnership with City's Department of Public Services.
Installation and maintenance of public art	\$250,000 for creation and installation of public art project. On-going maintenance to be determined. Related site improvements may be necessary and implemented by the City.
Landscaping, streetscape improvements, or other enhancements to the district	Will depend on type of improvements recommended. Can occur over time.

G: Potential Sources of Funding

A variety of funding sources are available to fund the various activities imagined for the district. Foundations, public agencies, and corporate giving are all potential avenues that Beverly's cultural district could successfully pursue. A number of organizations have a particular interest in fostering arts and cultural activity around the country, and some focus specifically on supporting arts and cultural activities in the Northeast and Massachusetts. A number of organizations prioritize education in addition to arts and culture, and Montserrat's leadership in the development and implementation of the district will likely make Beverly a more attractive recipient for these grants.

New online resources enable individuals and organizations to solicit funds from the general public for new projects and endeavors. Kickstarter.com has become a popular resource for funding artistic projects by offering small rewards to donors. Initiatives like expanding the Beverly Film Festival or rehabilitating the Cabot Street Cinema might be viable projects for a Kickstarter campaign. GoFundMe.com is another similar resource. Together these might also provide funding to individual artists developing programming within the district. The cultural district and its organizing entity can support these fundraising efforts by providing access to wider networks for these campaigns.

Corporate volunteer programs are another potential resource. These programs can provide specialized expertise as well as grant funds. Kohls Department Store, for example, offers volunteer programs in addition to grant funds in some communities. ArtsQuest in Bethlehem, PA was successful

Summary of Funding Opportunities by Type and Relevance to Beverly Cultural District			
Funder Type	Number Highly Relevant	Number Somewhat Relevant	Total
<i>Foundations</i>	24	20	44
<i>Public Agencies and Institutions</i>	5	2	7
<i>Corporations and Corporate Foundations</i>	4	21	25
TOTAL	33	43	76

in getting the local cable television to become their largest sponsor in return for granting cable television rights to their outdoor performances in the district.

A brief summary table shows some of the variety of organizations that the Beverly cultural district leadership can cultivate as funders. A more comprehensive table of funding sources is also included in Appendix Six.

Funding Source Highlights

Appendix Six provides a preliminary list of potential funding sources to support the cultural district, organized alphabetically. In this section, we highlight a few of the most promising sources in each of the three categories: Private Foundations, Public Agencies, and Corporate Foundations. The funders profiled below have missions and funding priorities most closely aligned with the goals and needs of Beverly's proposed cultural district.

Foundations

The **Kresge Foundation** has recently initiated a new Creative Placemaking grant program that is closely aligned with the goals and intentions of Beverly's proposed cultural district. This program is in its nascent stages and application information is not yet available from the Kresge website. However, its intentions mesh well with the existing partnerships underlying the Beverly cultural district planning process. The program seeks "to make arts and culture as central to discussions of rebuilding and reinvigorating metropolitan



AS220, an arts initiative funded by Kresge Foundation in 2010. Photo courtesy of Elliot Clapp

areas as land use, housing, transportation, economic development and other more traditional disciplines.” (From Kresge website).

Kresge Foundation

3215 W. Big Beaver Road
Troy, Mich. 48084
Telephone: 248-643-9630
FAX: 248-643-0588
Website: kresge.org

Kresge Foundation Arts and Culture Program Area (Creative Placemaking) Team:

Alice L. Carle, Program Director
Regina R. Smith, Senior Program Officer
Helen Davis Johnson, Program Officer
Michelle D. Johnson, Program Associate

The **Boston Foundation**, which includes Beverly within its definition of the Greater Boston Metropolitan Area, has adopted a new Thriving People/Vibrant Places strategic framework, which is a good fit for the goals of the proposed cultural district in Beverly. One of the five objectives within this framework is to “enhance civic and cultural vibrancy in Greater Boston” by “strengthening and celebrating the region’s diverse audiences, artists, and non-profit cultural organizations.” To be eligible for funding from this foundation, all potential applicants are required to complete a profile on the Giving Common website (thegivingcommon.org).

The Boston Foundation

75 Arlington Street, 10th Floor
Boston, MA 02116
Telephone: 617-338-1700
Email: info@tbf.org
Website: www.tbf.org

Art and Culture Program Area Contact:

Javier Torres, Program Officer
Email: Javier.Torres@tbf.org
Telephone: 617-338-4471

Economic Development Program Area Contact:

Jill Lacey Griffin, Program Officer
Email: Jill.Griffin@tbf.org
Telephone: 617-338-4117

The **Lynch Foundation** is a family foundation established in 1988 that provides support to Massachusetts programs “with an emphasis on education; culture and historic preservation; healthcare and medical research; and religious and educational efforts of the Roman Catholic Church.” Grant seekers use an online application process to submit concept papers, which may result in an invitation for a full grant application. The foundation does not fund more than 5% of an organization’s total budget, but it does provide multi-year grants. Past winners have included a variety of arts and cultural organizations in Massachusetts including First Night, the Isabella Stewart Gardner Museum, and Raw Arts Works in Lynn, Massachusetts.

The Lynch Foundation

280 Congress St., Ste. 1300, Atlantic Wharf
 Boston, MA 02210-1004
 Telephone: 617-457-2028
 Contact: Kathryn Everett, Exec. Dir.
 E-mail: katie@thelynchfoundation.com
www.thelynchfoundation.org/

Public Agencies and Institutions

The **National Endowment for the Arts *Our Town* and *Art Works* Programs** support efforts to integrate arts and culture into community building. The *Our Town* program supports “creative placemaking” and funded Montserrat College of Art and its partners to embark on the cultural planning initiative that resulted in this cultural district plan. In addition to cultural planning, the *Our Town* grant program also funds arts engagement and design projects. As the district develops and establishes its goals and needs, Beverly Main Streets and its partner organizations can apply for this grant in the future. As current *Our Town* grantees (which includes lead and partner organizations), Beverly Main Streets, Montserrat College of Art, and the City of Beverly will not be eligible for the FY2013 *Our Town* grant cycle, but will resume eligibility in FY2014. The National Endowment for the Arts also runs an *Art Works* grant program that funds projects addressing the creation of art, community engagement with art, learning, and the connection between art and community livability. Grants generally range from \$10,000 to \$100,000 and small project applications are welcome. This program could be a source of funds for the later phases of the Beverly Oracle installation or for artistic programming within the cultural district. Grants are made to organizations rather than individuals. Projects will be reviewed for artistic excellence and artistic merit.

National Endowment for the Arts

1100 Pennsylvania Avenue, NW
 Washington, DC 20506-0001
 Email: OT@arts.gov
www.nea.gov/grants/apply/OurTown/index.html
www.nea.gov/grants/apply/OurTown/Grant-program-description.html
<http://www.arts.gov/grants/apply/GAP14/ArtistsCommunitiesAW2.html>

The **Massachusetts Cultural Council** sponsors several grant programs that are or may be relevant to the Beverly cultural district, including the Adams Arts Program, the Massachusetts Cultural Facilities Fund, and the Cultural Investment Portfolio. These programs in combination provide funding opportunities for creative economic development projects, capital campaigns, and general operating expenses. Beverly Main Streets and its partners has already submitted an application for the *Adams Arts Program*, which provides up to \$50,000 per year over the two-year term of the grant, which must be matched on at least a 1:1 basis, with 80% in cash and up to 20% in-kind support. If the current grant application is not funded, the next application cycle will begin in FY2015. This program supports “partnerships that develop strategies to:

- Revitalize neighborhoods and communities
- Improve the infrastructure and viability of the creative industries
- Stimulate increased participation and engagement in cultural and creative activities by residents and visitors.”

The *Massachusetts Cultural Fund* provides “Capital Grants to promote the acquisition, design, repair, rehabilitation renovation, expansion, or construction of nonprofit cultural facilities in Massachusetts.” Similar to the *Adams Arts Program*, all grants must be matched by the public or private sector. Grants range from \$3,000 to \$8,000 for Systems Replacement Grants, to up to \$50,000 for Feasibility and Technical Assistance Grants, to up to \$250,000 for Capital Grants. As Beverly Main Streets and its partners develop strategies and plans for increasing cultural activity in the district, these funds might be appropriate for acquisition and rehabilitation of buildings like the Cabot Street Cinema or G.A.R. Hall for use as public cultural facilities.

The Massachusetts Cultural Council’s *Cultural Investment Portfolio* Peers grants provide “project support to nonprofit organizations providing public programs in the arts, humanities, and interpretive sciences.” Non-profit organizations that can demonstrate public cultural program expenses of at least \$10,000 cash in the most recently completed fiscal year are eligible to apply for this program which provides \$2,500 a year for two years in support.

Massachusetts Cultural Council

10 St. James Ave., 3rd Floor

Boston, MA 02116-3803

Telephone: 617-727-3668; Toll Free (MA only): 800-232-0960

Fax: 617-727-0044

TTY: 617-338-9153

Email: mcc@art.state.ma.us

www.massculturalcouncil.org

ArtPlace is a collaborative funding organization that unites private foundations, federal agencies and major financial institutions in an effort to promote creative placemaking in the United States. It accepts applications each year, and Beverly Main Streets and its partners would be eligible to apply for the 2014 funding cycle by submitting a letter of inquiry in response to the 2014 Call for Proposals. From the organization’s website: “ArtPlace sees its role as providing venture funding in the form of grants, seeding entrepreneurial projects that lead through the arts and already enjoy strong local buy-in and will occur at places already showing signs of momentum, integrate with a community’s economic development and community revitalization strategy and have the potential to attract additional private and public support to the community.” They prioritize projects that are “exemplary, innovative, distinctive and also part of a broader portfolio of strategies among partners (not simply supporters or endorsers) who aim to transform your community.”

Art Place

8 E. Randolph St., No. 2603

Chicago, IL 60601

www.artplaceamerica.org/

Corporations and Corporate Foundations

The **Beverly Cooperative Bank** already supports Montserrat College of Art and some Beverly Main Streets activities and has a track record of supporting non-profit organizations and initiatives that “create a brighter future for the community as a whole,” according to the bank’s website. Montserrat’s and Beverly Main Streets’ relationship with the bank may be an appropriate entry point for conversations about funding the cultural district and arts and cultural programming within the district.

Beverly Cooperative Bank

254 Cabot Street

Beverly, MA 01915

978-922-0857

Robert Monahan, Branch Manager

<http://www.beverlycoop.com>

The **Sovereign Bank Foundation** offers grants to non-profit organizations operating within their service area (including in Beverly), under four categories: (1) Community Investment and Economic Development, with an emphasis on affordable housing, jobs and training for low- to moderate-income individuals and the environment; (2) Youth and Education; (3) Health and Human Service; and (4) Arts and Culture, including visual and performing arts programs, museums, libraries, cultural centers, and public radio and television stations that support programs and services to low- and moderate-income communities. The foundation does not support capital campaigns, but could be a source of funding for cultural district programming efforts. Beverly Main Streets and its partners could apply for grant funding as early as the 2014 grant cycle. Applications are generally due in March.

Sovereign Bank Foundation

Contact: Joseph Schupp, V.P. CRA Division Mgr.,

2 Morrissey Blvd., Dorchester, MA 02125,

Email: NEFoundation@sovereignbank.comwww.sovereignbank.com/companyinfo/company_information/community_development/foundation_guidelines.asp



APPENDIX 1: SUMMARY OF PARTICIPANT FEEDBACK

COMMUNITY MEETING NOVEMBER 14, 2012

“What do you want to see in a cultural district in downtown Beverly? What kinds of activities, events, and businesses would make it a destination for you?”

Spatial and environmental suggestions

Create a strong identity

- Differentiate from Salem and Peabody Essex Museum
- Emphasize two town squares on Cabot Street and activity/business will spread from there. Use the names of the square more.

Increase activity

- Interactive, safe environment that inspires activity. Inviting spaces
- More active Dane Street

Improve public realm

- More gardens and green space
- Public sculpture and landscaping. Public murals. Art with community involvement
- Outdoor seating/benches
- Cool unique crosswalks
- Areas free of traffic, places to create art
- Cool water fountain

Create center for arts activity

- Beverly Arts Center: for young folks/seniors to come to learn a new skill from a volunteer. Scheduled after school and week-end experiential events.



Mucky Kids Art Studio
Image courtesy of Mucky Kids



Me and Thee Coffeehouse
Image courtesy of Elizabeth Thomson

Specific business suggestions

General business suggestions

- Local businesses, not franchises.
- Creative retailers that you don't find at malls.
- Push carts/vendors
- Businesses with more retail

Arts businesses

- High end place to sell art. Attend to creative businesses.
- Mix of places to sell art. High and low end.
- Music store
- Art supply store with Montserrat
- A building or set of buildings with all arts business on the ground floor. Maybe right across from Porter Mill
- "Not in My House" – art/party space for kids' birthdays and messy crafts
- Book store

Food-related businesses

- Restaurants that show local artists and musicians
- A coffee house, such as "Me and Thee" in Marblehead
- Ice cream joints (with gelato)
- Rooftop cafes
- Grocery store (2 comments)
- "The Big Table, Bell Market" – communal eating and cooking space
- Food coops (2 comments)

Other business suggestions

- Clothing store
- Boutique hotel downtown
- Gift shops
- Information carousel

Arts and cultural event, venue, and organization suggestions

Art production and display

- Visible mix of artist work spaces. Large spaces for artists to rent small spaces to showcase their work.
- Affordable artist incubator space. Artist owned/controlled affordable live/work and housing.
- Museum for young families? Or is the district a “living” museum? Living art
- Museum to draw Beverly residents
- More galleries with openings
- Co-op art galleries
- Artist lofts open once a month.
- Juried art shows with high quality artists



*Mingo Gallery
Image courtesy of Montserrat College of Art*

Arts and culture events/spaces

- Music/Dance
 - Public dancing, folk dancing. Participatory activities.
 - Incorporate live performance
 - Musical events and concerts of all genres
 - Cultural festivals; Greek and Italian
 - Street musicians
- Theater/Film
 - More momentum to the Film Festival
 - Theatre- live as well as film
 - Younger and older audiences
- Visual/Verbal
 - Lectures from authors
 - Funded conversational art projects
 - Program for artists to decorate one thing, like the “treasure chests”
- Events:
 - Seasonal events, Church fairs pre-holiday that are promoted as a city event and advertised. Example would be “Holiday Prelude” in Kennebunkport
 - Bring folks to Beverly: Christmas Festival: All downtown churches have a festival on the same day and advertise.
 - Tours of Fish Flake Hill
 - Art Walk or historic walk



*Summer Dance Chicago
Image courtesy of City of Chicago*



*Proposal for GAR Hall, 2012
Design courtesy of Maureen Lyne*

- Spaces:
 - Utilize the GAR hall for dynamic programming
 - More performance and rehearsal space
 - Partner with Endicott College and Gordon College

Art Education

- A place where young people can come to do hands-on art/dance/theater, etc. taught by volunteers
- Lectures and slide shows on art history and theory

“Who are potential partners to make this happen?”

Partner Categories

General Partnership Comments

- All the potential partners are in the room
- Multidisciplinary collaborations

Private Sector

- Small businesses (2 comments)
- Corporations
- Banks
- Coffee houses
- Bed and Breakfasts

Public/Non-profit Sector

- Community at large!!! (2 comments)
- Community-based organizations
- Neighboring towns
- Schools
- Churches
- Colleges in the area

Arts and Culture

- Street performers and musicians
- Art gallery owners
- Beverly artists

Local Professionals

- Real estate investors
- Town planners
- Local architects and designers
- Marketing groups

Specific Partners

Beverly Civic Organizations

- Beverly Chamber of Commerce
- Beverly Main Streets
- Beverly Historical Society (2 comments)
- Beverly Public Library

Beverly Artist Organizations

- Guild of Beverly Artists
- Beverly Quilters

Beverly Theatres

- Cabot Cinema
- North Shore Music Theatre (2 comments)
- Sea Change Theatre

Beverly Creative Enterprises

- Northeast Consultants
- New Venture Media
- Cummings Center

Partners Outside Beverly

- City of Salem
- Peabody Essex Museum
- North Shore Veterans Association



*Beverly Main Streets Banner
Image courtesy of Elizabeth Thomson*



*Peabody Essex Museum
Image courtesy of Lorianne DiSabato*

Partnering Activities

Raise Money

- Institute a one percent tax on real estate sales to sponsor public art.

Build Networks

- Promote links between Montserrat and the public
- Include artists who live or have studios in Beverly that are not within the proposed cultural district

Coordinate Activities

- Designers could develop the GAR building, Beverly Commons and the train station.
- Take an inventory of all events at the city, Beverly Recreation and the Senior Center. What could be brought back downtown?

“What are the most exciting areas of opportunity for the public artists and designers who are responding to our national competition for the cultural district?”

Themes

Waterfront

- Highlight the ocean connection.
- Public art with an ocean theme.

History

- Focus on history
- Emphasize the privateer’s burying ground

Public Realm

- Gardening/landscaping
- Creative trash receptacles
- Outdoor dining

Places

Near Cabot Street

- Ellis Square
- GAR Hall
- Park by City Hall
- Library
- Beverly Common
- Parking lot behind Casa DeModa
- Fire Station Civil War Monument

Near Rantoul Street

- Train Station
- Veterans Park (Farmer's Market)
- Include Rantoul and other "secret" places in the district.
- Waterfront
- Industrial "mishmash" at the entrance
- Paint the MBTA garage creatively

Near Waterfront

- Lynch Park



*Falconer Statue, Lynch Park
Image courtesy of Elizabeth Thomson*

“What other thoughts or ideas would you like to offer?”

Suggestions

Improve Public Realm

- Focus on gateways and connections such as Rantoul to Cabot Street
- Streetscape design
- Make sure places are visible

Increase Visibility of Art and Artists

- Have a spot where local artists can display art on a rotational basis
- Public, rotating sculpture
- Sculpture to emphasize districts and embellish identities of certain areas
- Bring in something iconic
- Conversion of unused space for artists

Marketing and promotion

Make Assets More Visible

- Inventory what we have in the city and bring more of it downtown.
- Town-wide promotion and website for a cohesive message
- Key is in marketing and promoting a lot of what we already have.
- Highlight assets to Beverly and the outside
- Collaborate with the Historical Society to highlight historic downtown

Support Artists as Entrepreneurs

- Capacity building for artists: Marketing, How to get funds, Business

Coordinate More Events

- Having programming all year round or year-round events with a theme.
- Beverly already has a lot of opportunity for public artists but needs consolidation and marketing as “events”

Places and activities

Iconic Art Space

- Goldberg or Harbor Place as an entry. Opportunity for mural to mark the entry
- Rockport transformed from souvenir shops to arts centre with the Shalin Liu Performance Center. Good idea?
- Community Arts Center. Volunteer artists of all media available for all ages to learn and contribute to arts.

Art and Culture Education

- Spotlight local artists. Build them up and community interest.
- Workshops, classes and exhibits.
- Arts for children. Children’s library
- Neighborhood histories

Public Realm Improvements

- Better street lighting to create drama and highlight the architecture.
- Offer money to help spruce up private buildings.
- Help people walk around and sit down and enjoy. Close off the streets.
- Allow upscale food trucks. Allow outdoor seating for cafes.
- Include local history plaques.

Better Connectivity

- Trolleys coming downtown to connect arts areas to the downtown or from Rantoul to Cabot Streets

Overall Advice

Think Big

- Broadly define “art and culture”
- Bring artists in for juried shows to “raise the bar”
- Be flexible, embrace change

Think Local

- Embrace Beverly’s blue collar demographic and “do it yourself” spirit
- Keep out franchises
- Spotlight local artists in craft shows or seasonal, annual juried shows
- So many hidden gems in Beverly. Bring them forward.

Public Meeting Participants:

The Honorable William F. Scanlon, Jr., Mayor
Scott Houseman, Ward 4 City Councilor
Jason Silva, Councilor-at-large, Beverly City Council
Dr. Wesley Slate, Jr., Ward 2 City Councilor, City Council Vice President
Joyce McMahon, McMahon Communications, Economic Development Consultant to City of Beverly
Denise Deschamps, Economic Development Consultant for the City of Beverly
Miranda Gooding, City of Beverly Financial Resources Committee; Beverly Main Streets Past President
Michele Gordon, City of Beverly Commission on Disabilities
Marilyn McCrory, City of Beverly Open Space and Recreation Committee
Lucas Spivey, Montserrat College of Art Exhibitions Manager
Sarah Smith, Montserrat College of Art Faculty
Joe Zelloe, Beverly Main Streets and Principal, Zelloe+Weaver Architects
John Harden, Beverly Main Streets and Siemasko + Verbridge Architects
Sarah Johnson, Curator, Gallery at Porter Mill
Gail Eaton, Beverly Cultural Council
Kylie Sullivan, Massachusetts Cultural Council Adams Arts Program Coordinator
Rev. Kelly Weisman Asprooth-Jackson, First Parish Church
Rev. Gay P. Cox, Deacon, St. Peter's Episcopal Church
Jonathan Dixon, Sea Change Theatre Company
Jason Schaum, Sea Change Theatre Company
Staci Skiles Schaum, Sea Change Theatre Company
Georgia Bills, Beverly Public Library Trustee
Julia Campbell, J Campbell Social Marketing
Steve Archer, Keller Williams Realty
Joe Filosi, White Light Visual
John Hall, John Hall Design Group
David McCoy, Geographia Landscape Design
Andrew Bablo, Steez Magazine
Rosemary Maglio, Beverly resident
Mary Bucci McCoy, Beverly resident and artist
Julie Meagher, Beverly resident
Scott Mulcahey, Beverly resident and artist
Brenda Murphy, Beverly resident
John Newberry, Beverly resident
Rich Pescatore, Beverly resident
Margot Rogers, Beverly resident and artist
Mathew Rogers, Beverly resident and artist
Joanna Scott, Beverly resident
Pamela Sherry-Landess, Beverly resident
Mickey Coburn, Beverly resident and acting coach
Deb Walker, Beverly resident
Alyssa Watters, Beverly resident and artist
Lee Yoffe, Beverly resident



APPENDIX 2: CULTURAL ASSETS AND ENTERPRISES IN BEVERLY, MASSACHUSETTS

AND THE CONTRIBUTIONS THEY MAKE TO
CULTURAL LIFE IN THE CITY



CULTURAL ASSETS AND ENTERPRISES IN BEVERLY

(Boldface indicates that asset is located within the proposed district boundaries)

<i>Artist Groups¹ (23)</i>					
1	16 SINGERS	●	●		
2	BEVERLY MUSIC AND PERFORMING ARTS ASSOCIATION	●		●	
3	BRIAN FITZPATRICK TRIO -	●	●		
4	BRISTOL S GAUGE RAILROADERS, INCORPORATED	●			●
5	BUNNYTALES	●	●		
6	COMMONWEALTH BRASS QUINTET	●	●		
7	CROSSROADS QUILTERS	●	●	●	●
8	GARDEN CITY QUILTERS	●	●	●	●
9	GRUPO FANTASIA	●	●		
10	GUILD OF BEVERLY ARTISTS, INCORPORATED	●	●		●
11	HIT AND RUN THEATRE (HART)	●	●	●	
12	KLS MAGIC CASTLE PUPPET THEATER	●	●	●	
13	LE GRAND DAVID AND HIS MAGIC COMPANY	●	●		
14	LYDIA'S CARNIVAL SIDESHOW	●	●		
15	MONTSERRAT STUDENT VILLAGE	●		●	
16	NEW ENGLAND BRASS QUINTET	●			
17	NORTH SHORE JAZZ PROJECT	●			
18	NORTH SHORE MUSIC THEATRE	●		●	
19	NORTH SHORE YOUNG WRITERS CONFERENCE	●	●	●	●
20	SEA CHANGE THEATRE COMPANY	●	●	●	
21	SLEEPY LION THEATRE	●	●	●	
22	THE BLUE THINK BOX	●	●	●	
23	THE KLAPP	●	●		
<i>Arts and Cultural Events (13)</i>					
24	ART WALK	●	●		●
25	ARTSFEST BEVERLY	●	●		●
26	BEVERLY FARMER'S MARKET			●	
27	BEVERLY FILM FESTIVAL	●	●		●
28	BEVERLY HOLIDAY PARADE, INCORPORATED	●	●		●
29	BEVERLY'S NEW YEAR	●	●		●
30	DOWNTOWN BANNER COMPETITION		●	●	
31	FILM NORTH, INCORPORATED	●	●		●
32	IMPROBABLE PLACES POETRY TOUR	●	●		●

Artists		Arts and Culture Education		Design Services	
Cultural Programming		Marketing, Promotion, Media		Technical Assistance	
Gathering Places		Film and Photography Services		Other Art Services	
Historic Assets		Networking			

33	MONTERRAT COLLEGE PUBLIC PROGRAMS					
34	RESTAURANT WEEK					
35	STOREFRONT ART PROGRAM					
36	WINDOW DECORATING CONTEST					
<i>Art Education Organizations (9)</i>						
37	BEVERLY PUBLIC SCHOOLS + FINE ARTS DEPARTMENT					
38	CAMP MITCHMAN					
39	ENDICOTT COLLEGE - NORTH SHORE CONSERVATORY OF MUSIC					
40	ENDICOTT COLLEGE - SCHOOL OF VISUAL AND PERFORMING ARTS					
41	EXPRESS YOURSELF					
42	LIZA INDICIANI STUDIO OF DANCE					
43	MONTERRAT COLLEGE OF ART + HARDIE BUILDING					
44	NORTH SHORE COMMUNITY COLLEGE - CULTURAL ARTS COMMITTEE					
45	REVIVE DANCE XCHANGE					
<i>Museums, Libraries, Galleries and Theaters (17)</i>						
46	17 COX GALLERY					
47	BEVERLY PUBLIC LIBRARY (2 BRANCHES)					
48	CABOT STREET CINEMA THEATRE + MURAL					
49	ENDICOTT COLLEGE - CAROL GRILLO ART GALLERY					
50	ENDICOTT COLLEGE - HEFTLER VISITING ARTIST GALLERY					
51	ENDICOTT COLLEGE - SPENCER PRESENTATION GALLERY					
52	ENDICOTT COLLEGE WALTER J. MANNINEN CENTER					
53	GALLERY AT PORTER MILL					
54	LARCOM THEATRE					
55	MINGO GALLERY AND FRAMING					
56	MONTERRAT 301 GALLERY					
57	MONTERRAT'S BEAR GALLERY					
58	MONTERRAT'S CAROL SCHLOSBERG ALUMNI GALLERY					
59	MONTERRAT GALLERY					
60	MONTERRAT COLLEGE OF ART PAUL M. SCOTT LIBRARY					
61	NAIMO GALLERY, INCORPORATED					
62	WILLIAM B SWETT MUSEUM / BEVERLY SCHOOL FOR THE DEAF					

CULTURAL ASSETS AND ENTERPRISES IN BEVERLY

(Boldface indicates that asset is located within the proposed district boundaries)

<i>Parks and Open Space near Proposed District² (13)</i>						
63	BALCH PLAYGROUND					●
64	BESSIE BAKER PARK					●
65	BEVERLY COMMONS	●		●		●
66	BEVERLY PIER					●
67	CENTRAL CEMETERY					●
68	COONEY ATHLETIC FIELD					●
69	DANE STREET BEACH					●
70	ELLIS SQUARE	●				●
71	INDEPENDENCE PARK					●
72	INNOCENTI PARK					●
73	KIMBALL-HASKELL PARK					●
74	LYNCH PARK	●				●
75	VETERAN'S PARK	●				●
<i>Public Art (8)</i>						
76	"THE FALCONER" STATUE IN LYNCH PARK	●				
77	"THE WALL" FREE GRAFFITI WALL	●				
78	BEVERLY MURALS (301+Market+Borah+Knowlton+Café)	●				
79	SOLDIERS OF THE CIVIL WAR MONUMENT	●				●
<i>Artist Live/Work Space (1)</i>						
80	STUDIOS AT PORTER MILL	●	●	●		●
<i>Arts-related Retail and Service (e.g. pottery studio, production studio, printmaking shop) (11)</i>						
81	ANNIE'S BOOK STOP					●
82	CCI REPROGRAPHICS					●
83	CLAY DREAMING	●		●		●
84	EMPOWER YOGA	●		●		●
85	GOOD MOJO TATTOO	●		●		
86	INNISFREE YOGA	●		●		●
87	LABOUR PARTY FILM STUDIOS	●	●	●		●
88	MAGMA METALWORKS, INC.	●		●		●
89	MONTERRAT CONTINUING EDUCATION PROGRAMS	●	●	●		●
90	PRESSBOUND (LETTERPRESS SHOP)	●	●			●
91	WALLPUSHER GUITARS	●				●
92	YOGA PASSION	●		●		

Artists		Arts and Culture Education		Design Services	
Cultural Programming		Marketing, Promotion, Media		Technical Assistance	
Gathering Places		Film and Photography Services		Other Art Services	
Historic Assets		Networking			

Restaurants, Cafés, Bars, and Entertainment Businesses (26)

93	ARISTON PIZZA GRILL				
94	ATOMIC CAFÉ				
95	BEVERLY DEPOT				
96	CABOT PIZZA				
97	CASA DE LUCCA				
98	CASSIS BAKERY				
99	CHIANTI JAZZ LOUNGE				
100	CHINA BUFFET				
101	CIELITO LINDO COCINA MEXICANA				
102	CITYSIDE DINER				
103	E.J. CABOT'S				
104	FIBBER MCGEE				
105	GUSTO CAFÉ				
106	KAME JAPANESE CUISINE				
107	KITTY O'SHEAS IRISH PUB				
108	LITTLE ITALY PIZZERIA				
109	MARIA'S PIZZA				
110	MARIKA'S				
111	ORGANIC GARDEN CAFÉ + MURAL				
112	SIAM DELIGHT THAI CUISINE				
113	SOMA RESTAURANT				
114	THE LUCKY DOG				
115	THE MICROPHONE ZONE				
116	TRATTORIA BELLA MIA				
117	WHAT'S BREWIN' CAFÉ				
118	WRAPTURE				

CULTURAL ASSETS AND ENTERPRISES IN BEVERLY

(Boldface indicates that asset is located within the proposed district boundaries)

<i>Other Contributing Cabot Street Businesses and Storefronts (29)</i>					
119	A NEW LEAF (VITAMINS AND NATURAL FOODS)				●
120	BARTER BROTHERS FLORISTS	●	●		●
121	BELL MARKET + MURAL		●		●
122	BEVERLY COOPERATIVE BANK		●		●
123	BEVERLY HOLISTIC HEALTH				●
124	BOSTON BREWIN				●
125	BROWN'S OF BEVERLY BICYCLES				●
126	BROWN'S OF BEVERLY HAIR SALON	●			●
127	CABOT STREET NUTRITION				●
128	CASA DE MODA				●
129	CENTRAAL CYCLE		●		●
130	DAVE'S HOBBY SHOP				●
131	DÉJÀ VU CONSIGNMENT				●
132	DIMAJE HAIR STUDIO	●			●
133	FUNKY JUNK USED FURNITURE AND HOME GOODS				●
134	HOMESTYLE LAUNDRY				●
135	INNOVATIONS HAIR SALON	●			●
136	JESSICA SALON	●			●
137	KNIT STITCH	●	●		● ●
138	MINT CONSIGNMENT				●
139	NANCI'S INTERNATIONAL JEWELLERY CHEST				●
140	PLUM CONSIGNMENT				●
141	PRICE HOUSE ANTIQUES				●
142	SALAMANDER SISTERS OCCULT GOODS AND SERVICES				●
143	SALEM LAUNDRY COMPANY		●		●
144	STEPHANIE'S HAIR SALON	●			●
145	JERRY'S COMICS AND COLLECTIBLES				●
146	THE GOLDEN HANGER				●
147	UNION CLUB				●

Artists		Arts and Culture Education		Design Services	
Cultural Programming		Marketing, Promotion, Media		Technical Assistance	
Gathering Places		Film and Photography Services		Other Art Services	
Historic Assets		Networking			

Historic Buildings and Places (18)

148	CAPT. JOHN THORNDIKE HOUSE				
149	CONANT, EXERCISE HOUSE				
150	FISH FLAKE HILL				
151	GRAND ARMY OF THE REPUBLIC HALL (CHIPMAN POST #89)				
152	HAZADIAH SMITH HOUSE				
153	HOSE HOUSE #2				
154	JOHN BALCH HOUSE				
155	JOHN CABOT HOUSE				
156	MORAIN FARM				
157	ODD FELLOWS HALL				
158	OLIVER WENDELL HOLMES HOUSE				
159	PETER WOODBURY HOUSE				
160	REVEREND JOHN HALE FARM				
161	SAMUEL CORNING HOUSE				
162	U.S. POST OFFICE BEVERLY MAIN BRANCH				
163	UNITED SHOE MACHINERY CORPORATION CLUBHOUSE				
164	WILLIAM LIVERMORE HOUSE				
165	YMCA				

Churches (8)

166	BEVERLY MEMORIAL UNITED METHODIST CHURCH				
167	CHRISTIAN SCIENCE READING ROOM				
168	DANE STREET CHURCH				
169	FIRST BAPTIST CHURCH				
170	FIRST PARISH UNITARIAN CHURCH				
171	SAINT JOHNS CHURCH - SAINT JOHNS MUSIC SERIES				
172	ST. MARY'S CHURCH				
173	ST. PETER'S EPISCOPAL CHURCH				

Artists	● Arts and Culture Education	● Design Services	●
Cultural Programming	● Marketing, Promotion, Media	● Technical Assistance	●
Gathering Places	● Film and Photography Services	● Other Art Services	●
Historic Assets	● Networking	●	●
204 GREYSTONE SERVICES, LLC		●	
205 JH TURIEL AND ASSOCIATES	●		● ●
206 JOHN HALL DESIGN GROUP	●		●
207 JOHNSTONE ARCHITECTURE AND DESIGN	●		●
208 LIGHTSTREAM	●	● ●	●
209 LATITUDE RESEARCH		●	●
210 LITERARY VENTURES FUND, INCORPORATED	●	●	●
211 MARGOLIS	●		●
212 MARTHA SUTYAK	●		●
213 OLIVER BROTHERS			●
214 PINK'S GARDEN DESIGN AND MAINTENANCE	●		
215 PURPLE DIAMOND, LLC		●	
216 RESOLVE IT, INC			●
217 ROBONICA			●
218 SEARCH MAVEN MEDIA		●	
219 SIEMASKO + VERBRIDGE	●		●
220 STONE DIGITAL PRODUCTIONS	●	● ●	
221 TIRO DESIGN	●		●
222 THE ART OF COMMUNICATIONS	●	●	●
223 THE PORTFOLIO PARTNERSHIP			●
224 TOM SPRAGUE CREATIVE		●	
225 VAN NESS CREATIVE FILM AND VIDEO SERVICES	●	● ●	
226 VAST, INK.			●
227 WILL GERSTMAYER ARCHITECTS	●		●
228 WILLIAM FRANGOS ARCHITECT	●		●
229 ZELLOE AND WEAVER ARCHITECTS	●		●
230 ZWICKER PRESS	●		●
Media Outlets (3)			
231 BEVERLY CITIZEN	●	●	
232 BEVERLY COMMUNITY ACCESS MEDIA (BEVCAM)	●	●	
233 NORTH SHORE SUNDAY	●	●	

1 Includes visual artists, writers, musicians, actors, dancers, and hobbyists

2 Within 1 mile of proposed cultural district

APPENDIX 3: CALL TO ARTISTS/ARTIST DESIGN TEAMS REQUEST FOR QUALIFICATIONS



CALL TO ARTISTS/ARTIST DESIGN TEAMS

REQUEST FOR QUALIFICATIONS

Issued by

Montserrat College of Art

In collaboration with Beverly Main Streets and the City of Beverly

Beverly Arts and Cultural District Master Plan: Public Art/Design Competition

Application Deadline: 1:00 pm Friday, January 18, 2013

Project Description

Montserrat College of Art received an *Our Town* grant from the National Endowment for the Arts to complete a master plan for a proposed arts and cultural district in downtown Beverly, Massachusetts. Montserrat College of Art is working in partnership with Beverly Main Streets and the City of Beverly in this project, and Community Partners Consultants is leading the planning effort. An essential part of this project is this national competition to select a qualified artist or artist/design team to create conceptual public art/design plans for the cultural district. The client will identify key gateways, proposed district boundaries and will suggest potential target areas for the design.

This Request for Qualifications is intended to identify qualified public artists/designers interested in this project. A distinguished jury will select three finalists based on their previous work who will then be asked to submit conceptual designs. The jury will then select the winning proposal for implementation.

The goal of this project is to create an aesthetic vision for the proposed arts and cultural district that strengthens the City's appeal as a vibrant cultural and economic center. While sculptural objects may be a part of this vision, the scale of the district presents an exciting opportunity for artists/artist teams to help define the site through landscape and urban design elements that may serve as beacons for town residents and visitors alike. The project provides funds for the selection of the artist/artist team and the development of the initial design of the public art component. A second phase, for which separate funds will be raised, will take the project through final design, fabrication and implementation.

Background and Context

Creation of the arts and cultural district will strengthen and deepen connections and offer an economic boost through a new design and gateway plan, along with

coordinated marketing, programming, business development, and educational opportunities. Montserrat College is located at the proposed district's core in downtown Beverly with four professional art galleries, academic buildings and student housing. Beverly itself has no lack of arts and cultural resources, including the historic public library, Cabot Cinema, the new live/work artist studios at Porter Mills, the coffee shops and banks that rotate the work of emerging artists on their walls, the Improbable Places Poetry Tour, one of the top 150 jazz lounges in the world, and award winning arts programs in the schools. *The cultural district master plan and the public art/design component will help connect and make these resources visible and create a cultural identity to serve as the foundation for creative place-making, economic development and sustainable improvements in livability, civic engagement, and arts appreciation and support.*

Project Administration

Community Partners Consultants, under the direction of Adele Fleet Bacow, President, has been selected to lead the master planning process. Team member Ricardo Barreto, Principal of Ricardo Barreto Cultural Consultants, will facilitate the Artist Selection Process for the public art/design component. Community Partners Consultants has extensive experience creating arts and cultural districts and has worked on projects around the country on community economic development, the arts, and cultural development. Ricardo Barreto, previously Executive Director of the UrbanArts Institute at Massachusetts College of Art and Design brings over 30 years of experience and a national reputation in the field of public art and public art administration.

Eligibility

The RFQ is a national call and is open to artists and artist teams in the United States of America. Teams may logically include the artist as well as other design professionals such as landscape architects, urban designers, or others with a background in civic space development.

Process

- Three finalists will be selected for the project from the overall applicant pool based on past work through a Request for Qualifications (RFQ) process.
- The three selected finalists will receive a Request for Proposals (RFP) with a full package of information including identification of the gateways and arts district boundaries, detailed urban plans, and other relevant materials.
- Site visits to Beverly will be scheduled for the selected finalists to provide first-hand knowledge of the site and the City of Beverly. Selected finalists will be responsible for their own travel expenses.
- Interviews will be scheduled with the three selected artists/artist teams to present their proposals to the selection committee. Artists/artist teams requiring travel to attend the interview will be reimbursed based on the presentation of receipts up to a maximum of \$750 per finalist. A winner will then be chosen by the committee based on the interview and proposal presentation.

- The submissions by the three finalists may be exhibited at Montserrat College of Art. The ultimate public artist/design team may have the option of being an “artist in residence” at Montserrat College of Art, with the timing and responsibilities mutually agreed upon by the artist and the College. (Becoming an artist in residence is not a requirement for selection in this competition.)

Proposal Development Fee

Each artist/artist team finalist will receive an honorarium of \$1,500 following the proposal presentation and interview.

Budget

The approximate budget planned for the implementation of the project’s public art component is estimated at \$250,000. Funding for the fabrication and implementation phase needs to be secured and will determine the amount of the project budget.

Criteria

The selection committee will base its decision on the following criteria:

- Quality of the artist/artist team’s work and compatibility with the project
- Experience in other major public art projects or equivalent background in managing other complex projects
- Potential of the artist/artist team to highlight and define the cultural district site and its gateways
- Ability to design successfully for the extremes of New England’s four seasons through the use of appropriate materials
- Ability to meet safety standards and provide maintenance guidelines and conservation recommendations

Application Deadline: 1:00 pm Friday, January 18, 2013

Anticipated Timeline

- Finalists notified by February 15, 2013
- Proposal development phase from mid February through April 2013
- Proposal presentations and interviews will take place in May 2013
- Announcement of the chosen artist/artist team will be made by May 31, 2013

Application Requirements

Interested artists should contact Ricardo Barreto, Principal of Ricardo Barreto Cultural Consultants. Please send the following via email directly to Ricardo Barreto at: rd8888@gmail.com. In the subject line please include “City of Beverly Public Art Project.”

1. Résumé with current contact information
2. A short statement (250 words maximum) describing why the project is of interest to the public artist/designer responding to this RFQ.
3. Six (6) labeled digital images of relevant past work. Artists may send

information formatted as follows:

Acceptable digital images must be:

- Formatted to read in Adobe Photoshop
- Maximum pixel dimensions per image approximately 600Hx800W
- Image resolution – up to 300 pixels per inch (ppi)
- Emails must not exceed 5 MB
- Name each image: lastnamefirstnameimagenumber.jpg

4. A corresponding, numbered, annotated image list with title, media, dimensions, location, brief description and date of the work, project budget, and project partners, if applicable.

Only email entries will be accepted. ***Please do not send proposals at this stage.***

Participants are solely responsible for the timely arrival of their entries.

Contact: Ricardo D. Barreto
Tel: 617-285-1966
Email: rdb8888@gmail.com

Community Partners Consultants would like to thank the Massachusetts Cultural Council for making information about their cultural districts available for this appendix. All text and images for the fourteen cultural districts listed on the following pages are taken from the Massachusetts Cultural Council website, which provides additional links to further information about each district. Please visit http://www.massculturalcouncil.org/services/cultural_districts_designated.asp to access this information on the web.

APPENDIX 4: MASSACHUSETTS CULTURAL COUNCIL DESIGNATED CULTURAL DISTRICTS

HyArts Cultural District Barnstable, Massachusetts

Located in the thriving Cape Cod seaside village of Hyannis, the HyArts Cultural District provides a wide array of arts and cultural experiences, outdoor activities, shopping, and dining. Visitors can explore President John F. Kennedy's Cape Cod roots at the JFK Hyannis Museum and the new Kennedy Legacy Trail. Learn about the Cape's rich maritime traditions at the Cape Cod Maritime Museum and set sail on the catboat Sarah. See exhibitions of talented local artists at the Hyannis Harbor Arts Center at the Guyer Barn. Attend free concerts right on the harbor through the Citizens Bank Tuesday Night Concert series and Sunset Celebrations. Visit the Harbor Shanties to buy work from local artisans or check out any of the dozens of unique shops within the District.



Fenway Cultural District Boston, Massachusetts

A walk through the Fenway Cultural District in Boston puts you at the doorstep of the world's most acclaimed cultural destinations: the Museum of Fine Arts with its new Art of the Americas wing; the incomparable Isabella Stewart Gardner Museum and its new performance venue where every seat is in the front row; and Symphony Hall, home of America's favorite orchestra, the Boston Symphony. And you haven't even scratched the surface. Art and history lovers will feast on the best of American culture and still come back for more. Dine in a museum courtyard, or duck into an authentic ethnic restaurant. Other top destinations include Fenway Studios, the New England Conservatory, the Boston Conservatory, Berklee College of Music, Massachusetts College of Art, Simmons College, and the Massachusetts Historical Society. All are easily accessible by public transportation.





Central Square Cultural District Cambridge, Massachusetts

Cambridge's Central Square Cultural District is home to a mix of small, funky, independently-owned shops and creative start-ups, with larger, well-established corporations, all supported by existing cultural resources such as public art, resident artists, dynamic cultural organizations, ethnic restaurants, and leading educational institutions like Cambridge College and MIT. Central Square is home to a number of large cultural events, including Cambridge Science Festival, Cambridge River Festival, Central Square World's Fair and the City Dance Party, together drawing an annual audience to the square in excess of 500,000. Property-owners in the Square are committed to the vision of the District and support attracting new businesses that will maintain a positive balance of size, diversity and industry. The Central Square Cultural District amplifies an authentic, urban neighborhood that is constantly evolving while maintaining its core identity as a unique and eclectic place to live, work and play.

Concord Center Cultural District Concord, Massachusetts

The Concord Center Cultural District is a picturesque New England village. 18th, 19th and 20th century buildings in a National Historic District are backdrops for world-class dance, concerts and art exhibitions. Although you see a bit of history at every turn, you are invigorated by history being made today by goldsmiths handcrafting jewelry, artists creating and teaching their craft, and performers taking an evening dining experience to another level.



The first battle of the American Revolution took place in Concord on April 19, 1775. Listen to fife and drum corps from all over the nation as they march down Main Street at the annual Patriot's Day Parade complete with marching Minutemen and historical re-enactors on horseback. The Concord Players traces its history back to 1856 and pays homage to its founder, Louisa May Alcott. Today, the Players perform at The Performing Arts Center at 51 Walden, which is also home to the Concord Band and the Concord Orchestra. And there are more than 50 resident artists at Emerson Umbrella Center for the Arts that open their studios twice a year. Concord's ArtWalk, Sizzlin' Sum-

mer Sidewalk Sales, and Holiday Shopping Night bring Concord's merchants, artists, and performers to the streets. Concord Center has been the hub of activity for centuries for Concord residents and visitors and remains so today.

Essex River Cultural District Essex, Massachusetts

The Essex River Cultural District is sensible and compact, both in terms of geography and concept: this is where "the town meets the river." The district meanders past ancient burial grounds, active shipyards and marinas, bustling restaurants, antique shops and galleries. The district offers vistas of Burnham's Shipyard, the Essex Historical Society and Shipbuilding Museum, which houses an important collection of marine related antiquities and much of Essex's rich history, and the stunning Essex River with its salt marsh borders looking out to Hog Island and Crane Beach. Pocket parks line the street with benches for relaxing and taking in the views. The district presents a dynamic and active relationship between history and the river, not one that is frozen in the past. Residents are encouraged to get out onto the river to experience it first-hand; the shipbuilding tradition is still alive and well and the town celebrates each new launch; and early antiques share shelf space with more recent memorabilia and contemporary crafts.



Roughy Neck Cultural District Gloucester, Massachusetts

There's something special about the light here. Find out why artists from around the world are drawn to one of America's first artist colonies: Gloucester's Rocky Neck. Stroll through artist galleries and studios nestled on this Cape Ann peninsula. Talk to the artists and watch them work. Grab lunch on the water overlooking a working fishing harbor. Rocky Neck is one of America's oldest art colonies, supporting an impressive number of year-round working artists. The district is home to numerous galleries and restaurants as well as the critically acclaimed Gloucester Theatre Company. Venues offer a calendar of special events like Nights on the Neck and the Rocky Neck Artist Ball. A dynamic new cultural and visitor center is also in the works.





Lowell's Canalway District Lowell, Massachusetts

How many urban landscapes offer both whitewater rafting and Smithsonian-affiliate museums right in their downtown? Lowell's Canalway Cultural District offers both, along with a thriving arts community. Lowell National Historical Park, Whistler House Museum of Art, Angkor Dance Troupe, and Merrimack Repertory Theatre are just a few examples of the city's flourishing creative network. With seven large-scale annual festivals, a wide variety of performance spaces, hundreds of concerts per year, innovative creative spaces for making and exhibiting artwork including The Arts League of Lowell, Brush Art Gallery and Studios, and unchARTed, and more than nine countries of cuisine in three city blocks, Lowell is the premier entertainment city of the Merrimack Valley.



Central Exchange Cultural District Lynn, Massachusetts

The core of this city may be one of Massachusetts' best-kept secrets -- a fusion of contemporary artists and multicultural cuisine and the authentic bricks and mortar of a city steeped in a history at the forefront of America's industrial history. Mingle with the artists and entrepreneurs who are drawn to the myriad of street activities, performances, and museums. Lynn's Central Exchange Cultural District includes historic museums, multiple performance spaces (like LynnArts' Neal Rantoul Black Box Theater), galleries like RAW showcasing young artists, numerous artist studios, WFNX Radio, ethnic restaurants and marketplaces reflecting the city's diverse population, and a resurgence of new restaurants like the Turbine Wine Bar.

Marlborough Downtown Village Cultural District Marlborough, Massachusetts

The Marlborough Downtown Village Cultural District—referred to as the “cultural heart” of the city—is an architecturally attractive, ethnically diverse, and inviting area that is easily accessible by bus, car, bike, and foot. The downtown's cultural assets are enjoyed by residents from all parts of the city, and cultural stakeholders have endeavored to in-

crease Downtown Marlborough’s profile across the region and further expand upon its natural assets. Most notable to the cityscape are the many steeples and spires of City Hall and area churches that characterize a skyline which has remained visually unaltered since their construction. Marlborough Downtown Village, Olde Marlborough and Marlborough Regional Chamber of Commerce are three groups that promote the arts, history, and creative economy within the City and the region. It is comprised predominantly of service-related businesses, including a robust selection of restaurants representing a variety of cuisines, barber shops, CPAs, law offices, and printing companies. Marlborough’s Cultural District encompasses the building blocks to a blossoming cultural district in ways that are authentic to the city.

Natick Center Cultural District Natick, Massachusetts

The Natick Center Cultural District’s majestic, late 19th-century, “neo-gothic” architecture serves as a visually impressive historic platform for the district’s numerous cultural offerings and its cultural anchors – The Center for Arts in Natick (TCAN) and the municipally-owned Morse Institute Library. Another key destination within the cultural district is the town common. Quintessentially New England, with its ample green space and wooden gazebo, the common provides an ideal stage for a busy calendar of free public concerts and festivals. The district is a culmination of over a decade of historic preservation and public and private investment in the town center’s streetscape and façade improvements, and cultural facilities. In 2003, TCAN opened its doors, following an impassioned rescue mission by a group of local citizens and the thoughtful restoration of Natick’s historic (c. 1875) Central Fire Station on Summer Street – into the premier performing arts center in the Metrowest area. TCAN has drawn nearly 20,000 attendees to its 300 performances, classes, lectures, film programs, and art exhibitions during the past year. The district is home to over 100 working artists and dozens of independently owned businesses, and events such as the yearly Natick Open Studios, the Art Walk, and historic walking tours knit together its many activities. And, just steps away from the Common, the world-renowned Walnut Hill School for the Arts brings artists from all over the world to Natick, and down to Main Street to perform in the heart of this wonderful little town.





Upstreet Cultural District Pittsfield, Massachusetts

How do you decide among the 50 restaurants, wine bars, and cafes that populate the Upstreet Cultural District? A calendar chock full of events and celebrations that regularly fill the street with vendors and artists that will tempt your aesthetic and culinary taste buds. This vibrant district will lure you into its amazing theater scene and to its family-friendly Berkshire Museum. Upstreet is home to dozens of visual, performing, and literary artists and numerous cultural institutions, including the Barrington Stage Company and its Musical Theatre Lab, the Hancock Shaker Village, and the beautifully restored Colonial Theatre. The district also boasts a number of locally-run retail shops, art galleries, a diverse selection of ethnic restaurants, and a year-round calendar of events and celebrations like 3rd Thursdays and the WordXWord Festival.



Rockport Cultural District Rockport, Massachusetts

From the tip of Bearskin Neck and the iconic Motif #1, to Rockport Music's world-class Shalin Liu Performance Center with its stage overlooking the Atlantic, you'll have a once in a lifetime experience in Rockport. Shop in more than 40 art galleries. Grab a cup of coffee while watching the waves. Find out why international visitors make this a regular destination. Rockport's district boasts over 40 individual artist galleries and studios, as well as cultural institutions like the Rockport Art Association, one of the oldest active art associations in the nation.

Glass Town Cultural District Sandwich, Massachusetts

Sandwich's Glass Town Cultural District focuses on the village center, with the Sandwich Glass Museum serving as the focal point – a lens to tell the story of Glass Town. Whether photographing the picturesque Shawme Pond, watching live glass-blowing, or learning about our nation's colonial history, visitors may easily spend a week in Sandwich and still have sites to enjoy. Recent restoration work on the historic Town Hall has reopened the upstairs theater space. The Dexter Grist Mill & Hoxie House was recently

restored to capture life in the 1600s. The Sandwich Public Library houses the town's historic archives and offers cultural programming for various age groups. Historic inns, private residences, four architecturally significant church buildings, restaurants and shops are located in the district. Outdoor juried artisan shows, an antique market, and an annual Street Fair with a Best Sandwich in Sandwich Competition take place yearly. There are two art galleries and a small community of working artists and a great response to the recent revival of community theater productions. The focus on "Glass Town" connects the town's history with its present, and weaves together both art and industry. This is not your "typical Cape town" – there is something different here, rooted in history but continuing in the present day; a heritage connecting artisanship and innovation; a sense of place that celebrates the beauty of a natural setting while calling attention to the ways it has been shaped by the hands of people.



Shelburne Falls Cultural District

Shelburne Falls, Massachusetts

This rural pairing of two villages – Shelburne and Buckland – on either side of the Deerfield River joined by an historic iron bridge is a delightful surprise. Honored as one of the "100 Best Small Art Towns in America" the towns are recognized as a nationally desirable cultural destination. Shelburne Falls gets it all right – preserving its historic, small town character while being open to the best of modern life. It is a village with a thriving cultural community nestled in the heart of farms and country roads. Enjoy world class opera in Memorial Hall's 1898 Met Live series. Visit eclectic art and crafts galleries and studios throughout the village. Enjoy the ambience of Mocha Maya's Coffee House offering live music year-round. The Bridge of Flowers, once a busy trolley bridge, is now a world famous garden. Visit the trolley museum, the candlepin museum, or the curious geological potholes. Linger in local eateries. Fun family-friendly fairs and festivals throughout the year celebrate the arts, culture and nature of Shelburne Falls and the surrounding hill towns.



Community Partners Consultants would like to thank the Massachusetts Cultural Council for making information about other cultural districts and readings about cultural districts available for this appendix.

APPENDIX 5: SELECTED EXAMPLES AND READINGS ABOUT CULTURAL DISTRICTS

Cultural District Programs in Other States

- Louisiana Department of Culture Recreation and Tourism, Louisiana Cultural Districts
- Maryland State Arts Council, Arts and Entertainment Districts
- http://www.massculturalcouncil.org/services/cultural_districts.asp
- New Mexico Economic Development, Arts and Cultural Districts
- State Historical Society of Iowa, Cultural and Entertainment Districts
- State of Rhode Island State Council on the Arts, Rhode Island's Tax Free Arts Districts
- Texas Commission on the Arts, Cultural Districts

Cultural District Readings and Resources

Bassity, Leah (Ed). 2008. *Perspectives on cultural tax districts* (PDF - 980KB). Seattle: Western States Arts Federation and the Washington State Arts Commission.

Building Arts and Cultural Districts: Downtown Success: Eight Common Themes, Virginia Commission for the Arts.

Frost-Kumpf, Hillary. 1998. *Cultural districts: The arts as a strategy for revitalizing our cities* (PDF - 1.8 MB). Washington D.C.: Americans for the Arts.

Hamilton, Gaye. 2011. *2011 Cultural District Annual Report Executive Summary*. Louisiana Cultural Districts: Department of Culture, Recreation and Tourism.

Maryland Arts and Entertainment Districts: Economic and Fiscal Impact Analysis FY 2008-FY 2010. Final Report prepared for Maryland State Arts Council. 2011. Towson University. Dr. Daraius Irani, Director, RESI of Towson University; Rebecca Ebersole, Research Associate, RESI of Towson University; Susan Steward, Economist, RESI of Towson University.

Markusen, Ann, and Anne Gadwa, 2010. *Creative Placemaking* (PDF – 4.4 MB). Washington, DC: National Endowment for the Arts.

Nowak, Jeremy. 2007. *Creativity and neighborhood development strategies for community investment* (PDF - 2.6MB). Philadelphia: The Reinvestment Fund.

Rosenstein, Carole. 2009. *Cultural development and city neighborhoods* (PDF - 112 KB). Washington D.C.: Urban Institute.

Stern, Mark J., and Susan C. Seifert, 2007. *Cultivating “Natural” Cultural Districts* (PDF – 2.0 MB). Philadelphia: The Reinvestment Fund.

Stubbs, Ryan. 2012. *State Cultural Districts PDF State Policy Brief: Tools for Arts Decision Making*. Washington D.C.: National Assembly of State Art Agencies.



APPENDIX 6: LIST OF POTENTIAL FUNDING SOURCES

LIST OF POTENTIAL FUNDING SOURCES

Chart 1: Highly Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
FOUNDATIONS			
<p>Amelia Peabody Charitable Fund</p> <p>185 Devonshire Street, Ste. 600 Boston, MA 02110-1414 Telephone: (617) 451-6178 Contact: Evan C. Page, Exec. Dir. www.apcfund.org/</p>	<ul style="list-style-type: none"> • Historic Preservation • Visual Arts • Land Conservation • Health (human and animal) <p>Region: New England</p>	<p>Capital projects and purchases funded only for youth and social service organizations in Massachusetts.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$142,229,832 Total Giving: \$7,328,700</p>
<p>The Awesome Foundation</p> <p>Email: contact@awesomefoundation.org www.awesomefoundation.org/en/chapters/boston</p> <p>“We are an ever-growing, worldwide network of people devoted to forwarding the interest of awesomeness in the universe. Created in the long hot summer days of 2009 in Boston, the Foundation distributes a series of monthly \$1,000 grants to projects and their creators.”</p>	<p>“Awesomeness.”</p> <p>“Funded projects have included efforts in a wide range of areas including technology, arts, social good, and beyond.”</p> <p>Region: Boston area</p>	<p>None. “The Foundation provides these grants with no strings attached and claims no ownership over the projects it supports.”</p>	<p>\$1000 to projects each month.</p>
<p>Paul & Edith Babson Foundation</p> <p>50 Congress St., Ste. 832 Boston, MA 02109-4017 Telephone: (617) 523-8368 Contact 1: Mary Smyth, Grant Admin. Telephone: (617) 523-6800 FAX: (617) 523-8949 E-mail: pebabsonfdn@babsonfoundations.org Contact 2: Elizabeth D. Nichols, Prog. Off. Telephone: (617) 523-8368, (Tues. and Thurs.) www.babsonfoundations.org</p>	<ul style="list-style-type: none"> • Culture, Education and Leadership Development • Entrepreneurship and Economic Development • Environment and Community Building <p>Region: Greater Boston Area</p>	<p>Unknown.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$10,885,417 Total Giving: \$492,990</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>The Boston Foundation</p> <p>75 Arlington St., 10th Fl. Boston, MA 02116-3936 Telephone: (617) 338-1700 Contact: For grants: Corey L. Davis, Dir., Grants Mgmt.; For media: Ted McEnroe, Dir., Public Rels. FAX: (617) 338-1604 E-mails: info@tbf.org; ted.mcenroe@tbf.org; and cld@tbf.org www.tbf.org</p>	<ul style="list-style-type: none"> • Education to Career • Civic and Cultural Vibrancy • Health and Wellness • Jobs and Housing • Community Safety <p>Region: Greater Boston and Massachusetts</p>	<p>Unknown.</p>	<p>(yr. ended 06/30/2012) Total Assets: \$804,221,000 Total Giving: \$98,388,000</p>
<p>Cabot Family Charitable Trust</p> <p>70 Federal St., 7th Fl. Boston, MA 02110-1906 Telephone: (617) 226-7505 Contact: Katherine S. McHugh, Exec. Dir. FAX: (617) 451-1733 E-mail: kmchugh@cabwel.com www.cabwel.com/cabot_family_charitable_trust_v3.htm</p>	<p>Nonprofit organizations working in:</p> <ul style="list-style-type: none"> • Arts and culture • Education and youth development • Civic and public benefit • Environment and conservation • Health and human services <p>Region: Most giving in Boston area</p>	<p>Does not support event sponsorships or matching gift programs. Grants are made in the City of Boston and contiguous communities.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$36,489,980 Total Giving: \$1,500,000</p>
<p>Clowes Fund</p> <p>320 N. Meridian St., Ste. 316 Indianapolis, Indiana 46204-1722 Telephone: (317) 833-0144; (800) 943-7209 Contact: Elizabeth A. Casselman, Exec. Dir. FAX: (317) 833-0145; (800) 943-7286 E-mail: staff@clowesfund.org www.clowesfund.org</p>	<ul style="list-style-type: none"> • Arts • Education • Social Services <p>Region: Greater Boston area and for parts of southern Vermont, New Hampshire and Maine.</p>	<p>Emphasis is on primary and secondary education. Our geographical reach in New England depends upon our capacity to monitor grants properly in a given area.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$60,258,745 Total Giving: \$2,369,008</p>
<p>Edvestors</p> <p>140 Clarendon St. Boston, MA 02116-5271 Telephone: (617) 585-5740 FAX: (617) 585-5749 E-mail: info@edvestors.org www.edvestors.org/</p>	<ul style="list-style-type: none"> • Innovation in urban public schools 	<p>Would require a project partnered with the Beverly public school system.</p>	<p>(yr. ended 06/30/2011) Total Assets: \$2,335,083 Total Giving: \$1,590,000</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

LIST OF POTENTIAL FUNDING SOURCES

Chart 1: Highly Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>The George F. and Sybil H. Fuller Foundation</p> <p>370 Main St., Ste. 660 Worcester, MA 01608-1738 Telephone: (508) 755-1684 Contact: Mark W. Fuller, Chair. Additional info: FAX: (508) 755-2634 E-mail: mfuller@gsfullerfoundation.org www.gsfullerfoundation.org</p>	<ul style="list-style-type: none"> • Culture: area museums and arts institutions • Education: area colleges • Healthcare: hospital and support agencies • Social Services: recreation and youth development • Religious Institutions <p>Region: Worcester, Mass. and surrounding communities</p>	Limited geographic scope. Does not fund endowments or unrestricted spending.	<p>(yr. ended 12/31/2011) Total Assets: \$48,569,092 Total Giving: \$2,787,300</p>
<p>Harman Foundation</p> <p>397 South St. Needham, MA 02492-2761 Telephone: (781) 449-1911 Contact: Barbara Harman, Treas. and Exec. Dir. FAX: (781) 449-2414 harman-foundation.org/</p>	<ul style="list-style-type: none"> • Arts • Education • Human Rights <p>Region: Washington, DC; Boston; Los Angeles</p>	Focuses on bringing education and the arts to underserved populations.	<p>(yr. ended 02/28/2011) Total Assets: \$62,783 Total Giving: \$725,500</p>
<p>Jane's Trust</p> <p>60 State St. Boston, MA 02109-1801 Contact: Susan M. Fish, Grants Admin. E-mail: fps@hembar.com Tel.: 617-227-7940, ext. 775 www.hembar.com/personal_advisors/14/jane-s-trust/21</p>	<ul style="list-style-type: none"> • Arts and culture • Education • Environment • Health and welfare <p>Region: Northern New England</p>	None listed; funding may be used for administrative costs and capital improvements. Grants are between \$50,000 and \$150,000.	<p>(yr. ended 12/31/2010) Total Giving: \$9,025,062</p>
<p>The Jebediah Foundation</p> <p>1100 N. Market St. Wilmington, DE 19890-0900 Application address: c/o David Silvan, Bingham, McCutchen, LLP, 1 Federal St., Boston, MA 02110-2012 www.urbanministry.org/grants/jebediah-foundation</p>	<ul style="list-style-type: none"> • Arts • Higher education • Health care <p>Region: United States, focus on East Coast</p>	Unknown.	<p>(yr. ended 12/31/2010) Total Assets: \$8,404,155 Total Giving: \$432,250</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Kitchen Window</p> <p>1525 W. W.T. Harris Blvd. D1114-044 Charlotte, NC 28288</p>	<p>Various, including arts and culture</p> <p>Region: Various, including Boston</p>	<p>Unknown.</p>	<p>(yr. ended 10/31/2011) Total Assets: \$902,823 Total Giving: \$95,505</p>
<p>John S. and James L. Knight Foundation</p> <p>Suite 3300 200 South Biscayne Boulevard Miami, FL. 33131-2349 www.knightfoundation.org/apply/</p>	<ul style="list-style-type: none"> • Fostering the Arts • Engaged Communities • Journalism and Media Innovation 	<p>Does not fund fundraising events, operating deficits, religious or political activities.</p>	<p>The foundation has invested more than \$66 million in the arts over the last five years.</p>
<p>Kresge Foundation</p> <p>3215 W. Big Beaver Rd. Troy, MI 48084-2818 Telephone: (248) 643-9630 Contact: Rip Rapson, C.E.O. and Pres. FAX: (248) 643-0588 kresge.org</p>	<ul style="list-style-type: none"> • Arts & Culture • Creative Placemaking • Community Development • Education • Detroit • Environment • Health • Human Services 	<p>Unknown.</p>	<p>yr. ended 12/31/2010) Total Assets: \$3,276,968,952 Total Giving: \$134,892,636</p>
<p>Lynch Foundation</p> <p>280 Congress St., Ste. 1300, Atlantic Wharf Boston, MA 02210-1004 Telephone: (617) 457-2028 Contact: Kathryn Everett, Exec. Dir. E-mail: katie@thelynchfoundation.com www.thelynchfoundation.org/</p>	<ul style="list-style-type: none"> • Education • Culture and Historic Preservation • Healthcare and Medical Research • Religious and Educational Efforts of the Roman Catholic Church 	<p>Does not fund more than 5% of an organization's operating budget.</p>	<p>yr. ended 12/31/2010) Total Assets: \$98,674,934 Total Giving: \$6,191,195</p>
<p>Maple Hill Foundation</p> <p>100 Front St., Ste. 950 West Conshohocken, PA 19428-2878 Telephone: (610) 941-5011 Contact: Ella Warren Miller, Dir.</p>	<ul style="list-style-type: none"> • Arts and Culture • Science and Education • Social Welfare <p>Region: United States</p>	<p>Unclear whether unsolicited proposals are accepted.</p>	<p>yr. ended 07/31/2011) Total Assets: \$1,126,890 Total Giving: \$308,000</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

LIST OF POTENTIAL FUNDING SOURCES

Chart 1: Highly Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
Ramsey McCluskey Foundation P.O. Box 275 Lincoln, MA 01773-0275 Telephone: (781) 259-9948 Contact: Margaret A. Ramsey, Tr. E-mail: Meg.Ramsey@verizon.net www.ramseymccluskeyfdn.org/	<ul style="list-style-type: none"> • Arts • Education Region: MetroWest Boston (50 mile radius)	Does not fund capital improvements, administration, or general operating expenses.	(yr. ended 03/31/2011) Total Assets: \$2,935,625 Total Giving: \$149,550
Lawrence J. and Anne Rubenstein Charitable Foundation 10 Post Office Sq. Boston, MA 02109-4615 Telephone: (617) 279-8052 Contact: Susan W. Hunnewell FAX: (617) 279-8059 E-mail: shunnewelle@ridgewayadvisors.com	<ul style="list-style-type: none"> • Arts and Culture • Education • Jewish Causes • Social Welfare Region: Unknown	Unclear whether unsolicited proposals are accepted.	(yr. ended 12/31/2011) Total Assets: \$17,198,469 Total Giving: \$749,875
Nathaniel Saltonstall Arts Fund 475 Park Ave. S., 31st Fl. New York, NY 10016-6901 Contact: Nathaniel S. Gardiner, Tr.	<ul style="list-style-type: none"> • Arts Region: In and around Boston	Unknown, limited giving.	(yr. ended 12/31/2010) Total Assets: \$777,829 Total Giving: \$39,862
Carl & Ruth Shapiro Foundation 75 Park Plz. Boston, MA 02116 Telephone: (617) 778-7999 Contact: Jean S. Whitney, Exec. Dir. FAX: (617) 778-7996 E-mail: jwhitney@shapirofamilyfdn.org www.shapirofamilyfdn.org	<ul style="list-style-type: none"> • Arts and Culture • Education • Health and Hospitals • Jewish Causes • Social Welfare Region: Unknown	Does not accept unsolicited proposals.	(yr. ended 12/31/2010) Total Assets: \$79,349,526 Total Giving: \$12,808,221
<i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Seth Sprague Educational & Charitable Foundation</p> <p>1 Bryant Park NY1-100-28-05 New York, NY 10036-6715 Telephone: (646) 855-1011 Contact: Christine O'Donnell, Bank of America</p>	<p>"The well-being of mankind." The foundation gives around the country, related to the arts and other initiatives.</p> <p>Region: United States</p>	<p>May need to cultivate relationships with board members. Unclear whether unsolicited proposals are accepted.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$61,708,273 Total Giving: \$2,750,000</p>
<p>Stavros Niarchos Foundation</p> <p>SNF USA, Inc. Programs Department 645 Madison Avenue Suite 2200 New York, NY 10022 U.S.A. www.snf.org/</p>	<ul style="list-style-type: none"> • Arts and Culture • Education • Health and Medicine • Social Welfare <p>Region: Greece and International</p>	<p>Unknown.</p>	<p>Unknown.</p>
<p>Surdna Foundation</p> <p>330 Madison Ave., 30th Fl. New York, NY 10017-5001 Telephone: (212) 557-0010 Contact: Phillip Henderson, Pres. FAX: (212) 557-0003 E-mail: grants@surdna.org www.surdna.org</p>	<ul style="list-style-type: none"> • Thriving Cultures <ul style="list-style-type: none"> • Arts and Culture • Cultural Diversity • Strong Local Economies <ul style="list-style-type: none"> • Business Diversity • Job Quality • Equitable Economic Development • Sustainable Environments <ul style="list-style-type: none"> • Transit Infrastructure • Energy Efficiency • Water • Food Systems <p>Region: United States</p>	<p>Does not fund capital improvements, endowments, academic fellowships or international projects.</p>	<p>(yr. ended 06/30/2011) Total Assets: \$867,363,679 Total Giving: \$38,369,542</p>
<p>Emily Hall Tremaine Foundation</p> <p>171 Orange Street New Haven, CT 06510 Telephone: (203) 639-5544 Fax: (203) 639-5545 www.tremaine.foundation.org</p>	<ul style="list-style-type: none"> • Education • Art • Environment • Learning Disabilities <p>Region: United States</p>	<p>Does not accept unsolicited proposals.</p>	<p>Unknown.</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

LIST OF POTENTIAL FUNDING SOURCES

Chart 1: Highly Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
PUBLIC AGENCIES AND INSTITUTIONS			
Americans for the Arts Washington, DC Office 1000 Vermont Ave. NW 6th Floor Washington, DC 20005 Telephone: (202) 371-2830 Fax: (202) 371-0424 www.artsusa.org/action_areas/professional_development.asp	<ul style="list-style-type: none"> • Arts and Culture 	Provides information, professional development, advocacy and networking opportunities rather than funding.	None.
ArtPlace 8 E. Randolph St. No. 2603 Chicago, IL 60601 www.artplaceamerica.org/	<ul style="list-style-type: none"> • Creative Placemaking (art and culture at heart of integrated community development strategy) • Vibrancy (community vitality and economic opportunity) • Diversity (Heterogeneity in terms of income, race, and ethnicity) Region: United States	Work must be exemplary, innovative, and distinctive and part of a larger portfolio of strategies among partners aiming to transform the community.	ArtPlace has awarded 80 grants to 76 organizations in 46 communities across the U.S. for a total of \$26.9 million.
Beverly Cultural Council Gail Eaton & Bea Modisett, Co-Chairs PO Box 3032 Beverly, MA 01915-0897 Telephone: (978) 969-3263; (401) 743-5844 Email: gail.eaton@comcast.net or beamodisett@yahoo.com www.beverlyculturalcouncil.org	<ul style="list-style-type: none"> • Arts and Culture Region: Beverly	All grants are below \$800.	\$8,963 in 2013
Massachusetts Cultural Council 10 St. James Ave., 3rd Floor Boston, MA 02116-3803 Telephone: 617-727-3668; Toll Free (MA only): 800-232-0960 Fax: 617-727-0044 TTY: 617-338-9153 Email: mcc@art.state.ma.us www.massculturalcouncil.org	<ul style="list-style-type: none"> • Cultural Economic Development • Cultural Facilities • Education in the Arts Region: Massachusetts	Restrictions depend on grant program.	The MCC invests about \$3.4 million annually. Adams Art Program grants fund a maximum of \$50,000.
<i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>National Endowment for the Arts (Our-Town Program)</p> <p>National Endowment for the Arts 1100 Pennsylvania Avenue, NW Washington, DC 20506-0001 Email: OT@arts.gov www.nea.gov/grants/apply/OurTown/index.html www.nea.gov/grants/apply/OurTown/Grant-program-description.html</p>	<ul style="list-style-type: none"> • Creative Placemaking • Community Liveability • Arts <p>Region: United States</p>	<p>Beverly is not eligible to apply for OurTown again until 2014 grant cycle.</p>	<p>An organization may request a grant amount from \$25,000 to \$200,000</p>
<p>CORPORATIONS AND CORPORATE FOUNDATIONS</p>			
<p>Beverly Cooperative Bank</p> <p>254 Cabot Street Beverly, MA 01915 978-922-0857 Robert Monahan, Branch Manager http://www.beverlycoop.com</p>	<ul style="list-style-type: none"> • Beverly organizations <p>Region: Beverly, Mass.</p>	<p>Unknown.</p>	<p>Unknown.</p>
<p>Deutsche Bank Americas Foundation</p> <p>60 Wall Street, NYC60-2112 New York, NY 10005 FAX: (212) 797-2255 www.db.com/us/content/en/1066.html</p>	<ul style="list-style-type: none"> • Art, culture and design as tools for the economic development of distressed communities by providing neighborhood residents with new employment, career and entrepreneurial opportunities. <p>Region: United States, Latin America, and Canada. In the United States, focus is on New York City.</p>	<p>Does not support capital campaigns or endowments.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$23,007,901 Total Giving: \$16,859,498</p>
<p>Mt. Washington Bank Charitable Foundation</p> <p>Contact: Jack Forbush 455 West Broadway South Boston, MA 02127 Telephone: (857) 524-1141 Email: jforbush@MtWashingtonBank.com</p>	<ul style="list-style-type: none"> • Community based arts programs Engaging people across age groups to support aspiring artists • Collegiate level arts development programs • Community wide arts appreciation programs. <p>Region: Greater Boston region</p>	<p>Most grants given to organizations within Mt. Washington Bank service area (limited to Boston proper). Some organizations beyond those communities are considered.</p>	<p>In the fiscal year ending June 30, 2009, \$310 thousand was awarded to many charities in our communities. Grants usually range from \$1,000 to \$2,000.</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

LIST OF POTENTIAL FUNDING SOURCES

Chart 1: Highly Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>Sovereign Bank Foundation</p> <p>130 Berkshire Blvd. Wyomissing, PA 19610-1200 Telephone: (610) 378-6190</p> <p>Contact: Joseph Schupp, V.P. CRA Division Mgr., Sovereign Bank, MA1-MB2-03-06, 2 Morrissey Blvd., Dorchester, MA 02125, Email: NEFoundation@sovereignbank.com www.sovereignbank.com/companyinfo/ company_information/community_ development/foundation_guidelines.asp</p>	<ul style="list-style-type: none"> • Arts and Culture • Community Investment • Economic Development • Youth and Education • Health and Human Service <p>Region: United States</p>	<p>In the area of arts and culture, contributions are considered to visual and performing arts programs, museums, libraries, cultural centers, and public radio and television stations that support programs and services to low- and moderate-income communities. Does not support capital campaigns.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$1 Total Giving: \$1,993,472</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

LIST OF POTENTIAL FUNDING SOURCES

Chart 2: Somewhat Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
FOUNDATIONS			
<p>Susan A. and Donald P. Babson Charitable Foundation</p> <p>77 Summer St., 8th Fl. Boston, MA 02110-1006 Telephone: (617) 391-3087 Contact: Michelle Jenney, Fdn. Admin. FAX: (617) 523-8949 E-mail: mjenney@gmafoundations.com www.babsonfoundation.org/</p>	<p>“Making a Better World”</p> <p>Grants made for:</p> <ul style="list-style-type: none"> • Education and Youth Development • Social Welfare • Environment <p>Region: International</p>	<p>No capital grants; limited multi-year grants.</p>	<p>yr. ended 12/31/2011) Total Assets: \$4,492,655 Total Giving: \$190,000</p>
<p>Theodore H. Barth Foundation</p> <p>45 Rockefeller Plz., 20th Fl., Ste. 2006 New York, NY 10111-0100 Contact: Ellen S. Berelson, Pres. E-mail: barthfoundation@earthlink.net</p>	<ul style="list-style-type: none"> • Education <p>Region: Unknown.</p>	<p>Unknown.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$24,714,455 Total Giving: \$1,063,250</p>
<p>Helene B. Black Charitable Foundation</p> <p>400 Atlantic Ave. Boston, MA 02110-3333</p>	<ul style="list-style-type: none"> • Arts and Culture • Social Welfare • Jewish Issues • Health <p>Region: Boston, New York, Washington, DC</p>	<p>Unknown.</p>	<p>(yr. ended 06/30/2011) Total Assets: \$3,500,590 Total Giving: \$425,350</p>
<p>Clipper Ship Foundation</p> <p>77 Summer St., 8th Fl. Boston, MA 02110-1006 Telephone: (617) 426-7080 Contact: Katy Fyrberg, Fdn. Asst. FAX: (617) 426-7087 E-mail: kfyrberg@gmafoundations.com Tel. for Katy Fyrberg: (617) 391-3094 www.agmconnect.org/clipper1.html</p>	<ul style="list-style-type: none"> • Children and Young People • Community Affairs • Food and Shelter • Aid to Person with Disabilities 	<p>Unknown.</p>	<p>(yr. ended 10/31/2011) Total Assets: \$25,017,258 Total Giving: \$1,620,440</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Mary W.B. Curtis Trust</p> <p>45 School St., 5th Fl. Boston, MA 02108-3204 Telephone: (617) 523-1635 Contact: Oliver Spalding, Tr. E-mail: sfish@hembar.com</p>	<ul style="list-style-type: none"> • Training boys and young men in good citizenship. <p>Region: Dorchester and Greater Boston.</p>	Unknown.	<p>(yr. ended 12/31/2011) Total Assets: \$2,068,215 Total Giving: \$136,000</p>
<p>Exelon Foundation</p> <p>P.O. Box 5408 Chicago, IL 60680-5408 Telephone: (312) 394-2200 E-mail: exelonfoundation@exeloncorp.com www.exelonfoundation.org</p>	<ul style="list-style-type: none"> • Diversity and Tolerance • Environment and Conservation • Innovative Math and Science Education <p>Region: United States</p>	Unknown.	<p>(yr. ended 12/31/2010) Total Assets: \$67,942,588 Total Giving: \$1,900,000</p>
<p>Ford Foundation</p> <p>320 E. 43rd St. New York, NY 10017-4801 Telephone: (212) 573-5000 Contact: Secy. FAX: (212) 351-3677 E-mail: office-secretary@fordfoundation.org www.fordfoundation.org</p>	<ul style="list-style-type: none"> • Freedom of Expression • Metropolitan Opportunity • Democratic and Accountable Government • Economic Fairness • Educational Opportunity and Scholarship • Human Rights • Sexuality and Reproductive Health and Rights • Sustainable Development <p>Region: United States</p>	None.	<p>(yr. ended 09/30/2011) Total Assets: \$10,498,932,621 Total Giving: \$427,625,656</p>
<p>Jackson and Irene Golden 1989 Charitable Trust</p> <p>400 Atlantic Ave., Ste. 401 Boston, MA 02110-3333</p>	<ul style="list-style-type: none"> • Arts and Culture • Education and Youth Development • Human and Animal Welfare • Jewish Issues • Health and Medicine <p>Region: United States with focus on Boston area.</p>	Unknown.	<p>(yr. ended 11/30/2011) Total Assets: \$8,570,955 Total Giving: \$787,800</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

LIST OF POTENTIAL FUNDING SOURCES

Chart 2: Somewhat Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>Geoffrey Gund Foundation</p> <p>4900 Tiedeman Rd., OH01 Brooklyn, OH 44144-2338 Additional info: Application address: c/o Geoffrey Gund, 40 E. 94th St., Apt. 28E, New York, NY 10128-0740</p>	<ul style="list-style-type: none"> • Arts and Culture • Youth and Education • Health • Community Services • Social Welfare • Environment <p>Region: United States with focus on New York City</p>	Unknown.	<p>(yr. ended 06/30/2011) Total Assets: \$33,121,631 Total Giving: \$1,322,767</p>
<p>Harbus Foundation</p> <p>Harvard Business School Gallatin Hall E Boston, MA 02163 www.harbusfoundation.org</p>	<ul style="list-style-type: none"> • Education • Literacy • Journalism <p>Region: Greater Boston Area</p>	Does not accept unsolicited proposals.	Harbus Founda- tion teams re- search and invite 30-40 nonprofit organizations to apply for funding (typically \$10,000 grants)
<p>William Randolph Hearst Foundation</p> <p>Hearst Twrs., 300 W. 57th St., 26th Fl. New York, NY 10019-3741 Telephone: (212) 586-5404 Contact: Paul I. Dinovitz, Exec. Dir. FAX: (212) 586-1917 www.hearstfdn.org</p>	<ul style="list-style-type: none"> • Culture • Education • Health • Social Services <p>Region: United States</p>	Does not fund organizations with operating budgets under \$1 million. Does not provide seed money or support for start-up projects.	<p>(yr. ended 12/31/2010) Total Assets: \$580,120,498 Total Giving: \$20,481,846</p>
<p>Hunt Alternatives Fund</p> <p>625 Mount Auburn Street Cambridge, MA 02138 Telephone: (617) 995-1900 FAX: (617) 995-1982 Email: information@huntalternatives.org www.huntalternatives.org</p>	<ul style="list-style-type: none"> • Youth Arts • Stopping Sex Trafficking • Social Justice • Women's Leadership • Ending Violence <p>Region: Eastern Massachusetts and International.</p>	Does not accept unsolicited proposals.	<p>(yr. ended 12/31/2011) Total Assets: \$40,177,660 Total Giving: \$5,064,677</p>
<p>Literary Ventures Fund, Inc.</p> <p>47 L.P. Henderson Rd. Beverly, MA 01915 www.literaryventuresfund.org/</p>	<ul style="list-style-type: none"> • Book Publication <p>Region: Greater Boston and Massachusetts</p>	Investments can only be used in support of book publication.	<p>(yr. ended 06/30/2011) Total Assets: \$26,529 Total Giving: \$0</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Charles Stewart Mott Foundation</p> <p>Mott Foundation Bldg. 503 S. Saginaw St., Ste. 1200 Flint, MI 48502-1851 Telephone: (810) 238-5651 FAX: (810) 766-1753 E-mail: info@mott.org www.mott.org</p>	<ul style="list-style-type: none"> • Civil Society • Environment • Flint Area • Pathways Out Of Poverty 	<p>Does not fund capital improvements, endowments, project replication, or research, unless these grow out of projects already funded by Mott. Film, video projects, books, scholarships, and fellowships are rarely funded.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$2,130,000,000 Total Giving: \$108,500,000</p>
<p>Oak Foundation USA</p> <p>511 Congress Street, Suite 800 Portland, ME 04101 www.oakfnd.org</p>	<ul style="list-style-type: none"> • Child abuse • Environment • Housing and Homelessness • International Human Rights • Issues Affecting Women • Learning Differences • Special Interest Grants <p>Region: International</p>	<p>Does not fund scholarships or tuition assistance. Does not fund general fund-raising drives. Does not fund projects under \$25,000.</p>	<p>In 2011: \$158.32 million</p>
<p>Open Society Foundations</p> <p>400 West 59th Street New York, NY 10019 USA Telephone: (212) 548-0600 www.opensocietyfoundations.org/</p>	<ul style="list-style-type: none"> • Media and Information • Education and Youth • Health • Governance and Accountability • Rights and Justice <p>Region: International</p>	<p>Unknown.</p>	<p>yr. ended 12/31/2010) Total Assets: \$1,141,004,097 Total Giving: \$60,670,957</p>
<p>RGK Foundation</p> <p>1301 W. 25th St., Ste. 300 Austin, TX 78705-4236 Telephone: (512) 474-9298 Contact: Suzanne Haffey, Grants Assoc. FAX: (512) 474-7281 E-mail: shaffey@rgkfoundation.org www.rgkfoundation.org</p>	<ul style="list-style-type: none"> • Community Affairs • Education • Health • Human Services <p>Region: United States, focus on Texas and California</p>	<p>Grants for capital campaigns, general operating expenses, and endowments are infrequent. Multi-year grants are rare.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$145,448,629 Total Giving: \$5,969,767</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

LIST OF POTENTIAL FUNDING SOURCES

Chart 2: Somewhat Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>Sawyer Charitable Foundation</p> <p>200 Newbury St., 4th Fl. Boston, MA 02116-2504 Telephone: (617) 267-2414 Contact: Carol S. Parks, Tr.</p>	<ul style="list-style-type: none"> • Arts and Culture • Youth Development • Human and Animal Welfare • Health and Medicine <p>Region: United States with focus on Boston area.</p>	Unknown.	<p>(yr. ended 12/31/2010)</p> <p>Total Assets: \$1,919,186</p> <p>Total Giving: \$336,850</p>
<p>Richard and Susan Smith Family Foundation</p> <p>1 Newton Executive Park, Ste. 104 Newton, MA 02462-1435 Telephone: (617) 278-5200 Contact: Lynne J. Doblin, Exec. Dir. FAX: (857) 404-0719 E-mail: info@smithfamilyfoundation.net www.smithfamilyfoundation.net</p>	<ul style="list-style-type: none"> • Urban Education • Economic Mobility • Health • Capacity Building <p>Region: Greater Boston</p>	Unknown. Small capital grants are made.	<p>(yr. ended 04/30/2011)</p> <p>Total Assets: \$230,357,899</p> <p>Total Giving: \$9,818,883</p>
<p>May & Stanley Smith Family Foundation</p> <p>Email: grantsmanager@adminitrustllc.com www.adminitrustllc.com/may-and-stanley-smith-charitable-trust</p>	<ul style="list-style-type: none"> • Children and Youth • Disadvantaged Adults and Families • Disabled and Critically Ill • Elders • Special Initiatives <p>Region: United States, Canada, the United Kingdom, Australia, the Bahamas, and Hong Kong</p>	Unknown.	In 2012, the Trust paid out 379 grants totaling \$12 million.
PUBLIC AGENCIES AND INSTITUTIONS			
<p>Boston Children's Hospital, Beverly</p> <p>85 Herrick Street Beverly, MA 01915 Telephone: (978) 922-3000; (978) 524-7975 (TTY) childrenshospital.org/locations/Site1395/mainpageS1395P27.html</p>	Unknown.	Unknown.	Unknown.
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Boston Public Health Commission</p> <p>1010 Massachusetts Avenue Boston, MA 02118 Telephone: (617) 534-5395; (617) 534-9799 (TTY) FAX: (617) 534-5358 Email: info@bphc.org www.bphc.org/about/Pages/Home.aspx</p>	<ul style="list-style-type: none"> Health and Wellness <p>Region: Greater Boston</p>	<p>Unknown.</p>	<p>Unknown.</p>
<p>CORPORATIONS AND CORPORATE FOUNDATIONS</p>			
<p>Bank of America Foundation</p> <p>401 N. Tryon St., NC1-021-02-20 Charlotte, NC 28255-0001 Telephone: (800) 218-9946 about.bankofamerica.com/en-us/global-impact/charitable-foundation-funding.html</p>	<p>2013 funding priorities:</p> <ul style="list-style-type: none"> Community Development Education Workforce Development Critical Needs <p>Region: United States</p>	<p>Unknown.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$9,777,360 Total Giving: \$197,954,354</p>
<p>Bay State Federal Savings Charitable Foundation</p> <p>55 Cambridge Pkwy. Cambridge, MA 02142-1234 Telephone: (617) 225-2822 Contact: Jill W. Power, Corp. Secy. Additional info: FAX: (617) 225-6945 E-mail: info@baystatecharitable.com www.baystatecharitable.com</p>	<ul style="list-style-type: none"> Arts and Culture Community Development Education and Youth Social Welfare Elderly Health <p>Region: Greater Boston Area</p>	<p>Unknown.</p>	<p>(yr. ended 12/31/2009) Total Assets: \$8,574,563 Total Giving: \$360,891</p>
<p>Citizens Bank</p> <p>Contact: Sam J. LaPorte, Dir. Community Relations Department Citizens Bank 53 State Street Boston, MA 02109</p>	<ul style="list-style-type: none"> Community Development in Economically Distressed Areas Economic Self-sufficiency Affordable Housing Innovative Responses to Basic Human Needs Community-based Services (targeted to low- and moderate-income families and individuals) <p>Region: United States</p>	<p>Does not fund annual appeals, operating deficits, endowments, annual operating support, advertising and fund-raising activities, historic preservation, public or private educational institutions, among others.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$1,434,796 Total Giving: \$383,786</p>
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

LIST OF POTENTIAL FUNDING SOURCES

Chart 2: Somewhat Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>CLIF Bar</p> <p>1451 66th St. Emeryville, CA 94608-1004 Telephone: (510) 596-6383 E-mail: familyfoundation@clifbar.com E-mail for Seed Matters Program: seedmatters@clifbarfamilyfoundation.org www.clifbarfamilyfoundation.org</p>	<ul style="list-style-type: none"> • Building Stronger Communities • Increasing Opportunities for Outdoor Activity • Reducing Environmental Health Hazards • Creating a Robust Healthy Food System • Protecting Earth's Beauty and Bounty <p>Region: United States</p>	<p>Does not fund capital campaigns, endowments, or fundraising events. Does not accept unsolicited proposals for capacity-building grants, long-term partnerships, or consulting grants.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$254,203 Total Giving: \$1,619,620</p>
<p>Dr. Scholl Foundation</p> <p>1033 Skokie Blvd., Ste. 230 Northbrook, IL 60062-4109 Telephone: (847) 559-7430 Contact: Pamela Scholl, Chair. and Pres. drschollfoundation.com</p>	<ul style="list-style-type: none"> • Civic and Cultural • Education • Social Service • Healthcare • Environment <p>Region: United States with a focus on Illinois</p>	<p>Grants for endowments or capital campaigns are rare. Does not fund multiple grants from one organization in a single year.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$157,382,670 Total Giving: \$6,471,660</p>
<p>Eastern Bank Charitable Fund</p> <p>195 Market St., EP5-02 Lynn, MA 01901-1508 Telephone: (781) 598-7595 Contact: Laura Kurzrok, Exec. Dir.; Cindy Ciman, Fdn. Admin. FAX: (781) 596-4445 E-mail: l.kurzrok@easternbk.com www.easternbank.com/site/about_us/community_involvement/Pages/charitable_foundation.aspx</p>	<ul style="list-style-type: none"> • Education • Other (including arts and environment) • Human Services • Families and Children • Affordable housing • Health Care • Economic Revitalization • United Way <p>Region: Eastern Massachusetts</p>	<p>Does not make multi-year grants. Other restrictions depend on grant program.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$54,853,563 Total Giving: \$2,692,876 Partnership Grants: \$10,000-\$50,000; Community Grants: up to \$10,000</p>
<p>GM Foundation</p> <p>300 Renaissance Ctr., M.C. 482-C27-D76 Detroit, MI 48265-3000 Contact: Ann Kihn E-mail: ann.kihn@gm.com www.gm.com/company/aboutGM/gm_foundation.html</p>	<ul style="list-style-type: none"> • Community Development • Education • Health and Human Services • Environment and Energy <p>Region: United States</p>	<p>Does not fund capital campaigns or endowments.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$162,093,119 Total Giving: \$10,684,475</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Macy's Foundation</p> <p>7 W. 7th St. Cincinnati, OH 45202-2424 Telephone: (513) 579-7000 FAX: (513) 579-7185 E-mail: foundationapps@macys.com; bloomingdalescontributions@bloomingdales.com http://www.macysinc.com/community/</p>	<ul style="list-style-type: none"> • Arts and Culture • Education • The Environment • HIV/AIDS • Women’s Issues <p>Region: United States</p>	<p>Foundation Grants do not fund events, but District Grants do.</p>	<p>(yr. ended 01/28/2012) Total Assets: \$3,937,987 Total Giving: \$13,467,367</p>
<p>MAXIMUS Foundation</p> <p>11419 Sunset Hills Rd. Reston, VA 20190-5207 Telephone: (800) 629-4687 Contact: John F. Boyer, Chair. and Pres. FAX: (703) 251-8245 E-mail: maximuscharitablefoundation@maximus.com www.maximus.com/corporate-citizenship/charitable-foundation</p>	<ul style="list-style-type: none"> • Arts and Culture • Youth Development <p>Region: United States</p>	<p>Unclear whether unsolicited proposals are accepted.</p>	<p>(yr. ended 09/30/2011) Total Assets: \$167,190 Total Giving: \$231,051</p>
<p>Motorola Mobility Foundation</p> <p>600 N. U.S. Hwy. 45 Libertyville, IL 60048-1286 Telephone: (847) 523-3597 Contact: Eileen Sweeney, V.P. E-mail: giving@motorola.com responsibility.motorola.com/index.php/community/motofoundation/</p>	<ul style="list-style-type: none"> • Education • Community • Health and Wellness • Disaster Response <p>Region: International</p>	<p>Unknown.</p>	<p>\$3.9 million in grants worldwide, including \$1.1 million outside the U.S.</p>
<p>Motorola Solutions Foundation</p> <p>1303 East Algonquin Rd. Schaumburg, IL 60196-4041 Telephone: (847) 538-7639 Contact: Matt Blakely, Dir. FAX: (847) 538-1456 E-mail: foundation@motorolasolutions.com www.motorolasolutions.com/giving</p>	<ul style="list-style-type: none"> • Public Safety • Disaster Relief • Employee Programs • Education (Science, Technology, Engineering and Math) <p>Region: International; focus on Chicago in United States</p>	<p>Unknown.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$101,344,313 Total Giving: \$17,890,729</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

LIST OF POTENTIAL FUNDING SOURCES

Chart 2: Somewhat Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>National Grid</p> <p>40 Sylvan Road Waltham, MA 02451-1120 Telephone: (508) 309-2000 www2.nationalgridus.com/corpinfo/ community/sponsorships_all_all.jsp</p>	<ul style="list-style-type: none"> • Education and Skills • Community Investment • Energy and Environment <p>Region: United States</p>	Unknown.	Unknown.
<p>Reebok</p> <p>1895 J.W. Foster Blvd. Canton, MA 02021-1099 Telephone: (781) 401-5000 Contact: Geri Noonan, Exec. Dir. FAX: (781) 401-4744 E-mail: geri.noonan@reebok.com corporate.reebok.com/en/corporate_ citizenship/default.asp</p>	<ul style="list-style-type: none"> • Social and Economic Equality • Inner-city Youth <p>Region: United States</p>	Unknown.	Unknown.
<p>Starbucks Foundation</p> <p>2401 Utah Ave. S. Seattle, WA 98134-1436 E-mail: foundationgrants@starbucks.com www.starbucks.com/responsibility/ community</p>	<ul style="list-style-type: none"> • Community • Food • Young leaders <p>Region: International</p>	Unknown.	(yr. ended 09/30/2011) Total Assets: \$32,316,667 Total Giving: \$6,177,709
<p>State Street Foundation</p> <p>1 Lincoln St Boston, MA 02111-2900 Contact: Amanda Northrop, V.P., North America and Asia Pacific Grants E-mail: StateStreetFoundation@statestreet. com statestreet.com/wps/portal/internet/ corporate/home/aboutstatestreet/ corporatetcizenship/statestreetfoundation/ aboutstatestreetfoundation</p>	<ul style="list-style-type: none"> • Education • Workforce Development <p>Region: United States and International</p>	Unknown.	(yr. ended 12/31/2011) Total Assets: \$47,681,833 Total Giving: \$20,998,165
<p><i>N.B. Data in this chart are generated from organization websites and from recent 990 forms.</i></p>			

Name and Contact Information	Funding Priorities	Restrictions	Grantmaking Activity
<p>Suffolk Construction</p> <p>65 Allerton Street Boston, MA 02119 T: 617-445-3500 F: 617-541-2128 www.suffolkconstruction.com/corporate_giving.htm</p>	<ul style="list-style-type: none"> • Arts and Culture • Education • Community Development • Health and Wellness • Social Welfare <p>Region: United States</p>	<p>Unknown.</p>	<p>Unknown.</p>
<p>Sun Life Financial - Rising Star</p> <p>1 Sun Life Executive Park, SC 2132 Wellesley Hills, MA 02481 Telephone: (781) 263-6306 Contact: Kaitlin Jaquez, Sr. Philanthropy Prog. Mgr. E-mail: Kaitlin.Jaquez@sunlife.com For Sun Life Rising Star Award: risingstar@sunlife.com www.sunlife.com/us/Get+to+know+us/Ou+r+community+involvement?vgnLocale=en_CA</p>	<ul style="list-style-type: none"> • Education and Youth Development <p>Region: Within 40 miles of the following locations: Atlanta, GA; Boston, MA; Chicago, IL; Dallas, TX; Los Angeles, CA; Nashville, TN; or South Florida (includes the following counties: Miami-Dade, Palm Beach, Broward, Lee, Hendry, Collier, and Monroe)</p>	<p>Other than for Rising Stars program, does not accept unsolicited requests for funding. Organization must be within 40 miles of Boston, must directly benefit youth under age 21 and have a three-year track record of success.</p>	<p>Unknown.</p>
<p>TD Charitable Foundation</p> <p>P.O. Box 9540, 1 Portland Sq. Portland, ME 04112-9540 Telephone: (207) 756-6947 Contact: Michael L. Rayder, Jr., Mgr. E-mail: CharitableGiving@TDBanknorth.com; Michael.Rayder@TDBanknorth.com www.tdbank.com/community/grants.html</p>	<ul style="list-style-type: none"> • Education and Financial Literacy • Affordable Housing • Environment <p>Region: Northeast, Mid-Atlantic, Metro D.C., the Carolinas and Florida</p>	<p>Does not fund capital campaigns, endowments, advertising, multi-year requests, scholarships, research, or fundraising.</p>	<p>(yr. ended 12/31/2011) Total Assets: \$83,686,928 Total Giving: \$13,824,674</p>
<p>Wellington Management Foundation</p> <p>280 Congress Street Boston, Massachusetts 02210 Telephone: (617) 951-5000 Contact: Ruth Victorin Email: rvictorin@gmafoundations.com Telephone: (617) 391-3101</p>	<ul style="list-style-type: none"> • Education for Disadvantaged Youth <p>Region: Boston, Chicago, London, Marlborough (Massachusetts), Philadelphia, and San Francisco.</p>	<p>Organizations must be within 30 miles of U.S. or U.K. location. 70% of program participants must be economically disadvantaged or under 21.</p>	<p>In 2009: 32 organizations received grants ranging in size from \$10,000 to \$35,000.</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

LIST OF POTENTIAL FUNDING SOURCES

Chart 2: Somewhat Relevant to Beverly Cultural District

<i>Name and Contact Information</i>	<i>Funding Priorities</i>	<i>Restrictions</i>	<i>Grantmaking Activity</i>
<p>Xerox Foundation</p> <p>45 Glover Ave. Norwalk, CT 06856-4505 Telephone: (203) 849-2478 Contact: Dr. Joseph M. Cahalan, Pres. FAX: (203) 849-2479 www.xerox.com/about-xerox/citizenship/xerox-foundation/enus.html</p>	<ul style="list-style-type: none"> • Cultural Affairs • Education • Employability • Social Issues <p>Region: International with a focus on communities where Xerox employees live and work.</p>	<p>Does not fund capital campaigns or endowments.</p>	<p>(yr. ended 12/31/2010) Total Assets: \$2,635 Total Giving: \$192,890</p>
<p>The TJX Foundation</p> <p>770 Cochituate Rd., Rte. X3S Framingham, MA 01701-4666 Telephone: (508) 390-3199 Contact: Christine A. Strickland, Mgr. FAX: (508) 390-2091 E-mail: TJX_Foundation@TJX.com www.tjx.com/corporate_community_foundation.asp</p>	<ul style="list-style-type: none"> • Build Community Ties • Promote Strong Families • Provide Emergency Shelter • Enhance Education and Job Readiness <p>Region: United States</p>	<p>Does not fund capital campaigns, endowments, fellowships, new programs, start up costs, publications, salaries and general operating expenses.</p>	<p>(yr. ended 01/29/2011) Total Assets: \$24,431,377 Total Giving: \$7,305,232</p>

N.B. Data in this chart are generated from organization websites and from recent 990 forms.

