Lenox CULTURAL DISTRICT

Lenox Cultural District Meeting

June 29, 2020

4:00 p.m.

Mass Cultural Council

WELCOME!

It’s good to see you.

AGENDA

1. Update from the Massachusetts Cultural Council
2. Cultural District Designation: What it means
3. Our Cultural District Goals
4. Review of Steering Committee Concepts for Summer 2020 (and beyond)
5. Additional Concepts
6. Other Business

Update from the Massachusetts Cultural Council

- Luis Cotto, Massachusetts Cultural Council Cultural Districts Program Manager
- Verónica Ramírez Martell, Massachusetts Cultural Council Program Officer

Mass Cultural Council

Cultural District Designation: A Refresher

- Laura Brennan, Berkshire Regional Planning Commission

Cultural Districts

Launched in 2011 by an act of the state legislature, Cultural Districts drive economic growth, strengthen our distinctive local character, and improve the quality of life of families across Massachusetts. By supporting arts, humanities, and science organizations, Cultural Districts attract tourists and entrepreneurs, which in turn help communities foster their cultural sector and expand their tax base. And that benefits everyone.

The Lenox Cultural District

A walkable, vibrant neighborhood with strong links to our partners beyond the village

Our Cultural District Goals

- Gwen Miller, Lenox Town Planner

- Raise profile of smaller organizations within and around District
- Explore new collaborations among venues, across industries
- Expand range of audiences by leverage existing, marketing to new
- Improve physical connectivity through signage and pathways
- Consider new programming/events in “off-seasons”
- Work with fellow Berkshire County Cultural Districts (North Adams, Williamstown, Pittsfield and Great Barrington)

Review of Steering Committee Concepts for Summer 2020 (and beyond)

Sub-committee Leaders:

- Beth Gamble, Lenox Cultural District Communications
- Hillary Respass, Live Music
- Cassandra Sohn, Art Walk
- Marybeth Mitts, Scavenger Hunt

Communications Goals

- Grow the district's audience to increase awareness of the Cultural District among community stakeholders, residents, and visitors.
- Inform the larger communities of district activities and events.
- Update community stakeholders on the steering committee's activities.

Cultural District Information

- Landing page, housed on the Lenox Chamber of Commerce's website at www.lenox.org/lenox-cultural-district/, contains background, link to Berkshire Eagle article, sign up for e-newsletter, and updates from district partners.

- Town website, housed on the Land Use Department's section https://www.townoflenox.com/land-use-department/pages/lenox-cultural-district, contains past meeting agendas and minutes.

Communication Tools

- The steering committee publishes a monthly e-newsletter that recaps news from the steering committee, activities, and events in the Cultural District.

- The Cultural District's Facebook page is located at https://www.facebook.com/lenoxculturaldistrict.

- The Cultural District can also use the Lenox Chamber of Commerce's Facebook, Instagram, and Twitter accounts to promote cultural district activities.

Music on sidewalks and in public spaces

Providing live music outdoors in a safe and welcoming way

Lenox Art Walk

Encouraging exploration of our local galleries and businesses

Scavenger Hunt

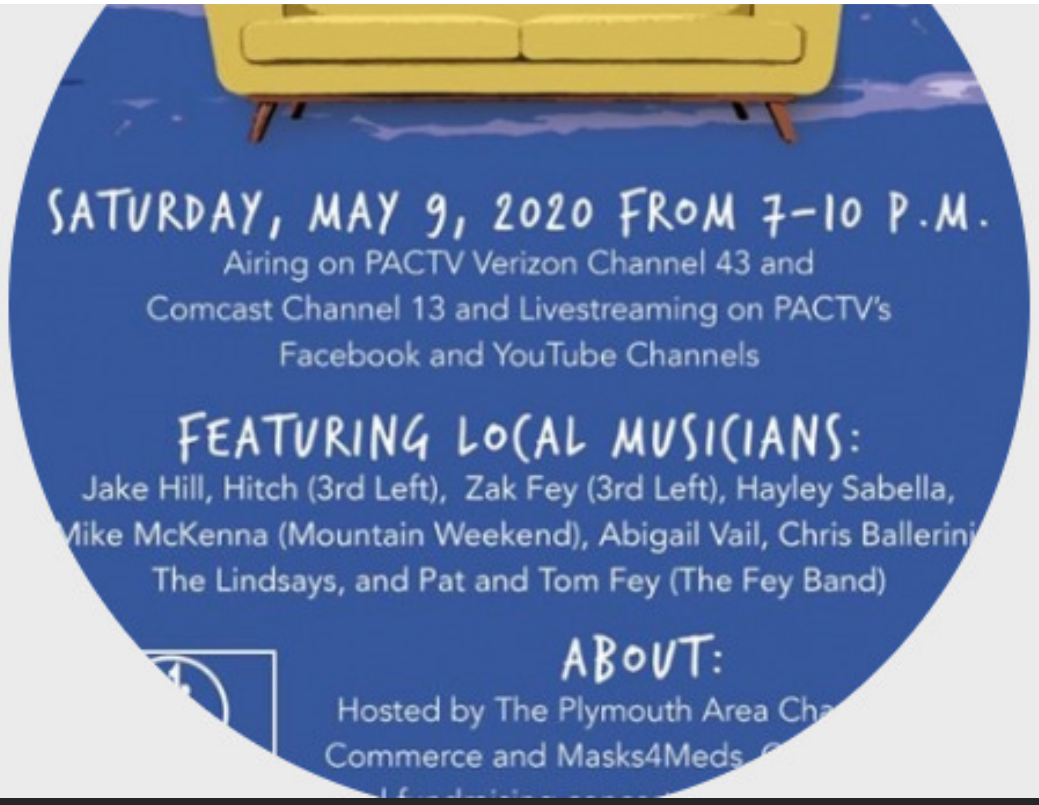
A self-directed and guided activity to help celebrate and promote local history, businesses and spaces.

Inclusive of over 120 artisans, historic venues, shops, organizations and places of respite within the Lenox Cultural District

- Produce a map or a mapping app with pin drops of all entities.
- As you visit and answer questions or get answer, can turn the pin drop from red to green.
- Scavenger Hunt can be done over a weekend (with great tenacity) or over the course of the summer/fall.
- Completed hunts could collect a nominal prize at Chamber office.

- Prizes could be coupons for % off at Lenox retail, restaurant, or lodging.
- Residents and visitors learn new things about Lenox
- Encourages visiting all over Lenox

- Encourages economic stimulus within Lenox by giving coupon for % off



Saturday, May 9, 2020 from 7-10 p.m.

Airing on PACTV Verizon Channel 43 and Comcast Channel 13 and Livestreaming on PACTV's Facebook and YouTube Channels.

Featuring

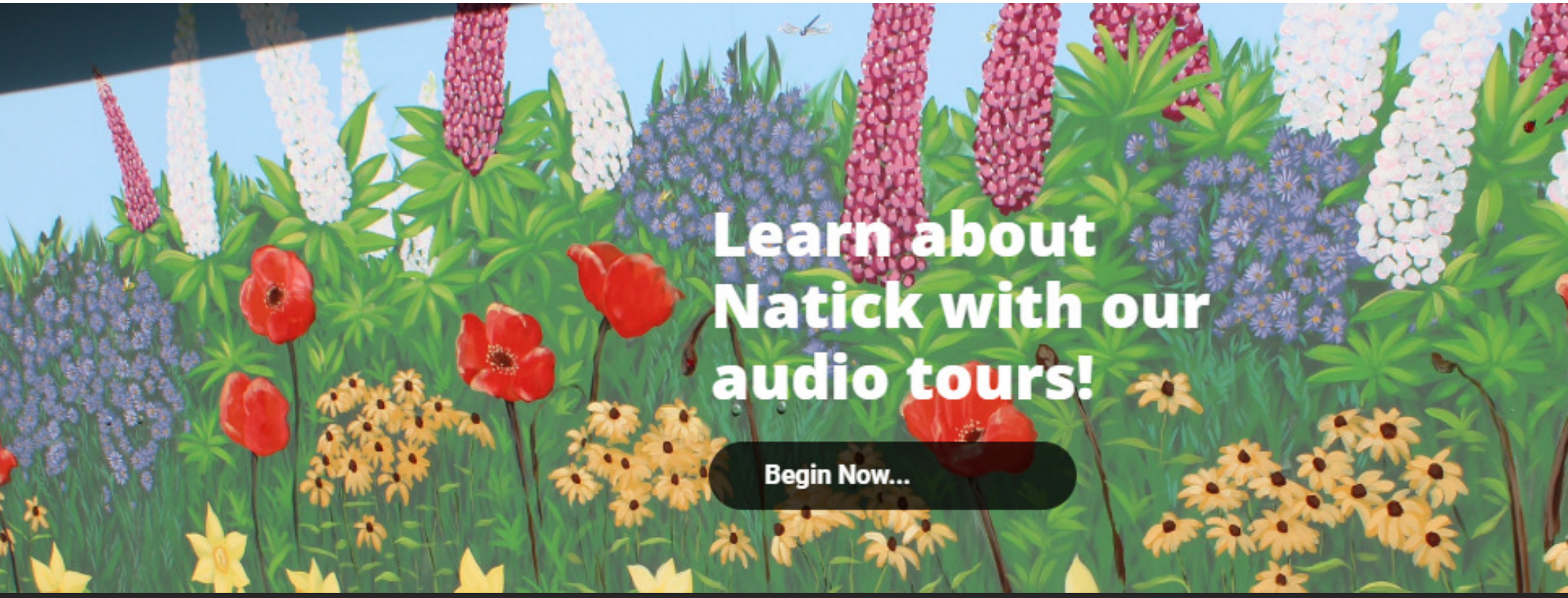
Jake Hill, Hitch (3rd Left), Zak Fey (3rd Left), Hayley Sabella, Mike McKenna (Mountain Weekend), Abigail Vail, Chris Ballerini,

The Lindsays, and Pat and Tom Fey (The Fey Band)

Hosted by The Plymouth Area Chamber of Commerce and Masks4Meds, Couchella is a virtual fundraising concert event benefitting the Plymouth One Fund, a fund created to support small businesses in Plymouth, MA affected by the COVID-19 Pandemic.

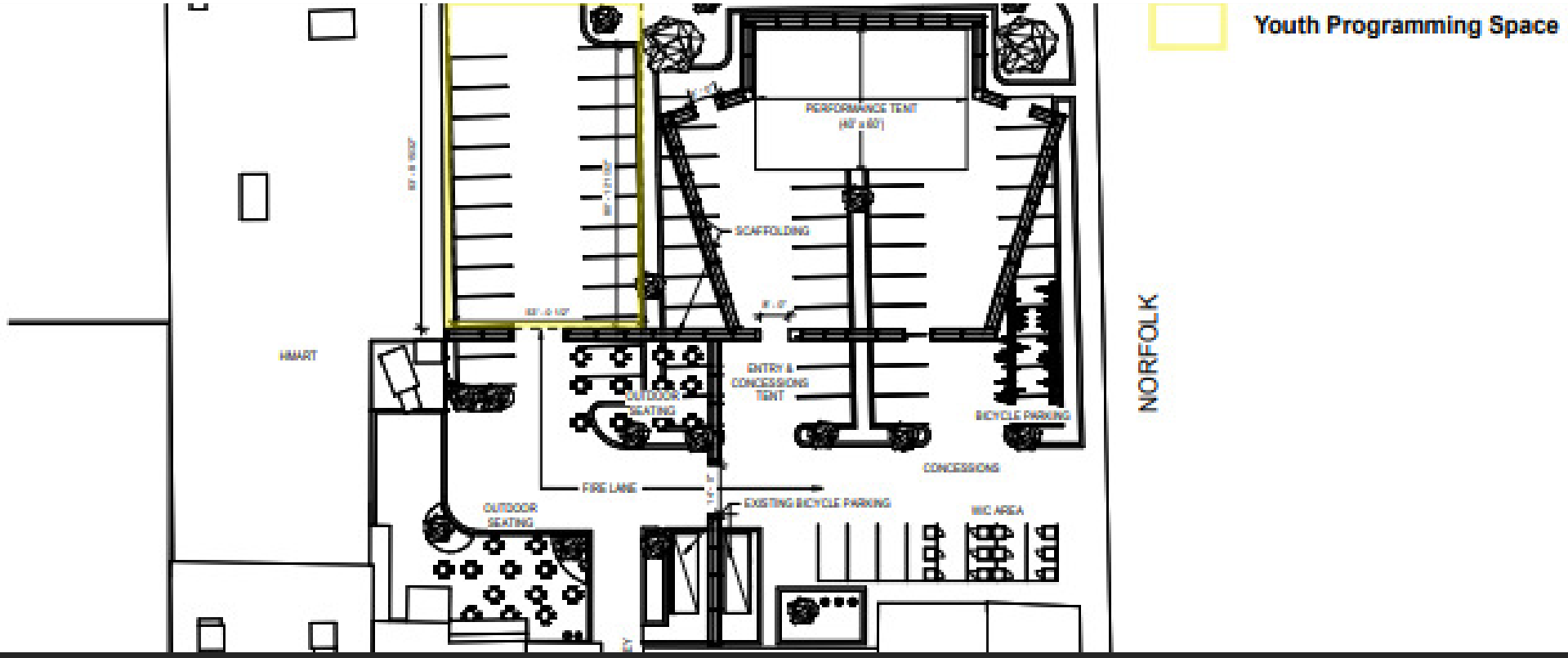
Additional Concepts

Plymouth Bay Cultural District, “Couchella”



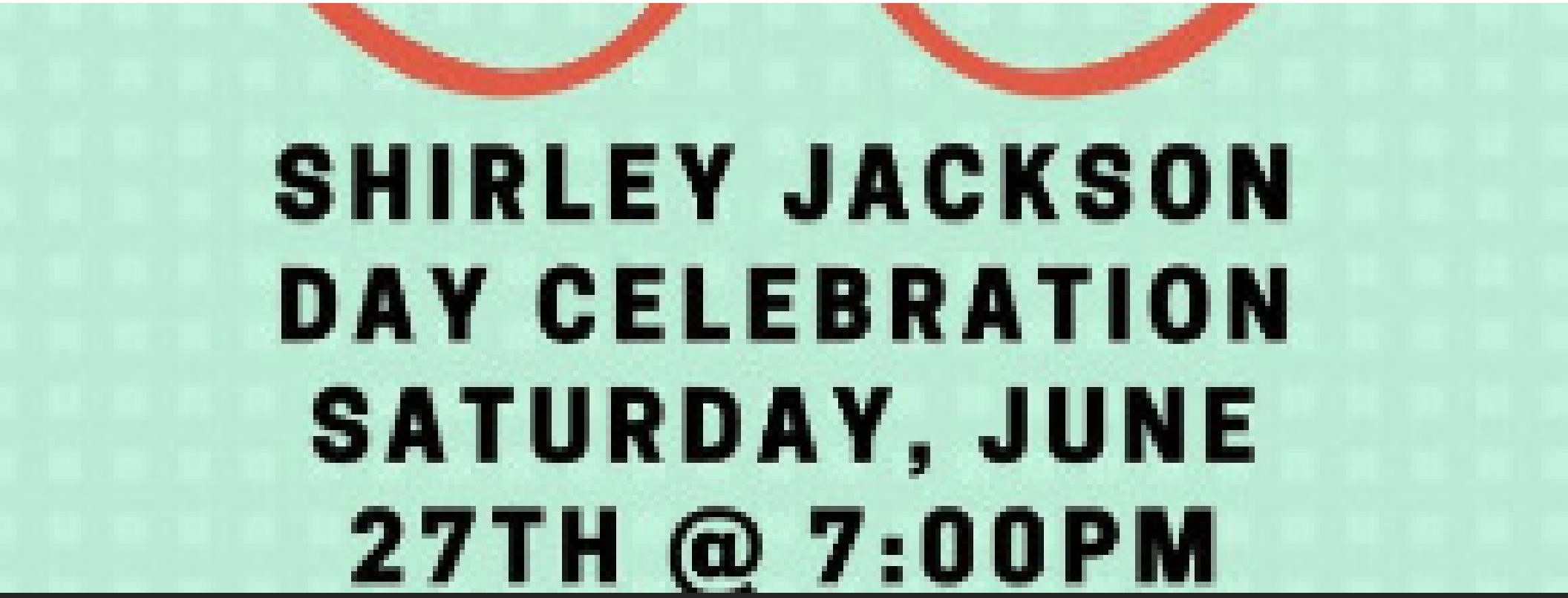
Additional Concepts

Natick Center Cultural District, Audio Tours by their Historical Society



Additional Concepts

Cambridge, “Starlight Square”, a shared outdoor space for diverse programming and activity



Additional Concepts

"Shirley Jackson Day" in Bennington, Vermont

Other Business/Questions/Comments

Keep in Touch with the Lenox Cultural District!

Follow on Facebook

Sign up for the e-newsletter at: lenox.org

https://lenox.org/lenox-cultural-district/

#lenoxculturaldistrict #MAculturaldistrict #visitlenox #LenoxMA #creativityliveshere #intheberkshires #lenoxlove