

## **Mission Hill Main Streets 2008/09 Year in Review**

Main Streets is best known for the Storefront Improvement Program now called the Restore Grant. With the name change brings new guidelines. The funds for the program come from the federal government and therefore require additional paperwork. This year Mission Hill Main Streets was able to complete two new storefronts- Martin's Beeper and Cut It Up. There are at least five other projects that are in line to be completed by the end of the year-Sociedad Latina, Building Materials Resource Center, Crispy Dough Pizzeria, The Crossing, Mission Hill Liquors.

Rack of Art- This bicycle rack project was a proposal that a local resident brought to MassArt's Urban Arts Institute and Mission Hill Main Streets in 2006. Christina Lanzl, Urbarn Arts Institute was selected as the project coordinator and liaison to the funder, The Browne Fund. Mission Hill Main Streets role was to identify youth to work on the project and to help identify potential locations for the bike racks. The Design Committee participated in the selection of the designer of the bike rack and ultimately the final proposals which are currently being fabricated. The Rack of Art has turned out to be Racks of Art because the committee actually selected three designs. Fabrication is scheduled to be completed in December with installation in the spring. The targeted locations are on Huntington Avenue (near Mission Bar and Grill, Kwik-e-Sub and Penguin Pizza).

T Shirt designs were submitted and voted by members of the Design Committee for a promotional item for Mission Hill. The t shirts were printed in 5 different colors this past year. Over 300 t shirts have been printed and sold at various businesses and online. Mission Hill Main Streets will continue to sell the t shirts that are in stock. The t shirts are currently being sold at Mike's Donuts, The Crossing and via [www.missionhillmainstreets.org](http://www.missionhillmainstreets.org). The Promotion Committee held T Shirt parties throughout the spring and summer to sell the t shirts.

Promotional events are held to promote businesses and the neighborhood. Over the course of the last year Main Streets has participated collaboratively with other organizations and businesses to promote Mission Hill. Mission Hill Main Streets has continued working with the City of Boston on two annual events Holiday Tree Lighting and Boston Shines Neighborhood Clean Up. Main Streets has hosted several tours of the neighborhood to groups such as Boston Cares, Discover Roxbury, students from MassArt and Wentworth Institute of Technology. Jazz in July was a promotional event involving four businesses and local artists. Live music was performed at two of the businesses while the other two businesses hosted jewelry, painting and other crafts at their establishment.

Faces on the Hill was a collaborative effort between MassArt and MHMS. MassArt students, Katherine Lagreze and Anna Kriger, painted portraits of Mission Hill residents and business owners. The portraits were exhibited at J.P. Licks earlier this year. A reception was held with musical performance by Sociedad Latina's Music Ensemble. The photos were also on display at MassArt's Family Day celebration. The portraits were auctioned off later this year at the annual dinner.

An Evening on the Hill was the theme of the Mission Hill Main Streets annual dinner. The event featured a pictorial stroll through Mission Hill complete with photographs of old and new areas of the neighborhood. The event was held at the Richard E Griffin Academic Center at Massachusetts College of Pharmacy and Health Sciences and very well attended. The event raised \$15,000 for a streetscape project and general operations of Mission Hill Main Streets.

Vacancy rates are a concern to Mission Hill Main Streets and the Economic Restructuring Committee. This past year we have had six businesses close and three have opened. New businesses have approached Mission Hill Main Streets for letters of support. This committee is the responsible for hearing the request from the owner and directing the executive director to act on the committee's behalf to the city of Boston licensing board. We are expecting a several new businesses to open over the course of the next six months.

The Mission Hill Farmers Market has been an active part of the community for over ten years. Last year Mission Hill Main Streets was offered an opportunity to accept SNAP/EBT benefits and to participate in the City of Boston's Bounty Bucks program. This is an opportunity to help benefit card holders to access healthy fruits and vegetables. The Bounty Bucks program offers up to \$10 additional as a match when SNAP benefits are used at the market. The market will be extending its closing date to Thursday November 12 and will continue to offer the Bounty Bucks match through that time. Mission Hill Main Streets is a sub-grantee of The Food Project which provides funding wireless terminal and all associated fees.

Sparring Partners is a collaborative effort of Harvard School of Public Health, MassArt, The Museum School and Mission Hill Main Streets. Throughout the year, both of the art schools and members of the community coordinate shows, filling the windows with art of all media and offering passers-by joyful and thought-provoking experiences. Currently on display at 635 Huntington Avenue are works by Mission Hill resident Pedro Marum Saab and MassArt student Melanie Laramie. The art work is for sale on occasion; therefore you may inquire with Mission Main Streets office at any time.

Healthy Main Streets is a Boston Main Streets initiative that is a collaborative effort with Boston Public Health Commission. Mission Hill Main Streets participated in two of the three healthy

initiatives over the last year. Healthy Main Streets III consisted of a walking tour of the neighborhood businesses with an opportunity for the owner to present some information about a healthy aspect of their business.

All of this would not be possible without the support of Boston Main Streets; our district sponsor: New Boston Fund, Urban Strategy America Fund, One Brigham Circle LLC and Mission Hill Neighborhood Services; our corporate buddy for the last eight years, Brigham and Women's Hospital; and the Mission Hill businesses and residents!

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