



Mass Cultural Council - Cultural Districts Initiative - FY21 Designation
Renewal

Town of Greenfield

Application #CDI0003

Primary Contact:

Ms. Rachael Katz

Phone:

(413) 824-7443

Email:

rachael7@comcast.net

Applicant Profile

Applicant Type	Organization
Legal Name	Town of Greenfield
Address	14 Court Square Greenfield, Massachusetts 01301 UNITED STATES
Telephone	(413) 475-1210
Primary Contact	Ms. Rachael Katz Chair, Crossroads Cultural District Committee Phone: (413) 824-7443 Email: rachael7@comcast.net
Applicant Status	Government - Municipal
Applicant Institution	Government - Executive
Applicant Discipline	Multidisciplinary
FEIN / TAX ID	04-6001163
DUNS Number	066983974



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Municipality Information

Municipality

(City of /Town of:)

Greenfield

Address

14 Court Square

Address 2

City

Greenfield

State

MA

Postal Code

01301

Chief Elected Official Name

(First and Last Name)

Roxann Wedegartner

Chief Elected Official Title

Mayor

Telephone

413 772 1500

Email

roxann.wedegartner@greenfield-ma.gov

Primary Municipal Contact

Name of Municipal Contact Person

(Enter the name of the person employed by the municipality who is the primary contact for matters pertaining to the Cultural District.)

MJ Adams

Title

Director of Community & Economic Development

Department

Community & Economic Development

Telephone

413 772 1548

Email

mj.adams@greenfield-ma.gov

Is the cultural district managed directly by the municipality?

(If the Cultural District is managed by a separate Managing Entity, click save, then complete the next section.)

Yes, the Cultural District is managed by the municipality.



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Management Entity Information

The online application does not automatically save information.

If the municipality manages the cultural district, leave this section blank.

If the day-to-day management of the cultural district will be given to a (3rd party) Managing Entity, this section is required.

- An executed copy of the current written agreement (signed and dated by both parties) must also be submitted with this application as supporting documentation.

SAVE FREQUENTLY AND BEFORE PROCEEDING TO A DIFFERENT PAGE

Legal Name of Organization

City of Greenfield, Department of Community and Economic Development

Address

14 Court Square

Address 2

City/Town

Greenfield

State

MA

Postal Code

01301

Telephone

4137721548

Website

greenfield-ma.gov/g/14/Crossroads-Cultural-District-Committee

Organization Status

Government - Municipal

Date of non-profit incorporation

FEIN/TAX ID

046991163

Primary Contact

MJ Adams

Telephone

4137721548

Email

mj.adams@greenfield-ma.gov



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Cultural District Information

Name/ Title of Cultural District

Crossroads Cultural District

Cultural District Website

greenfield-ma.gov/g/14/Crossroads-Cultural-District-Committee

Facebook page

www.facebook.com/CrossroadsCulturalDistrict

Other Social Media:

Supporting Documentation for Designation Renewal

Cultural District Goal Setting Meeting Agenda

(Upload the agenda from the goal-setting meeting with the cultural district's cultural assets, organizations, artists, and stakeholders. Preferred document format: PDF)

[CDC Agenda 07-12-2021.pdf](#)

Letter of Endorsement written by the municipality's chief elected official.

(Upload PDF file. Letter of endorsement written by the chief elected official for the municipality.)

[Letter to MCC for renewal.March 2021.pdf](#)

Public resolution for designation renewal approved by city council/board of selectmen

(Upload a record of the City Council/Select board vote supporting the state-designated cultural district's renewal. Preferred document format: PDF)

[City Council Resolution for Renewal July 2021.pdf](#)

Current Agreement with Managing Entity (if applicable). A financial management section outlining fiscal oversight, responsibilities, and reporting must be included in the document.

(The agreement must be current, dated, and signed by the authorized representatives for the municipality and the (3rd-party) Managing Entity. Preferred document format: PDF)

No File Uploaded

Cultural District Map

(Upload Cultural district map, with an updated key, as well as an overlay of proposed boundary revisions, as applicable. Preferred document format: Color PDF Copy)

[Greenfield-Crossroads-Cultural-District-Map-and-Key-2021.pdf](#)

Cultural District Boundaries

Please describe the new assets in the cultural district since your prior designation. Outline the proposed boundary revisions, if applicable.

New assets in the district include a building that has been developed as an artist studio with several artists working there, a new arts center in the heart of downtown called the Lava Center, new public art, a shop featuring arts & crafts in an old mill building, and several other additions that are named in the spreadsheet. Please refer to the attached map and key to see existing and proposed District boundaries.

Primary contact person for your cultural district

Cultural District Manager/Director/Coordinator (if applicable)

Rachael Katz, Chair of Crossroads Cultural District Committee

Telephone

413-824-7443

Email

rachael7@comcast.net



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Email:

rachael7@comcast.net

Governance & Partnerships

Partner 1

Name of Organization

City of Greenfield, Department of Community and Economic Development

Address

14 Court Square

City/Town

Greenfield

State

MA

Postal Code

01301

First and Last Name

(Person representing partnering entity)

MJ Adams

Phone

413 772 1548

Email

mj.adams@greenfield-ma.gov

Rep. Type

City or town representative

Role & Responsibilities

Administrative support and coordination with City of Greenfield.

Partner 2

Name of Organization

Eggtooth Productions

Address

102 Highland Ave

City/Town

Greenfield

State

MA

Postal Code

01301-3606

First and Last Name

Linda McInerny

Phone

4135221445

Email
lmciner@gmail.com

Rep. Type
Cultural organization

Role & Responsibilities
Created the App for the audio tour.

Name of Organization
Greenfield Bee Fest: Celebrating Lorenzo Langstroth

Address
38 Orchard Street

City/Town
Greenfield

State
MA

Postal Code
01301

First and Last Name
Sandy Thomas

Phone
413-475-0846

Email
<1097>rsthomas75@gmail.com

Rep. Type
Cultural organization

Role & Responsibilities
They have been running Bee Fest for 11 years and partnered with us to celebrate the Bee sculptures.

Partner 4

Name of Organization
Greenfield Savings Bank

Address
400 Main Street

City/Town
Greenfield

State
MA

Postal code
01301

First and Last Name
John Howland, President

Phone
(413) 774-3191

Email
www.greenfieldsavings.com/

Rep Type
Local businesses and/or chamber of commerce

Role & Responsibilities

Major sponsor.

Partner 5

Name of Organization

Progress Partnership c/o Sarah Kanaby, Franklin Community Coop

Address

170 Main Street

City/Town

Greenfield

State

MA

Postal code

01301

First and Last Name

Sarah Kanaby, Chair

Phone

(413) 325 4625

Email

sarah.kanabay@franklincommunity.coop

Rep. Type

Local business and/or chamber of commerce

Role & Responsibilities

Local 501 c 3 supporting downtown activity

Partner 6

Name of Organization

Hawks & Reed Performing Arts Center

Address

289 Main Street

City/Town

Greenfield

State

MA

Postal code

01301

First and Last Name

Ben Goldsher

Phone

(413) 221 5963

Email

ben.jebco@gmail.com

Rep type

For-profit creative business

Role & Responsibilities

Partner - performing arts venue

Partner 7

Name of Organization

LAVA Center

Address

324 Main St.

City/Town

Greenfield

State

MA

Postal code

01301

First and Last Name

Lucinda Kidder

Phone

206-501-1354

Email

lucindakidder@gmail.com

Rep Type

Cultural organization

Role & Responsibilities

performance and office space for artists

Name of Organization**Address****City/Town****State****Postal code****First and Last Name****Phone****Email****Rep. Type****Role & Responsibilities****Name of Organization****Address****City/Town****State****Zip****First and Last Name****Phone****Email****Rep Type****Role & Responsibilities****Partner 10****Name of Organization**

Address

City/Town

State

Postal code

Contact

Phone

Email

Rep Type

Role & Responsibilities

Please list other organizations that are collaborating on this effort.

Greenfield Business Association, ArtsSpace, Greenfield Historical Society, Museum of Industrial Hist



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Cultural District Narrative

Tell us about your experience managing the Cultural District. What were its successes? What were its challenges? What, if any, changes will take place over the next five years?

Our grand success was the unveiling of our six magnificent bee sculptures that frame the Crossroads Cultural District. Put on hold because of Covid, on May 22, 2021 we had the proud honor of revealing our Cultural District project: 6 giant fiberglass bees on handmade honeycomb pedestals permanently fixed in strategic locations through out the district, each painted by a different artist, curated by the District Committee. We also made the event Covid safe by creating an audio tour of the Bees that allows event goers in perpetuity to experience the festival one person at a time through an app developed by one of the members of the District Committee telling listeners the story of Lorenzo Langstroth, the father of beekeeping, who invented the beehive we use today right here in Greenfield.

Apple: apps.apple.com/us/app/eggtooth/id1514806611

Google: play.google.com/store/apps/details?gl=US&hl=en_CA&id=xyz.echoes.eggtooth

We also launched a new website and map seen here: visitgreenfieldma.com/p/1065/Bees-in-Greenfield

The challenge was clearly Covid and this event laid the foundation for the changes we hope for in the next five years: to brand Greenfield as Beetown USA, a vibrant hive of cultural activity enhanced by our deep love for pollinators and the environment. Greenfield has long been in the forefront of the ecological and sustainability movement and our Bee branding will make identity accessible, engaging, and inviting to all.

What benefit did the Cultural District designation bring to the district?

We happen to be very fortunate that Greenfield was designed on a X axis with our City Common at its heart. Even more fortunate is that the majority of our cultural offerings are presented at the crossroads of this axis. The Crossroads Cultural District designation offers visitors guidance and wayfinding to enjoy our plentiful and reemerging international restaurant scene and lively entertainment offerings. By giving a cultural identity to the heart of the City, folks know that they are where the action is. Our vibrant bee sculptures elevate that identity and branding in an exciting way that gives focus and fun to each step of our very walkable downtown. The launch, though largely virtual, set the stage for ongoing Bee Branding of downtown Greenfield through the Crossroads Cultural District: from Lorenzo Langstroth's historical role as the father of modern beekeeping, to the area's deep agricultural roots and continuing economy, and the community's lively "hive" culture of artists, businesses, and industry working together.

How could the designation have been better leveraged in support of the cultural district's expectations?

We don't think it could have. We created an ideal blend of municipal, corporate, non-profit, and volunteer assets to lift a \$5000 grant through Cultural District designation to become a \$40,000 district-wide public art and branding project, and the largest public art project in the history of Greenfield. We think we did pretty well leveraging everything and everyone we could think of.

www.wvlp.com/news/local-news/franklin-county/greenfield-gearing-up-for-bee-fest-2021/ And the good news is that we have not finished leveraging. We continue to receive new sponsorship for new bees even now.

What resources or technical assistance from Mass Cultural Council are needed outside of funding?

We did apply for additional funding through the Greenfield Local Cultural Council and were awarded \$500 toward the Bees.

If applicable, describe any relevant zoning, planning or financial tools that will be utilized in the district.

We worked closely with the Greenfield DPW to find correct locations on city owned property for placing the Bees. We also were grateful for their enormous help in anchoring and securing the sculptures.

Supplemental Documents

Supplemental Document #1

No File Uploaded

Supplemental document #2

No File Uploaded

Supplemental document #3

If applicable, upload another relevant zoning, planning, or financial document generated in the past five years as a supplemental document.

No File Uploaded



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Public Infrastructure & Amenities Inventory

Public Space & Amenities

Public Gardens

Public Plazas/Commons

Public Art

Public Buildings

Library

Tourism /Visitor Centers

Transportation Amenities

Pedestrian path

Bicycle path

Public Transportation

Parking

Way finding

Special signage

Self-guided walking tours

Technology

Public Wi-Fi Zones

Outline planned public amenity development in the next five years.

The Court Square Reconfiguration Project taking place on the City Common at the heart of the Crossroads Cultural District will be seeing some action this summer as the City moves forward with piloting the project ahead of a more permanent reconfiguration in the future. This plan originally came forward following the 2017 municipal planning activity with a goal of creating more quality open space around the City Common using a combination of jersey barriers and moveable planters. This summer's pilot project will be a great opportunity for residents and visitors to use this space while allowing the City to receive important feedback on the project. The next phase will be to reconfigure Court Square permanently. [greenfield-ma.gov/n/11498/Court-Square-Pilot-Project-Coming-Summer-2021](https://www.greenfield-ma.gov/n/11498/Court-Square-Pilot-Project-Coming-Summer-2021)

Are there plans for the development or rehabilitation of cultural spaces in the next five years?

Yes

If yes, please describe the venue and location as well as the stage of the project(s) at this juncture.

Greenfield Public Library- the City of Greenfield is starting construction on a new \$14.3 million dollar library with construction scheduled to start in August 2021.

Court Square - Summer 2021 Pilot project to convert Court Square to Pedestrian Plaza adjacent to City Common to provide programming and outdoor public space.

Fiske Ave Pocket Park- Fall 2021 Conversion of parking lot on Main Street/Fiske Avenue/Miles Street to a Pocket Park featuring greenspace and a pollinator garden.