



Massachusetts Cultural Council - Cultural Districts Initiative
Town of Concord
Application #CDI0130

Primary Contact: Ms. Stephanie Stillman
Phone: (978) 369-3120
Email: director@concordchamberofcommerce.org

Document Generated: Friday, June 8th 2012, 1:26 pm

Applicant Profile

Applicant Type	Organization
Legal Name	Town of Concord
Address1	P.O. Box 535
Address2	22 Monument Square Concord, Massachusetts 01742 UNITED STATES
Telephone	(978) 318-3000
Fax	(978) 318-3002
Primary Contact	Ms. Stephanie Stillman Executive Director, Concord Chamber of Commerce Phone: (978) 369-3120 Email: director@concordchamberofcommerce.org
Organization Type	Government - Executive
Applicant Status	Government - Municipal
Applicant Institution	Government - Executive
Applicant Discipline	Multidisciplinary
Grantee Race	No single group
FEIN / TAX ID	[REDACTED]



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City/Town Information

Chief Elected Official Name
Carmen C. Reiss (Chris Whelan)

Title
Chair, Board of Selectmen (Town Manager)

Telephone
978-318-3001

Email
ccwhelan@concordma.gov

Population of City/Town
15,627 - 2011

Median Household Income
\$119,858 - 2011

Will the city/town be submitting more than one application for a cultural district designation in the next 12 months?
Yes

If yes, how many?
1



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Cultural District Information

Name/Title of District

Concord Center Cultural District

Website Address of District (if any)

www.concordchamberofcommerce.org

Identify the boundaries of the district and the size. How many square blocks?

about 8 blocks - .2182 square miles

List any zoning overlays, municipal incentives or special designations that would have relevance to a state-designated cultural district (e.g. Municipally designated cultural district, artist overlay zoning, Chapter 40-R)

National Historic District.

Historic Districts: portions of the Main Street, North Bridge/Monument Square and American Mile districts. Zoning Districts: Concord Center Business, Limited Business, Residence C, Floodplain

Conservancy.

See attached maps.



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Cultural District Narrative

Describe the characteristics of the district and what cultural facilities, businesses, artists, historical and other assets are located in the district.

The proposed Concord Center Cultural District is a walkable area set against the backdrop of a picturesque New England village, bordered by 18th-20th century buildings and homes and natural landscapes that form a National Historic District. Concord has a rich cultural past and present. The first battle of the American Revolution took place here on April 19, 1775, and 19th-century Transcendental thinkers and writers like Emerson, Thoreau, Alcott, and Hawthorne, called Concord home. Many historic sites related to this illustrious history are located in the district, including six National Historic Landmarks; examples include the North Bridge (Minute Man National Historical Park), The Old Manse, Emerson's House, Louisa May Alcott's Orchard House, The Wayside, Sleepy Hollow Cemetery, and the Concord Museum. These sites are open to the public and supplement ongoing tours with lectures, exhibits, and special events. Many additional cultural assets are also found in the district. Cultural venues, largely housed in historic buildings, include the Concord Art Association, The Performing Arts Center at 51 Walden, the Scout House, Concord Academy, and Emerson Umbrella, which, in addition to its performance and classroom spaces, houses fifty artist studios including painters, sculptors, poets, metalsmiths, photographers, and musical instrument makers. This makes for a thriving arts scene with dance performances, concerts, plays, films, exhibits, open studios, lectures, classes, and more. The district is also comprised of retail businesses, which are primarily locally-owned, including art galleries, clothing stores, and gift and antique shops. Dining is available with a wide range of restaurant options, from sandwich shops to fine dining. The town is visitor-friendly with a centrally located Visitor Center, pedestrian walkways, public restrooms, ample parking, and MBTA commuter rail service within walking distance to the district. Professional guide services are available through the Concord Visitor Center, Concord Bike Tours, Gatepost Tours, Concord Guides, and the Liberty Ride Trolley. Overnight visitors can be accommodated at the Colonial Inn or bed and breakfasts. The district is bordered by natural features such as the Concord River (with a boat launch), Old Calf Pasture, Great Meadows National Wildlife Refuge, Heywood Meadow, and numerous parks and recreational facilities.

A complete list of the cultural assets within the proposed district is attached.

Outline the vision and goals for your cultural district. Be sure to tell us about any past accomplishments as well as future plans to maximize the potential of the organizations, real estate opportunities and cultural programs in the district as they relate to your goals.

- to stimulate increased participation in arts and cultural activities
- to provide economic benefits and increased revenue for art and cultural organizations and local businesses
- to encourage communication, cooperation and collaboration among the various cultural organizations and create unexpected partnerships and synergies
- to enrich community life and recirculate residents' income locally
- to attract more visitors to Concord as a destination, increasing benefits for hospitality and retail organizations
- to foster local cultural programming, education and youth programming

Give examples of cultural programs that have taken place in the district in the last 12 months, as well as events to come in the next 12 months.

The following cultural events took place in the last 12 months and are annual events:

Patriot's Day Parade; Antique Show; Musketaquid Earth Month Exhibit and Earth Day Celebration and Parade; Open Studios; ArtWalk; Paint the Town; Library Concerts on the Lawn; Library Book Sale on the Lawn; Annual Garden Tour; RiverFest; Musketaquid Summer Solstice Celebration; 4th of July Picnic in the Park; Thoreau Society Annual Gathering; Sizzlin' Summer Sidewalk Sales; Farmer's Market; Concord Author's Festival; Holiday House Tour; Festival of Trees; Holiday Parade and Tree Lighting; Holiday Shopping Night; Winter Market Open Studios.



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A sampling of upcoming events include:

Annie Leibovitz: Pilgrimage exhibit and talk with Annie Leibovitz and Doris Kearns Goodwin; Shakespeare on the Lawn; La Boheme with "Scenes of Paris" art exhibit; Big Art: Evolving Exhibition of Large Sculpture; A Morning with the Alcotts; American Revolution Roundtable series; Concord's African-American & Abolitionist History Walking Tour; Monday Night Contra Dancing; Sounds of Concord Show of Champions; Holiday Pops Concert; Albright Art Gallery Give Art holiday shopping; The Object of History: The Greatest Source of Wealth: Agriculture in Concord exhibit; Orchard House Summer Conversational Series; Free Fun Friday, May garden Party, antique shows.

Many cultural programs are also available specifically for youth. Upcoming examples include:

"The Apple Slump Players" Drama Youth Workshop; "Write Stuff!" Creative Writing Youth Workshop; Summer Arts Under the Umbrella; Ehlers Young Artist Concerto Competition; Family Films at the Library.

Describe how the city or town's public amenities enhance the district.

- Visitor Center: Town-owned building with visitor center and restrooms, operated by the Chamber of Commerce. Information, maps, tours.
- Parking: Abundant free municipal lots and metered parking. Parking improvement plan is under development.
- Train station: MBTA train service within walking distance of district.
- Historic district: proposed cultural district falls within three historic districts overseen by a town committee to ensure an authentic sense of place is maintained.
- Concord Free Public Library: offers art and historic exhibits, lectures, Summer Music Series, book sales, author events, and public Wi-Fi.
- Pedestrian sidewalks are well-maintained and bike racks are available.
- Public restrooms in numerous locations.
- Parks: Emerson park with athletic fields, playground, and picnic space; Chamberlin Park and walkway over Milldam; Old Calf Pasture Conservation Land on Concord River with boat launch; Great Meadows National Wildlife Refuge with hiking trails.

Based on the goals for the district, how will you measure the district's impact? Be specific and concrete. Describe the methodology that will be employed. [See the 'Reporting Requirements' section of the guidelines.]

- create a standardized tracking form to be used by partners to compare results and use them in marketing plan
- track attendance at programs for cultural organizations
- track where attendees hear about events so marketing can be targeted appropriately
- do surveys to gather information that will help define programming needs and desired activities (online and paper at events)
- create new events to support cultural organizations like First Thursday Arts and Free Fridays at historical sites/museums
- utilize on-line social networking tools and include reviews, comments and photographs
- solicit private and corporate funds to support marketing program
- review increases in hospitality and business tax collections for Town to measure economic impact



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Public/Private Partnership & Management Narrative

Outline the plan for managing the district and the district partnership. Explain the governance structure, how often the partnership will meet and if there is/will be a staff person in place.

The Town designates the Concord Chamber of Commerce to provide management leadership for the Concord Center Cultural District. The Chamber will: schedule meetings with the management team and stakeholders; coordinate local efforts and initiatives to further the goals of the partnership; direct marketing activities; supervise budget and finance operations; and supervise committees assigned to specific projects. The Chamber will be responsible for coordinating fund-raising efforts to support projects and initiatives. There will be between 8 and 12 members on the permanent Management Team.

There will be Quarterly Meetings, one an Annual Meeting, inviting all stakeholders and partners and there will be an Annual Report presented to the Board of Selectmen.

The Town of Concord will purchase and install signage for the district and supports the activities that will: increase attendance at cultural events; attract artists; increase tourism to the area; support the preservation of historic buildings; and encourage cultural development and collaboration.

Describe any collective marketing efforts and tools being used to promote the cultural activities in the district.

The Visitor Center is well-stocked with maps, brochures and current event notices and maintains a bulletin board for posting of event and activity flyers for local organizations. The Chamber is completing a Business Directory and Visitor Guide that will enhance these efforts. There is a Community Calendar on the Chamber website that provides information about upcoming events for local organizations. In addition, there are often collaborative ads in the local papers and online calendars for special events. The Chamber produces local access TV programs to highlight cultural and business organizations.

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

National and Local Historical Districts maintain and preserve the district. The Concord Historical Commission oversees building codes and permits for the district. CPA, MAPC and STF grants are awarded. Grants are awarded by the Concord Local Cultural Council.



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Management Team

Name of Organization 1

Concord Chamber of Commerce

Contact

Stephanie Stillman, Executive Director

Address

15 Walden Street, Suite 7

City, State, Zip

Concord, MA 01742

Type of organization

Chamber of Commerce

Telephone

978-369-3120

Email

director@concordchamberofcommerce.org

Role and qualifications

The Chamber represents 300 local businesses with the mission to promote and serve business, support tourism and foster a strong economic climate, all consistent and in harmony with the character and culture of the Town of Concord.

Name of Organization 2

Town of Concord

Contact

Marcia Rasmussen, Director

Address

141 Keyes Road

City, State, Zip

Concord, MA 01742

Type of Organization

Planning Division

Telephone

978-318-3290

Email

mrasmussen@concordma.gov

Role and qualifications

The mission of the Planning Division is to: honor and sustain our natural world; patiently and fairly guide private and public land-use decisions; and, continuously strive toward excellence in service and education to the Town.



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Name of Organization 3
Concord Art Association

Contact
Lili Ott, Director

Address
37 Lexington Road

City, State, Zip
Concord, MA 01742

Type of Organization
Art Gallery/Art School/Historic House

Telephone
978-448-1192

Email
director@concordart.org

Role and qualifications
The mission is to promote and support contemporary art and artists through exhibitions and educational programming. CAA is a non-profit, membership-based organization, comprised of artists, educators and supporters of the arts.

Name of Organization 4
Friends of the Performing Arts in Concord

Contact
Carole Wayland, Executive Director of 51 Walden

Address
51 Walden Street

City, State, Zip
Concord, MA 01742

Type of Organization
Performing Art Center

Telephone
978-369-7911

Email
cmwayland@gmail.com

Role and qualifications
The Performing Arts Center at 51 Walden is the historic venue for music, drama and dance performances in Concord. The resident groups are The Concord Players, The Concord Band, and The Concord Orchestra as well as an active dance studio.



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Name of Organization 5
Concord Museum

Contact
Peggy Burke, Executive Director

Address
Cambridge Turnpike at Lexington Road

City, State, Zip
Concord, MA 01742

Type of Organization
Museum

Telephone5
978-369-9763

Email
mburke@concordmuseum.org

Role and qualifications
With its distinguished collection and engaging exhibitions, the Concord Museum is an educational and cultural resource for residents and visitors and serves as a gateway for exploring Concord history.

Name of Organization 6
Emerson Umbrella Center for the Arts

Contact
Jerry Wedge, Executive Director

Address
40 Stow Street

City, State, Zip
Concord, MA 01742

Type of Organization
Community Arts Center

Telephone
978-371-0820

Email
jwedge@emersonumbrella.org

Role and qualifications
Providing: studio space for more than 50 artists; classes and workshops for children and adults; a Gallery; community arts initiatives, including the Musketaquid Arts & Environment program; performance space in a 435-seat theater.



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Name of Organization 7
Concord Arts Collaborative

Contact
Allene Kussin

Address
22 Concord Greene

City, State, Zip
Concord, MA 01742

Type of Organization
Collaborative Arts and Culture organization

Telephone

Email
allenerileykussin@verizon.net

Role and qualifications
A forming organization seeking to coordinate events and inform visitors of events and activities and encourage inter-organizational activities and support through collaboration.

Name of Organization 8
Concord Cheese Shop

Contact
Peter Lovis, Owner

Address
29 Walden Street

City, State, Zip
Concord, MA 01742

Type of Organization
Retail - cheese and wine

Telephone
978-369-5778

Email
peter@concordcheeseshop.com

Role and qualifications
Purveyors of the world's finest foods, wines and cheeses and a full service kitchen for meals to go or eat in. Organizer of Sizzlin's Summer Sidewalk Sales and supporter of arts programs throughout Concord.

Name of Organization 9



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Contact

Address

City, State, Zip

Type of Organization

Telephone

Email

Role and qualifications

Name of Organization 10

Contact

Address

City, State, Zip

Type of Organization

Telephone

Email

Role and qualifications

Name of Organization 11

Contact

Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 12

Contact



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Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 13

Contact

Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 14

Contact

Address

City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

Name of Organization 15

Contact

Address



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City, State, Zip

Type of organization

Telephone

Email

Role and qualifications

List other organizations that are collaborating on the initiative.

Concord-Carlisle Adult and Community Education
Lyn Evan Potpourri Designs - retail
Concord Players
Concord Historical Collaborative
Montague Gallery - retail
Concord Guides & Press
Friends of the Concord Free Public Library
Friends of Minute Man National Historical Park
The Old Manse (Trustees of Reservations)
Friends of Sleepy Hollow Cemetery
CCTV - Concord-Carlisle Public Access TV
Concord's Colonial Inn
Concord Hand Designs - retail



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Cultural Assets Inventory

Cultural Assets

of Theaters

3

of Museums

14

of Movie houses

0

of Cultural centers

14

of Art galleries

5

of Performance spaces

3

Special Events

of Annual festivals

7

of Farmers markets

1

of Restaurant weeks

0

of Open studios

2

of Gallery nights

2

of Concerts

~25

of Walking tours

*

Historic Assets

of Buildings listed on National Historic Register

**

of Historic districts or corridors

5

Artists Production Spaces



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of Live/Work studios

1

of Work studios

50

of Rehearsal spaces

3

of Recording studios

0

of Film studios

1

of Creative Economy Businesses

If you have an asset that is not on the list above please describe it and quantify it here. Use this space to explain any asset listed.

*The Concord Chamber of Commerce offers six walking tours a week during the season and upon special request. Other organizations also offer walking tours some on a regular schedule, some by reservation. Examples include the Battle Road Walking Tour by the National Park Service and the Concord's African American & Abolitionist History Walking Tour offered by the Drinking Gourd Project.

**There are 8 buildings on the National Historic Register, including 6 as National Historic Landmarks. 41 additional buildings are included in two National Register Historic Districts. The Historic Districts are overseen by the Historic Districts Commission. Concord has an Historical Collaborative and an Historical Commission (Oversees historic structures not in the Historic Districts). One Tuesday a month, the Town hosts an Historical Issues Coffee for residents.

Please see attached list of Concord Cultural District Assets.



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Public Infrastructure & Amenities Inventory

Public Space & Amenities

Public Gardens
Public Plazas/Commons
Public Art
Waterway

Public Buildings

Library
Tourism /Visitor Centers
Public restrooms

List any additional, relevant public buildings here.

Please see attached list of Concord Center Cultural District Assets.

Transportation Amenities

Pedestrian path
Public Transportation
Parking

Way finding

Special signage
Self-guided walking tours

Technology

Public Wi-Fi Zones

If you have a public amenity that is not listed above, please describe it here.

Multiple ATMs, bicycle racks, dog waste bags (on conservation lands), benches, picnic tables, water fountains, portable hydration stations.

Please see attached cultural assets list.



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Marketing

Collective Marketing Checklist

Brochure
Flyers
Banners
Map
Web site
Email blasts
Online cultural calendar
Advertising - newspaper

If you have a marketing tool that is not on the list above, please describe it here.

Visitor Center rack space and bulletin board.

Shop Locally initiative and Gift of Concord gift certificates, good at over 60 locations.



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Incentives: Planning & Financial Tools Checklist

Check the relevant zoning, planning and/or financial tools that have been implemented in the proposed cultural district:

Overlay Zoning/Special Designation

Planning

Community Development Plan
Historic Property Survey

Financial Tools

If there is an incentive being utilized that is not listed please identify it here:

Studies are in process for Parking Management, Signage and Municipal Outdoor Lighting.
The Community Preservation Act (CPA), Metropolitan Area Planning Council (MAPC) and Sawyer Trust (for energy-improvement for Town-owned buildings) and Concord Local Cultural Council grants.

For the items you identified above, indicate if the incentive currently applies to, or is implemented in, the cultural district.

All apply to the cultural district.

CPA funds have been used for projects at 12 organizations within the district.

MAPC funds have been used for 4 district projects.

Sawyer Trust Fund have been used for 5 projects.

Concord Local Cultural Council grants have been used for multiple projects.

For the items you identified above, note start dates here:

CPA Grants awarded from 2006-2012.

MAPC Grants awarded from 2009-2011.

STF grants awarded from 2008-2012.

Concord Local Cultural grants awarded from 2009-2012.