

DISCOVER ROXBURY
(The Bridges Program Inc)

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DISCOVER ROXBURY 2010 FINAL REPORT



Totems at Boston Day & Evening Academy



Discover Roxbury promotes the social, cultural, and economic development of Roxbury by celebrating and offering guided tours of Roxbury's rich history, vibrant arts community, and diverse cultural offerings. We also organize interactive culinary events and an engaging monthly speaker series, both of which satisfy appetites and provide food for thought. Our intent is to transform the way residents, visitors, public officials, academics, art lovers, the media, and others view and interact with Roxbury and its people.

We provide a unique asset-based model for experiencing Roxbury by presenting what's right and working in the neighborhood and use those areas as jumping off points for understanding, supporting, and advocating on behalf of community-based efforts for change. Our multiethnic and multigenerational audience is comprised of area residents and visitors who participate in an authentic insider's look with trained resident guides who know the history and embody the spirit of Roxbury. Local residents who participate learn to view their community with new insights, appreciate forgotten history and unrecognized cultural assets, and develop greater pride and community voice. Visitors experience and participate in an authentic slice of Boston that exists off the beaten track and outside the pages of the guidebooks and textbooks. For both groups of people, we provide an opportunity to engage respectfully in the life and legacy of a unique urban neighborhood.

Collectively, our body of tours, events, and programs promote awareness, knowledge, understanding and appreciation of Roxbury's social and cultural wealth. Simultaneously, we challenge negative perceptions of Roxbury as a dangerous and dysfunctional neighborhood

with no cultural or historic offerings. Despite being in the geographic center of Boston, Roxbury remains saddled with generations-old stereotypes that leave it socially isolated from the city which is literally around it.

This year our work was undertaken during an extremely challenging funding climate. Sadly, we witnessed the dissolution of two non-profit organizations with whom we worked - Earthworks and mytown - despite a combined 35 years of experience preserving and highlighting some of Boston's historic, cultural, and agricultural assets. Fortunately, Discover Roxbury finds itself in a period of cautiously gradual growth. But, our aim is to transform that into solidly sustainable growth that can be leveraged for the benefit of the neighborhood.

In sum, Discover Roxbury uses cultural tourism to contribute to Roxbury's social, cultural, and economic development by making "the Roxbury experience" a personal one. We develop new audiences and patrons for community institutions and immerse participants in the welcoming and exciting place that is Roxbury. Moreover, our existence and growth emphasizes today's Boston: a diverse city which draws its strength from and values all of its neighborhoods.

This report will show you what we have accomplished. I hope that it will encourage you to support the organization and attend and return to our programs again and again with family and friends.

Sincerely,

Derek Lumpkins

2010 HIGHLIGHTS
AND ACCOMPLISHMENTS



Family Circle sculpture at Elm Hill Park



Throughout 2010, Discover Roxbury organized and hosted 56 tours and events, many in conjunction with our close partners in the Roxbury Cultural Network, as well as with assistance, co-sponsorship, or co-presentation with Roxbury's Main Streets districts, the Boston Women's Heritage Trail, Epicurean Salon, Boston Opera Collaborative, Roxbury International Film Festival, Boston LGBT Film Festival, Boston Asian American Film Festival, the Victorian Society of Boston, Historic New England, Roxbury Action Program, Forest Hills Trust, the Black Gold Doll Club, and local restaurants and gardeners. All told, we directly served over 2300 people, which is roughly 25% more people than the 1700 participants in 2009. The increase in participant numbers is due to a number of factors including a greater number and variety of collaborations, an increase in outreach to traditional media, routine use of social media, the addition of new programs, and the evolution of older ones.

For example, this autumn Discover Roxbury presented a new twist on our annual garden tour by offering the Highland Park Harvest Walk. Yearly, spring garden tour participants marveled at the size, beauty, and diversity of Roxbury's gardens, and then asked what they looked like at the end of the growing season. To address their curiosity, we arranged a visit to three of the gardens in September for the first time. Far from being a conversation solely about what grew over the course of the summer, the gardeners discussed a variety of topics including Roxbury's agricultural heritage, landscaping, and the benefits and challenges of urban apiculture. As expected, participants were hungry to learn all they could. Thanks to the generosity of the gardeners, participants left fed with a literal taste of harvested produce from the gardens and a bounty of food for thought.

Another highlight was the History Speaker Series, a monthly



opportunity for historians, curators, researchers, and the public to gather together and discuss figures, landmarks, and cultural events that were and continue to be influential in the evolution and development of Roxbury. For instance, the first segment of the autumn series, Ferdinand's Flashback, focused on the history of the Ferdinand Building in Dudley Square, once the largest furniture store in New England and the potential site of new economic development in the heart of Roxbury. Historic New England's David Diggins provided the context for the economic rise and fall of the building and its owners, while Dan Jenkins, a former employee at the store, presented his thoughts from an employee's perspective. We timed the event to happen one week prior to a City Council hearing concerning the future development of the site. Our intent was to inform the community of the cultural and economic history of the area, and have the information serve as a resource as residents devise plans for developing Dudley Square's future. Local residents

and interested visitors left knowledgeable of Dudley Square's vibrant and bustling past and informed of how they could shape its future, just as previous generations had.

Discover Roxbury also continued to maintain its work in serving youth. Of the tours and events, 13 were for school groups serving a combined 682 youth. In November, we hosted another 30 children ages 5 to 12 at an Autumn Tea which catered specifically to their needs. The event introduced them to the culinary traditions behind afternoon tea through storytelling, live music, and instruction.

Our work with youth, however, is in the process of expanding further. The final edits and design of the *Roxbury History Curriculum* took place at the end 2010 and are anticipated to be completed by early 2011. The completed curriculum will be made available to Roxbury elementary schools in



2011 and presented as an opportunity for teachers to use the neighborhood's built environment, geology, and historic figures to enhance the learning experience for local students and serve as a positive influence for understanding their community.

Finally, one of the more significant accomplishments in 2010 was the organization's executive transition. In May, founder Marcia Butman stepped down as Executive Director after 15 years of service. After a search and interview process, the Board of Directors hired Derek Lumpkins as Discover Roxbury's new executive director in August. Prior to becoming Executive Director, Lumpkins worked as the Program and Marketing Manager for more than two years. During his tenure on staff, Discover Roxbury expanded its garden tour series, initiated the bike tour series, began working more closely with local artists, and instituted ***Heart of the Hub*** as its annual fundraiser.

After being hired as Executive Director, Lumpkins hired two part-

time staff: James Pierre as Program Manager and Jacquinn Williams as Marketing Assistant, a joint position shared with the Franklin Park Coalition. William's experience and knowledge of the mass media have been vital in helping the organizations improve their marketing strategy and branding. Pierre's duties include recruiting panelists for the History Speaker Series, planning and coordinating schedules with his peers at partner organizations, and coordinating Discover Roxbury's programs within the overall thematic goals. Both are also in training to lead tours of Roxbury.

INVOLVEMENT IN
THE COMMUNITY



Patriots Day



Discover Roxbury's involvement in Roxbury extends beyond providing tours and events. In addition to the above, we are the lead partner of the Roxbury Cultural Network (RCN), a consortium of ten organizations and businesses that represent historic properties, cultural institutions, park advocates, real estate development, and local culinary options, with a combined outreach of over 40,000 participants. Together we coordinate promotion and encourage economic and social investment in Roxbury. We also regularly provide support and space for local artists during Roxbury Open Studios and smaller art exhibitions throughout the year, advocate for Roxbury's inclusion on collateral materials produced by the Greater Boston Convention and Visitors Bureau and other tourism agencies, and jointly produce and promote programming that is both entertaining, informative, and enlightening.

This year, the Network released a new brochure titled *Roxbury: X Marks the Spot in the Heart of Boston*. The brochure

highlights each member of the Network with bold, inviting imagery accompanied by a synopsis of their offerings. It also includes a list of annual events in the neighborhood and a map of Roxbury with public transportation options. Upon its release in October, the brochure was made available to members of the hospitality industry and to organizers planning conventions in Boston in 2011. The RCN believes this is the first step in informing conventioners and other visitors of the cultural activities and a vibrant community of color happening only minutes from downtown Boston and steering some of the economic benefit from the influx of visitors into Roxbury.

On a smaller scale, Discover Roxbury is an active advocate for the arts and the equitable distribution of resources. Our arts advocacy includes being an active attendee at meetings and events that discuss arts funding and leveraging the



arts as an economic development tool. We pay particular attention to meetings organized by the Massachusetts Cultural Council (MCC), a state agency that promotes excellence, access, education and diversity in the arts and humanities in Massachusetts. In 2010, we attended two meetings organized by the MCC at the Massachusetts Historical Society and at the Institute of Contemporary Art Boston. Both meetings provided opportunities for Discover Roxbury to learn more about the activities of an important statewide arts resource and to expand our knowledge of and connection to other advocates and allies who use the arts as a cultural economic development tool.

Additionally, we attended the fourth annual Artists Under the Dome event at the Statehouse in November. Similar to the MCC events, Artists Under the Dome presents an opportunity to visit Roxbury's elected officials and advocate for continued support and funding for the arts. As in previous years, we

visited the offices of Senator Sonia Chang-Diaz and State Representatives Gloria Fox, Liz Malia, Byron Rushing, and Jeffrey Sanchez.

Discover Roxbury also maintained a presence in boosting the economic development of Roxbury, primarily through restaurant promotions. Our largest initiative was Roxtoberfest, a five-day dining event held October 27-31, which leveraged the resources of Roxbury's Main Street districts and 15 participating restaurants around Roxbury by offering discounts to dine-in patrons. Patrons who bought and wore a Roxtoberfest t-shirt were eligible for various discounts at local eateries, such as two-for-one dinner entrees at the Savant Project, free appetizers or desserts at Darryl's Corner Bar and Haley House Bakery Cafe respectively, and the ability to bypass the queue at Wally's Cafe during busy periods. In addition to generating sales



during that specific period, participating eateries benefitted through the additional exposure of placement on the Roxtoberfest t-shirt.

We also continued to foster our relationships with Roxbury's four Main Street districts in Dudley Square, Egleston Square, Greater Grove Hall, and Mission Hill. Our partnerships with each of those organizations were manifested through tours which highlighted the social and economic significance of each of those business districts and placed them in the context of the neighborhood overall. The tours included summaries of the histories of the districts and treated patrons to tastings at local establishments.

Finally, Discover Roxbury served as an umbrella organization for local groups and individuals in need of a non-profit fiscal conduit, minimal logistics management, and/or marketing.

Throughout 2010, we assisted the ArtROX Collaborative with marketing, connecting with venues, and co-hosting the reception preceding Roxbury Open Studios. Additionally, we provided the fiscal management and assistance for *Peers and Pathways: A Photographic Redux* highlighting the works of 7 local artist/photographers.

SUSTAINABILITY

Fresh apricots at Shirley-Eustis House





In 2010, Discover Roxbury was fortunate to have filled or nearly filled almost every tour and event. We accomplished this by holding admission fees at 2009 levels and instituting nominal fees on a handful of events that were once free or new to the body of programming. Together, that combination helped most tours generate enough revenue to pay for themselves, with only the handful of trolley tours just breaking even or incurring a small loss. This earned income from tours and events allowed the organization to increase its investment in marketing, to spend more time on guide training during the year, and to produce a higher caliber of print materials for tours and events.

Additionally, ***Heart of the Hub***, Discover Roxbury's annual celebration and fundraiser, continued to serve as an important fundraising and "friend raising" tool. The gala-style party generated income through tickets sales, a silent auction, prize drawings, and drink sales. We also solicited sponsors who

generously assisted us with in-kind donations, cash support, and media coverage. Many individual donors, including local artists and eateries, were supporters from previous years and served as a corps of goodwill ambassadors who helped recruit new donors. This year's ***Heart of the Hub*** was also notable for the number of volunteers who offered their time and energy before a call for volunteers was even announced! Nearly two dozen people called, emailed, and actively supported the production of the event, with many expressing interest in volunteering for future Discover Roxbury events.

MEASURING OUR REACH



Fulani Haynes at the Berries in the 'Bury Tea



In person

- 56 tours and events with over 2300 direct participants and access to over 40,000 people via the Roxbury Cultural Network.
- For the first time, interns from Boston College and UMass Boston joined our staff.
- Our network includes artists, academics, historians, community leaders, museum directors, business owners, and parents.
- Requests to co-sponsor events at Boston area film festivals increased from one to four.
- We participated in the Governors Conference on Travel and Tourism, the Greater Boston Concierge Association Meeting, and Artists Under the Dome, among other networking and professional development events.

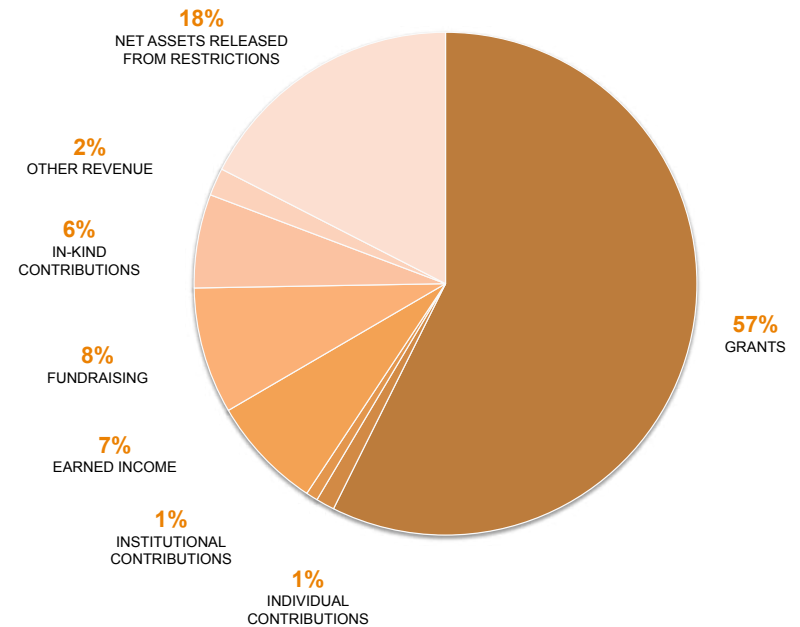
In print, on air, and online

- Our website received more than 13,000 visits from people in 66 countries with over 51,000 pageviews.
- During a 3 month period in autumn, Discover Roxbury received 52 mentions in 16 news outlets and 32 blogs and websites.
- The number of contacts on Twitter and Facebook accounts both doubled in 2010.
- Discover Roxbury staff were interviewed twice on the radio and four times on cable and broadcast television.

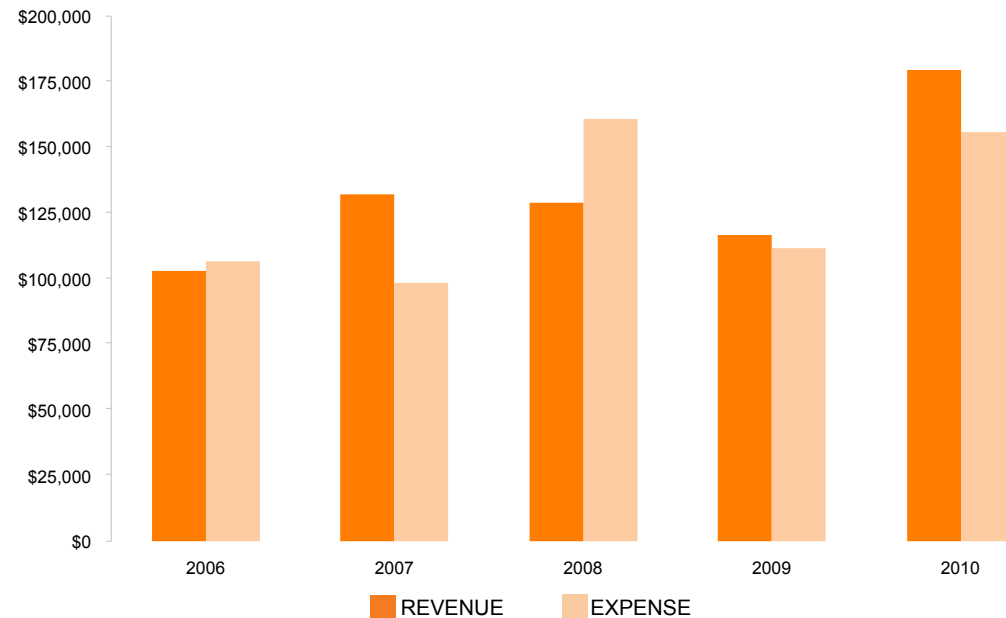
STATEMENT OF ACTIVITIES

	2010
<i>Changes in Unrestricted Net Assets:</i>	
<i>Revenues and Support</i>	
Grants from corporations and foundations	\$101,118
Contributions from individuals	2,355
Institutional contributions	1,340
Earned income	12,854
Special events	14,340
Other revenue	3,133
Net assets released from restrictions	<u>30,807</u>
 Total revenues and support	 <u>165,947</u>
<i>Expenses</i>	
Program expenses	133,795
Conferences	1,451
Fundraising and development	7,665
Insurance	2,735
Supplies	1,088
Technology	1,225
Utilities	1,734
General Administration	5,303
 Total expenses	 <u>154,996</u>
 Change in unrestricted net assets	 <u>10,951</u>
<i>Changes in Temporarily Restricted Net Assets:</i>	
Grants from corporations and foundations	44,620
Net assets released from restrictions	<u>(30,807)</u>
 Change in temporarily restricted net assets	 <u>13,813</u>
 Total change in net assets	 24,764
Net assets at beginning of year	<u>35,132</u>
 Net assets at end of year	 <u>\$59,896</u>

2010 SOURCES OF INCOME



Total revenue and expense (all funds) for the fiscal year.



GIFTS AND SUPPORT

BUSINESS, CORPORATE, AND FOUNDATION DONORS

Discover Roxbury gratefully acknowledges the support of the following businesses and foundations for their donations during our 2010 fiscal year (January 1, 2010-December 31, 2010).

A Good Piece of Glass • Anonymous • Boston Private Bank & Trust Co • Boston Medical Center • Charlotte Foundation • Children's Hospital Boston • Dana Farber Cancer Institute • Fellowes Athanaeum • Greater Boston Convention and Visitors Bureau • Harvard School of Public Health • HBGC • Historic Boston Inc • Lenny Zakim Fund • Massachusetts Convention Center Authority • MassHumanities • Greater Boston PFLAG • Roxbury Community College • Roxbury Trust Fund

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Discover Roxbury gratefully acknowledges the support of the individual donors listed below. Donations were also made by all members of the board of directors.

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IN-KIND

Discover Roxbury gratefully acknowledges the support of the following in-kind donors.

A Street Frames Inc • Alkia Powell • Amir Catering • Bay State Banner • Bella Luna & Milky Way • Boston Red Sox • Boston Women's Heritage Trail • Copley House • Darlene Smart • David Mynott • Derek Lumpkins • Dudley Square Main Streets • Eduardo Reyes • Egleston Square Main Street • Ekua Holmes • Epicurean Salon • Ethnica • Forest Hills Trust • Franklin Park Coalition • Fulani Haynes • Garden Girl Farm • Gloretta Baynes • Greater Grove Hall Main Street • Hakim Raquib • Haley House Bakery Café • Huntington Theater Company • Jasmin Shearer • Junior Oneill • Kaidi Grant and Diamond Girls • Keyse Angelo • Larry Pierce • Lee Farrow/Do Right Ministries • Lisa Lee • Lolita Parker Jr • Madison Park Development Corporation • Massachusetts Office of Travel and Tourism • Melody Winig • Michele Davis • Mike's Fitness • Mission Hill Main Street • Museum of Fine Arts, Boston • Museum of the National Center of Afro-American Artists • Opal Thompson • Paul Cato • Paul Goodnight • Robert Stevens • Rudi's Resto Café & Verve Lounge • Savant Project • The Word • Touch 106.1 FM • Trader Joe's • Tropical Market • Unitarian Universalist Urban Ministry • Women in Film & Video • Wendy Ellertson • Whole Foods • William N. Coleman • Zina Worley • Zipcar • Zoo New England

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