



FIELDS CORNER MAIN STREET ANNUAL REPORT

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EXECUTIVE DIRECTOR



Fields Corner
MAIN STREET

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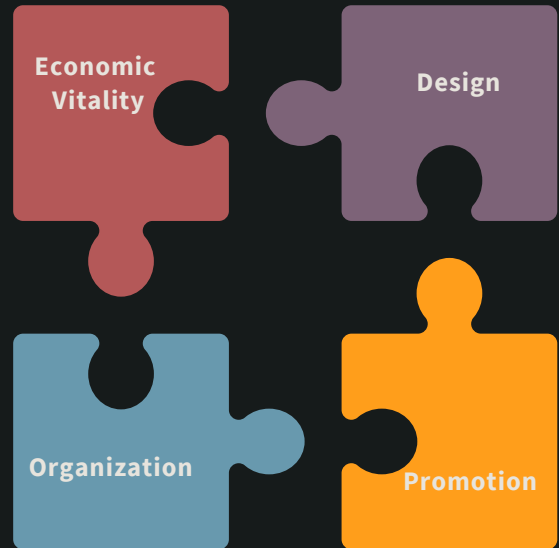
FISCAL YEAR '22 | JULY 2021-JUNE 2022

OUR APPROACH

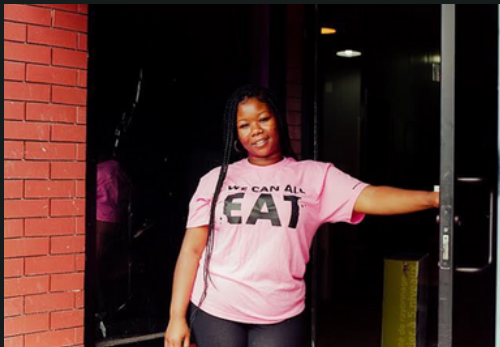
Our mission is to ensure Fields Corner continues to serve its residents and attract visitors through its thriving, welcoming, secure business district and community of diverse entrepreneurs.

FCMS is an accredited 501(c)3 non-profit with a dedicated board of volunteer directors that are committed to working towards Fields Corner's continued success.

While our mission and goals are determined by our board of directors, our reporting standards and funding are allocated by the City.



Together, we serve our neighborhood's small business districts using the Main Street Method.



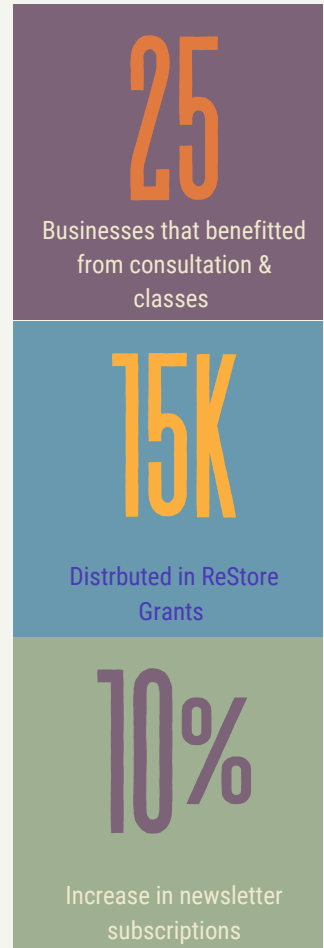
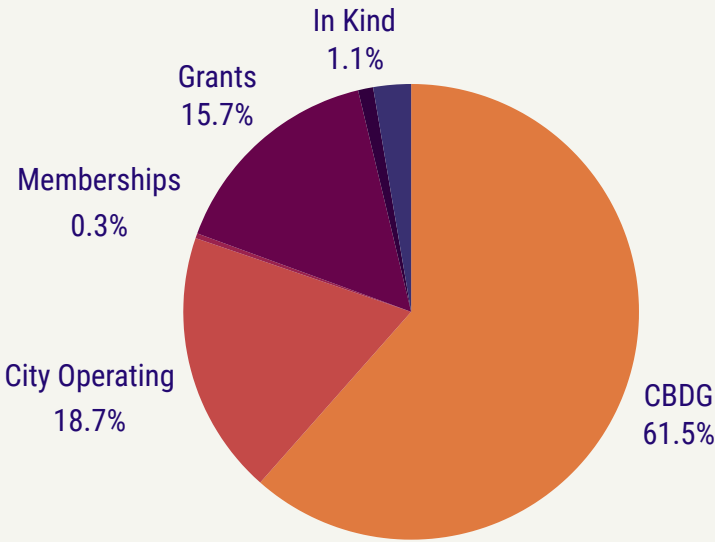
Main Street is a national model that recognizes that every community has its own path to revitalization.

Each neighborhood outlines a transformative strategy generated from community outreach and utilizes the four pillar approach: Economic Vitality, Design, Promotion & Organization.

- **ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- **DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
- **PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

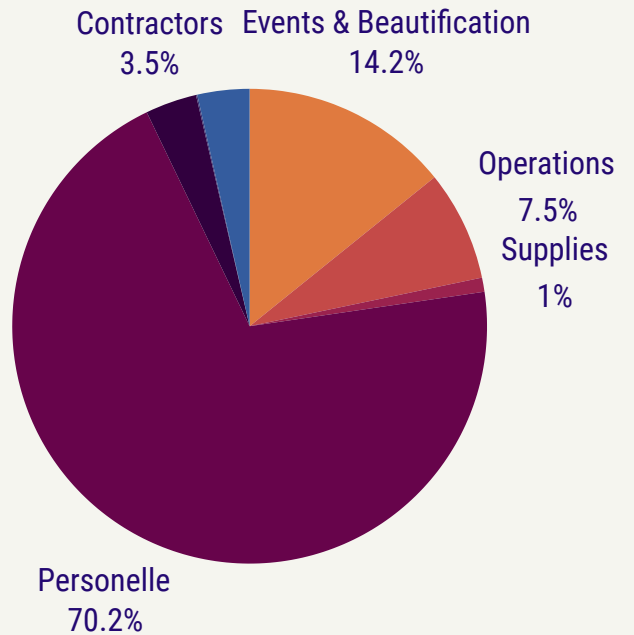
INCOME & EXPENSE

Fields Corner Main Street had an \$102,000 Operating Budget in FY22. We are proud to announce that thanks to advocacy among the Main Street Directors during the 2021 Mayoral Campaign, we were able to increase our budget to \$161,000 in FY23.



With an increase in budget, we are excited to increase our programming and staffing.

- CJ, our Program Manager will increase his hours to 25 per week.
- We are investing in more planters & flowers with the help of volunteers in fall & spring.
- This year we will continue to hang wreaths along Dorchester Avenue.
- We will continue to participate with other community groups & non-profits in the neighborhood.
- We use our social media platforms to promote small businesses, civic engagement & non-profit activity.
- We will continue to offer ServSafe classes & other small business classes using Technical Assistance grants.



FY22 HIGHLIGHTS



Summer

- Boston Mayoral Forum
- Hosted Secretary Mike Keneally for small business round table
- Board Retreat
- Pillars Project
- Onboarded CJ part-time, 4 hours per week



Fall

- Partnered with Boston Preservation Alliance to pair middle-schoolers with Small Business Owners
- Main Street Advocacy with Mayoral Forum
- Partnered with ADSL for return of Fields Corner Tree Lighting



Winter

- Grew CJ's role to Program Manager & upped hours to 20 per week
- Helped organize Asian Business Pitch Contest
- Winter Express
- Paired CASH students with small business for snow removal
- Master Class Series



Spring

- Welcomed Junior to the board
- Partnered with Boston Little Saigon to provide free ServSafe Classes
- Assisted businesses with applications for five unique grants
- Organized a Clean Up Day
- Jackey on Maternity Leave, CJ acting director
- CJ walked in Dorchester Day with Mayor Wu & City Officials



OUR FY23 GOALS

Last year was a building year, filled with lots of fun & wonderful people to share it with. This year ahead we will build on our accomplishments and move forward investing in our neighborhood's infrastructure.

1

Celebrate our Small Business community at our first in-person event.

In January, we will convene at an industry night gala where FCMS will recognize the efforts of our small business owners over the past two years.

2

Create a small business advisory board.

We are engaging our small business owners in one or two standing meetings per year to set priorities for the neighborhood, meet with C-11 & promote relationships among our business owners.

3

Adding flowers & greenery to the district

Flowers & Trees are not only pretty to look at, they encourage cleaner air and increase pedestrian activity.

4

Engage the City & Walk Boston to reimagine Hero's Square

The Dorchester Avenue/Adams Street intersection is known to be dangerous. FCMS is working with community, Walk Boston & the City of Boston to make walking, cycling & driving safer.

ACKNOWLEDGEMENTS

We would not be able to make our goals happen without the support and commitment of our Board of Directors, Community Partners, and Funders.

Board FY21

Adam Gibbons, Jenn Cartee, Ellen Campbell, Michelle Nadow, Sam Anson, Jamison Cloud, Junior Peña

Community Partners

All Dorchester Sports League, Dorchester Community Fridge, Fields Corner Collaborative, Boston Little Saigon, Boston Preservation Alliance, Lila G. Frederick School, Community Academy of Science & Health (CASH High School)

Funders

City of Boston, Boston Main Street Foundation, Martin Richards Foundation, Toast, Feeney Brothers, Home Depot

And, to our small business community: Cheers! We do it all for you!

Photo Credits

Pg 1 & 2 Johnny Nguyen

Pg 3. (top to bottom) Mike Kenneally Twitter, Matthew Dickey, FCMS Zoom, Seth Daniels & CJ Louis

**WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS**

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