



FIELDS CORNER MAIN STREET

Annual Report

FY24

Prepared By:
Jackey West Devine

Mission & Guiding Principles

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.

ECONOMIC VITALITY

Build a diverse economic base |
Catalyze smart new investment
Cultivate a strong
entrepreneurship ecosystem

Liquor License Legislation Q&A
Banking & Succession Planning
Workshops

PROMOTION

Market district's defining assets
Communicate unique features
through storytelling | Support buy-
local experience .

Gems of Fields Corner Reel
Campaign
Love Your Block Events

ORGANIZATION

Build leadership and strong
organizational capacity | Ensure
broad community engagement
Forge partnerships across sectors

SPACE Jam Block Party
Tree Lighting
Main Street Mingle

DESIGN

Create an inviting, inclusive
atmosphere | Celebrate historic
character | Foster accessible,
people-centered public spaces

Asphalt Mural
Squares + Streets Leaders
Meeting



Year in Review

Summer

- Board Retreat
- S.P.A.C.E Jam Block Party
- Neighborhood Peace Walks
- Liz LaManche hired for Asphalt Mural
- Small Business Advisory Meeting

Fall

- Open Streets
- Neighborhood Peace Walk
- Speak for the Trees co-sponsored by the ADSL and the Boston Parks Department
- Main Street Mingle
- Fall Fundraising campaign
- Dotini / Silent Auction
- Business Development Workshop sponsored by Brookline Bank

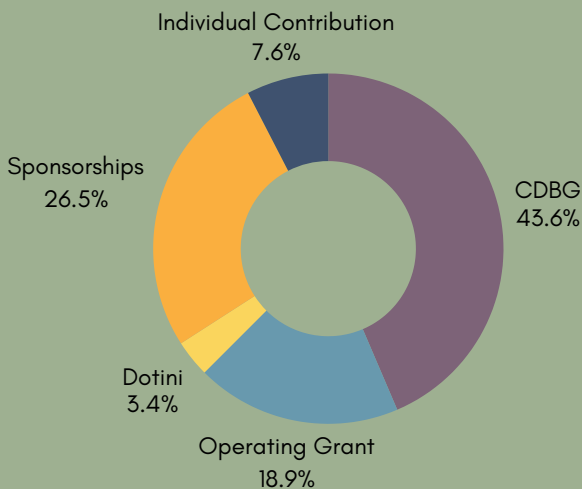
Winter

- Holiday Tree Lighting
- Asphalt Mural planning
- Hiring Banamigas for social media marketing
- Squares + Streets Leaders Meetings
- UMass Boston Intern business interviews in Vietnamese
- Harvard Kennedy Center for Public Leadership Tour

Spring

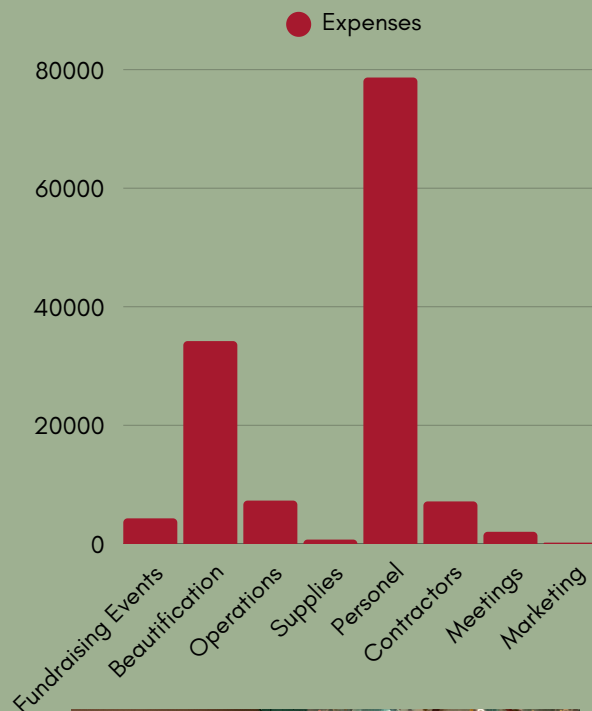
- Launch of Gems of Adams Street
- Liquor License Q&A with Open Source
- Succession Planning Workshop sponsored by Brookline Bank
- Love Your Block Day!
- Open Streets
- Administrative Assistant added to staff
- Finalizing Asphalt Mural Plans
- Dot Day

FY 24 Budget



OUR ANNUAL BUDGET HAS INCREASED FROM 75K PER YEAR IN FY20 TO 218K IN FY24

THAT'S ALMOST A 300% INCREASE!



WITH THE RETURN OF DOTINI, AND COVID FINALLY IN A STABLE PLACE, THIS PAST YEAR HAS LARGELY BEEN ABOUT CAPACITY BUILDING



LIZ LAMANCHE



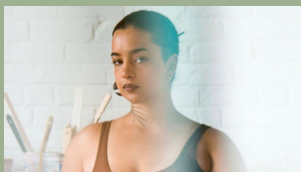
WE HIRED THREE ARTISTS TO LEAD THE DESIGN EFFORTS FOR THE ASPHALT MURAL. EACH WITH A UNIQUE SKILL SET AND CONNECTION TO THE WORK.



NGOC TRAN VU

WE WENT THROUGH AN INTENSIVE DESIGN REVIEW FIRST WITH THE CITY'S ENGINEERS AND SEVERAL MEETINGS AND TWO ROUNDS OF APPROVAL WITH THE BOSTON ARTS COMMISSION.

WITH OUR INCREASED PROGRAMMING, WE HAVE ADDED TO OUR STAFF!



RIXY FERNANDEZ

IN THE SECOND HALF OF FY24, WE HIRED TINA VO'S ORGANIZATION BANAMIGAS TO HELP WITH OUR NEW PROMOTIONAL SERIES: GEMS OF DOT AVE, AT THE END OF FY24, WE HIRED DANIEL KHAN TOAN TO CONTINUE HIS COURSEWORK FROM UMASS BOSTON, JESSICA BELLEMY TO INCREASE OUR ORGANIZATIONAL CAPACITY AND GAITRE "G" LAKHAN JOINED AS OUR PROGRAM MANAGER. G WILL BE MANAGING OUR VOLUNTEER ROSTER AND MUCH MORE!



JACKY WEST DEVINE
EXECUTIVE DIRECTOR



GAITRE LAKHAN
PROGRAM MANAGER



DANIEL KHAN TOAN
INTERN



JESSICA BELLEMY
VIRTUAL ASSISTANT



TINA VO
MARKETING, BANAMIGAS



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

FY24

Board Members

ELLEN SCHMARROW



Owner of Home Staging by Emerald & Realtor with Compass
Board Treasurer, Joined 2020
 Love consulting in all things Human resources

JUNIOR PEÑA



Small Business Owner in Fields Corner
Board Vice Chair, Joined 2022
 Owns five businesses in Fields Corner and has lived here for over 30 years.

MICHELLE NADOW



Chief Executive Officer, DotHouse
Board Clerk, Joined 2018
 Passionate about public health and community.

SARAH FISHER SILVA



Head of Marketing, Clockworks Analytics
Joined 2022
 Loves event planning, travel and hyping up the neighborhood

ALINA LOPEZ-THOMAS



Senior Director of Early Education Neighborhood Villages & Owner of CurvyPop
Joined 2023
 Has a penchant for helping people be their best selves.

CHRISTIAN ROSA



Owner, Rosa's Liquors
Joined 2023
 2024 Legacy Business Award Winner
 Second generation business owner and community advocate

IN FY24 OUR BOARD HAS COLLECTIVELY RAISED OVER \$10,000 AND COMMITTED OVER 200 HOURS OF VOLUNTEER TIME

EACH BOARD MEMBER HAS A PERSONAL CONNECTION TO FIELDS CORNER AND TO OWNING A SMALL BUSINESS

OUR BOARD MEETS MONTHLY, CHATS ON THE PHONE WEEKLY & ATTENDS A RETREAT FOR PROFESSIONAL DEVELOPMENT ANNUALLY



Fields Corner
DOTINI
 FIELDS CORNER MAIN STREET
 NOVEMBER 4, 2023

Looking Forward FY25 & Beyond



AT OUR BOARD RETREAT, WE DECIDED TO INCREASE OUR REACH INTO THE COMMUNITY BY GIVING OUR NEIGHBORS MORE FUN EXPERIENCES WITH SMALL BUSINESS.

WE PLAN TO ADD 3-4 NEW BOARD MEMBERS TO HELP BUILD CAPACITY, MAKE A MAJOR INVESTMENT IN ADDING EVEN MORE FLOWERS AND CLEAN UP DAYS.

ADD TWO NEW MURALS, INCLUDING A RAINBOW CROSSWALK TO CELEBRATE THE CONTRIBUTION OF LGBTQ+ FOLKS AND BLEND'S CONTRIBUTIONS TO OUR NEIGHBORHOOD'S VIBRANCY.

ECONOMIC VITALITY

Build a diverse economic base |
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Cultivate a strong
entrepreneurship ecosystem

Financial Navigation for the
Stylists, Barbers & Braiders
Liquor License Navigation
Increasing attendance at Dotini

ORGANIZATION

Build leadership and strong
organizational capacity | Ensure
broad community engagement
Forge partnerships across sectors

Halloween Haunted House at ADSL
Christmas Tree Lighting
Small Business Advisory Board
Add 3-4 New Board Members

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Create an inviting, inclusive
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Squares + Streets Small
Business Meeting
Rainbow Crosswalk
Lighting Design





Thank You!



For questions, requests and anything else
we can help you with, please reach out!
We would love to chat.

Staff

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Gaitre Lakhan, Programs Manager programs@fieldscorner.org

Toan (Daniel) Khan Le, Intern intern@fieldscorner.org

Jessica Bellamy, Virtual Assistant admin@fieldscorner.org



Sponsors

City of Boston | Brookline Bank | Jeff Gore

Martin Richards Foundation

Plumbers' Supply Company

Fields Corner Business Lab | Annissa Essabi George | DotHouse Health

D'Benny's | Bahn Mi Chai Toi | All Dorchester Sports League | Fields Corner CDC

Blarney Stone | CocoLeaf | Reign Drink Lab | Home Depot

Community Partners

Boston Main Street Foundation | Boston Parks and Recreation Department | Boston Arts and Culture Department |

Fields Corner Branch -Boston Public Library | Candelaria Silva-Collins | All Dorchester Sports League | DotHouse

Volunteer Board

Ellen Schmarsow | Junior Pena | Michelle Nadow | Sarah Fisher Silva | Alina Lopez Thomas | Christian Rosa

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

Fields Corner Main Street

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617-474-1432 | Fieldscorner.org

[@fieldscorner](#) [@fieldscornermainstreet](#)