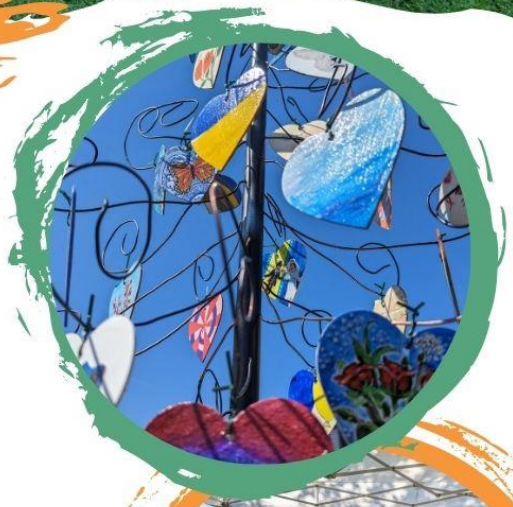
WATERTOWN SQUARE
Cultural District

11/9/23



Location

Centered on Watertown Square, the Cultural District extends down Main Street to Waverly Ave, across the Charles River on Galen St, and up Mount Auburn St to Common Street

Governance

The Cultural District is overseen by the Cultural District Partnership. The Partnership consists of nonprofits, businesses, individual artists, and a representative from the city.

Benefits

A Cultural District positions Watertown, particularly Watertown Square and the Main Street corridor, as a cultural destination in Massachusetts.

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Executive Summary

The Watertown Square Cultural District proposed here has been the collective effort of many individuals and organizations over many years. The development of a Cultural District is a large undertaking that requires municipal, organizational, business, and individual support. This planning process was started in 2022, following several efforts in previous years that demonstrated strong community backing for a Cultural District in Watertown.

A Cultural District is a Massachusetts state designation that a municipality must apply for through the Mass Cultural Council. The benefits of Cultural District designation are numerous, from the Mass Cultural Council website:

> *"Launched in 2011 by an act of the state legislature, Cultural Districts drive economic growth, strengthen our distinctive local character, and improve the quality of life of families across Massachusetts. By supporting arts, humanities, and science organizations, Cultural Districts attract tourists and entrepreneurs, which in turn help communities foster their cultural sector and expand their tax base. And that benefits everyone."*

Watertown has a long and spectacular list of arts and cultural assets. A Cultural District builds upon past successes and a groundswell of support for the arts in recent years. Watertown boasts a premiere regional arts center, the Mosesian Center for the Arts, as well as world class institutions like Mount Auburn Cemetery, Perkins School for the Blind, and the Armenian Museum of America. In the 2010s, the arts found a champion with the original Watertown Public Arts & Culture Committee, which produced several public murals and pushed the city to create and adopt a Public Arts Master Plan (2021). The Public Arts Master Plan provided the framework for the new Public Arts & Culture Committee and a Public Arts & Culture Planner who is embedded in Watertown's Department of Community Development & Planning. All of these developments have paved the way for a Cultural District in Watertown.

The city and Cultural District Partnership members (listed on page 4) are committed to the success and sustainability of the Watertown Square Cultural District. The mission and goals they have developed, with input from numerous community stakeholders, are intended to showcase Watertown as a welcoming place and center the cultural programs that already exist here, while also making space for new initiatives. It is with this in mind that the Partnership has determined that a public-private partnership is the necessary vehicle to govern the Cultural District. This format leverages city resources while allowing for diverse participation across the city.

The key to long term success of the Watertown Square Cultural District is community input. Broad public input throughout the planning process ensures community support and annual evaluation plays a distinct role in ensuring Cultural District programming supports all stakeholders now and in the future.

Cultural District Partnership

Current Members

An asterisk (*) indicates that the organization operates/resides inside the cultural district boundary.
Map of Cultural District Partnership Members with full descriptions: https://arcg.is/1eDO4C.

*Public Arts & Culture Planner, Department of Community Development & Planning (public)
*Watertown Farmers' Market, Department of Community Development & Planning (public)
*Watertown Free Public Library (public)
*Watertown Cultural Council (public)
*Watertown Public Schools (public)
*Historical Society of Watertown (nonprofit)
*Armenian Museum of America (nonprofit)
*Watertown Business Coalition (nonprofit)
*Watertown Cable Access Corp (nonprofit)
*AANE Artists Collaborative (nonprofit)
*Watertown Center for Healing Arts (business)
*Susan Jones, Artist (business)
*Seth Deitch, Artist (business)
Project Save Armenian Photograph Archive (nonprofit)
Armenian Cultural & Educational Center (nonprofit)
Russell Cooperative Preschool (nonprofit)
Mosesian Center for the Arts (nonprofit)
Friends of Watertown Music (nonprofit)
Perkins School for the Blind (nonprofit)
Mount Auburn Cemetery (nonprofit)
World in Watertown (nonprofit)
Maria Hendricks, Artist (business)
Jack Dargon, Artist (business)

Artist Amir Tabatabaei with a volunteer crew to paint his mural "I See a Dream" in 2023.

Governance Structure

The Cultural District Partnership (CDP) is a public/private partnership that oversees management of the Watertown Square Cultural District. As a public/private partnership, the city will appoint a current employee to serve as City Liaison and Treasurer for the CDP, funds will be managed by the city in a standalone account, and the CDP must adhere to Massachusetts Open Meeting Law. The partnership has several internally elected roles, following a traditional executive board model that includes the following officers:

- Chair
- Vice Chair
- Secretary
- City Liaison (serving in the traditional role of Treasurer)

All elections and votes are won by a majority of current partners when a quorum is present. Partners should include individual appointments from:

- City of Watertown
- Watertown Public Schools
- Watertown Business Coalition

The ideal partnership also includes, at minimum:

- 2 individual artists
- 1 business within boundaries
- 1 resident (regardless of affiliation)
- 2 nonprofit organizations

Inclusion in the Cultural District Partnership is voluntary. The city, schools, and Watertown Business Coalition are expected to appoint a representative to the Partnership, who will represent the interests of their organization at regular meetings.

Nominations to officer (executive board) positions are by self-appointment that requires a majority vote of current partnership members to confirm. There are no term limits for partnership but term limits of four years for the officers, with the exception of the City Liaison, who has no term limit. Officers at the end of their term limit are encouraged to train their successor before their term expires. Termination of membership may occur through written resignation or a majority vote when a quorum is present.

Standing subcommittees and temporary working groups or project teams may be formed to address the goals of the Watertown Square Cultural District. Subcommittees or other groups/teams may be formed by a majority vote when a quorum is present or dissolved by the same.

Mission

The Watertown Square Cultural District supports inclusive and diverse cultural experiences that showcase the arts and strengthen the local economy.

Goals

1. Establish Watertown as a cultural destination that is welcoming and engaging.

2. Encourage public interaction with art in all its forms and from diverse culture bearers.

3. Encourage resident and visitor use of public space through inclusive cultural experiences that engage broad identities and interests in our community.

4. Promote the creation of public art that celebrates creativity and promotes conversation and connection.

5. Partner with businesses and developers to stimulate the creative economy.

6. Support and honor artists working in all genres that represent our multicultural community.

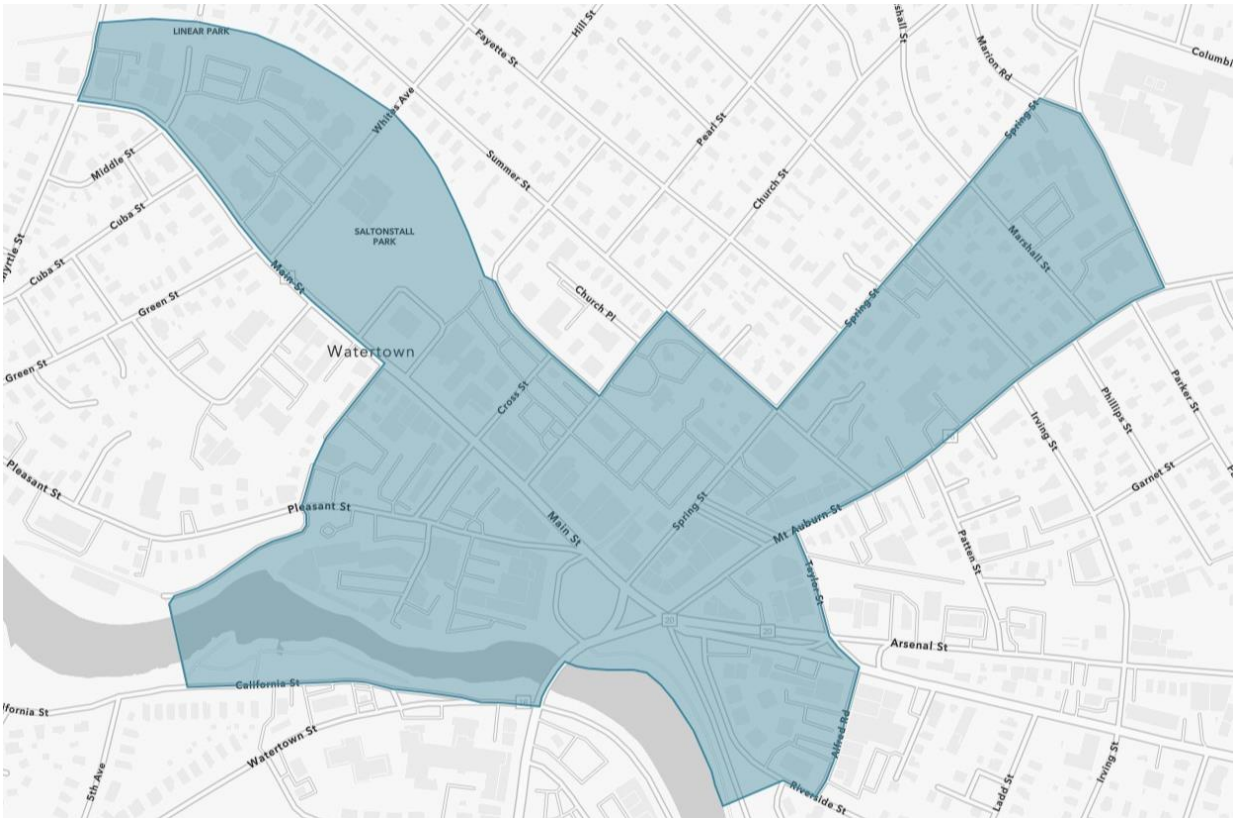
7. Preserve and amplify Watertown's diverse history.

Artist James Payne installs his sculpture "Opposition" for the 2023 Community Sculpture Walk.

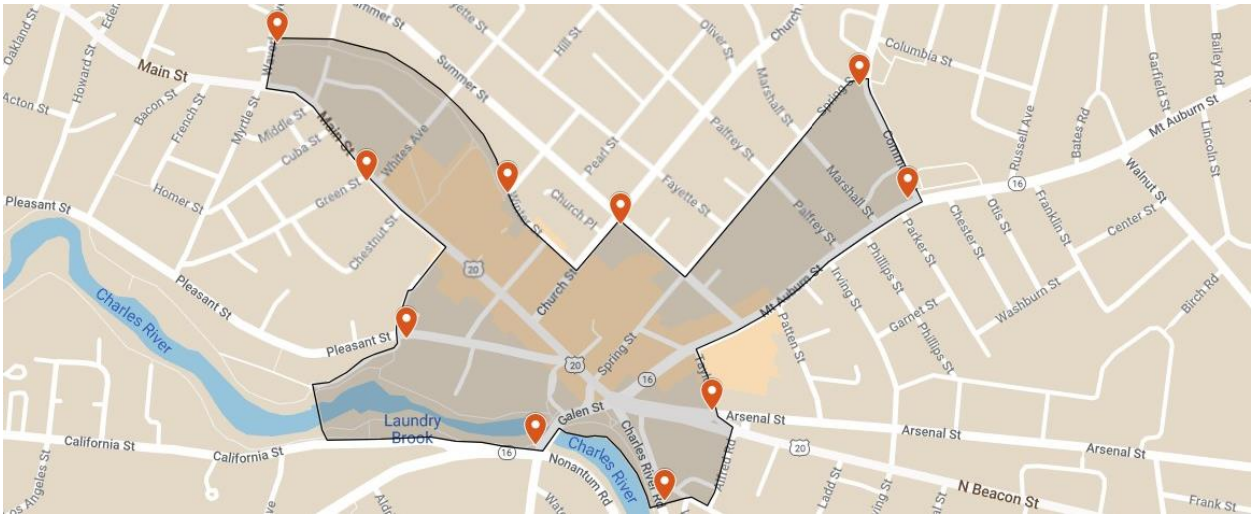
Location

The Watertown Square Cultural District extends from Watertown Square (the five-way intersection of Main Street, Mount Auburn Street, Arsenal Street, Charles River Road, and Galen Street) west down Main Street to Waverley Avenue, north to the intersection of Church Street and Summer Street, east down Mount Auburn Street to Common Street, and south across the Charles River to California Street.

Proposed Watertown Square Cultural District boundary:

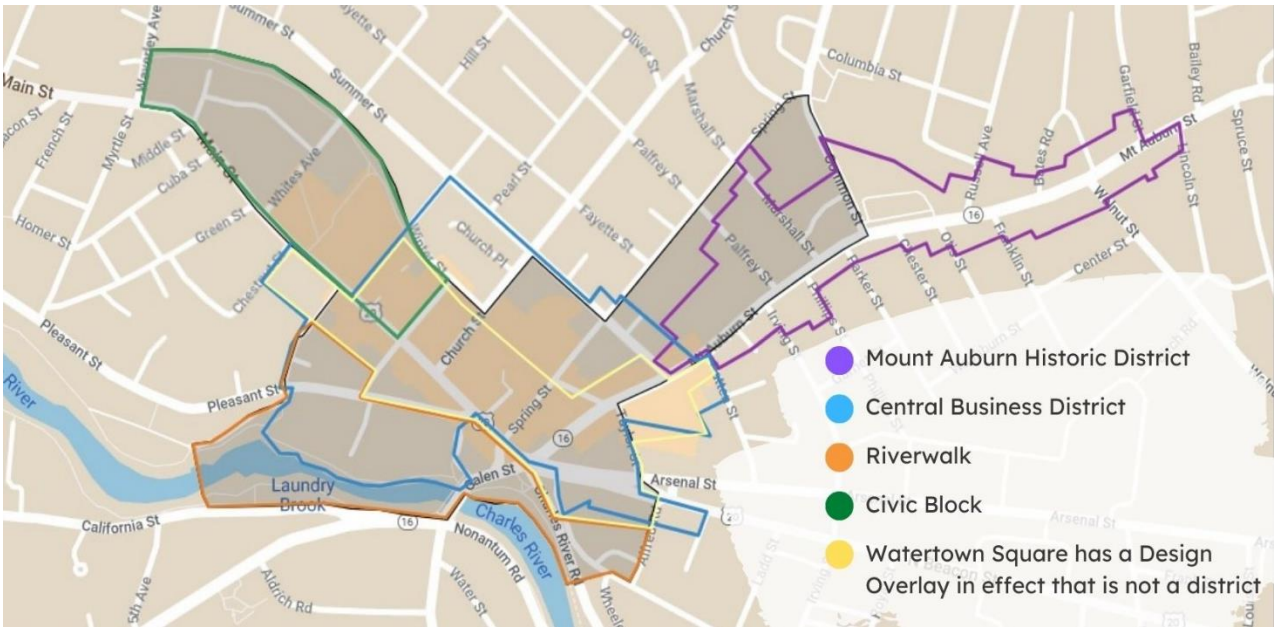


There are ten locations selected for Watertown Square Cultural District gateway signs:



District Areas

The Watertown Square Cultural District can be broken down into four, smaller, thematically linked areas.



Map of the four Watertown Square Cultural District areas.

Mount Auburn Historic District

The Mount Auburn Historic District, in purple, is an official city zoning overlay with specific ordinances enforced by the Historic District Commission. Part of the Mount Auburn Historic District falls within the Cultural District boundaries and the entirety of the Mount Auburn Historic District is celebrated for its distinctive architecture and historic assets, including the seat of the Historical Society of Watertown, the Edmund Fowle House. Learn more: https://www.watertown-ma.gov/213/Historic-District-Commission

Central Business District

The Central Business District, in blue, is an official city zoning overlay with specific ordinances enforced by the Department of Community Development & Planning. The majority of the Central Business District overlaps with the Cultural District. The Central Business District is designed to support small businesses and recognize the density of business in the area.

Riverwalk

The Riverwalk, in orange, includes the Charles River Greenway on both sides of the river, the pedestrian bridge that spans the river just above the Watertown Dam, the Watertown dock, and two monuments along Charles River Road. Much of this area, including the trails, is managed by the Massachusetts Department of Conservation & Recreation (DCR). Highlighting this area supports connectivity to the river.

Civic Block

The Civic Block, in green, includes many of Watertown's civic assets including the Watertown Free Public Library, Watertown Administration Building, Fire Station, Saltonstall Park, Community Path, and the post office.

Note on the Design Overlay

Watertown Square has a Design Overlay in effect, in yellow, that is not a district area but falls squarely within the Cultural District. The Design Overlay is enforced by the Department of Community Development & Planning and affects development, signage, and other visual choices by local businesses and residents. Learn more: https://www.watertown-ma.gov/220/Design-Standards-Guidelines

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Exhibitors at Watertown Pride Extravaganza 2022 at Saltonstall Park.

Assets

Several categories of assets are included in the Watertown Square Cultural District. The District boundaries were chosen for the density of assets that exist, as well as the need to highlight them. *An asterisk (*) on the lists below indicates an historic site.*

See the virtual tours below for more on public art in Watertown:

- Public Art: https://storymaps.arcgis.com/stories/590fd35a981a43caabd50baeee3c8492
- Historical Markers: https://watertown.maps.arcgis.com/apps/MapTour/index.html?appid=ac36c0443659489a92878c6958aab720

Public Art and Monuments (20)

- Mural: I See a Dream (2023), by Amir Tabatabaei with Niloufar Keyhani, Merchants Row
- Mural: A Bike Ride Through Watertown, by Gregg Bernstein and students (2013), Linear Park
- Mural: Tapestry of Cultures, by Gregg Bernstein and students (2014), Baptists Walk
- Mural: The Time is Always Right, by Ruth Henry and resident (2018), 25 Whites Avenue
- Community Sculpture Walk, rotating exhibit (2023), Community Path
- Watertown Fire Department Memorial, 99 Main Street
- *Watertown Veterans Memorial, Watertown Square
- *Civil War Monument and Saltonstall Plaza, Saltonstall Park, 149 Main Street
- *Richard Saltonstall Monument, 20 Riverside Street
- *George Washington marker (1914), 123 Main Street
- *George Washington marker (1914), Common St Cemetery
- *Time capsules, 149 Main Street
- *Coolidge Tavern marker, Watertown Square
- *Columbus Delta marker (1940), Watertown Square
- *Benjamin Robbins Curtis marker, Watertown Square
- *Thomas Mayhew marker, Watertown Square
- *Hood Rubber WWI and WW2 Monument, Watertown Square
- *Council marker, intersection of Marshall St and Mount Auburn Street
- *Meeting House marker, intersection of Common St and Mount Auburn Street
- *Thaxter Levi House (c 1815), historic private residence, 262 Main St.

Nonprofit and Public Organizations (19)

Cultural (16)

- *Historical Society of Watertown, Edmund Fowle House (1772), 28 Marshall St.
- *Belmont-Watertown United Methodist Church, 80 Mount Auburn St.
- *Armenian Museum of America, 65 Main St.
- Watertown Cable Access Corp (WCA-TV), Phillips School, 30 Common St.
- Rotary Club, 47 Main St.
- Hatch Makerspace (part of the Watertown Free Public Library), 20 Summer St.

- AANE Artists Collaborative, 85 Main St.
- First Parish Church, 35 Church St.
- Watertown Boys & Girls Club, 25 Whites Ave.
- Watertown Council on Aging/Senior Center, 31 Marshall St.
- *Watertown Free Public Library, 123 Main St.
- *Watertown Administration Building, 149 Main St.
- *Saint Patrick's Church (1847), 212 Main St.
- *Phillips School, 30 Common St
- Watertown Family Network, Phillips School, 30 Common St
- Live Well Watertown, Watertown Administration Building, 149 Main St

Other (3)

- Pathfinder International, 9 Galen St.
- Watertown Fire Department, 99 Main St.
- Watertown Food Pantry, 80 Mount Auburn St.

Businesses (118)

Cultural (10)

- *Drive-By Projects (Gallery), 81 Spring St.
- *Storefront Art Projects (Gallery), 83 Spring St.
- Linda Sternberg, Esq, 129 Spring St.
- Art & Todd Photography, 133 Spring St.
- Watertown Center for Healing Arts, 22 Mt Auburn St.
- Mindful Wellness, 56 Mount Auburn St.
- Koltun Ballet, 23 Main St.
- Comic Stop, 134 Main St.
- Kimura Jiu Jitsu Boston, 15 North Beacon St.
- MacDonald Academy of Martial Arts, 6 Riverside St.

Restaurants and Food (18)

- Not Your Average Joe's, 55 Main St.
- Molana, 5 Spring St.
- Ixtapa Cantina, 18 Mt Auburn St.
- Sichuan Cuisine, 30 Mt Auburn St.
- Meat Spot, 28 Mt Auburn St.
- Tresca's Eating Place, 25 Church St.
- *Red Leaf Cafe, in the Watertown Free Public Library, 123 Main St.
- TruFoods Kitchen, 142 Main St.
- Super Fusion Cuisine II, 54 Mount Auburn St.
- Home Taste, 58 Mount Auburn St.
- Demos Watertown, 64 Mount Auburn St.
- Tabrizi Bakery, 56 Mount Auburn St.

- La Guanaquita Market, 76 Main St.
- Ginger Exchange, 98 Main St.
- Crown Cafe, 106 Main St.
- Chulo Restaurant & Bar, 1 Waverly Ave.
- The Diner at 11 North Beacon, 11 North Beacon St.
- Bar'Cino, 47 Main St

Other (86)

- Russell Cooperative Preschool, 35 Church St
- Neugebauer Towing & Roadside, 10 Riverside St
- Sullivan Tire & Auto Service, 21 N Beacon St
- Salon JohnPeter, 131 Spring St
- Sugar and Love, 135 Spring St
- Mcadam Painting Co., 81 Spring St
- *TNT Dental Care P.C., Samuel Noyes House (r 1840), 230 Main St.
- *Winnick Building, Shamrock House (r 1850, plaque reads 1785), 170 Main St.
- *SMG Watertown Primary Care & Ob/Gyn, Saint Patrick's Roman Catholic Church School (1888), 63 Pleasant St.
- *Watertown Savings Bank (1892, 1900), 60 Main St.
- *Insight Enterprises, Inc., Site of Lewando's French Dyers and Cleaners (1906), 9 Galen
- Blue Moon Smoke Shop, 80 Main St.
- *Uniforms for America, Otis Building (1889), 15-25 Main St.
- Thompson Safaris, 14 Mt Auburn St.
- JC Hair, 8 Mt Auburn St.
- Marcou Jewelers of Watertown, 13 Main St.
- Italian Design Interiors, 19 Spring St.
- Natuzzi Gallery Boston, 19 Spring St.
- Diamond Nail, 26 Mt Auburn St.
- Eastern Bank, 1 Church St.
- Salon Sabrina, 25 Church St.
- Grays Laundromat, 25 Church St.
- Beaverbrook STEP, Inc., 85 Main St.
- Thriveworks Counseling & Psychiatry Watertown, 85 Main St.
- United Cerebral Palsy, 122 Main St.
- SoHo Nails & Spa, 140 Main St.
- Town Hall Shoe Repair, 136 Main St.
- Byrne William V DMD, 148 Main St.
- Hope Elder Law, 182 Main St.
- Mavor Chiropractic, 182 Main St.
- First Path Daycare Center, in the Boys & Girls Club, 25 White Ave.
- Guy's Hair Shop, 311 Main St.
- Watertown Florist Shop, 315 Main St.
- Ricci's Beer & Wine, 331 Main St.
- Circle of Boston Nursery School, 309 Main St.
- Belleza Hair Studio, 38 Mount Auburn St.

- Atlantic Battery Company, 309 Main St.
- Greenough, 1 Brook St.
- EditShare, 3 Brook St.
- Primary Source, 63 Pleasant St.
- Associates of Dermatology, 40 Spring St.
- Munhall Energy Co Inc, 40 Summer St.
- Stick Shift Academy, 44 Spring St.
- The Residence at Watertown Square, 20 Summer St.
- Miracle-Ear Hearing Aid Center, 31 Spring St.
- Greene & Greene Optometry, 31 Spring St.
- Dyer Liquors, 40-42 Mount Auburn St.
- Attractive Nails, 68 Mount Auburn St.
- Dolce Appliance Repair, 54 Mount Auburn St.
- S & A Cigars, 52 Mount Auburn St.
- Steffi L. Shapiro MSW, 62 Mount Auburn St.
- Zhanna Lee Holistic Intimacy, 17 Spring St.
- UPS Store, 15 Main St.
- Michael Computer Repair & Tech Services, 36 Mount Auburn St.
- Watertown Sportswear, 34 Mount Auburn St.
- Boston Color Group, 6 Mount Auburn St.
- Watertown Dental, 6 Mount Auburn St.
- H&R Block, 1 Main St.
- Boston Specific Chiropractic, 3 Main St.
- All Dental Center, 21 Main St.
- *Otis Realty, 17 Main St.
- CVS, 27 Main St.
- Bank of America Financial Center, 39 Main St.
- H & K Insurance Agency, 182 Main St.
- Dr. Joseph Salusti Dentistry, 118 Main St.
- Hamilton Place, 233 Main St.
- Whitney Towers Apartments, 275 Main St.
- Lony Salon, 315 Main St.
- Martents MD, 48 Summer St.
- Culia Ki Clinic, 25 Church St.
- Sullivan Tire & Auto Service, 21 North Beacon St.
- Family physicians, 11 Mount Auburn St.
- Supercuts, 1 Mount Auburn St.
- Verizon, 3 Mount Auburn St.
- O'Reilly & Son Autobody, 32 Arsenal St.
- Maureen L. Doherty, Attorney at Law, 63 Mount Auburn St.
- Lampasona & Bloomer Electrical, 1 Summer St.
- Chase & Tolan Plumbing & Heating, 1 Summer St.
- McAdam Painting Co, 81 Spring St.
- Sugar & Love, 135 Spring St.
- The Custom Shop, 137 Mount Auburn St.
- Graphic Connections, 145 Mount Auburn St.

- Snip Plus Salon, 159 Mount Auburn St.
- Pet Haven Animal Hospital, 153 Mount Auburn St.
- Berkshire Hathaway Real Estate, 161 Mount Auburn St.

Open Space (9)

- *Watertown Dam
- Saltonstall Park, 149 Main St.
- Columbus Delta (name change pending), Watertown Square
- Community Path
- Linear Park
- Merchants Row
- Watertown Dock, on the Charles River Greenway, managed by DCR
- Charles River Greenway, managed by DCR
- Laundry Brook, managed by DCR

Flyer for the 2023 Summer Concert Series.

Annual Public Programs

Faire on the Square

Started in 2009, Saltonstall Park and Field, hosted by the city. An all-day event on the last Saturday of August. Showcases over 100 local exhibitors (vendors and nonprofit/public organizations) with free entertainment. Draws over 4000 visitors each year. Learn more: https://www.faireonthesquare.com/

Summer Concert Series

Started in 2010, Saltonstall Park, hosted by Public Arts & Culture. Free weekly outdoor concerts that run from June-August. Averaging 14 performance groups (40+ performers) and audiences of 250+. Learn more: https://www.watertown-ma.gov/761/Summer-Concert-Series

Watertown Farmers Market

Started in 2014, Saltonstall Park, hosted by Live Well Watertown, part of the Department of Community Development & Planning. Runs seasonally from June-October with an average of 15 vendors, including 1-2 "artisan" vendors. An average of 750 people shopped at the farmers market each week in 2023. Learn more: https://www.livewellwatertown.org/farmers-market

YardArt Watertown

Started in 2021, hosted by an ad hoc group of residents. For the month of April YardArt encourages everyone in Watertown to exhibit their creativity on their own property, in view of the street or sidewalk. Over 140 participants annually, with thousands of residents and visitors viewing the installations. Learn more: https://www.mosesianarts.org/yardart

Live Well Walks

Started in 2021, Live Well Watertown hosts seasonal walks with specific conversation topics relevant to Watertown residents. Learn more: https://www.livewellwatertown.org/watertown-moves/walk-programs-locations

Watertown Pride Extravaganza

Started in 2022, Saltonstall Park, hosted by the Watertown Free Public Library in partnership with the Public Arts & Culture Committee. A parade and all-day celebration of Watertown's LGBTQ+ communities. Features 20+ exhibitors and performers and draws about 1400 visitors. Learn more: https://www.watertownmanews.com/2023/05/18/watertown-pride-extravaganza-returns-to-saltonstall-park-in-june/

Multicultural Fest

Started in 2022, Saltonstall Park Plaza, hosted by the Watertown Free Public Library
Born out of monthly domino night, the Multicultural Fest features Watertown culture bearers for an evening of celebration and immersion that hosted 475 people in it's first year. Learn more: https://www.watertownlib.org/717/Multicultural-Fest

Indigenous Peoples' Day Celebration

Started in 2022, at the First Parish Church, the Indigenous Peoples' Day Celebration is hosted by the Pigsgusset Initiative, a working group of Watertown Citizens for Peace, Justice, and the Environment. The event centers education and features indigenous music, food, and other culture bearers. Approximately 250 visitors experienced the event in 2023. Learn more: https://watertowncitizens.org/working-groups/pigsgusset-initiative/

Memorial Day Parade

Started in the 1950s, passes through Main St, hosted by Veterans Services. A parade to commemorate veterans that includes military and civic groups. An average of 20+ groups participate and 2000+ turn out to watch. Learn more: https://www.watertownmanews.com/2023/05/22/watertowns-memorial-day-week-schedule-includes-parade-ceremonies-at-cemeteries-poppy-social/

Juneteenth Celebration

Started in 2021, formerly at Saltonstall Park and currently at the Watertown Free Public Library, hosted by Watertown Citizens for Black Lives. An educational event that celebrates black citizens and commemorates the emancipation of enslaved people in the United States. Learn more: https://www.watertownmanews.com/2023/06/07/watertown-teaming-with-belmont-for-2-day-juneteenth-celebration/

Community Sculpture Walk

Started in 2023, along the Community Path from the parking lot behind the Watertown Free Public Library to Howard St, hosted by the Public Arts & Culture Committee. The walk enhances the use of open space, encourages public interaction with contemporary art, and creates an annual exhibition opportunity for artists at all stages of career working in a variety of mediums. Sculptures are selected annually through an open call to artists and on view for two years. Learn more: https://www.watertown-ma.gov/816/5211/Community-Sculpture-Walk

Library Programming

Watertown Free Public Library has been community-based from its earliest days. Solon Whitney was named our first librarian in 1867. Throughout his 50-year career he publicly stated his firm belief that the library belonged to the citizens. This is still our basic belief today. During Whitney's tenure the 1884 building was constructed. The library hosts hundreds of free community programs through the Adult, Teen, and Childrens Departments, as well as Hatch Makerspace located at 20 Summer St. Learn more: https://www.watertownlib.org/

Spring Ramble

Started in 2014, Russell Cooperative Preschool at the First Parish Church invites families to welcome the warmer months by sharing in a wide variety of festivities and activities to help build community and have fun! Each year is unique; past events have included arts and crafts, face painting, games, water activities, various food and beverage options, child-focused events, and an opportunity to get to know your local neighbors. Drawing 125+ people annually. Learn more: https://www.russellpreschool.org/about/programinfo

Marketing Plan

To ensure the success of the Watertown Square Cultural District, a comprehensive marketing plan was created. This marketing plan features a range of audience subgroups with the goal of reaching these groups through strategic and tailored marketing efforts.

Goal

The goal of the Watertown Square Cultural District (WSCD) marketing plan is to position the WSCD as a cultural destination to both residents and visitors by:

- Supporting the arts and artistic community
- Promoting a robust arts community
- Amplifying the diversity of Watertown
- Recognizing the history of Watertown
- Providing engagement opportunities for a wide-range of audiences including intergenerational, cross-cultural, and cross-disciplinary offerings

City Commitment

Watertown is committed to the creation of a Cultural District and ensuring its longevity. This includes committing resources to the Watertown Square Cultural District that include: staff time, financial oversight, outreach and promotion through city channels, and other support as deemed appropriate.

Target Audience

For all of our audiences, we are considering both Watertown residents and visitors. “Residents” are defined as individuals and organizations who live or claim an address in Watertown. “Visitors” are defined as anyone who travels from outside of the city to access Watertown businesses, events, and/or services. The Watertown Square Cultural District plans to attract audiences of residents and visitors that include families with children, young professionals, retirees, students, children and teens, nonprofit organizations, and the business community. The WSCD understands that arts and cultural interests expand beyond traditional formats. The WSCD plan to market its assets to people with these affinities, among others: art lovers, community-focused individuals, foodies, and nature lovers.

Another important distinction is the differentiation between “internal” and “external” stakeholders. For this purpose, “internal stakeholders” are members of the Cultural District Partnership, and “external stakeholders” include everyone—residents or visitors. Internal stakeholders will be committed to providing necessary evaluation metrics that will drive Cultural District planning. External stakeholders may contribute to planning efforts through public forums and voluntary participation in evaluation surveys.

Marketing Channels

The Watertown Square Cultural District will use multi-channel outreach and promotion using a combination of the following:

- Website
- Arts Calendar
- Email
- Social media
- Press releases
- Word of mouth
- Cross-promotion
- Member networks
- Signage (wayfinding, billboards, a-frame, banners, permanent)
- Paid advertising (physical, paper, online)
- Brand ambassadors
- Representation at events
- Hotel and short-term rental visitors

Activities

Community Engagement

Community Engagement includes the promotion of cultural work of organizations and individuals within the district boundaries, as well as the cultural work of organizations and individuals outside of the district boundaries if it accomplishes the mission and goals of the WSCD. It also includes outreach to Watertown's diverse communities and communities outside of Watertown, and continued engagement during and after visitors come to the WSCD.

Some current community engagement includes:

- Traditional media outlets
- Word of mouth at community and networking events
- Email updates to a growing listserv

Potential community engagement includes:

- Online directory and calendar of events
- Paid online and print advertisement
- Create a paid position for a Community Engagement Specialist

Events

The Watertown Square Cultural District will support existing and new cultural events within the district boundaries. The WSCD will also partner with organizations and individuals outside of the district

boundaries if it accomplishes the mission and goals of the WSCD. This may include financial contributions, promotion, volunteerism, or other forms of support.

Some current events include:

- Watertown Farmers Market
- Watertown Pride Extravaganza
- Faire on the Square

Potential events include:

- Indigenous History Tour
- Quinobequin River Day

Initiatives

The Watertown Square Cultural District will engage in arts and culture initiatives that promote Watertown as a cultural destination. This includes advocacy at a local and state level for changes that benefit artists and cultural organizations. These may be developed by the Cultural District Partnership or in collaboration with external partners.

Some current initiatives include:

- Utility Box Artwork
- Music in Restaurants
- Watertown Square Small Business Alliance

Potential initiatives include:

- Artist residency program
- Porchfest
- Film festival

Evaluation

The WSCD will assess baseline statistics from which to measure progress towards goals and rigorous evaluation metrics to track annual growth and develop strategies.

Current evaluation includes:

- Online survey to measure internal and external stakeholder perception of:
    - Watertown as an arts and culture destination (compared to neighboring municipalities)
    - Cultural District benefits
    - General support for a Cultural District
- Included as Exhibit A: annual online and print survey for organizations and businesses to measure:
    - Annual job/volunteer growth or loss
    - Cultural event growth or loss
    - Artist participation
    - Annual attendance and online statistics

Potential evaluation includes:

- Standard Exit Survey for individuals attending Cultural District programming for internal stakeholder use
    - Track attendence
    - Track satisfaction
    - Track gaps in services
- Annual assessment of the Watertown Square Cultural District:
    - Develop online and print survey for businesses, organizations, property owners, workers, residents, visiting artists, and visitors to:
        - Track change in perception of Watertown as an arts destination compared to neighboring communities

Community Engagement Specialist

To accomplish the goals of the Watertown Square Cultural District, the WSCD proposes to hire a consultant contracted as a "Community Engagement Specialist" to primarily conduct the Community Engagement and Evaluation components of the WSCD activities. Secondarily, the Community Engagement Specialist will support WSCD Events and Initiatives.

This is someone who has strong computer graphics knowledge and is experienced with developing online content, forms, and databases. They must also possess strong writing skills. The ideal candidate has a background in the arts, administration, or business management and is passionate about the arts and building community.

- Online presence:
    - Website
        - Arts Calendar: a central location for residents and visitors to find out "what to do" in Watertown, e.g., ArtsBoston Calendar.
        - Facebook
        - Instagram
        - Email newsletter (quarterly? Monthly? As needed?)
            - Monitor email account
            - Respond to email inquiries
            - Distribute email inquiries to appropriate CDP channels
- Promotional materials:
    - Write and distribute press releases for WSCD events and initiatives
    - Develop online and print graphics for events, including flyers, posters, and banners
    - Develop an annual ad campaign
    - Coordinate PSAs and interviews with news outlets
        - Video
        - Radio

Two-year plan

Year One

1. Host first executive board election
2. Commence monthly meetings
3. Collect baseline survey results
    a. Create baseline report
4. Develop district branding
    a. Develop compelling messaging (i.e. “Bridging cultures”)
5. Develop online resources
    a. Website and social media
    b. Arts Calendar with strong user interface
    c. Begin email newsletter
6. Develop Community Engagement Specialist consultant description
    a. Post opening and select consultant
7. Develop system for event and initiative support
8. Implement district gateway signage

Year Two

1. Develop annual advertising campaign
2. Refine online presence
3. Develop graphics
4. Support events
5. Develop new and support existing initiatives
6. Collect annual survey results
    a. Create annual report

Learn More

City Website

Cultural District Planning: https://www.watertown-ma.gov/1176/Cultural-District-Planning

Scan the QR code to visit the city website.

Thank you

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Exhibit A

Annual Survey for Organizations and Businesses: How has the Watertown Square Cultural District impacted you?

My business or organization is: For profit, nonprofit, unincorporated, unsure

What type of work do you do? Arts and Culture, Food, Other

My business or organization is located: Inside the Watertown Square Cultural District, Outside the Watertown Square Cultural District (but still in Watertown), Outside of Watertown but doing business/serving Watertown

How many years has your business or organization been doing work in Watertown?

How many paid positions does your business or organization have?

How many paid positions has your business or organization added in the past year?

How many paid positions has your business or organization lost in the past year?

How many paid position vacancies did you have at the close of this year?

How many volunteers have you enlisted in the past year (please include unpaid interns in this category)?

How many volunteer vacancies did you have at the close of this year?

How many arts and culture activities (events or services) did you host this year?

How many new arts and cultural activities (events or services) did you add in the past year?

How many new arts and culture activities (events or services) did you lose in the past year?

How many artists have been directly engaged in your programs this year (leading workshops, participating in exhibitions, etc.)?

How many Watertown artists have been directly engaged in your programs this year?

How many people engaged with your business or organization this year?

How many people who engaged in your business or organization were from Watertown this year?

If you have a website, can you share the number of website visits logged this year?

If you have social media accounts, can you share the number of social media subscribers you have across platforms?

Do you use social media or other online advertising?

Do you use other advertising methods?

Is there any other data relevant to the Watertown Square Cultural District you would like to share?