Stakeholder Meeting
1.25.2021

WELCOME! It’s good to see you.

AGENDA
1. Opening and Introductions
2. Recent District Activity
3. Upcoming District Activity
4. Open Discussion
5. Steering Committee/Subcommittees
6. Other Business
Supporting the Town’s long term vision

THE TOWN OF LENOX SEeks TO PRESERVE ITS BLEND OF RURAL CHARACTER AND URBAN AMENITIES WHILE BECOMING A MORE DIVERSE POPULATION THAT IS INCLUSIVE OF FIRST-HOME OWNERS, YOUNGER PEOPLE, AND FAMILIES.

MASTER PLAN OPPORTUNITIES FOR YOUR INPUT

February 1: Overview
February 6: Overview

February 8: Land Use, Economic Development, Open Space & Recreation

March 1: Historical & Cultural Resources, Transportation, Services & Facilities, Housing
March 15: Implementation

To take a look at the draft Master Plan and get meeting details, visit:

Our Goals

- Raise profile of smaller organizations within and around District
- Explore new collaborations among venues, across industries
- Expand range of audiences by leveraging existing, marketing to new
- Improve physical connectivity through signage and pathways
- Consider new programming/events in “off-seasons”
- Work with fellow Berkshire County Cultural Districts (North Adams, Williamstown, Pittsfield and Great Barrington)
Review of 2020 Activities

- #LenoxLovesMusic Series
- Lenox Art Walk
- Lenox Winterland
- District Communications
#LenoxLovesMusic

2020 Lenox Loves Music

- Approximately 300 audience members served during 2020 series.

2021 Lenox Loves Music

- mid-May through June, September through mid-October
- 12-14 performances
- Approximately 500 anticipated audience members in 2021.

Performers:
- Oakes & Smith, folk rock
- Johnny Irion Band, rock & roll
- Convo Combo, jazz
- Bonnie McCubbins and Katerina Livermore, classical
- Sherri Buxton, cabaret
- Paul Green Trio, jazz klezmer
Lenox Art Walk

Event Info
• September 26th & 27th
• Select group of Artists invited to participate
• For $200 fee each artist had a 10’x10’ space
• 7 display villages of 6-7 throughout downtown Lenox
• We safely created a walk for visitors to browse and purchase artwork.

Event Marketing
• Walking tour of art installations in Lilac Park with Flowcode catalog
• Billboard on Rt 7 South near Guido’s
• Postcards/posters
• Lawn signs
• Digital marketing: Facebook, Lenox.org, press coverage

A District collaboration with the Lenox Chamber of Commerce and Richard and Joanna Rothbard from An American Craftsman Gallery/ American Arts Marketing.
Winterland Tree Walk

Thirty 4’ artificial trees were sponsored by Lenox businesses paired with local artists to decorate the tree. Artists were drawn primarily from Sohn Fine Art Gallery contacts.

Lighted trees were placed at lampposts in downtown area.

Promotion included:
- Spectrum News interview
- Chamber E-Blasts, website, posts on Facebook, Twitter & Instagram pages
- Pictures on the Lenox Cultural District's Instagram page
- Featured in Chamber PR initiative
- Chamber website linked to artists’ and sponsors websites

The Walk included a "Legend of the pickle" hunt. A pickle was hidden on each tree for kids to find. Very popular with parents and grandparents.

Goal for 2021 is 50 trees.

Lenox Winterland kicks off the Holiday Season in Lenox and is a collaboration between the Lenox Community Center, The Town of Lenox and the Lenox Chamber. The event begins with the Tree Lighting in Lilac Park followed by photos with Santa at the Community Center.

The First Annual Tree Walk is a new component of Winterland, co-sponsored by the Lenox Cultural District. The Chamber was unable to host the annual Santa Pub Crawl, but we created a COVID-safe outdoor program to reflect the festive nature of the season.
District Communications

- The communications subcommittee has worked throughout the year to help achieve the district goals of raising organization profiles, expanding audiences of both residents and visitors, and supporting current and new programming and events.

- With participation from District partners, we are continuing to expand our online and social media presence, resulting in e-newsletter open rates of more than 40 percent, solid Facebook engagement, and an expanding Instagram audience.

- As we move into the third year of the Cultural District, communications efforts will focus on branding, awareness, and collaboration of District partners, the Chamber, and the Town.
Upcoming District Activity

- Scavenger Hunts/Historic District Collaboration
- Lamppost Banners
- Berkshire County Collaborations
- Updates from Lenox Chamber of Commerce
Scavenger Hunts that highlight Lenox History

**FALL:**
- Important persons in Lenox’s development (working with Lenox Library)
- Spooky scavenger hunt in local cemeteries (as permitted)
  - Church on the Hill
  - St. Ann’s
  - Mountainview (Town of Lenox)

**WINTER:**
- Important literature locations: The Mount; Old Stockbridge Road (Ethan Fromm)

**SUMMER:**
- Important Places; who lived there – The Lenox Cottages

**SPRING:**
- Important natural resources/trailheads and where to find them
Lamppost Banners

- Approximately 2 dozen banners displayed throughout District footprint
- Combination of event promotion and ongoing promotion of cultural venues
- Reinforcement of District designation and broader “Cultural Community” of Lenox

Sample image
County-Wide Collaborations

- Working with fellow Berkshire County Cultural Districts:
  - Williamstown
  - North Adams
  - Pittsfield
  - Great Barrington

- Potential for shared promotion
- ArtWeek 2021 – Sept. 18-26th
Chamber Updates

Event Marketing- Local events have proved to be the most important factor in stimulating the Lenox economy by bringing visitors and locals to the area and introducing them to the current Cultural programming in Lenox.

Events planned for 2021:

• ArtWeek Berkshires

• #Lenoxlovesmusic- Sundays May/June (added for 2021)

• Banner Project- May-Nov (new for 2021)

• Lenox Spring Art Walk- June 5 & 6 (added for 2021)

• Historical Scavenger Hunt (new for 2021)

• #Lenoxlovesmusic- Sundays Aug/Sept

• Lenox Fall Art Walk- Sept 18 & 19

• Lenox Winterland
  ◦ Holiday Tree Walk
  ◦ Lighting Installation (new for 2021)
Other Business/Questions/Comments
Keep in Touch!

Go to our landing page https://lenox.org/lenox-cultural-district/

Sign up for the e-newsletter https://mailchi.mp/48681fc7a943/enewsletter

Like us on Facebook https://www.facebook.com/lenoxculturaldistrict

Follow us on Instagram @lenoxculturaldistrict

Email us if you’re interested in helping out: lenoxcultural@gmail.com

#lenoxculturaldistrict #MAculturaldistrict #visitlenox #LenoxMA #lenoxlove #creativityliveshere #intheberkshires