Stakeholder Meeting
6.15.2021

WELCOME! It’s good to see you.

AGENDA
1. Opening and Introductions
2. Brief Overview of Previous Activity
3. Upcoming District Activity
4. Open Discussion
5. Steering Committee/Subcommittees
6. Other Business
The Steering Committee

**Gwen Miller**, Co-chair, Town of Lenox

**Jenn Nacht**, Co-chair, Lenox Chamber of Commerce

**Stephanie Bergman**, Mass Audubon West

**Nynke Dorhout**, The Mount

**Beth Tracy Gamble**, Lenox Cultural Council

**Amy Lafave**, Lenox Library

**Eileen Mahoney**, Trinity Church, Lenox

**Marybeth Mitts**, Lenox Select Board

**Kristen Moriarty**, Shakespeare & Company

**Natalie Neubert**, Berkshire Music School

**Hilary Field Respass**, Boston University Tanglewood Institute

**Arlene Schiff**, Lenox Cultural Council

**Cassandra Sohn**, Sohn Fine Art

**Lynda Strauch**, The Wit Gallery
The Mission

The District drives economic growth, strengthens the town’s distinctive local character, and improves the quality of life of residents.

By supporting arts, humanities, and science organizations, the Lenox Cultural District attracts tourists and entrepreneurs that, in turn, help Lenox foster its cultural sector, increase property values, and expand its tax base for the benefit of everyone.

Beth Tracy Gamble
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)
Brief Review of Previous Activities

- #LenoxLovesMusic Series
  Approximately 300 audience members served during 2020 series.

- Lenox Art Walk
  7 display villages of 6-7 throughout downtown Lenox, each artist paid $200 for 10x10 space.

- Lenox Winterland Tree Walk
  Thirty 4’ artificial trees were sponsored by Lenox businesses paired with local artists to decorate the tree.

- District Communications
  Continuing expansion of online and social media presence, with e-newsletter open rates of more than 40%, solid Facebook engagement, and an expanding Instagram audience.

Laura Brennan
Spring 2021 Schedule

May 16
Sherri James Buxton & Friends (cabaret)

May 23
Dave Bartley Trio (jazz)

June 13
Paul Green Two Worlds (klezmer, jazz)

June 20
Aimee Van Dyne (Americana)

June 27
The Bonnie and Kat Duo (classical)
Lenox Art Walks

2021:

• 2 weekend-long events held in June and September

• 40-50 artists in 6 “Art Villages” throughout downtown Lenox

• Lenox galleries participate with open houses

• 1500-2000 attendees over 2 days

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

Concept morphing into self-guided tours based on themes/interests

Proposed Tour Topics:

• Tours focused on DPW specific interest areas

• Natural resources (hiking, lake, beach, bike access)

• Wellness resources (Canyon Ranch, Miraval, Lenox Fit, etc)

• Historic District (cottages, historic events/people of interest)

• Children’s activities (toy stores, kids activities, Tanglewood children’s days, Camp Belvoir, etc)

• Cultural focus (hyperlinks to The Mount, Shakespeare & Co., Tanglewood, Etc.)

• Lenox Cultural District events (Lenox Loves Music, Art Walks, Apple Squeeze, Winterland)
Lamppost Banners

- Approximately 2 dozen banners will be displayed throughout the Cultural District area
- Ongoing promotion of venues and events, as well as key themes of Lenox’s creative economy
- Reinforcement of our District designation and the broader “Cultural Community” of Lenox

Banner Template design by Deirdre McKenna
County-Wide Collaborations

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

- Focus on shared promotion
- ArtWeek 2021 – Sept. 16th-26th
- Submissions being accepted now!

Cassandra Sohn
The Steering Committee has developed a marketing strategy defining district objectives, needs, deliverables, and messaging. The strategy, together with the tactics above, focus on meeting the district’s goals.

The message: *Visit Lenox to explore, experience, and enjoy world-renowned art, music, theater, museums, outdoor recreation, restaurants, and lodging.*

Ongoing efforts to deliver the message through a consistent and timely online and social media presence include an ever-expanding Instagram audience, e-newsletter open rates of more than 40%, and solid Facebook engagement.

*Beth Tracy Gamble*
Other Business/Questions/Comments
Keep in Touch!

- Go to our landing page [https://lenox.org/lenox-cultural-district/](https://lenox.org/lenox-cultural-district/)
- Sign up for the e-newsletter [https://mailchi.mp/48681fc7a943/enewsletter](https://mailchi.mp/48681fc7a943/enewsletter)
- Like us on Facebook [https://www.facebook.com/lenoxculturaldistrict](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

Laura Brennan