
Shelburne Falls Initiative

**Economic Recovery Grant Program for
West County and Shelburne Falls**

&

Village Revitalization Project

January 1, 2020 – June 30, 2021



Initiative Producer

Greater Shelburne Falls Area Business Association

And

Initiative Fiscal Agent

Franklin County Community Development Corporation

Shelburne Falls Initiative



In November of 2019, the Greater Shelburne Falls Area Business Association Board decided it should apply to MassDevelopment for a Commonwealth Places Grant in January of 2020.

Then in March as the COVID-19 pandemic hit, GSFABA received notification that it would receive a \$30,000 grant from the State to undertake a Downtown Revitalization Project for the Village of Shelburne Falls.

In discussions with its Board Members, MassDevelopment, Senator Hinds, and the Franklin County Community Development Corporation (FCCDC), it was decided that GSFABA could revise its application, so the grant and matching funding could be split between two projects.

Revitalizing Downtown Shelburne Falls (original project)

To set the stage and perhaps launch a new concerted community effort to revitalize the village, GSFABA created a committee in January 2018 to plan new, year-round, decorative lighting and renew the village's seasonal decorations to:

- Highlight our village historic architecture, public spaces, and important infrastructure.
- Create fresh, artistic, and rural decorations to complement the character of the village – its rural, river, and mountain setting – and help revive the downtown business, cultural and historic districts.
- Enable the implementation of a new lighting project that would attract people to the village year-round and complement existing draws to downtown that make Shelburne Falls a special place – the Bridge of Flowers, Potholes, Deerfield River, and mountain scenery.

Economic Recovery Fund for Shelburne Falls & West County (new project)

The Business Association hoped to establish a sizeable, small grants program to help businesses, nonprofit organizations, artists and farmers, the back bone of West County's economy, to:

- Help our small businesses get back on their feet.
- Boost the area's artists, arts collectives, and cultural groups that enrich village life.
- Support village restaurants, the area's hospitality industry, and farmers.
- Assist nonprofit projects and endeavors in the village.
- Promote and boost the area's artists, arts collectives, and cultural groups that enrich village life and the village and area as a great place to live, work, play and visit. From there, it was a matter of raising the dollar-for-dollar match to the \$30,000 grant through a Crowdfunding Campaign the State helped GSFABA and its volunteer Project Coordinator develop.



Shelburne Falls Initiative



Realizing that \$30,000 for the small grants fund would be insufficient to serve the needs of the broader economy and sectors of the towns in West County, GSFABA raised more funding. The Community Foundation of Western Massachusetts gave \$15,000 through its *Groundwater Fund* to support nonprofits, artists, and farmers in the region. And through Senator Hinds and his staff, we earned a \$100,000 earmark that came via the Hilltown CDC to support businesses, NGOs, artists, and farmers in West County.

Two groups and many volunteers made all this possible for GSFABA. Special thanks go to the Franklin County Community Development Corporation, Franklin Regional Council of Governments, and Bruce Lessels for working with me to set up and administer the Economic Recovery Fund Program.

For the Village Downtown Revitalization effort, Nick Doneilo and Nan Parati deserve special kudos in helping to update the village holiday decorations and to plan and design new year-round lighting to brighten the village during our darker, bleaker months to bring more shoppers, diners, and visitors downtown, and to promote Shelburne Falls as a great place to live, work, play, and visit.



Also, Paul Gifford, Darryl McCloud, Steve Doneilo, Mike Scranton, Ben Collins, Son Treme, and Rob Taft deserve a huge thanks for decorating downtown for the holidays in 2020. Nancy Hoff, owner of Ashfield's Hardware, donated the tree for the Bridge of Flowers.



In all, GSFABA raised \$179,735; received 45 online applications; gave out 23 grants to the businesses, nonprofits, artists and farmers who completed the application in the towns of Ashfield, Buckland, Charlemont, Conway, Hawley, Rowe, and Shelburne, and planned, designed and purchased new holiday decorations and year-round lighting for the village.

Best of all, this band of volunteers and professional organizations provided hope to many during the COVID-19 pandemic.

Respectfully,

Whit Sanford

Shelburne Falls Initiative Director

Greater
Shelburne Falls Area
BUSINESS ASSOCIATION
connecting commerce & community



Shelburne Falls Initiative Report

INCOME

Village Revitalization Project

MassDevelopment	\$ 15,000	
Crowdfunding Campaign	\$ 7,500	
MA Cultural Council	<u>\$ 7,500</u>	
		\$ 30,000

Economic Recovery Grants Fund

MassDevelopment	\$ 15,000	
MA Budget	\$ 100,000	
Community Fdtn. Western MA	\$ 15,000	
Crowdfunding Campaign	<u>\$ 15,000</u>	
		\$ 145,000

Patronicity Crowdfunding

TOTAL INCOME **\$ 179,735**

EXPENSES

Total Economic Recovery Grants **\$ 145,000**

Village Revitalization Project

New Year-Round Lighting	\$ 9,840	
Design & Logistics	\$ 8,000	
Other Lights & Y-R Decoration	<u>\$ 6,895</u>	
		\$ 24,735

Administrative Fee

TOTAL EXPENSES **\$ 10,000**

TOTAL EXPENSES **\$ 179,735**

TOTAL BALANCE (DEFICIT) **\$ -**

INKIND SERVICES & EQUIPMENT

Village Revitalization Project

120 Stars for BOF	\$ 15,000	
Utilities & Office Expenses	\$ 2,500	
Design & Build (Nan)	\$ 6,000	
Project Manager (Whit)	\$ 5,000	
GSFABA Dev. Director (Whit)	\$ 15,000	
Logistics (Nick)	\$ 2,000	
Inkind Service of Volunteers	<u>\$ 7,500</u>	
		\$ 53,000

Economic Recover Grants Fund

Project Manager (Whit)	\$ 15,000	
Inkind Service of Volunteers	<u>\$ 4,000</u>	
		\$ 19,000

TOTAL INKIND **\$ 72,000**

RECOVERY GRANTS BY TOWN

Shelburne	7	Charlemont	2
Ashfield	5	Conway	1
Buckland	4	Hawley	1
Rowe	2	Colrain	1

CROWDFUNDING CAMPAIGN DONORS*

SHELBURNE FALLS CHAMPION – \$5,000 or more

Anonymous

SHELBURNE FALLS HERO – \$1,000 or more

Greenfield Cooperative Bank	Michael Cohen & Patricia Collins
Greenfield Savings Bank	Margaret Culley
Whit Sanford & Tom Miner	Embree Elevator
Shawn S. Stokes	Anonymous
Shauna M. Stokes	

VILLAGE REVITALIZATION SPONSOR – \$500 or more

Pam Kelleher	Robert & Judith Lawyer
Virginia Brown	Peter & Eva Otten
People's United Bank	The Foot Family
Megan Kendrick	Robert L Taylor
Mary M. Barringer	Molly Cantor
Catherine H Smith	Janet Weissman
Carmela & Raymond Lanza-Weil	Janet Mullen & Noah Grunberg
Andrew Baker	Elizabeth Dickinson
Nancy Ann Woods	Caterina Strambio De Castilia
William & Sylvia Smith	Luban

SAVE BRIDGE AND STATE STREETS – \$250 or more

Larry & Jeanne Bruffee	John A Dilorio
Jane E Spooner	Joan B Greenfield
Walt Owens & Candace Curran	Jeffery T Davis
Victoria A McCormick	Emily Gwynn
Thomas C. Johnson	Edward K & Ann E Shanahan
Ruth J Block	Dick & Diane Muller
Richard Warner	Craig & Amy Barry
Polly French	Anonymous
Pamela S Cothey	Annette P. Szpila
Kate Downes, Esq.	Andree Duval
Karen Sheaffer	Andrea and Steven Frank
Judith A. Gatland	

THE NECESSARY STUFF – \$100 or more

Shelburne Falls Arts Co-op (S Chaffee)	James & Margaret Perry
Sarah A. Neelson	Ann Brauer
Patricia & Henry Lechtman	Ann & Jeffery Girard
James P Picardi	Alison M Cornish

YOU'RE A STAR TO MAKE OUR VILLAGE SHINE – \$75 +

Shirley Mietlicki & Richard G. Floyd	Frederick Weston
Penelope A. Spearnance	Florence Rosenstock
Peggy Warwick	Elizabeth Ackley
Will Flanders	Don & Marcia Wheeler
Nicholas Miner	Dennis & Susan Stetson
Mary C. Byers & T H McCoy, Jr.	David Vreeland
Marc and Ellen Kaufmann	David H. & Gail Chapman Close
Luis Cotto	Daniellel J Samalin
Jessica Atwood	Cheryl B Faufaw
Gisella & Anthony Walker	Anne and Jeffrey Bellino

VILLAGE SPONSOR – \$50 +

Susan K. Shearer	Mark & Reeve M Washburn
Sharon Khachadorian	Lotus Yu
Richard J. Casten	Leah McGarry Morris
Nancy M. Hazen & Lewis Goodnow	Helene D Grogan
Sally R Chaffee	Chelsie Field
Martine Anderson	Carol M. Murphy

VILLAGE ADVOCATE – \$25 +

Karen A Shulda	Beth Girshman
Caitlin Manning	

VILLAGE FRIEND – \$10 +

Nancy A. Hobson

* Total 99 Contributors

Shelburne Falls West County Initiative Final Report

June 14, 2021

The Greater Shelburne Falls Area Business Association (GSFABA) with Hilltown CDC implemented this effort to plan, seek, and distribute funding to small businesses and nonprofits, artists, and farmers in West County and the Hilltowns.

The project was made possible by Senator Hinds. We deeply appreciate his effort to deliver \$100,000 to support Covid recovery of West County. The Franklin County CDC was the fiscal sponsor responsible for administering, monitoring, distributing funds and reporting for an administrative service fee. The program design was similar to the DHCD Micro Assistance program that the FCCDC administered for Franklin County.

A working committee made up of Jessica Atwood, Franklin Regional Council of Government, Bruce Lessels, founder and retired owner of Zoar Outdoor, Amy Shapiro, Franklin County CDC and committee chair Whit Sanford for GSFABA, met frequently to develop the application and review process. An online application was prepared along with FAQ's, and required forms:

- Profit and loss for 2019/2020
- Proposed use of funds
- Already received Covid Relief
- 2019 or 2020 Federal taxes

The reviewers, Bruce Lessels, Becky Caplice (retired Greenfield Saving Bank President), and Amy Shapiro, FCCDC, met two hours weekly until funds were exhausted to review, discuss, and determine awards. Careful examination was given to determine the owners Covid need and regional allocations to various towns and sectors.

The outcome is best reflected by the following four business owners and the attached spreadsheet. Applications were open mid March and depleted by the end of May.

MO'S FUDGE:

I of course laid everyone off during the start of Covid and my husband and I were doing everything. We were only completely shut down for one week and then the internet sales went crazy. By June I was able to bring back one person 24 hours a week, August - December I had 2 people at 24 hours each, but I ended up having to lay everyone off again in January and February. March, I brought back two people at 24 hours each and I am now at 7 total part time seasonal employees, they will all be with me through October and then we will probably reduce to 2 32 hours positions and 1 24 hours position, plus myself.

I will use these funds for payroll and utilities, the security this provides will allow me to build my retained earnings so I can have the money I need to maintain my work force and not be forced to go through the wave of layoffs that we had to go through last year, even with seasonal shifts and if there is another wave in the colder months.

Mo

WATERMARK GALLERY:

With the funds that I received, I was able to re-open my gallery in Shelburne Falls with the confidence that my rent and utilities would be covered in my new location. I have added essential items to the space that everyone has applauded. I have not yet added an employee although I am hopeful to do so before long. As we know, hiring is difficult right now... All assistance is much appreciated, so thank you.

Laurie Goddard, Watermark Gallery
1 Deerfield Avenue, Shelburne Falls

HAIR BY HANA

It was an incredible surprise, like a dream I have never got any money, support like this. It's a big help so I can keep my salon open and make clients look good, feel good, in this difficult time. Thank you.

Hana, Shelburne Falls

THE ROWE CENTER

We currently have 10 full and part time employees and over the summer hire an additional 60-70 seasonal positions to staff our summer camps.

The Rowe Center runs Youth Summer camps for young people ages 8-19. This population is especially susceptible to the emotional impacts of covid-19 as well as the health-related impacts due to the fact that many young people still do not qualify for vaccination due to age. The funds we received have allowed us to expand our onsite covid-19 camper testing program for unvaccinated individuals, hire additional staff to provide each camper with the extra emotional support needed to unpack the trauma of the past 18 months and purchase additional supplies, both to create outdoor program spaces and to provide campers with individual sets of equipment so as to limit sharing.

Ben Werner, Executive Director

Respectfully Submitted,



Amy Shapiro
Business Development Director
Franklin County CDC

For Immediate Release: June 8, 2021

Re: Visitor Information Center

Contact: Tom Massa tmassa@crocker.com

Re: VOLUNTEERS

Call for Volunteers

SHELBURNE FALLS – It is a little-known fact, but one of the most important institutions in the village is the Shelburne Falls Beautification Association. It runs the Visitor Information Center (VIC) from late spring to after Columbus Day in the fall.

This year, the VIC needs you to volunteer for this vital public face of the village and for its businesses and the Towns of Buckland & Shelburne. When you do volunteer, it only takes a few hours a month.

What Do Volunteers Do?

You get to:

- Meet & greet Visitors from all over the world, really
- Welcome people to Shelburne Falls
- Provide information about West County
- Maintain & handout brochures
- Tell people where to see the Bridge of Flowers and the Potholes
- Share our wonderful shops, restaurants, and special places in the village and West County.

Contact the VIC to volunteer at Tom Massa tmassa@crocker.com. Thanks in advance for helping the village of Shelburne Falls.

Call for Volunteers

The Visitor Information Center Needs You!

The VIC is vital to the Village, its businesses and
the Towns of Buckland & Shelburne

What Do Volunteers Do?

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Provide information about West County

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It only takes a few hours a month

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