

SOLE OF ROCKLAND

**A CREATIVE
PLACEMAKING
PROJECT**

DRAFT FINAL REPORT

MARCH 2019



ACKNOWLEDGEMENTS

The Sole of Rockland Creative Placemaking Project was made possible through the support of the Town of Rockland, the REiMAGINE ROCKLAND Committee, and the advice and input of all of our contributors. The demonstration project was made possible by the generous donations of Rockland's residents via the Patronicity campaign and the matching funds provided by MassDevelopment through their Commonwealth Places program. MAPC would like to thank the contributions of the individuals below, without whom this project could not have happened.

This project was funded through technical assistance resources provided by the Metropolitan Area Planning Council (MAPC). Funding sources include arts and cultural planning resources from the Barr Foundation. Thank you to the Town of Rockland for engaging MAPC in creative placemaking efforts.

MAPC STAFF

Annis Sengupta, Project Manager
 Carolyn Lewenberg, Lead Artist
 Michael Rosenberg, Project Intern
 Iolando Spinola, Engagement Specialist
 Kit Un, Graphic Designer

Daniel Koff, Project Planner
 Mallory Nezam, Project Fellow

ROCKLAND PROJECT TEAM

(asterisk indicates volunteers)

***Marcia Birmingham**, Interim Town Administrator, Town of Rockland
 ***Michael Mullin**, Selectman, Town of Rockland
 ***Christine Flaherty**, REiMAGINE ROCKLAND Volunteer
 ***Patricia Foley**, REiMAGINE ROCKLAND Volunteer
 ***Megan Murphy**, REiMAGINE ROCKLAND Volunteer

PHASE TWO PROJECT TEAM

Carolyn Lewenberg, Lead Artist and Project Manager
Cheryl Thompson, Art Department, Rockland High School – Project Art Advisor and Supervisor
Chad Bigsby, English Department, Rockland High School – Call for Poetry Advisor and Supervisor
Chris Neal, English Department, Rockland High School – Call for Poetry Advisor and Supervisor
David Taylor, Rockland Highway Department – Installation Advisor and Coordinator

PROJECT ADVISORS AND VOLUNTEERS

(asterisk indicates volunteers)

Jeanne Blaney, Youth Commission Director
Peggy Bryan, Senior Center Director
Neia Callahan, Rockland Public Schools
Janet Cann, Rockland Memorial Library Trustee
John Cheney, Friends of the Rockland Memorial Library, Rockland Cultural Council
 ***Robin Cook Hill**, Artist, Rockland Day Organizer
Alan Curtis, Owner, Sandpaper Factory
Joan Dalto, Artist, Rockland Cultural Council
 ***Linda Downer**, Christian Science Reading Room
Heather Dunham, Rockland Public Schools, Artist
Megan Dunphy, MountainOne Bank Manager
Erik Dykemann, South Shore Chamber of Commerce
Megan Fountaine, Town of Rockland Planning Intern
Vinnie Fountaine, Rockland Veterans Agent
 ***Shannon McDonald**, Artist
Shi Shi McGann, Artist
Jim Paul, Rockland Historical Commission
 ***Donna Roine**, Artist
Paul Sneyd, Owner, Panopticon Imaging
David Taylor, Highway Superintendent, Town of Rockland
 ***Cheryl Thompson**, Rockland Public Schools
Barbara Wahlstrom, South Shore Hospital Foundation
Heather Weydt, Rockland Trust Vice President
Mary Wyman, Artist
Jan Yeh, Artist



TABLE OF CONTENTS

SECTION I: PROJECT IMPETUS	5
PROJECT AREA CONTEXT	5
DEMOGRAPHICS	5
EMPLOYMENT	6
INCOME	6
PROJECT APPROACH	6
SECTION II: CREATIVE PLACEMAKING OVERVIEW	8
WHAT IS CREATIVE PLACEMAKING?	8
HOW LONG DOES CREATIVE PLACEMAKING TAKE?	8
WHAT DOES CREATIVE PLACEMAKING ACCOMPLISH?	8
WHAT ARE THE CHALLENGES FOR CREATIVE PLACEMAKING?	9
SECTION III: CREATIVE PLACEMAKING IN PRACTICE: SOLE OF ROCKLAND	9
PROJECT OVERVIEW	9
KEY LEARNINGS	11
CORE STRATEGIES	12
SECTION IV: SOLE OF ROCKLAND DEMONSTRATION PROJECT	13
CREATIVE PLACEMAKING PROJECT ROAD MAP	13
PHASE I: CONCEPT DEVELOPMENT	13
PHASE II: FUNDING AND BUY-IN	14
PHASE III: DEMONSTRATION PROJECT EXECUTION	14
SECTION IV: PROJECT OUTCOMES	16
COLLABORATION	16
REVITALIZATION	16
CREATIVE RESOURCES	17
MASTER PLAN OPPORTUNITIES	17
OUTREACH AND ENGAGEMENT	17
ASSETS BY MASTER PLAN SECTION	17
AREAS FOR FURTHER EXPLORATION	21



APPENDIX A: SELECTED MEETING AGENDAS AND NOTES **22**

SELECTED MEETING AGENDAS	22
REIMAGINE ROCKLAND ARTS & CULTURE SUBCOMMITTEE MEETING NOTES	24
SOLE OF ROCKLAND PLANNING MEETING NOTES	27

APPENDIX B: PROMOTIONAL MATERIALS **30**

PATRONICITY WEBSITE	30
TEASER CARD IN ENGLISH:	31
TEASER CARD IN PORTUGUESE:	31
SIGN FOR WINDOW DISPLAY OF WATERCOLOR PAINTINGS	33
UNVEILING EVENT FLYER	34
DOWNTOWN MAP OF ROCKLAND’S FAVORITE PLACES	35
SOLE OF ROCKLAND PROJECT BROCHURE	36

APPENDIX C: BUTTERFLY SEATING PROJECT SUMMARY **37**

PHASE 2 OVERVIEW	37
YOUTH VOICES	37
PERSPECTIVES ON THE PROJECT	37
CALL FOR POETRY	38
CIVIC ENGAGEMENT	38
COMPLETION AND INSTALLATION OF BENCHES	38



Sole of Rockland Report

Section I: Project Impetus

The Town has identified the growing presence of artists in Rockland as an asset for its ongoing, cross-sectoral revitalization efforts. The Town convened a cross-sectoral committee called REiMAGINE ROCKLAND to guide a comprehensive effort to revitalize the central business district along Union Street. The Town has completed several projects to revitalize this area in past years including one project funded through a Community Block Grant to reduce the speed of vehicular traffic and increase the walkability of the area. The completion of the Hanover Branch Rail Trail at the southern edge of the district complements the pedestrian improvements along its spine. In addition, at the May 2017 Annual Town Meeting, voters approved the Downtown Rockland Revitalization Overlay District bylaw, which will allow residential and mixed-used development in downtown Rockland. The district, which primarily runs along Union Street but also includes parcels on Park and East Water Streets and the Emerson Lofts on Plain Street, has the capacity to create more than 100 housing units, of which at least 20 to 25% will be affordable.

As part of REiMAGINE ROCKLAND, an Arts & Culture Subcommittee was tasked with finding ways to transform downtown Rockland through the work of artists and the arts. This subcommittee identified Creative Placemaking as a promising opportunity for engaging artists in the revitalization effort and demonstrating the potential impact of the arts on downtown Rockland. To help incorporate Arts & Culture into Rockland's downtown revitalization, the Town of Rockland requested technical assistance from the MAPC Arts & Culture Division to develop a creative placemaking strategy around a demonstration project that would be submitted to the Commonwealth Places program in February, 2018, and executed between July 1, 2018, and June 30, 2019.

Project Area Context

Rockland is located 20 miles south of Boston at the southeastern edge of the MAPC region. MAPC classifies Rockland as a Mature New England town, a community characterized by a mixed-use town center surrounded by compact neighborhoods with conventional single family subdivisions elsewhere. The 2010 U.S. Census recorded a population of 17,489 residents, and the 2016 American Community Survey 5-Year Population Estimates dataset projects a population of 17,725, suggesting a trend of modest population growth. Rockland has transformed from a subregional manufacturing center during the nineteenth century to a town with a mix of commercial enterprises and residential neighborhoods in the twenty-first century. Commuters primarily travel to work by car as transit service is limited to the Brockton Area Transit bus system, which serves the town through both on-demand and fixed-stop service.

Demographics

Compared with the MAPC region and the state as a whole, the town's racial composition is relatively more homogeneous, based on the 2000 and 2010 U.S. Census. At 90.8% of the 2010 population, the majority of the Rockland residents are White, Non-Hispanic. This majority decreased by 3.4% of the overall population from 2000, when 94.2% of Rockland residents were White, Non-Hispanic. The demographic groups that increased in population the most between 2000 and 2010 are Non-Hispanic Other one race, which grew 214% - almost twice the increase seen in the South Shore Coalition as a whole and more than twice the increase seen in the MAPC region. This demographic group likely encompasses the Brazilian community of Rockland. The presence of Brazilians is visible along Union Street due to the Brazilian-owned restaurants and businesses and the use of the Portuguese language and images of the Brazilian flag in signage.



Employment

The town's history as a manufacturing center is a point of pride among its residents. Shoe manufacturing once dominated the local economy, and Rockland is said to have shod half of the Union Army during the Civil War. The town has maintained some of this economic activity. According to data maintained by the State Executive Office of Labor and Workforce Development (EOLWD), 570 wage paying establishments were located in the Town of Rockland in 2016, employing 7,627 workers and paying an average weekly wage of \$1,373. The top three local industries are Construction, Health Care & Social Assistance, and Professional and Technical Services, with a combined 225 establishments.

Income

Despite the presence of commerce and industry, income in Rockland remains lower than that of neighboring communities. According to the ACS 5-Year Estimates 2010-2014, median household income in Rockland is \$66,860. This Median Household Income is the second-lowest in the South Shore Coalition. Many of the town's largest employers are located along Hingham Street near the interchange with Route 3. Former factory buildings located closer to downtown residential neighborhoods are increasingly home to creative enterprises and artist studios. The E.T. Wright Building on Webster Street became home to the 4th Floor Artists organization after its members were displaced from the Emerson Shoe Factory when it was converted to the Emerson Shoe Lofts apartment building. The Sandpaper Factory on East Water Street also houses artist studios and creative businesses.

Project Approach

The Sole of Rockland project provided an opportunity for the agency to provide direct creative support to a municipality through a technical assistance grant. Through the MAPC Artist-in-Residence program, the agency funded Carolyn Lewenberg to take a leadership role in developing a creative vision for the project. In addition, the expertise of the team included urban design and graphic design skills, community engagement knowledge and expertise, and general arts and culture planning experience. This allowed the team to develop a creative placemaking approach that reflected the mission of the agency, the values of the Arts & Culture Division and the shared meanings and values of the Rockland community in service of the Town's larger planning and revitalization goals.

Working in close partnership with the Town of Rockland and members of the REiMAGINE ROCKLAND Marketing and Promotion subcommittee as well as active citizens, MAPC developed a creative placemaking concept and executed a demonstration project between January and October of 2018. The following sections provide an overview of the project and how it reflects the project partners' approach to creative placemaking.





SOLE of ROCKLAND



Section II: Creative Placemaking Overview

This section begins with an overview of creative placemaking practice and then illustrates how the project partners applied the practice to the Sole of Rockland project.

What is Creative Placemaking?

Project partners referenced a definition of Creative Placemaking that is adapted from the definition developed by Markusen and Gadwa for the National Endowment for the Arts¹:

Creative placemaking (CP) is a planning and community development **process** that occurs when **planners, community development practitioners, artists,** and others deliberately integrate art and culture into community revitalization work – placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies.

The practice of creative placemaking encompasses a variety of strategies to achieve a successful outcome. These strategies include the following:

- Funding time for artists to engage in concept development, creative engagement, and implementation of creative placemaking projects;
- Convening cross-sector stakeholders in creative placemaking workshops to identify shared meaning and values and refine artistic concepts;
- Designing and developing promotional materials;
- Designing and executing creative outreach and engagement;
- Coordinating partnerships and communication among various participants and stakeholders;
- Developing content for and executing fundraising efforts;
- Directing implementation of demonstration projects;
- Evaluating impact and outcomes of demonstration projects;
- Analyzing opportunities and challenges for long-term creative placemaking strategies; and
- Synthesizing recommendations for ongoing creative placemaking efforts.

How long does Creative Placemaking Take?

Creative placemaking initiatives can take the form of **short-term and/or long-term** interventions and actions. Planning, concept development and fundraising can take six to twelve months before a project is ready for execution or installation. The execution and installation of creative placemaking interventions or actions can be temporary or permanent. In Massachusetts, MassDevelopment’s Commonwealth Places program defines these time frames as follows:

- **Short-term**, temporary creative placemaking projects last between three months and twelve months;
- **Long-term**, permanent creative placemaking projects last longer than a year.

What does Creative Placemaking Accomplish?

Creative placemaking is no panacea for the challenges of revitalizing towns and cities. However, it has the potential to transform relationships among people and to change the meanings that people attach to the places they inhabit. It is most effective for the following outcomes:

- It can **activate** people, creating new connections and fostering new collaborations.

¹ Markusen, Ann and Anne Gadwa. Creative Placemaking: Executive Summary. A White Paper for The Mayors’ Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors and American Architectural Foundation. Washington, DC: National Endowment for the Arts, 2010, p.3.



- It can **revitalize** places and spaces, such as buildings and open spaces in the private and public realms.
- It can **instigate** planning, policy, and programmatic changes over a short-term or long-term period.

CORE ELEMENTS

- A reasonable and clearly **defined geographic area** where concentrated activities will take place.
- Diverse community engagement and participation.
- Authentic cross-sector partnerships engaging advocacy groups, nonprofits, businesses, and government.
- A core value of cultural equity (for artists, arts organizations, and residents – nurturing diverse cultural and creative expressions in public spaces).

KEY THEMES

- Artist-arts organization-municipal **partnerships** are essential.
- Transformation through creative placemaking requires a **long-term strategy** to build on short-term projects.
- **Engagement** connects creative placemaking to **shared meanings and experiences** of place.

What are the Challenges for Creative Placemaking?

Creative placemaking efforts face challenges related to

- building and sustaining partnerships;
- managing volunteers and participants;
- securing adequate funding;
- generating enthusiasm and buy-in;
- navigating regulatory requirements;
- mitigating displacement; and
- measuring outcomes.²

Section III: Creative Placemaking in Practice: Sole of Rockland

The following section will provide a short summary of the project area context and describe the impetus for the project before using the Sole of Rockland project to illustrate MAPC's approach to creative placemaking.

Project Overview

The Sole of Rockland concept is an interactive art project designed to strengthen the fledgling Rockland Farmer's Market and support the REiMAGINE ROCKLAND downtown revitalization effort. The concept evokes the town's history as a shoe manufacturing center and transforms the iconography of shoes into a colorful and contemporary public art installation created from the imprints of soles from Rockland residents' shoes.

Using a process developed by Artist-in-Residence Carolyn Lewenberg, visitors to the 2018 Rockland Farmer's Market were invited into a custom-built mobile creative engagement station designed to evoke a shoe-shine stand. Once inside, volunteers misted their shoe soles with water and provided watercolor paper on which to leave the wet imprint. Using watercolor paint, participants re-created, embellished, and reimagined the patterns of their soles in colorful displays and asked to share their favorite downtown destinations.

A selection of these paintings transformed again through digitization, simplification and fabrication as shoeprint stencils. The selected soles reappeared as artistic sidewalk paintings at the most popular

² Adapted from Markusen and Gadwa, 2010.



downtown locations selected by participants. MAPC produced an artistic map of downtown accompanied a brochure about the project highlighting the places that local residents, workers, and visitors selected. An unveiling event with a walking tour gave residents and participants an opportunity to share what makes Rockland special and why they believe that art and creativity are important to Rockland’s revitalization. The project will culminate in a final art project that transforms the shoeprint art again in the form of a sculptural artwork celebrating the ongoing transformation of downtown Rockland.

Shared Values

Two sets of values guided this project: the MAPC Arts & Culture Division values and the values shared among Rockland residents guiding the project. The values of the Arts & Culture Division are as follows:

Equity and Social Justice

Boldness

Well-being

Aesthetic Impact

Inclusion

Reflection

Creativity

The following are the values identified as important by Rockland residents. The values in bold are shared as high priorities.

- | | |
|---|-------------------------------|
| 1. Town Pride/ Bulldog Pride | 8. Friendly |
| 2. Celebrating Historic Resources | 9. Accessible |
| 3. Children Focused / Family Oriented | 10. Inclusive* Diversity |
| 4. Hard Working | 11. Sense of Pride |
| 5. Military Pride | 12. Accommodating/ Supportive |
| 6. Asset-focused (E.g. Library, 2 skating rinks, golf course, parks, rail trail) | 13. Progressive |
| 7. Small Town Feel | 14. Visionary |

Project Elements

Defined geographic area

The project focused on the Town Hall plaza and downtown Union Street. The Sole of Rockland cart at the Rockland Farmer’s Market created a new destination offering an activity that was both distinct from and complementary to the other vendors. The selection of locations for sidewalk paintings focused on destinations along or close to the Union Street corridor, and the unveiling event at the library with a walking tour created concentrated activity at the northern end of downtown Union Street.

Diverse community engagement and participation

Outreach and engagement was important for concept development and execution and was also an important component of the demonstration project, discussed in greater detail below. To develop the project concept and establish shared values, MAPC held a series of three meetings with key community stakeholders, engaging a total of twenty-nine individuals. Twelve individuals represented Union Street businesses, organizations, and public facilities and eight were artists. Veterans Affairs, the Youth Commission, and the Senior Center were also represented.

The first meeting was held in the E.T. Wright Building, home of the 4th Floor Artists organizations, in coordination with the REiMAGINE ROCKLAND Arts & Culture Subcommittee meeting. The second meeting



was held at the Sandpaper Factory, home to additional 4th Floor Artists studio and creative businesses. This meeting included a cross-section of representatives from civic groups and representing multiple REiMAGINE ROCKLAND subcommittees.

The final meeting was open to all project participants, volunteers, and advisors and was held in the Rockland Senior Center. The meeting provided an opportunity to discuss the final phase of the project and plan for the final event and close of the demonstration project. Meeting agendas and summaries are included in Appendix A.

Authentic cross-sector partnerships

The Sole of Rockland project established a new authentic partnership among town government and the Rockland Public Schools art department. The creation of the creative engagement cart and the need for continued programming generated an opportunity for the Rockland High School art department to work with the town to identify new ways to use and program the cart. In addition, seeing the Rockland High School art students work with MAPC to paint the sidewalk shoe-sole stencils raised awareness of the art department as an artistic resource for the town.

A core value of cultural equity

A core value of cultural equity guided the MAPC project team. In light of lacking representation from the Brazilian community in concept development and planning meetings, MAPC invested project resources into direct outreach to that community through interviews and conversations with local Brazilian businesses and organizations and individuals serving the Brazilian community. In addition MAPC coordinated translation of promotional materials into Portuguese. Within the concept development as well, the team worked to find ways to evoke the town's history while creating something new that would feel open, accessible, and welcoming to new residents. When the opportunity arose to work with students in the Rockland High School Art Department to paint the sidewalk stencils, Artist-in-Residence Carolyn Lewenberg took swift action to ensure that the students would have an enriching experience not only painting but learning about street-art as an artistic practice.

Key Learnings

Five of areas of learning common to creative placemaking practice emerged in the Sole of Rockland project, including:

- building and securing partnerships;
- managing volunteers and participants;
- securing adequate funding;
- generating enthusiasm and buy-in; and
- measuring outcomes.

Building partnerships and managing volunteers proved to be related areas of learning. During the project, the town government saw a reduction in its staff and leadership capacity. The initial Special Projects Coordinator, who was a local champion and primary staff for the project, stepped into the role of Acting Town Administrator. This shift in function reduced municipal staff capacity to manage the project, recruit volunteers and nurture relationships among local partners and volunteers and the town government. The Acting Town Administrator's support and continued work on the project as well as the support of the Rockland Board of Selectmen, and Selectman Michael Mullin in particular, were crucial to the long-term success of the project. In addition, a core group of dedicated local volunteers and partners stepped up to bring the project to a successful completion.



Securing funding and generating buy-in were closely connected strategies in the Sole of Rockland project. The generous contribution of \$3,000 from a single donor – a working artist with a studio in Rockland – guaranteed the success of the fundraising campaign in its final week. The Sole of Rockland project piloted the Town’s participation in MassDevelopment’s Commonwealth Places program, which provided a funding match with the successful completion of a crowd-funding campaign on the Patronicity online platform. Learning how to launch and successfully execute the online crowd-funding campaign represented a major area of work for MAPC staff and local staff and volunteers.

Generating buy-in was a joint effort among MAPC Staff and the REiMAGINE ROCKLAND Marketing Subcommittee and required close coordination in content development and sharing, creation and distribution of promotional materials, translation of materials, creation of a campaign website, and guidance on the campaign video created by Patronicity. The effort resulted in forty-one (41) donors contributing \$6,750 toward the project, exceeding the campaign goal of \$5,150 and securing a \$5,150 matching grant from MassDevelopment’s Commonwealth Places program. Promotional materials associated with this project are included in Appendix B.

Measuring outcomes remains an ongoing area of learning for this work. Development and execution of the Sole of Rockland project stemmed from ongoing downtown revitalization efforts and planning activities. Therefore, separating creative placemaking outcomes from the impact of the larger effort is difficult. Preliminary data suggest that the project was successful in the **short-term activation of people**, fostering new collaborations between the Rockland Public Schools and the Town. It also contributed to **revitalizing places and spaces** by attracting visitors to the Rockland Farmers Market on Town Hall plaza, filling a vacant storefront with bright paintings, and highlighting beloved places along Union Street with sidewalk paintings. Section IV discusses project outcomes in greater detail.

Core Strategies

The MAPC team applied the following strategies to the Sole of Rockland Project:

- MAPC funded Artist-in-Residence Carolyn Lewenberg to lead the **creative direction and implementation** of the project.
- MAPC convened cross-sector stakeholders in **concept development workshops** to identify shared meaning and values; establish buy-in for the project concept; and ensure the project would complement ongoing revitalization efforts.
- MAPC designed and executed **an outreach and creative engagement strategy**, including outreach to the Brazilian community and an engagement element of the creative placemaking demonstration project.
- MAPC designed and developed **promotional materials** to complement the project including a new downtown map and brochure;
- MAPC helped **coordinate partnerships and communication** among various participants and stakeholders including property owners and local organization and institutions interested in contributing to the project;
- MAPC coordinated **content development for fundraising** efforts; and
- MAPC directed the **implementation of the demonstration** project.



Section IV: Sole of Rockland Demonstration Project

Creative Placemaking Project Road Map

Below, the Sole of Rockland demonstration project is diagrammed as a road-map for project execution to be used for future creative placemaking efforts.

Phase I: Concept Development

In the first phase of the project, the combination of artistic leadership, project management, and community outreach was critical for developing a concept that reflected the spirit of Rockland and the voices of its artists, residents, and organizations while also helping to address the challenges seen as most pressing locally.

Artistic Leadership

MAPC Artist-in-Residence (MAPC AiR) Carolyn Lewenberg provided artistic leadership for the project beginning from concept development through execution. Carolyn facilitated two rounds of dialogue with Rockland artists and residents to understand what makes Rockland a special place. Residents provided a wide range of responses, naming the town's wildlife and rocky terrain; its quirky traditions like Santa Claus visiting the Magoun-Biggins Funeral Home, and the lasting traces of its vibrant past as an important shoe manufacturing center. Carolyn brought experience with a range of collaborative art endeavors in a range of media from painting to sculpture.



Project Management

MAPC Senior Arts & Culture Planner Annis Sengupta provided project management capacity to coordinate with the town, provide inspiration and an overview of MAPC's creative placemaking practice, and develop manage the project workflow from concept development through execution. In addition, Annis worked with Carolyn and other staff to refine the concept and develop linkages with other community planning priorities.

What projects inspire you? What would you like to see here?

Painting on the Rail Trail or sidewalk.

Do art displays in storefronts.

Tie in with the Farmers Market.

Outreach and Engagement

Engaging artists, residents, and active citizens was a critical piece of the concept development phase. Thirty (30) individuals participated over the course of three meetings. The first meeting introduced the practice of creative placemaking and included exercises to identify assets, strengths and challenges. The second meeting refined a preliminary concept developed in response to initial feedback and identified key outcomes desired and potential implementation partners. The third refined the close of the project and final event.

What do you like most about Rockland? What makes Rockland interesting?

Industrial heritage
- showcase it!

The Farmers Market
with a strong arts
component.

It's small, dense and
walkable.



Phase II: Funding and Buy-in

A technical assistance grant from MAPC funded the project-management staff time and the Artist-in-Residence's project hours. To supplement this staff capacity, the Town of Rockland turned to the MassDevelopment Commonwealth Places program to fund the capital costs of the creative placemaking project. During the second phase of the project, MAPC staff transformed the preliminary concept of doing community-based art inspired by Rockland's shoe-making past into a project proposal with photographs, sketches, and a detailed project description, budget, and timeline that was submitted by the Town of Rockland to the Commonwealth Places program. Once the concept had been accepted, the team worked closely with the REiMAGINE ROCKLAND Marketing Subcommittee and other local partners to transform the proposal into an exciting and easily digestible format to explain the project and entice residents to support the Sole of Rockland project through online donations.

Artistic Leadership

MAPC developed a detailed budget outlining the capital expenses for the project and provided ongoing communication support to ensure that local partners understood the concept, were excited about it and could share that excitement and build momentum for the project.

Project Management and Content Development

During Phase II, the work of translating the concept into online web content and coordinating with the Town of Rockland and project volunteers ramped up. Additional MAPC staff contributed to outreach to the Brazilian community, coordinating translation of promotional materials and developing the maps and materials for collecting input during the engagement process during this phase as well.

Outreach and Engagement

Outreach and engagement during this phase took three forms: in-person at Rockland Day, through information cards in English and Portuguese distributed at Rockland Day and through local businesses; and online through the Patronicity online campaign page, which featured content in English and Portuguese as well. At Rockland Day, visitors had an opportunity to try out the watercolor painting technique. More than forty (40) individuals created shoeprint paintings during the Rockland Day event. Forty-one (41) individuals supported the project as donors during this phase, including thirty (30) individuals who had did not participate in any other engagement opportunity.

Phase III: Demonstration Project Execution

The final phase of the project created unanticipated opportunities for outreach and engagement that expanded the reach of the project and sparked new partnerships.

Artistic Leadership: Fabrication

MAPC contracted with creative fabricator Tim Lorenzo to construct the art-cart based on her designs and completed in time for the July 13th Farmers Market project launch. She is also responsible for coordinating fabrication of elements of the final sculptural installation for the project. Primary Graphics Corporation produced the stencils used in the project.

Outreach and Engagement

The Sole of Rockland cart at the Rockland Farmers Market attracted families with children, single adults, and seniors. Eighty-two (82) individuals participated in the activity between July 13th and August 3rd. A partnership with the Rockland High School Art Department engaged teenagers from more diverse racial backgrounds in the work of creating the sidewalk paintings and hanging the original watercolor paintings in a vacant storefront window on Union Street. The art students were active participants – selecting colors, directing the selection and placement of the paintings, and discussing the differences between graffiti and street art. A total of nineteen (19) students participated in making the sidewalk paintings.



DEMONSTRATION PROJECT CONCEPT AND TIMEFRAME



July – August 2018

Make Footprint Art

Visitors were invited to an art-cart at the Farmers Market designed to evoke a shoeshine stand. There they could have their shoe soles sprayed with water, make wet footprints on paper and turn the footprints into watercolor paintings with the help of project artists and volunteers.

Put Rockland on the Map

While painting, visitors tell the artists and volunteers about the places they love in Rockland. Why are these places special? Volunteers recorded the answers on the visitors' paintings.

August – September 2018

Find your Footprints

Input from visitors to the Sole of Rockland cart was analyzed to identify the most popular downtown locations and used to make new artistic maps and brochures highlighting Rockland's special places. These maps allow visitors to look for their own footprints in the sidewalk art outside each location.

An unveiling event on September 22nd included a walking tour. Participants visited the new sidewalk art along Union Street and some found their own work featured. Donors who contributed more than \$250 were recognized with their names painted on the sidewalk as well.



November 2018 – June 2019

Final Artistic Installation

Four steel butterflies whose laser-cut markings are Sole of Rockland shoeprints have been fabricated and



painted with student poetry. They will be completed and installed as outdoor sculptural seating along Union Street in August 2019. Appendix C describes this second phase of work in detail.

Section IV: Project Outcomes

Creative placemaking has the potential to **activate** people, creating new connections and fostering new collaborations; **revitalize** places and spaces; and **instigate** planning, policy, and programmatic changes. The Sole of Rockland project has already begun to generate outcomes in all three of these categories. Details about these outcomes are explained below.

Collaboration

The project was effective in activating individuals and groups in Rockland around using art to spur revitalization. Overall, the project engaged one-hundred and seventy-eight (178) unique individuals in Rockland. Many of the volunteers who took on leadership roles in guiding and staffing the project locally had not been integrating the arts into their work. A local volunteer who has been active in beautifying downtown Union Street – Patricia Foley – committed to providing on-going maintenance to extend the life of the sidewalk paintings.



Toward the end of the project the REiMAGINE ROCKLAND Committee began to explore strategies to ensure the long-term sustainability of the work including incorporation into a 501(C)3 that would be eligible to receive grant funding and whose staff could help coordinate the revitalization work. The Sole of Rockland project provided a template for the new REiMAGINE ROCKLAND organization to continue using creative placemaking as a revitalization strategy.

The partnership established with the Rockland High School is continuing to grow as students contribute to the final design and installation of a sculpture garden next to Town Hall adjacent to the path many students take to Union Street from the High School. Teachers from the Art Department and advisors for the school publication Images Magazine will be coordinating student involvement and have suggested connections to other programs at the High School as well. The Rockland Highway Department and Rockland Board of Selectmen are also helping to coordinate implementation of the final installation.

Revitalization

The impact of visibly bringing art to downtown Union Street communicated a message that the Town is serious about revitalization and embracing its transformation. During the installation of the sidewalk art, residents and passersby asked about the project and communicated their happiness at seeing something new and positive appearing downtown. The art also attracted attention during a developer walk-through of downtown. Commercial developers and realtors who previously have dismissed Rockland as an opportunity area noticed the paintings in the Rice Building and the sidewalk art and saw more development potential in town. They saw the footprints as evidence that there is a spark that the Town hopes will be a bigger flame to catch, and is helping to change the narrative about Rockland’s potential.



Creative Resources

In addition to the transformation of local impressions and developers' reactions to Rockland, the Sole of Rockland project generated creative resources that can be leveraged to expand the impact of the project. These resources include the following:

1. A custom-built mobile creative engagement cart with wheel brakes, three supply bins, weather-resistant cushions, clothesline and pins for art displays, and a double-sided cork board for signage.
2. A set of shoe-print stencils that can be used to extend the life of the project or expand the sidewalk paintings along Union Street.
3. A partnership with the Rockland High School Art Department and knowledge-sharing about how to execute the sidewalk paintings.
4. Hard copies of the watercolor shoeprint paintings for additional display throughout the town.
5. Digital images of the watercolor shoeprint paintings and stencil designs for future use in marketing and promotion.
6. Digital images of the project implementation for future use in marketing and promotion.

Master Plan Opportunities

The Sole of Rockland project has generated opportunities to instigate planning, policy, and programmatic changes in downtown Rockland. As Rockland embarks on a comprehensive master planning process, the creative resources and data collected through the Sole of Rockland project can contribute to new directions and opportunities for the Master Planning process. These opportunities fall under three categories:

1. Outreach and Engagement
2. Assets by Master Plan Section
3. Areas for Further Exploration

Outreach and Engagement

The mobile creative engagement cart can be repurposed for collecting feedback as part of the master planning process. During the Sole of Rockland project, maps of Rockland were affixed to the sides of the cart and were used to collect information about residents' favorite places in town. A similar technique could be used to identify areas of concern or to discuss specific Master Plan topic areas. The cart is currently located in the garage of Town Hall and can be brought with a tent to existing outdoor events and serve as a booth for sharing and collecting information.

The cart's connection to the Sole of Rockland project can also be an opportunity to initiate conversations about the revitalization of Union Street and the use of arts and culture to spur revitalization. Teachers affiliated with the Rockland High School Art Department could develop some artistic programming with their students to engage residents in the Master Planning process.

Finally, the Sole of Rockland project highlighted the need to engage the Brazilian community in a targeted outreach strategy that includes the Rockland Public Schools and Union Street businesses and churches that serve the Brazilian community.

Assets by Master Plan Section

The data collected through the Sole of Rockland project can inform asset mapping and identification of valued resources in town. Locations selected highlighted resources that represent many of the sections of a typical master plan. Of the thirteen locations that were selected two or more times, the following connections to the master plan could be made.



Housing

Beechwood Village, a senior housing complex was chosen by the grandchildren of residents there and represented the importance of maintaining intergenerational connections. The importance of family was heavily emphasized in Rockland. Although not captured in this dataset, a number of participants initially responded that their homes were their favorite places in Rockland and one recorded that as his final answer.

Historic and Cultural Amenities

The Rockland Memorial Library (selected 7 times) and the **McKinley School Community Center** (selected two times) are both on the National Register of Historic Places and selected among the most valued locations in town. Both of these locations are in need of moderate to significant repairs and upgrades. Consideration of opportunities to revive languishing historic resources is an area for the Master Plan to consider.

An additional area of consideration is the treatment of valued historic and cultural resources that have not been inventoried or received any designation of significance. Two of the locations selected that would seem to have both architectural and historic significance are not listed on the Massachusetts Cultural Resource Information System:

The Holy Family Church, located at 403 Union Street, was founded in 1882 and selected three times for inclusion in the list of favorite places. It has not been inventoried and has no national nor state historic designation. The

Veterans Memorial Stadium, though constructed more recently, was among the destinations on our initial tour of the town and is known for being one of the oldest wood-construction stadiums that remain. That is was funded by veterans returning from World War II³ and the site of the Town's Veterans Memorial only adds to its local significance. The local culture of military service and honoring the town's veterans should be considered within this section of the master plan.

Open Space

Open space and natural resources are important to residents of Rockland. Not only was a local part the most popular location selected by Sole of Rockland participants (Hartsuff Park was selected 8 times), but early planning conversations saw frequent mentions of Rockland's natural resources as well. Reed's Pond, the local wildlife and the rocky terrain were all mentioned by the Advisory Committee as adding to the special character of Rockland.

Hartsuff Park was identified by many children and families as a favorite location in town. Participants highlighted the playground and camp located in the park as particular favorites and also mentioned enjoying it as a site for walking dogs.

Memorial Park and School combined with Veterans Memorial Stadium, the Rail Trail and the Town Hall with its new plazas, is part of a network of open space and recreation facilities that is a major destination for children and families in Town. On Saturdays, the fields and basketball court are abuzz with activity, and the entire area is a short walk from Union Street and Town Hall. Enhancing the connections among these recreation amenities through pedestrian and bicycle infrastructure improvements is an area of consideration for the Master Plan.

³ Tillery, Jordan. "Rockland Pays Tribute to its Veterans." *The Patriot Ledger*. September 28, 2015. Accessed online December 31, 2018 at <http://www.wickedlocal.com/article/20150928/NEWS/150926460>.



Public Facilities and Services

Residents identified a number of public facilities in their selections, with the most prominent being the Town Hall and Farmers Market (8 participants combined) and the Fire Station (6 participants).

The Rockland Town Hall and the Farmers Market were among the most frequently selected locations among Sole of Rockland participants. The plaza improvements and Farmers Market programming provide a Union Street terminus for the series of public education and recreation facilities that stretches from Town Hall to the back of the Senior Center on Plain Street where the Hanover Branch Rail Trail intersects. The Town Hall plaza functions as an important anchor – it is the only destination named on Union Street between the Rail Trail and the Rockland Bar and Grill, located just past Park Street.

The Rockland Fire Station was a particular favorite among children, especially boys. Its gleaming trucks and the presence of working firefighters help to bring life and activity to Union Street outside its doors. The fire station is among six destinations identified between Park Street and North Avenue – suggesting that Union Street’s most popular destinations are clustered in that northern section.

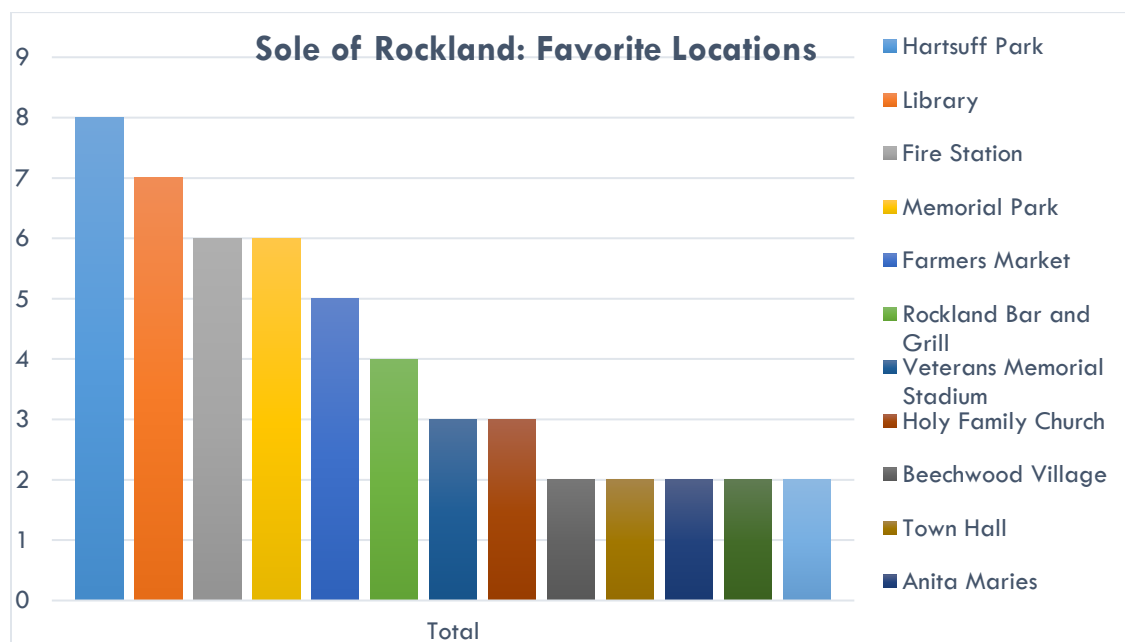
Transportation and Circulation

The Hanover Branch Rail Trail was mentioned twice as a favorite location, and our project work allowed the team to observe its use. Seniors used the trail for exercise and socializing and older children used it as a play area after school or as a route to and from the adjacent Dunkin Donuts. The difficult crossing at Union Street creates a significant barrier and some groups preferred to turn around rather than attempt the crossing.

The McKinley School Community Center was identified by one participant for its connection to the **BAT Stop** nearby. During the final event’s walking tour, she explained the significance of bus route for connecting her to her neighbors and providing her mobility.

Economic Development

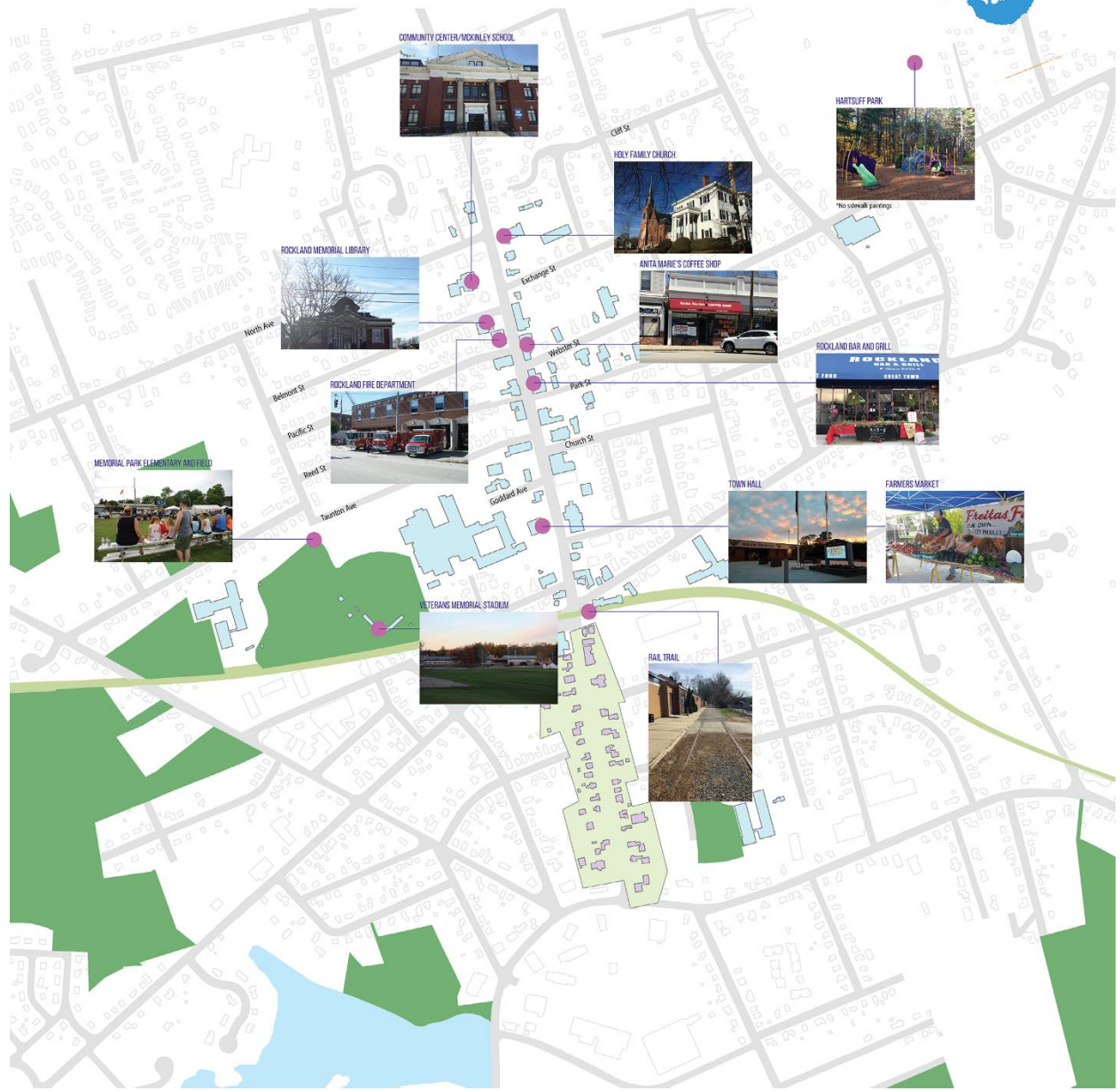
Two Union Street businesses were identified as favorite locations. **Rockland Bar & Grill** and **Anita Marie’s Coffee Shop** are local gathering places that contribute to the activity of Union Street.





DOWNTOWN ROCKLAND

Visit all of Rockland resident's favorite places, and explore the painted sidewalk footprints next to all the identified places on the map.



Areas for Further Exploration

As Rockland continues to pursue planning, policy and programmatic shifts to support its revitalization and the transformation of downtown Union Street. Two areas are ripe for further exploration based on the findings of the Sole of Rockland project.

Activating Union Street: Park Street to the Rail Trail

Six of the eight Union Street destinations named in the Sole of Rockland project are clustered at the northern end of downtown between North Avenue and Park Street. Town Hall with its Farmers Market programming anchors activity in the southern portion of Union Street. A gap in destinations and activity is noticeable between Town Hall and Park Street. This stretch of Union Street is home to two parcels with vacant businesses. Immediately adjacent to the Town Hall property is 258 Union Street (former home of American Automotive) and 270 Union Street (formerly the Tedeschi Market) is the next property to the north. These two parcels are sandwiched between Town Hall and the historic Rockland Trust building. Their existing design includes wide setbacks and parking between the building and the street. Finding active uses that allow the parcels to function as gathering spaces and promoting site and building designs that improve the pedestrian experience along Union Street would help to close the gap on Union Street.

Short-term activation opportunities could be created in two of the existing parking lots that between the Rockland Trust building and Rockland Bar and Grill. The Rockland Trust parking lot at Union Street and Taunton Avenue and the Doughboy parking lot at Union Street and Park Street could become sites for temporary arts programming after business hours. Music performances or outdoor movies where area restaurants could sell food and drink could enliven the street and encourage residents to see Union Street on foot.

The sculptural benches designed and fabricated for Sole of Rockland could be help activate these areas of opportunity, spark gathering and conversation and highlight the positive power of transformation in Rockland.

Artist Work Spaces and Displacement Risk

Although not included among the favorite locations selected as part of the Sole of Rockland creative placemaking initiative, early conversations with project advisors identified the artists' studios at the ET Wright Building and the Sandpaper Factory as important assets in town. The impact on artists and the creative economy of Rockland should these industrial buildings convert to housing – as happened with the Emerson Shoe Factory building – should be considered as part of the Master Plan recommendations.



APPENDIX A: SELECTED MEETING AGENDAS AND NOTES

Selected Meeting Agendas



Rockland Creative Placemaking Advisory Group Kick-Off Meeting 1:00 – 2:30 pm

Meeting Goal: To kick off the Rockland Creative Placemaking Project, discuss project timeline and goals and develop short-term creative placemaking concept for submission to Commonwealth Places by February 28th.

Meeting Agenda

Time	Item
1:00 – 1:10 pm	Lunch and Networking
1:10 – 1:25 pm	Welcome and Introductions <ul style="list-style-type: none"> • Introductions • Advisory Group Member Roles
1:25 – 1:35 pm	Rockland Creative Placemaking: Project Introduction <ul style="list-style-type: none"> • Presentation
1:35 – 2:20 pm	Rockland Creative Placemaking Short-Term Concept <ul style="list-style-type: none"> • Presentation • <i>Discuss: What resonates with you about this concept? What are we missing? How can we better connect with other ReImagine Rockland efforts? Who do we need to involve to make this work?</i> • <i>Decide: Do we feel comfortable submitting this concept to Commonwealth Places?</i>
2:20 pm	Next Steps and Milestones <ul style="list-style-type: none"> • Finalizing and Submitting Concept by March 1st • Schedule Creative Placemaking Workshop for Permanent Concept • Execute Short-term CP engagement project • Future Advisory Group Meetings <ul style="list-style-type: none"> ○ April – Values and vision for long-term concept ○ September – Review permanent concept and debrief demonstration project



Sole of Rockland
August 28, 2018
Planning Meeting
6:00 – 8:00 pm

Meeting Goal: To review progress on Sole of Rockland, confirm final plans for sidewalk art and plan celebratory event.

Meeting Agenda

Time	Item
6:00 – 6:20 pm	Welcome and Introductions
6:20 – 6:45 pm	Sole of Rockland Project Update and Discussion
6:45 – 7:05 pm	Establishing Shared Values
7:05 – 7:35 pm	Envisioning the Next Phase: Sidewalk Art and Event
7:35 – 7:45 pm	Afterlife of the Shoe Cart
7:45 – 8:00 pm	Next Steps and Closing

REIMAGINE ROCKLAND Arts & Culture Subcommittee Meeting Notes

Wednesday, January 17, 2018

4:00 – 5:30 pm

ET Wright Building, 379 Liberty Street

4th Floor Artists' Gallery

In attendance:

- Annis Sengupta, MAPC Arts and Culture Planner
- Carolyn Lewenberg, MAPC Artist in Residence
- Marcy Birmingham, Town of Rockland
- Linda Downer from Christian Science Reading Room
- Janet Cann, Library Trustee, Member First Cong. Church
- Pat Foley, Library Trustee Board, DT Resident
- John Cheney, Friends of the Library, Rockland Cultural Council
- 4th floor Artists:
 - Shi Shi McGann, President of 4th Floor Artists for another few months ☺
 - Robin Cook Hill, resident of Rockland for about 5 years
 - Heather Dunham, Special Ed Teacher, Rockland Resident, artist
 - Jan Yeh, Cohasset Resident, had “Presidential” studio space
 - Joan Dalto, teaches drawing lessons to youth in her studio, on the Rockland Cultural Council

What inspiring project examples that we shared were most exciting? What ideas came up for you?

- Project Storefronts, to do pop ups and art displays.
 - Biggest hurdle would be to convince the business owners
- Mural on building walls
 - The side of Mike’s Pizza? Or Doughboy
- Something at the intersection of Webster St. and Union St.
- Painting on Rail Trail or sidewalk
- Something on Tree Islands – sculpture or gardens
- Decorated windows
 - On Mill buildings
 - On Union Street (“Empty building drive me crazy!”)
- Lighting up trees
- Doing something to tie in with the Farmers Market.
- Pedestrian afternoon idea where the street is closed to cars.

What do you like most about Rockland?

- It’s small, dense and walkable
- Downtown is great – we have a defined space, wide streets

- Neighborhoods and communities
- Wildlife: deer, turkeys, geese, owls, hawks, coyotes
- Industrial heritage is super interesting and we should showcase it!
- It's convenient to route 3 – you can get to lots of places pretty quickly
- History of kids partnering with artists on a holiday Art Stroll
- Mr. and Mrs. Claus visit the Biggins Funeral Home every Christmas
- It's rocky! (not really a plus or minus, just a fact. There are lots of rocks in Rockland.)
- There is an effort underway to partner businesses with artists to decorate picnic tables that will be placed on the plaza in front of the Rockland Town Offices. Currently there are 4 businesses who are buying the picnic tables.
- There is a new Farmers Market with a strong arts component. It's in the plaza in front of the Town Offices Fridays from 4-7 from June – September.

What are some special places that in Rockland that have potential to be more activated?

- Reed's Pond: it's at the foot of downtown and underutilized
- Market Street has potential
- Two former mills, ET Wright and Sandpaper Factory now house artists and studios
- There are 20 tree islands on Union Street and a bumpout by the jewelry store that could be planted or have something sculptural. In the past, garden clubs have cared for plants in the islands. Maybe involve schools in caring for islands?
 - o Rockland is a bedroom community, so sculpture on traffic islands is something that people could see as they drive by on the way to work
- Veterans Memorial Stadium
- Library needs more space
- 2 skating rinks
- Youth commission

What makes Rockland interesting or quirky?

- The area is pretty diverse, despite people still holding on to 75 year old baggage – some people have a hard time moving out of their comfort zones
- There are generations of families who have worked here and stayed here, while some families moved to the south shore from Dorchester when bussing started. Some South Shore families moved farther South when the wave of families from Dorchester moved in.
- Veteran's memorial stadium
- The Banner
- The fact that artists are here!
- The Library is really special
- GAR Hall
- The architecture – homes (the Crayola house!), Biggins Funeral Home, the Holy Family Church
- Years ago there were lots of different baseball teams representing different areas of Rockland. One was called Misery.

What are some challenges in Rockland?

- Issue of business disengagement: it's been a challenge to get them involved in the first place, and they can be hard to work with. Maybe if they see the town step up they'd be more likely to get engaged? It would make a big difference to turn this around.
- Huge marketing issues: many people don't know about the artists in the community – sharing of info with neighboring towns of Rockland's community assets would be helpful
- There's no demolition delay so places with historic character outside the historic district are at risk of being lost
- Fire station take away some advantage from the library, they are hoping to relocate it near the Lincoln School.
- The central section of downtown - Holy Family Church to the Biggins Funeral Home – lacks cohesion and would benefit from some kind of visual communication threads to connect places
- The downtown is pretty quiet at night, would like to have some things to draw people in at night. Right now daytime is busier.

Next Steps:

- We will scope this out, then reconvene with the group (hopefully more people this time!) in February or Early March.
 - Starting with something small but highly visible and scalable seems like a good approach. Something that will inform larger projects down the road.

Sole of Rockland Planning Meeting Notes

Rockland Senior Center, 6-8pm

08/28/2018

What Core Values Should Underlie this Project?

- 15. Town Pride/ Bulldog Pride ● ● ● ● ● ● ● ● ●
- 16. Celebrating Historic Resources ● ● ● ● ●
- 17. Children Focused ● ● ● ● ●
- 18. Hard Working ● ● ● ●
- 19. Military Pride ● ● ● ●
- 20. Asset-focused (E.g. Library) - ● ● -2 skating rinks, golf course, parks, rail trail
- 21. Family Oriented ● ●
- 22. Small Town Feel ●
- 23. Friendly
- 24. Accessible
- 25. Inclusive* Diversity
- 26. Sense of Pride
- 27. Accommodating/ Supportive
- 28. Progressive
- 29. Visionary
- 30. Community

What is Working well with Sole of Rockland

1. Engaging Participants
2. Shoeprints that were created are wonderful
3. Turnout on Rockland day demonstrated interest in what we're doing
4. MAPC resources kept momentum
5. We reached our fundraising goal

What Was Missing from Sole of Rockland?

1. Parking at Rockland day wasn't enough- Maybe a shuttle?
2. Can we get donor info who donated to patronicity
3. Starting fundraising earlier- we could be more strategic
4. Would like to have seen more local volunteer engagement- more artist participation
5. Changing the day of Farmers Market?
6. How can we engage more creatively from 4th floor artists? (Not all are "artists" some are craft or other creative professionals)
7. What can we offer the artists as a benefit to encourage them to get involved? (Same for business+ residents)
8. Rockland officials asking more for ideas from the public
9. More energy + momentum on Union Street
10. How do we get people driving from other towns, passing through, to stop at thriving businesses.

What Should the Map Show?

1. Show historic significance, like a quick summary highlighting history of things like rail train, businesses, buildings
2. Make Map a Tool for Exploring Downtown

CLOSING EVENT

1. Link to September 22- Clean Up Event
 - 10 am- 12pm
 - 12pm- Food – move to Library?
 - 12:30 pm- Sole of Rockland
 - Close top of Belmont Street?
2. Walk to View Stencil Art
3. Finish At Library

Ideas for how to bring values into the event:

1. Enter to win prize that commemorates Rockland Experience?
2. Add Entertainment: musical performances
 - Connect w/ Schools?
 - South Shore Conservatory
3. Face Painting
4. Reimagine Rockland
 - Town Focused, Town Pride
5. Kona Ice truck
6. Re-engage families that came to the Farmer's Market
7. Have kids sign an empty canvas- sign banner- well wishes
8. Blank banner
9. Connect or conflict with sports?
10. Touch-a-truck- Rockland Fire Engine?
11. Fire department open house- 2 weeks after
12. Talk to Vinny about military pride
13. Frisbee w/ footprint on it
14. T-shirt?
15. Meet and greet artists in event at a table
 - Donna + Allan can coordinate
16. Decorate cookies- Baking with Joy.
17. Involve Child In Speaking Program? 4-6 Volunteers to help finalize program.

Preparation for Event

- Use Stencil Painting as Promotional Event
- September 22- keep it simple
 - Short timeframe for Footprints + map
 - Switching weekends, lose crowd
- Join food w/ cleanup
- Clean up event- highlights values of PRIDE, HARDWORKING

Roles and Responsibilities:

- Christine- meeting
- Tiffanie: Children's Activity

- Donna- Help with Stencils
- Pat- Food
- Mike- Coordinate through town
- MAPC- coordinate with Clean Up Event. Share contacts. Contact Patronicity to let them know about event

Writing about Locations for map

- Ask through social media?
- Committee listed can write it up.

Shoe Cart

- Highlight it at the Event
- Shoe industry museum
- Shoe exchange

APPENDIX B: PROMOTIONAL MATERIALS

Patronicity Website



'Sole' of Rockland

Turn your footprints into public art and create a new map of Rockland's special places!



Rockland, MA
Placemaking

\$5,315
funded of \$5,150 goal

26
patrons

8
days left

[Support](#)

PARTIAL FUNDING
This campaign will collect all funds raised by Jun 30, 2018 11:45 PM.

TAX DEDUCTIBLE
Town of Rockland is a tax-exempt government organization, Tax ID E046-001-281.

CAMPAIGN BY:
Marcy Birmingham
[Send Email](#)

Story Updates Donors

Will Contribute **\$5,150**
If We Meet our Goal!
Support Today!

What We Are Doing

Hello Rockland! Do you wish you could go make art outside this summer? Do you wish everyone knew about your favorite place in town? Do you want more art on Union Street? Come support Sole of Rockland!

Sole of Rockland is an interactive art project that will strengthen the fledgling Rockland Farmer's

Teaser Card in English:

SOLE OF ROCKLAND

Here's how it works:

1. Come find the REIMAGINE ROCKLAND table at Rockland Day and the imitation shoe shine cart later at Rockland Farmers Markets events.
2. Tell us about your favorite places in the Rockland downtown. We know you have great stories to tell!
3. Step in a tray of water, make wet shoe prints on paper, and turn your shoe prints into watercolor paintings with the help of our artists and volunteers.
4. Your shoe prints and favorite places will then be used to create a fun map of the downtown.
5. In the fall, your shoe prints will also be transformed into artistic sidewalk paintings at all the favorite places you identified downtown. Fun, interactive exhibits will accompany these sidewalk paintings too!



DONATE NOW

Visit: https://www.patronicity.com/project/sole_of_rockland#/ OR Scan QR code

Contribute to help us reach our funding goal! Any amount helps and sends the signal that people are excited to make Sole of Rockland a reality!

Four easy steps:

1. Create a *Patronicity* account.
2. Choose your level of support.
3. Enter your payment information.
4. Logout.

If we reach our goal of \$5,150 in donations before June 30th, we will receive matching funds from MassDevelopment for a total of \$10,300 in project support!

Thank you for supporting **Sole of Rockland!**

Campaign closes **June 30, 2018**

REWARDS

Supporter - Contributor (\$10 - \$50): Thank you and recognition on REIMAGINE ROCKLAND Facebook page.

Bronze (\$100 or more): Thank you and recognition on REIMAGINE ROCKLAND Facebook page. Name mentioned on signage at Rockland Farmer's Market. Letter of recognition suitable for framing from Sole of Rockland project committee.

Silver (\$250 or more): All benefits of Bronze Level AND name included in sidewalk design.

Gold (\$1,000 or more): All benefits of Silver Level AND personal tour of ET Wright Building or Sandpaper Factory by local artists and REIMAGINE ROCKLAND volunteers.



Teaser Card in Portuguese:

SOLE OF ROCKLAND

Veja aqui como funciona:

1. Venha encontrar a mesa da Sole of Rockland no Rockland Day e o carrinho que imita uma banquinha de engraxate nos eventos da Farmer's Market de Rockland (13, 20, 27 de julho e 3 de agosto).
2. Conte-nos sobre seus lugares favoritos no centro de Rockland. Sabemos que você tem histórias incríveis para contar!
3. Molhe a sola do seu sapato em uma bandeja com água, faça impressões da sola molhada em papel e transforme as impressões da sua pegada em pinturas com aquarela, com a ajuda de nossos artistas e voluntários.
4. As impressões da sua pegada e seus lugares favoritos, então, servirão para criar um mapa divertido do centro da cidade.
5. No outono, as impressões da sua pegada também serão transformadas em pinturas artísticas nas calçadas, em todos os lugares favoritos que você identificou no centro. Exibições interativas divertidas também ocorrerão simultaneamente a essas pinturas das calçadas!



Faça doação!

Contribua **antes de 30 de junho**, nos ajudando a alcançar nossa meta de coleta de fundos - qualquer valor ajuda e mostra que as pessoas estão animadas para tornar Sole of Rockland uma realidade!

https://www.patronicity.com/project/sole_of_rockland#/

Recompensas para os doadores:

ApoIador, Amigo, Colaborador (\$10, \$25, \$50 ou mais)
Agradecimento e reconhecimento na página do REIMAGINE ROCKLAND no Facebook.

Bronze (\$100 ou mais): Agradecimento e reconhecimento na página do REIMAGINE ROCKLAND no Facebook. Nome citado nos cartazes no Rockland Farmer's Market. Carta de reconhecimento do comitê do projeto Sole of Rockland, adequada para enquadramento.

Prata (\$250 ou mais): Todos os benefícios do Nível Bronze E o nome incluído no desenho na calçada.

Agradecemos pela sua ajuda e apoio!



Ouro (\$1000 ou mais): Todos os benefícios do Nível Prata E um tour ao Edifício ET Wright ou à Sandpaper Factory acompanhado por artistas locais e voluntários do REIMAGINE ROCKLAND.

Cards were distributed at Rockland Day and to local businesses along Union Street.

Donor Sign for Demonstration Project



Shoe print graphics were created from watercolor paintings generated through demonstration pilot at Rockland Day event.

Sign for Window Display of Watercolor Paintings

THE SOLES OF ROCKLAND

The art displayed here was created by Rockland residents who participated in the Sole of Rockland project between June and August 2018. Sole of Rockland is a community-based public art project that highlights Rockland's lively, creative spirit, and captures this spirit through portraits of the town's many soles. Residents who made these paintings also placed pins into a map to show their favorite places in Rockland. The composite map shows Rockland's eleven most popular downtown destinations. Each destination features sidewalk art created from a selection of the paintings displayed in the storefront of the Rice Building at 346 Union Street.



Unveiling Event Flyer

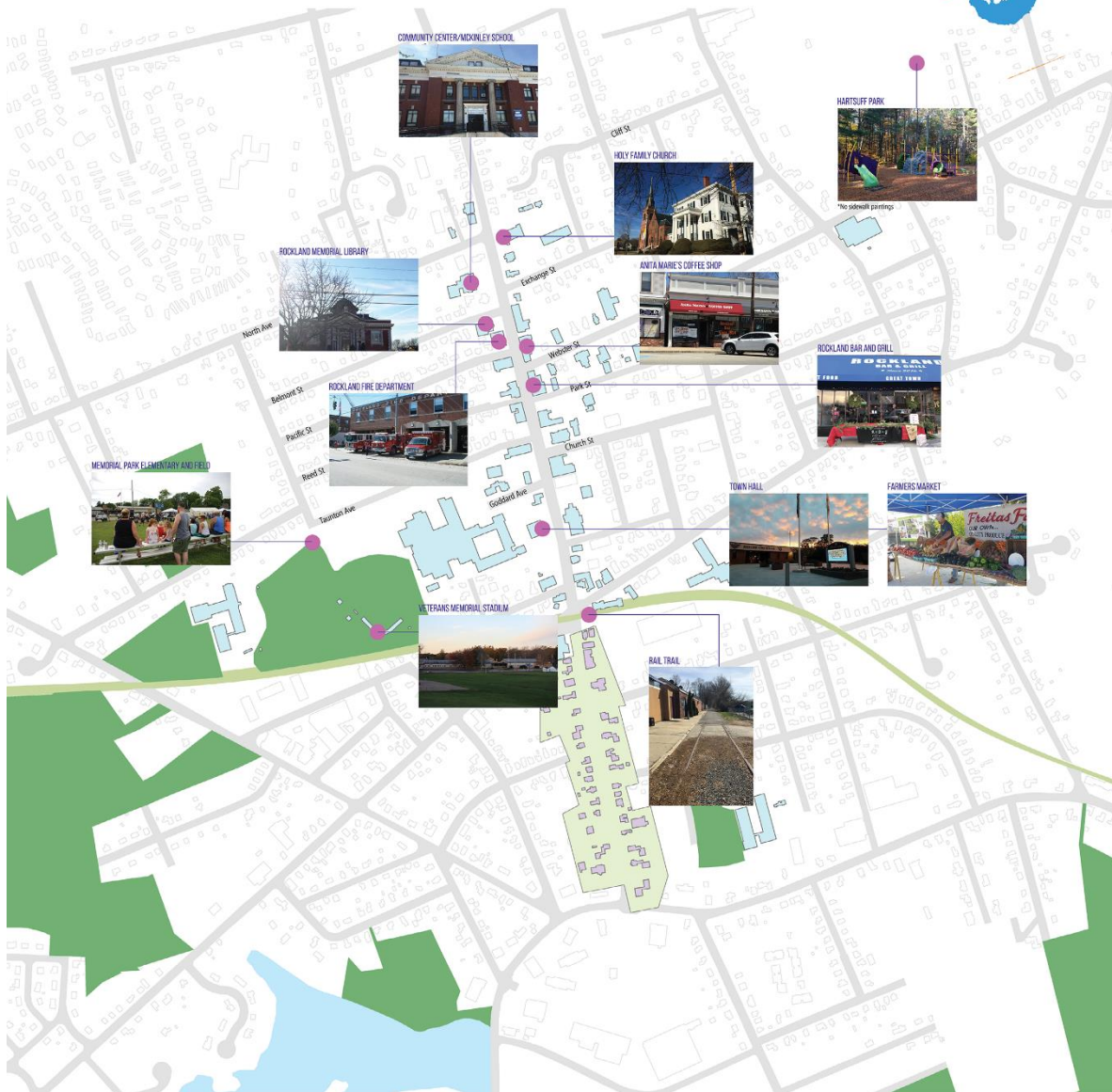


Downtown Map of Rockland's Favorite Places



DOWNTOWN ROCKLAND

Visit all of Rockland resident's favorite places, and explore the painted sidewalk footprints next to all the identified places on the map.



Sole of Rockland Project Brochure

ABOUT ROCKLAND

The town of Rockland, located in Plymouth County, is 20 miles south of Boston and has a population of 17,489 residents. Rockland was settled in 1673, as a part of Abington, a European settlement located in the borderlands between the Massachusetts and Wampanoag tribes.

The town separated and incorporated as Rockland on March 9, 1874. It is named for the town's rocky terrain, which was better suited for mills and industry than for farming. Historically, Rockland is best known for its industrial history and was home to many shoe manufacturers. It is believed that Rockland shod approximately half the shoes for the Union Army during the Civil War.

Today Rockland is primarily a suburb of Boston, and the mills have been repurposed into housing and studios for artists.



The Sole of Rockland

The Sole of Rockland campaign is a community-based public art project that highlights Rockland's lively, creative spirit and captures this spirit through portraits of the town's many "soles."



This project was made possible by a technical assistance grant from the Metropolitan Area Planning Council (MAPC). MAPC staff provided planning, artistic vision and guidance, outreach, and management support to the town of Rockland. A successful crowdfunding campaign through Patrons.io and a matching grant from MassDevelopment brought together residents' support and state funding to cover the project's capital costs. The Town of Rockland and the REIMAGINE ROCKLAND committee oversaw the project, managed outreach, communications, and volunteer recruitment and brought it gracefully to a successful completion. We are grateful to all of our local donors and volunteers for making this project possible.

- 1 Rockland residents had the opportunity to contribute art at the 2019 Rockland Day in June and at the Farmer's Market in July and August. A storefront at the Rice Building at 326 Union Street features an exhibit of this art.
- 2 Residents who made the art also placed pins into a map to show their favorite places in Rockland. The composite map shows Rockland's 11 most popular downtown destinations, each of which features sidewalk art created from a selection of the art displayed at the Rice Building.
- 3 In September 2018, high school students helped install sidewalk paintings and residents celebrated completion of the project at an unveiling event at Rockland Memorial Library.



FUNDERS

Metropolitan Area Planning Council (MAPC)
MassDevelopment

DONORS

- Gold (\$1000 or more)**
Susan Page-Thompson
- Silver (\$250 - \$999)**
Rockland Bar & Grill
Alan Curtis
Distrée Hall
Chris Hardie
Jeff Phelos
Cornelius and Jean Regan
Robert Sullivan
- Bronze (\$100 - \$249)**
Janet Carr
Laurie Corbett
Paul Curtin
Sarah Freitas
Janelle & Chris Lussey
Colleen Murphy
Tish Piaras
Alisan Tortorelli Pomeroy
Katie Waio

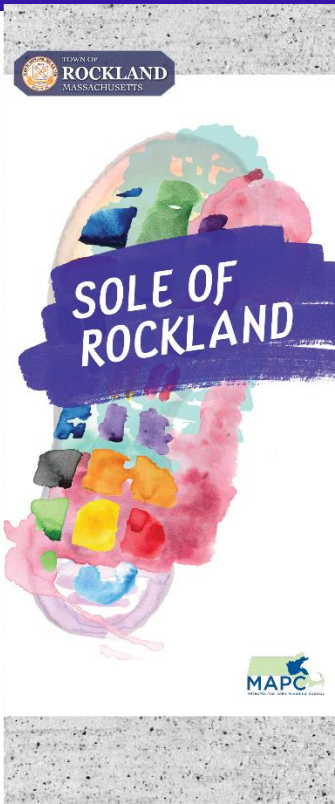


PARTNERS

- MAPC Project Manager**
Annis Sengupta
- MAPC Project Artists**
Carolyn Lowenberg
- MAPC Project Staff**
Michael Rosenberg, Orlando Spinoza, Kit Lin, and Melory Nezam
- Rockland Project Leads**
Marcy Birmingham, Interim Town Administrator
Christine Flaherty, REIMAGINE ROCKLAND volunteer
Megan Murphy, REIMAGINE ROCKLAND volunteer
- Sole of Rockland Volunteers**
Robin Cook Hill,
Linda Downer
Pat Foley
Shannon McDonald
Michael Mullen
Donna Roine
- Rockland High School Volunteers**
Art Teacher
Cheryl Thomson

- Students**
Jenna Whitten
Callie Gillan
Rose Ripley
Mercedes Johnson
Katrina Gamble
Jordan Delorey
Nichole Skimmer
Jaylene Gordon
Crystal Arena
Lydia McWilliams
- Adults**
Aris Robinson
Ayantha Lassance
Joseph Bugbee
David Ferrara
Brady Thacker
Ja'lene Escalera
Emmy Kelley
Sarah MacDonald
Emily Bugbee

Thank you to Andy Heley for permission to use the storefront of the Rice Building to display this amazing collection of community-created art.



APPENDIX C: BUTTERFLY SEATING PROJECT SUMMARY

Phase 2 Overview

The original proposal for Sole of Rockland included a concept for an interactive temporary exhibition highlighting what participants noted about places they loved in Rockland. As the project progressed, it became clear that the town would not have the capacity to manage the kind of temporary public exhibition that was originally proposed. With the interactive art experiences completed and the stenciled footprints painted, sufficient funds remained to support a larger installation. Building off the concept of transformation that was driving the REiMAGINE ROCKLAND effort, lead artist Carolyn Lewenberg developed a concept for butterfly seating that could be installed outside the Town Offices or along the rail trail. Carolyn coordinated with partners in the town including teachers in the Art Department and English Department at Rockland High School to refine the concept and integrate student work and voices into the final design. The second phase of the project kicked off in January 2019 with work estimated for completion by the end of the summer of 2019.

Youth Voices

On January 29 at Rockland High School, Carolyn met with students, Art Teacher Cheryl Thompson and English Teachers, Chad and Chris. At the meeting, Carolyn, Cheryl, Chad and Chris presented an overview of the project for discussion and reviewed specifics of the team moving it forward. Carolyn shared the values guiding the project with the students and outlined how the students would be involved in a presentation to the Rockland Board of Selectmen. Students were asked to consider: *Why will this project be good for Rockland?*

Perspectives on the Project

<i>“Making Rockland more aesthetically pleasing is needed.”</i>	Katie
<i>“Contributing something to the town is an exciting opportunity that doesn’t come along very often.”</i>	Molly
<i>“Getting people outdoors can be hard - people tend to stay inside. This new hangout space will hopefully get people outside.”</i>	Tyler
<i>“This project will convey the spirit of Rockland and hopefully attract more people to visit and appreciate the walkability of the downtown and what we have to offer.”</i>	Yani
<i>“As a kid there didn’t feel like there was anything there for me downtown. Hopefully this butterfly garden will create a kid/family/teen friendly space that is expressive and will ‘friendly-up the town.’”</i>	Zack
<i>“This will build town pride by creating a memorable destination for people from other towns to experience.”</i>	Emmy

“This gives youth something to do, somewhere to go - currently Dunks and McDonalds seem like the only places people go to hang out.”

Leah

“This will help turn around Rockland’s reputation of being run-down and mainly full of elderly residents. Offering a lively perspective on the transformative potential of the town through the butterfly garden will create a lot of fresh energy.”

Maria

“The butterfly garden would be a point of connection between different people - youth voice is not always given a place to be heard across different groups of people and this is a great opportunity.”

Jill

Call for Poetry

A group of youth from *Images*, the student publication of arts and writing students put out an open schoolwide call for poetry and selected and organized submissions. Poems responded to thoughts/themes on transformation.

Civic Engagement

A group of six students - Katie, Yani, Zack, Emmy, Maria, and Jill - co-presented with Art Teacher Cheryl Thompson, and lead artist Carolyn Lewenberg to the Rockland Board of Selectmen at their February 5, 2019, meeting. The presentation included an overview of the project concept, student reflections on the need for this project and the strategy for capturing contributions schoolwide.

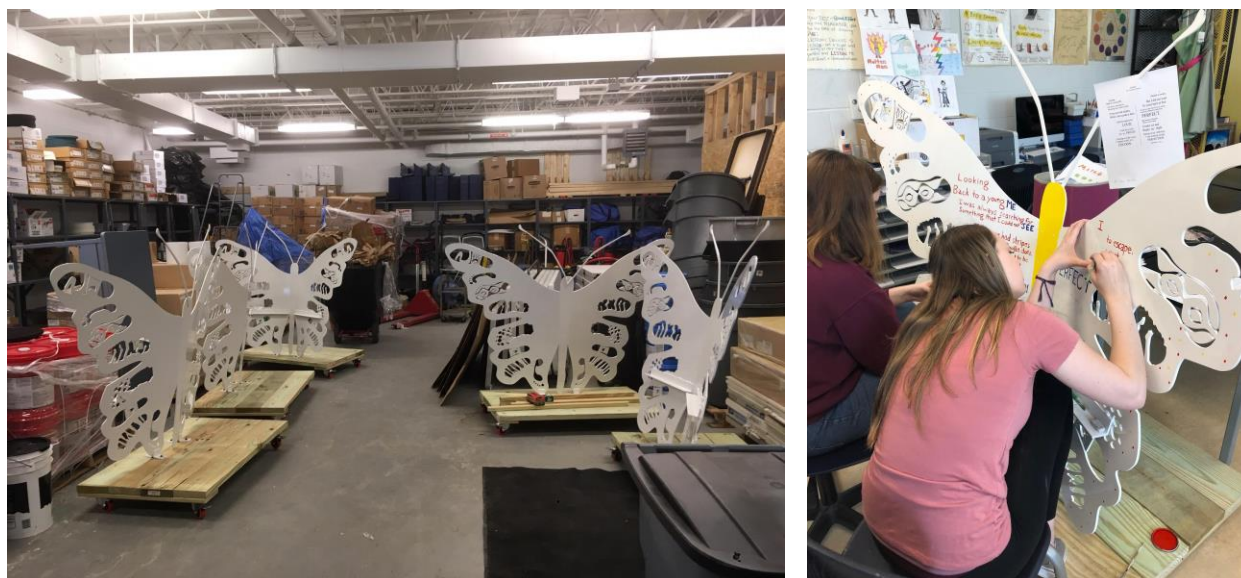


Figure 1. During April vacation the butterflies were brought to the school (above left). In the last weeks of the school year, students painted the collected poetry onto the butterflies (above right).

Completion and Installation of Benches

In coordination with David Taylor, the Director of the Highway Department, Carolyn will complete and attach the seating platforms. David Taylor will coordinate installation of the Butterfly seats in the grassy area to the left of the Town Offices plaza on Union Street.