



Article 2

MONTAGUE PLANNING & CONSERVATION

ONE AVENUE A · TURNERS FALLS, MA 01376 ·
PHONE: 413-863-3200 EXT 207 · FAX: 413-863-3222

To: Board of Selectmen, Finance Committee
Date: August 17, 2017
From: Walter Ramsey- Montague Town Planner

A Vision for Montague RiverCulture

Since 2006, The Turners Falls RiverCulture Program has provided opportunity for the creative economy to develop and flourish in the village of Turners Falls. RiverCulture is a partnership of leaders from the arts and business communities, committed to enhancing and promoting cultural economic development in Turners Falls. Designation of Turners Falls as Cultural District in May 2017 was an affirmation of the success of the project.

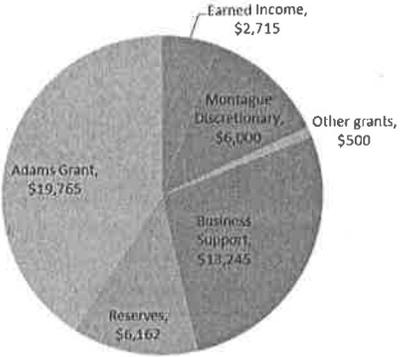
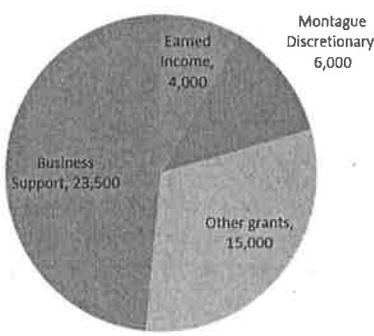
As of FY 2017 the Adams Grant program has ended, but this has presented an opportunity to re-evaluate goals and vision of the RiverCulture program. Stakeholder focus groups were held in Spring 2017 which concluded overwhelmingly that RiverCulture is critical to sustaining a successful creative economy in Turners Falls and throughout Montague. The program had been geographically constrained to Turners Falls by the Adams Grant program, but with the loss of that funding source, we know have the opportunity partner with organizations across the other villages Montague. The vision is to become a self-sustaining community-wide program by FY19. \$20,000 in financial gap funding is needed in FY18 to transition to RiverCulture 2.0.

Services and Outcomes Provided by RiverCulture

At its very base RiverCulture is a placemaking organization. RiverCulture has built a reputation both for itself as an organization and the Turners Falls over the last decade- as a streamlined machine for creative placemaking and grass roots community development. RiverCulture provides the following services:

- Organizational capacity to attract signature events that highlight unique aspects of the community (Pocumtuck Homelands Festival, Word Festival, Cider Days, Ice Cream Ride, Music and Diversity)
- A well organized, reputable organization that seamlessly connects creative economy businesses, artists, and developers with municipal gov't, local community, private businesses and project partners
- First point of contact for hundreds of visitors, potential residents, and artists
- RiverCulture Website and cultural events calendar (over 600 hits per week)
- RiverCulture Facebook Event Page (over 3,500 followers)
- Municipal partnerships with over 40 organizations DCR, UMASS, Nolumbeka Project
- Meaningful community building with traditionally underrepresented groups : Native Americans->Homelands Festival, Music and Diversity Program ->only event to celebrate black history and culture in Franklin County, Central Americans -> Migration exhibition at Discovery Center

- Ensuring Montague has a seat at the regional table by participating in regional networking and remaining competitive with other similar staffed cultural organizations in Amherst, Northampton, Easthampton, Greenfield, Shelburne Falls, Holyoke.
- Organization and administration of the Turners Falls Cultural District
- Carefully considered public art pieces that inspire and help placemaking (Over 5 permanent pieces throughout downtown)
- Ability to engage the arts to respond effectively and positively to unanticipated community challenges such as closure of the Turners Falls- Gill Bridge, topical social issues, blighted properties, transition at the Shea.

Current Program (FY17)	Proposed Vision (FY19)																												
Mission																													
Develop creative economy and make arts and culture accessible in Turners Falls	Strengthen Town's emerging arts and culture related business community, add coherence to our community's arts and cultural assets, and facilitate growth as a destination community.																												
Scope																													
<ul style="list-style-type: none"> • Host and promote signature cultural events • Spearheading cooperative marketing efforts • Branding and presenting cultural resources to the public • Address local social issues through cultural means • Producing printed material and website for cultural information 	<ul style="list-style-type: none"> • Develop a unified town-wide cultural branding strategy that highlights the unique aspects of each village • Oversee Turners Falls Cultural District Designation with project partners • Arts advertising coordinator: social media, website design and maintenance • Coordinator of grass roots arts related initiatives, projects, and signature cultural events 																												
Structure																													
24 hour week Director (contract employee) reports to Town Planner. Director Appointed by BoS. Informal Steering Committee and partners provide guidance.	24 hour week Director (contract employee) reports to Town Planner. Director Appointed by BoS. Montague Cultural Council to provide more formal program oversight.																												
Budget																													
FY 17- \$48,387	FY 19- \$48,500																												
 <table border="1" data-bbox="289 1501 690 1858"> <caption>FY 17 Budget Breakdown</caption> <thead> <tr> <th>Category</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Adams Grant</td> <td>\$19,765</td> </tr> <tr> <td>Reserves</td> <td>\$6,162</td> </tr> <tr> <td>Business Support</td> <td>\$13,245</td> </tr> <tr> <td>Montague Discretionary</td> <td>\$6,000</td> </tr> <tr> <td>Other grants</td> <td>\$500</td> </tr> <tr> <td>Earned Income</td> <td>\$2,715</td> </tr> <tr> <td>Total</td> <td>\$48,387</td> </tr> </tbody> </table>	Category	Amount	Adams Grant	\$19,765	Reserves	\$6,162	Business Support	\$13,245	Montague Discretionary	\$6,000	Other grants	\$500	Earned Income	\$2,715	Total	\$48,387	 <table border="1" data-bbox="917 1522 1291 1858"> <caption>FY 19 Budget Breakdown</caption> <thead> <tr> <th>Category</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Business Support</td> <td>\$23,500</td> </tr> <tr> <td>Other grants</td> <td>\$15,000</td> </tr> <tr> <td>Montague Discretionary</td> <td>\$6,000</td> </tr> <tr> <td>Earned Income</td> <td>\$4,000</td> </tr> <tr> <td>Total</td> <td>\$48,500</td> </tr> </tbody> </table>	Category	Amount	Business Support	\$23,500	Other grants	\$15,000	Montague Discretionary	\$6,000	Earned Income	\$4,000	Total	\$48,500
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Transition Plan- FY 2018 (July 2017- June 2018)

With the help of downtown stakeholders, RiverCulture has identified program areas to be developed, as well as fresh ideas about creating new revenue streams. FY18 will be a transitional year that will focus primarily on developing long term financial sustainability while supporting cultural programming.

The annual RiverCulture budget is \$48,000, which represents the Director's salary, advertising, graphic/web design, materials, and fees for artists, performers and other speakers. There is roughly \$29,753 in-hand and pledged for FY2018. The Adams Grant funded 19,765 in FY 2017. The Mass Cultural Council is developing a new cultural grant program, however that program expected to be announced during FY18.

RiverCulture is seeking a one time appropriation of \$20,000 to bridge the budget gap and allow the program to do the following in FY2018:

- Increase program scope and partnerships throughout Montague
- Promote the Turners Falls Cultural District and apply for available Mass Cultural Council funding.
- Work with Montague Cultural Council to formalize a municipal oversight partnership
- Grantmaking and fundraising for sustaining RiverCulture overhead
- Grantmaking support for arts related facilities in Montague
- Grantmaking for arts and cultural events in Montague
- Revisit the level of support with long standing RiverCulture sponsors
- Evaluate the financial returns of various types of fundraisers
- Position Montague as a leader in the creative economy of Western Mass

The Planning Department, Accountant, and Town Admin will continue to provide program staff support, as the Town would remain the fiscal sponsor through FY 2018.

The goal is to be financially self-sufficient from town appropriation in FY 2019.

Over 11 years the program has raised over 1M in funding from private sources and grants and has never once requested an appropriation from Town Meeting.

Respectfully submitted,

Walter Ramsey

Article 2



**MONTAGUE
BUSINESS ASSOCIATION**
LAKE PLACASANT • MILLERS FALLS • MONTAGUE CENTER
MONTAGUE CITY • TURNERS FALLS

PO Box 485
Turners Falls, MA 01376

Date: Sept. 13, 2017

To: Montague Select Board
Finance Committee

Regarding: Montague Business Association support for RiverCulture

The Montague Business Association would like to express support for the current proposal for \$20,000 of funding for RiverCulture.

Over the past 11 years, RiverCulture has highlighted and improved our town's assets. Having a strong organization as it transitions to a different funding structure is crucial in maintaining the momentum and positive activity that RiverCulture brings. RiverCulture has received an unprecedented amount of ongoing annual support from the Adams Grant for the past decade, a testament to the program's success and return on the investment. With RiverCulture's programs expanding to the town's other villages, we can draw attention and visitors to the town's additional assets.

Investing \$20,000 in town funding will continue to pay dividends to our businesses, residents and visitors for years to come. Please vote in favor of this action.

On behalf of the Montague Business Association and its Steering Committee,

Linda Ackerman, Greenfield Savings Bank
Eileen Dowd, Carriage House Designs
Stephan Smith, A. H. Rist Insurance

Holly Givens, Montague Business Association Coordinator



Dear Montague Town Meeting Member,

Thank you for reviewing the RiverCulture transition plan. I appreciate your consideration for a one time appropriation. This gap funding will allow me to expand programming into the five villages of Montague and take advantage of the benefits that come along with the new Turners Falls Cultural District.

I encourage you to log into the Turners Falls RiverCulture website and read letters of support by:

John Howland (Greenfield Savings Bank), Pat Fernandez (Judd Wire), Erin McLean and John McNamara (Loot), The Friends of the Discovery Center, Monte Belmonte, Pam Allan (Montague Cultural Council), Oliver Miller, Beth Bazler (FirstLight Power) The Nolumbeka Project and The Montague Business Association.

These letters come from different points of view and can be viewed together as a testament to the importance of the Arts, and the progress we have made as a community.

If you have any questions or comments, please call.

Very Best,

A handwritten signature in dark ink, appearing to read "Suzanne".

Suzanne LoManto
Director of RiverCulture
413-835-1390

www.turnersfallsriverculture.org

EXPENDITURES	Actual		Actual FY2017	FY18 WPCF Approved 5/6/2017	Revised for 10/5/17 STM	Changes
	FY16	FY17				
5110 Regular Wages	384,788.32	344,810	455,623	405,623	(50,000.00)	
5132 Overtime	49,287.91	41,580	50,000	50,000	-	
5140 Other Wages	6,774.29	11,219	11,150	11,150	-	
5193 Vacation Buy Back	8,903.26	6,178			-	
5194 Sick Leave Buy Back	3,500.00	1,167			-	
TOTAL PERSONAL SERVICES	453,253.78	404,954	516,773	466,773		
5211 Electricity TP	202,830.20	177,304	193,233	193,233	-	
5211.1 Electricity PS	19,466.74	17,308	24,310	24,310	-	
5213 Heating Oil	12,732.56	9,500	21,736	15,000	(6,736.00)	
5280 Solid Waste Disposal	19,009.61	116,440	60,000	60,000	-	
5300 Professional Services	67,725.37	127,093	92,250	80,000	(12,250.00)	
5310 Safety Expenses	21,070.64	5,528	12,795	8,000	(4,795.00)	
5320 Professional Development	4,986.45	370	5,000	5,000	-	
5340 Office	6,659.89	10,069	5,500	5,500	-	
5360 Grounds	2,497.32	439	5,000	5,000	-	
5370 Buildings	33,062.55	20,465	35,000	20,000	(15,000.00)	
5380 Vehicles	8,255.25	2,521	10,000	10,000	-	
5390 Equipment	161,595.33	145,945	210,000	150,000	(60,000.00)	
5410 Pump Station	12,200.02	8,606	20,000	20,000	-	
5430 CSO	55,782.86	16,029	28,000	28,000	-	
5440 Operational Supplies	30,718.17	67,408	40,000	40,000	-	
5450 Sludge Equipment	47,817.16	23,259	32,000	25,250	(6,750.00)	
5582 Uniforms/Clothing	1,514.61	379	500	500	-	
5740 General Insurance	7,971.28	10,518	8,500	8,500	-	
5790 Town Overhead	42,591.00	43,023	46,615	46,615	-	
5791 TFFD Overhead	5,500.00	5,500	6,500	6,500	-	
5795 Millers Falls Assessment Industrial Park Emergency	193,887.56	198,744	200,000	200,000	-	
TOTAL EXPENSES	957,874.57	1,006,448	1,056,939	951,408	(155,531.00)	
TOTAL WPCF	1,411,128.35	1,411,402	1,573,712	1,418,181	(155,531.00)	

Montague Planning Board

One Avenue A, Turners Falls, MA 01376 (413) 863-3200 ext 207 Fax:(413) 863-3222 Email: planner@montague.net

Certificate of Vote And Recommendation to Town Meeting Planning Board Petitioned Zoning Map Amendment Millers Falls Road Map 25 Lots 14 and 16 from Agriculture-Forestry-4 (AF-4) to General Business (GB) District

I, Ronald Sicard, chairman of the Montague Planning Board do hereby state that a duly convened meeting of the Planning Board of the Town of Montague which was held June 27, 2017 at 7:00 PM at the Montague Town Hall with the following members present:

- Ronald Sicard, Chairman
- Frederic Bowman
- George Cooke
- Robert Obear

Being represented by a quorum of the Montague Planning Board, with Ronald Sicard presiding:

Upon motion duly made and seconded it was unanimously voted that:

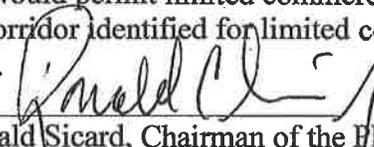
The Montague Planning Board recommend the following amendment to the official Montague Zoning Map to redistrict an approximate 10.5 acre area of land in Millers Falls identified as Assessors Map 25 Lots 14 and 16 from Agriculture-Forestry-4 (AF-4) to General Business (GB) District, as shown on the map on file with the Town Clerk.

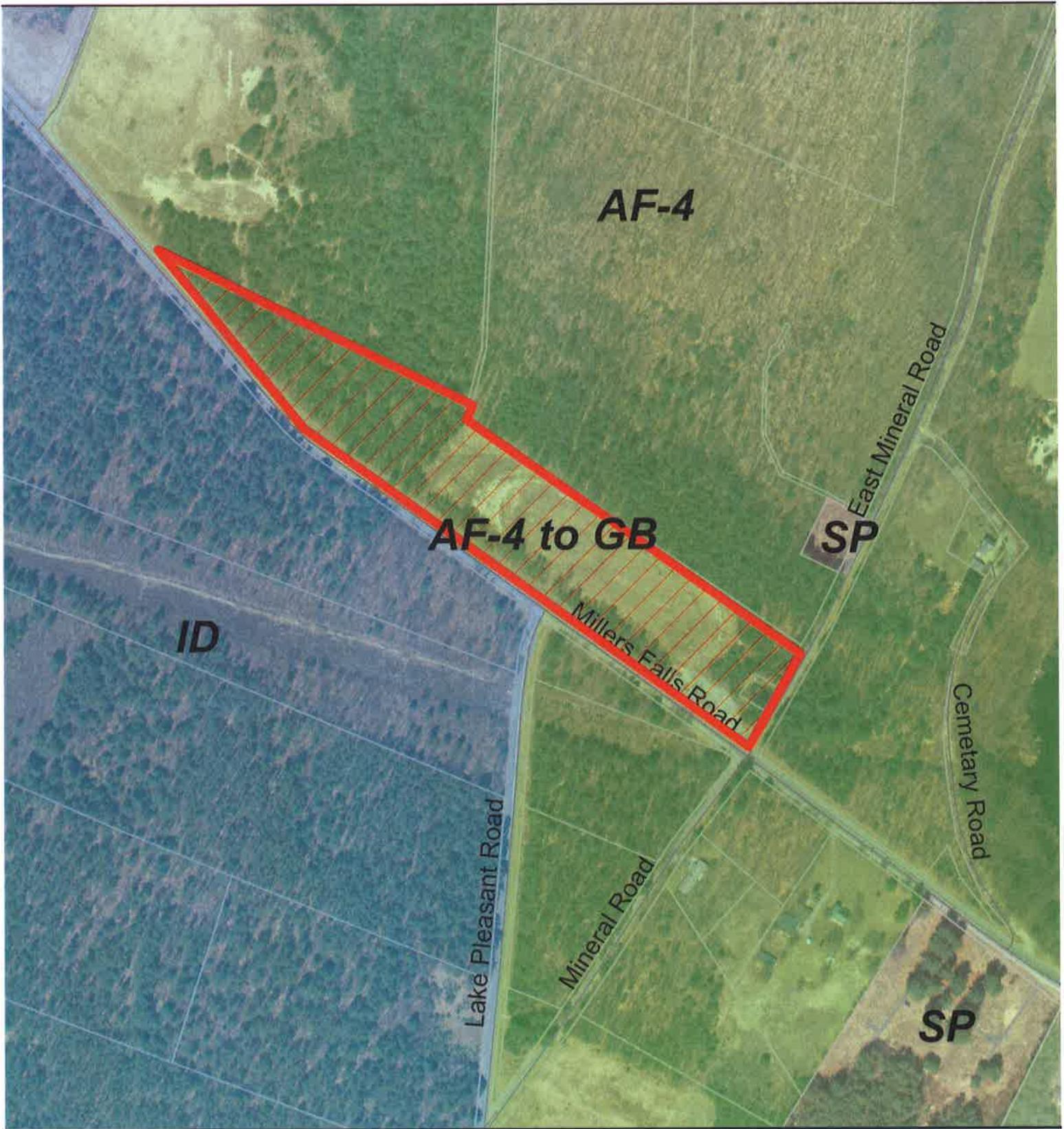
The decision came immediately following a duly posted public hearing held the same evening.

The Board made the following findings in support of their decision:

- The 10.5 acre subject area is primarily open space with one single family home on a non-conforming lot. The historical use of the lot has been for commercial uses
- Montague Lodge of Elks (property owner), had initially petitioned the town to request that the subject parcel be redistricted to "Industrial" for the primary purpose of accommodating a proposed 3 acre commercial solar facility.
- The current zoning (AF-4) could allow up to 2 single family homes to be built in the district and would not allow solar.
- The subject area abuts both AF-4 and Industrial District
- The subject area is along a commuter road but is not easily serviced by sewer, thus limiting potential for industrial uses and high quality employment opportunities
- General Business Zoning would permit limited commercial development (including solar) along a corridor identified for limited commercial development in the Town's Master Plan.

BY:


Ronald Sicard, Chairman of the Planning Board



**Proposed Zoning Map Amendment
 AF-4 to General Business
 10.5 Acres**



Produced by Montague Planning and Conservation Department for informational purposes. All boundaries are approximate.



Montague Planning Board

One Avenue A, Turners Falls, MA 01376 (413) 863-3200 ext 207 Fax:(413) 863-3222 Email: planner@montague.net

Certificate of Vote And Recommendation to Town Meeting Landowner Petitioned Zoning Map Amendment 2 Prospect Street from Public-Semi-Public to Neighborhood Business

I, Ronald Sicard, chairman of the Montague Planning Board do hereby state that a duly convened meeting of the Planning Board of the Town of Montague which was held June 27, 2017 at 7:00 PM at the Montague Town Hall with the following members present:

Ronald Sicard, Chairman
Frederic Bowman
George Cooke
Robert Obear

Being represented by a quorum of the Montague Planning Board, with Ronald Sicard presiding:

Upon motion duly made and seconded it was unanimously voted that:

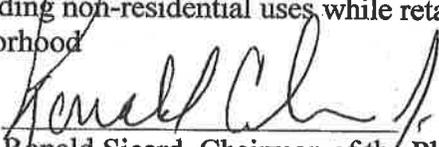
The Montague Planning Board recommend the following amendment to the official Montague Zoning Map to redistrict an approximate 0.3 acre area of land in Turners Falls located at 2 Prospect Street identified as Assessors Map 6 Lot 95 from Public-Semi Public District to Neighborhood Business District.

The decision came immediately following a duly posted public hearing held the same evening.

The Board made the following findings in support of their decision:

- St. Andrew's Episcopal Church (property owner) has petitioned the Town to request that the subject parcel "conform to the neighborhood's zoning" by rezoning the 0.3 acre parcel from Public-Semi Public to Neighborhood Business.
- The site is occupied by a former church within an established residential neighborhood
- The subject parcel of land abuts both the Neighborhood Business District and Residential District.
- The current zoning (Public-Semi Public) greatly limits adaptive reuse of the property as it only allows cemeteries, churches, and schools.
- Neighborhood Business Zoning is the appropriate district for the subject parcel because it permits adaptive re-use, including non-residential uses while retaining strict criteria to protect the residential neighborhood

BY :


Ronald Sicard, Chairman of the Planning Board



Rezone Petition

Map 6 Lot 95

Public-Semi Public to Neighborhood Business



Produced by Montague Planning and Conservation Department for informational purposes. All boundaries are approximate.

