



HOLYOKE HISTORIC AND CULTURAL TOURISM PLAN 2022

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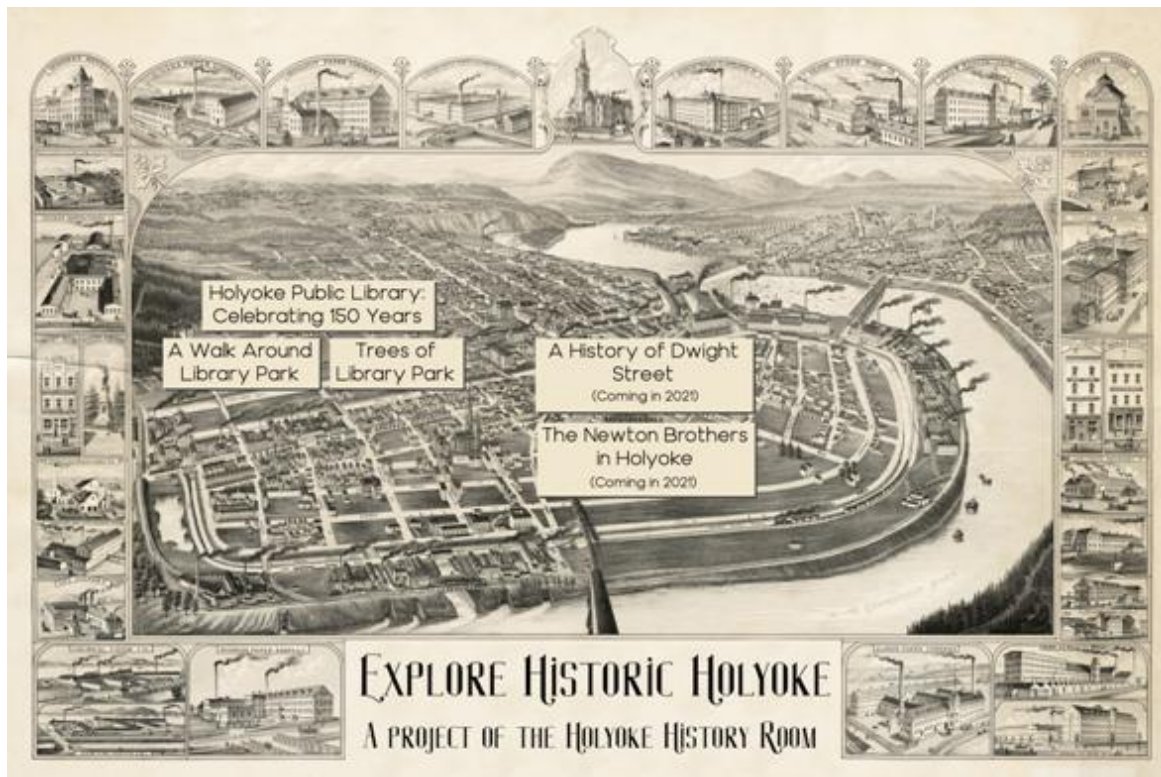


Figure 1: Holyoke History Room Tours Advertisement

EXECUTIVE SUMMARY

Historic and cultural resources are valuable tools to support community strength and economic growth to any city. The City of Holyoke (City) intends to utilize these tools to build its tourism economy while attracting heritage tourism and has invested time, energy, and funding towards several recent plans which prominently highlight these resources.

BACKGROUND

Mitigation funds from the Massachusetts Gaming Commission supported the development of the 2020 *Holyoke Tourism Strategic Plan*. This plan has led to the development of a city website and Community Calendar called Explore Holyoke, as well as a Tourism Advisory Committee which was formally established by ordinance in June 2022, under the Office of Planning and Economic Development (OPED).

In 2021, the City sought a consultant to undertake an assessment of historical tourism (also known as heritage tourism) conditions and opportunities to work in tandem with the *Holyoke Tourism Strategic Plan* and draw regional visitors for historic and cultural experiences that are equitable, accessible, and unique to Holyoke. The OPED actively participated in this project, as well as a core advisory group of stakeholders.

MISSION

Using additional funding from the Massachusetts Gaming Commission, the 2022 *Holyoke Historic and Cultural Tourism Plan* (the Plan) has been developed as an appendix to the 2020 *Holyoke Tourism Strategic Plan* (2020 Plan) through the lens of heritage tourism. Community outreach, with online and in-person options, as well as targeted interviews have provided a better sense of resident and stakeholder perspectives, needs, and goals.

VISION

Holyoke is a city where visitors become inspired by its cultural diversity, informed by its history, charmed by its canals, and so enriched that they want to return. *Holyoke Tourism Strategic Plan 2020*

Holyoke's historic and cultural assets can be used to strengthen its community, attract guests to experience heritage tourism unique to Holyoke, and build a stronger economy. *Holyoke Historic and Cultural Tourism Plan 2022*

PRINCIPLES FOR HOLYOKE

- Heritage Tourism will strive for authenticity and equitable representation of all cultural groups.
- Residents and visitors will have opportunities to enjoy historic and cultural aspects of Holyoke. through attending signature events and experiencing signature destinations.
- Reactivating, strengthening, and marketing existing historic and cultural resources is crucial to the success of this plan.

GOALS



Figure 2: Historic High Street, Holyoke

INTRODUCTION

ENVISIONING HISTORIC AND CULTURAL TOURISM IN HOLYOKE

Holyoke is a city where visitors become inspired by its cultural diversity, informed by its history, charmed by its canals, and so enriched that they want to return.

*Holyoke Tourism Strategic Plan 2020*¹

Holyoke's historic and cultural assets can be used to strengthen its community and attract guests to experience heritage tourism unique to Holyoke.

Holyoke Historic and Cultural Tourism Plan 2022

HISTORIC & CULTURAL HERITAGE TOURISM

Heritage tourism can be vital to an area's economic health, as well as providing quality-of-life benefits to residents.²

Each year, millions of travelers visit America's historic places. The National Trust for Historic Preservation defines heritage tourism as "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present." A high percentage of domestic and international travelers participate in cultural and/or heritage activities while traveling, and those that do stay longer, spend more, and travel more often. Heritage tourism creates jobs and business opportunities, helps protect resources, and often improves the quality of life for residents.³

Within New England, this finding was recently reinforced in a 2018 study for Rhode Island that looked at the impact of historic preservation as an economic driver in areas to include heritage tourism, and life and culture. The report found that "historic resources in Rhode Island are significant contributors to the economy, quality of life, and the environment of the state. The historic cities, towns, and neighborhoods in Rhode Island attract visitors, residents, businesses, and investment."⁴

There are not recent studies specifically focused on the economic impact of heritage tourism in Massachusetts, but statewide tourism campaigns spotlight the power of historic and cultural attractions. VisitMa.com promises that "You can see, hear, feel, and sometimes even smell the history throughout Massachusetts" when experiencing destinations like Plimoth Plantation, Old Sturbridge Village, the Freedom Trail, Lexington Green, the African Meeting House and Old Ironsides, otherwise known as the USS Constitution.⁵ A common link between these destinations is that they tell their story well through marketing, partnerships and outreach, and creative placemaking.

Restrictions related to the Covid19 Pandemic limited opportunities for travel and kept those who did travel close to home. In FY2020, there were 26.2 million total domestic visitors to places in Massachusetts with the largest state source of visitors from Massachusetts residents, defined as someone who travels 50 or more miles one way or who stays overnight in paid accommodations.⁶ Entertainment, sightseeing, and outdoor recreation stood out as primary trip purposes.

¹ Crane Associates, "Final Report Holyoke Tourism Strategic Plan," June 2020, [holyokeyhasenergy.com](https://holyokeyhasenergy.com/wp-content/uploads/2021/04/Holyoke-Tourism-Plan.pdf), <https://holyokeyhasenergy.com/wp-content/uploads/2021/04/Holyoke-Tourism-Plan.pdf>

² PlaceEconomics, "Beyond Tourism. Historic Preservation in the Economy and Life of Savannah and Chatham County," 2015 <https://www.placeeconomics.com/wp-content/uploads/2016/08/HSF-Beyond-Tourism-Report-2015-v4.pdf>

³ Advisory Council on Historic Preservation, "Heritage Tourism," https://www.achp.gov/heritage_tourism

⁴ PlaceEconomics, "Historic Preservation: An Overlooked Economic Driver. A Study of the Impacts of Historic Preservation in Rhode Island," 2018, https://www.placeeconomics.com/wp-content/uploads/2018/03/Rhode-Island-Report_3.2.18-pages-smaller.pdf

⁵ "Things to Do – History," <https://www.visitma.com/things-to-do/history/>

⁶ https://www.visitma.com/wp-content/uploads/2022/05/2022_Annual_Report_FINAL.pdf

Massachusetts recently ranked as the 2022 number one *Best State to Live In* according to personal finance website WalletHub, using metrics such as affordability, safety, quality of life, economy, education, and health.⁷ Quality of life in Western Massachusetts is enhanced by the built environment showcasing industry and architecture, as well as natural and planned landscapes which provide scenic beauty. Holyoke stands out in the region as a city where you can enjoy all these types of offerings in one place.

HOLYOKE'S HISTORIC & CULTURAL IDENTITY

The City of Holyoke (City) has the benefit of a city historian, engaged city staff and volunteer stakeholders, and residents who are very knowledgeable about the area's history and evolution.

The City website provides a general overview of the area's early history, beginning with the presence of Native American Algonquin (Pequots, Mohegans, and Chippewas), Agawam, and Nonotuck tribes to the European settlers who purchased and developed the land which would become today's Holyoke.⁸

The mills and canals which still dominate the streetscapes illustrate the importance of the nationally recognized "Paper City" of Holyoke, as one of the earliest planned Industrial-era cities in the country. This collective industrial heritage, combined with historic architecture, landscapes, and cultural offerings are a source of local pride and include a wealth of resources related to the City's early growth and development and tied to residents who make up the city's past, present, and future.

In 2022, the City can offer historic and cultural resources in the categories of:

- **ARCHITECTURE** commercial, institutional, industrial, ecclesiastical, structures & objects
- **LANDSCAPES** Mt. Tom, Connecticut River, trails, parks, canals, & urban gardens
- **STREETSCAPES** with buildings and other resources which provide context to the City's history
- **CULTURAL REPRESENTATIONS** museums, festivals, art, food, music, shopping

These assets will be examined through the lens of the three Strategic Thrusts identified in the 2020 Plan:

- **POSITIVE PUBLIC PERCEPTION OF HOLYOKE**
- **EFFECTIVE AND COORDINATED STRATEGIC MARKETING**
- **ATTRACTIVE DESTINATIONS**



Figure 3 MIFA Victory Theatre

⁷ Adam McCann, "2022's Best States to Live In," wallethub.com, 2022's Best States to Live in (wallethub.com) , accessed 2022.

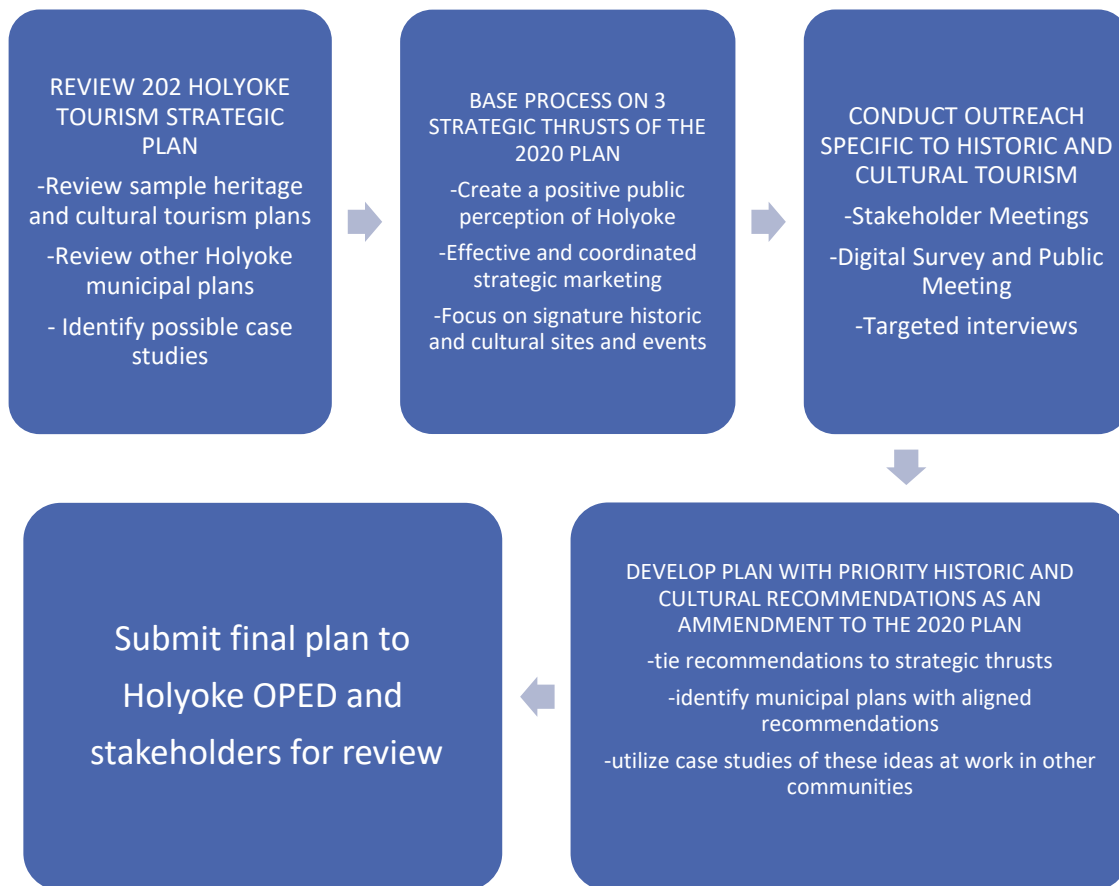
⁸ "History of Holyoke," <https://www.holyoke.org/history-of-holyoke/>

HERITAGE TOURISM AS A STRATEGY

The Advisory Council on Historic Preservation says that “Heritage tourism creates jobs and business opportunities, helps protect resources, and often improves the quality of life for local residents.”⁹ Holyoke is already designated as a *Preserve America* community, which supports “promoting historic preservation as a community development tool through heritage tourism.”¹⁰ Focusing on heritage tourism in Holyoke will further help to support community *Placemaking* efforts, and will also help residents to make informed decisions about neighborhood revitalization efforts, with an enhanced understanding that historic resources and cultural offerings in Holyoke should be a source of pride, a catalyst for community strength, and a valuable economic tool.

The 2020 Plan identified the city’s most valuable tourism assets and services. This 2022 amendment to that plan focuses on the City’s historic and cultural resources and how best to utilize these assets to support community growth and economic development while ultimately supporting Holyoke’s evolution as a destination for untapped tourism potential.

HOLYOKE HISTORIC & CULTURAL TOURISM PLAN PROCESS OVERVIEW



⁹ “Heritage Tourism,” *Advisory Council on Historic Preservation*, https://www.achp.gov/heritage_tourism, accessed November 2021.

¹⁰ *Ibid*

SITUATION ANALYSIS

The City has begun to implement recommendations from the 2020 Plan, particularly through the creation of a Tourism Advisory Committee (TAC) and the development of the Explore Holyoke website and Community Calendar.¹¹ Receiving funding from the Mass Gaming Commission for the 2022 Holyoke Historic and Cultural Tourism Plan as an amendment to the 2020 plan shows recognition of the value of history and culture and that these unique offerings are compatible with resources valued in other areas in Western Massachusetts. An incredible result of nearly 800 responses in the digital survey (Appendix D) emphasized that “While Holyoke has many great assets, its greatest asset is its people.”



Figure 4: Holyoke Merry-Go-Round in Heritage State Park

The drive and human capital to implement action in Holyoke is a case study for other cities. This is evident in St. Patrick’s Day Parade festivities, widespread community gardening activities, the Heart of Holyoke project, and many other initiatives that have broad organizational support large and small, from weaving cooperatives, to artists communities, sporting clubs and more. This is Holyoke’s greatest asset.¹²

The strength of Holyoke’s collective community and passion for its abundance and variety of historic and cultural built and natural resources remains evident through this planning process.

Opportunities going forward include developing coordinated branding and communication with the creation of a **Marketing or Communications Director** position and exploring the establishment of a **Cultural Coordinator** role to strengthen and connect the variety of arts and cultural initiatives happening or in the works in Holyoke. Understanding the responsibilities currently held by the City’s Department of Public Works and Parks and Recreation Department will more clearly define any capacity gaps and undertakings that fall under these departments. Strengthening the local historic and cultural offerings for residents will also entice guests who are currently visiting other Western Massachusetts cities and towns but not coming to Holyoke.

Weaknesses which make utilizing historic and cultural resources for heritage tourism challenging include municipal and volunteer capacity shortages in areas needed to accomplish goals, designated finances to allow for capacity building, communication breakdowns related to organizations working on similar but separate initiatives, and challenges with public perception of safety concerns and what there is to do of value in the City related to historic and cultural offerings. Organizations and residents continue to voice a need for timelier clean-ups of city streets and public places. While neighborhoods are clearly defined, there are not city-wide representative neighborhood or Ward councils or associations.

Since 2020, threats to strengthening historic and cultural offerings as tourism resources include closures and cancellations from COVID19 Pandemic which has led to ongoing disruptions in services and visitation, deterioration of significant resources, lack of coordinated marketing, and continued perceptions of safety issues in the City which may lead residents and guests to go elsewhere for heritage tourism.

¹¹ <https://www.exploreholyokey.com/>

¹² Crane Associates, “Final Report Holyoke Tourism Strategic Plan,” June 2020, holyokeyhasenergy.com, <https://holyokeyhasenergy.com/wp-content/uploads/2021/04/Holyoke-Tourism-Plan.pdf>

THE 2022 PLAN

NEW INITIATIVES

Holyoke has an abundance of historic and cultural resources to support and strength heritage tourism offerings for residents and guests.

The new **Tourism Advisory Council (TAC)**, recommended in the Holyoke Tourism Strategic Plan and formalized by ordinance to support tourism in June 2022, will be a useful tool for these resources.

The scope and purpose of this group is:

- to create and market a new brand for Holyoke
- to initiate permit reform for events, public gatherings
- to annually monitor and report the progress of tourism initiatives to the Mayor and City Council
- to review infrastructure maintenance programs and to support city beautification and cleanliness initiatives
- to coordinate business communications and Holyoke tourism opportunities into one marketing effort
- to establish and support signature destinations and districts such as a Puerto Rican Cultural District on Main Street and the Canal District
- To promote ecotourism and outdoor recreation
- To make recommendations for a financial and human resource plan
- To recommend annual updates to the Holyoke Tourism Strategic Plan
- To update and revise the Holyoke Tourism Strategic Plan from time to time as the Commission finds necessary

The Committee will be comprised of up to 15 members, to include one “youth,” with seven members specifically from the following agencies:

- Holyoke Cultural Council
- Greater Holyoke Chamber of Commerce
- Greater Springfield Convention and Visitors Bureau
- Holyoke Office of Planning and Economic Development
- Holyoke City Council
- Holyoke Historical Commission
- Wistariahurst Museum

The Explore Holyoke website has also been developed and launched in early 2022. This site includes categories on Arts and Culture, Fun and Leisure, Shopping and Retail, Heritage and History, Parks and Rec, and Food and Drink, and has a Community Calendar.

It also has links to the Greater Holyoke Chamber of Commerce¹³ and the site Explore Western Mass¹⁴, setting up the potential for regional collaboration.

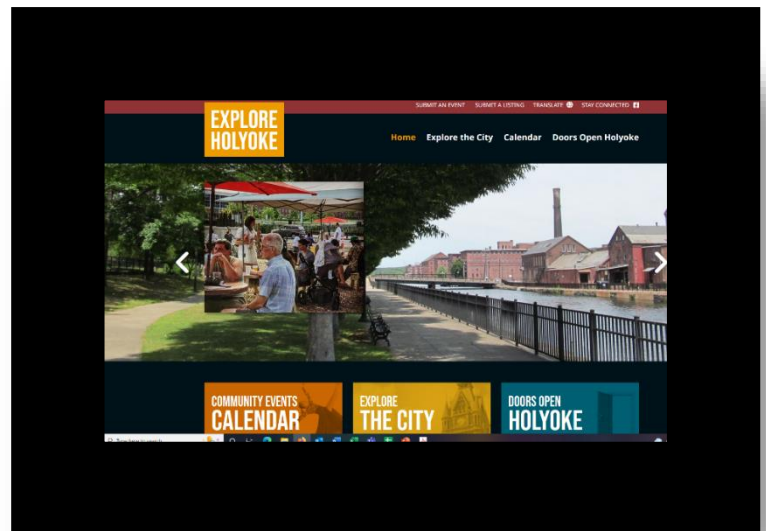


Figure 5: New Explore Holyoke Website

¹³ <https://www.holyokechamber.com/>

¹⁴ <https://explorewesternmass.com/meeting-planners/>

VISION STATEMENT

Holyoke's historic and cultural assets can be used to strengthen its community and attract guests to experience heritage tourism unique to Holyoke.

Holyoke Historic and Cultural Tourism Plan 2022

NEXT STEPS - STRATEGIC GROWTH OPPORTUNITIES

The research and outreach process related to heritage tourism in Holyoke identified three primary focuses which are also aligned with the 2020 Plan and TAC's scope and purpose.



CAPACITY

As noted in the 2020 plan, "changing a city's reputation is a long-term effort...this is not a short-term commitment, nor will it be free...Like all worthwhile efforts, this one will take time and money. If the current city leadership stands behind this recommendation today, then it will survive changes in government administrations for the likely duration to see progress, investments, and positive change."¹⁵ It is crucial to hire a Marketing or Communications Director to promote the City's historic and cultural offerings; to establish a non-profit to oversee and fundraise for some of the city's signature events; and to formalize a cultural coordinator position. The City's Department of Public Works, the Office of Planning and Economic Development, and the Department of Parks and Recreation play major roles related to infrastructure, City-owned historic and cultural resources, and open spaces and programming. Auditing the responsibilities and resources of these departments is a first step in understanding if there are capacity issues.

CULTURAL OFFERINGS (SIGNATURE EVENTS AND OFFERINGS)

While there have been some interruptions due to the COVID19 Pandemic, there have also been new cultural offerings developed since 2020 as well as efforts to revitalize and strengthen previously established events and destinations. There are currently a solid amount of signature events and offerings which relate to the history and culture of Holyoke. Inventorying, supporting, and strengthening these resources, establishing a strong marketing plan, and following best practices for placemaking are crucial steps towards presenting Holyoke as an attractive destination for heritage tourism.

PLACEMAKING

Placemaking includes the creation of active neighborhoods, welcoming public spaces, and cities that meet the needs of their inhabitants on different levels.¹⁶ The organization Project for Public Spaces (PPS) has guidelines¹⁷ and recommendations¹⁸ on how to improve living in cities by focusing on placemaking. The National Trust for Historic Preservation's #ThisPlaceMatters campaign emphasizes the importance of maintaining, preserving, and recognizing the historic and cultural significance of locations and properties across the country.¹⁹ Working towards strategic placemaking in Holyoke and including the community in the process will support the transformation of historic and cultural resources into assets for residents and attractions for guests.

¹⁵ <https://holyokeyhasenergy.com/wp-content/uploads/2021/04/Holyoke-Tourism-Plan.pdf>

¹⁶ "What is Placemaking," <https://www.archdaily.com/961333/what-is-placemaking>

¹⁷ "What Makes a Great Public Place?" <https://www.archdaily.com/914616/what-makes-a-great-public-place>

¹⁸ "Five Essential Elements of a Placemaking Campaign," <https://www.pps.org/article/five-essential-elements-of-a-placemaking-campaign?utm-medium=website&utm-source=archdaily.com>

¹⁹ <https://savingplaces.org/this-place-matters#YxH9u7TMKUk>

HOLYOKE'S SIGNATURE EVENTS AND OFFERINGS

SIGNATURE OFFERINGS	Canal System & Canal District	Children's Museum at Holyoke	City-Wide Historic Architecture
Demented FX	H.H. Richardson Train Station at Depot Square	High Street Area (City Center)	Holyoke Merry-Go-Round
International Volley Ball Hall of Fame	Jones Ferry River Access	Main Street Area (Little Puerto Rico)	MIFA Victory Theatre
Parks, Trails, Reservoirs	Race Street Area (Arts District)	Robert E. Barrett Fishway	Wistariahurst Museum

SIGNATURE EVENTS	Celebrate Holyoke	Christmas Tree Lighting & Parade of Lights	Doors Open Holyoke	Fiestas Patronales de Holyoke
Great Holyoke Brick Race	Heritage Park Concert Series	Holyoke Farmers' Market	Mondays at the Armour Yard	Noche de San Juan
Paper City Regatta	Race Street Live Block Party	Restaurant Week	St. Patrick's Road Race & Parade	Valley Blue Sox Games
	Paper City Food Festival	Wistariahurst Programming		

WHAT MAKES A GREAT PLACE?

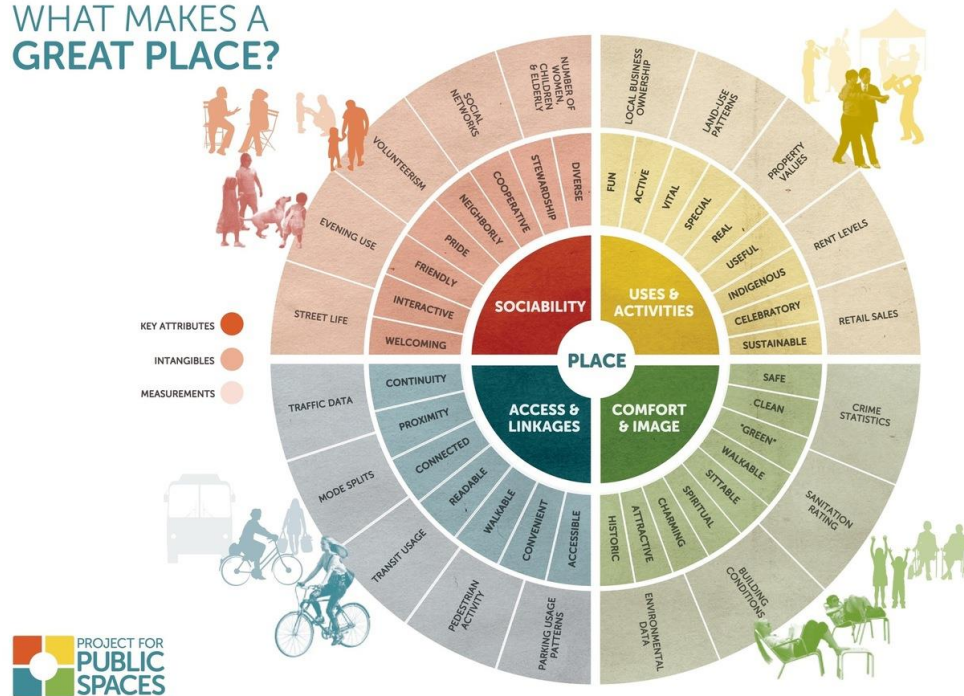


Figure 6: PPS Guide to Placemaking

KEY RECOMMENDATIONS

CAPACITY BUILDING

- Hire a Marketing or Communications Director
 - Develop a Marketing Plan to include cohesive branding, coordination of offerings
 - Develop a City-Wide Visitor Interpretive Experience Plan
 - Create an Online Public Engagement Platform (like Engage Amherst)
 - Pursue Funding
- Pursue cultural district designations through the Mass Cultural Council
- Designate a Cultural Coordinator to manage the districts
 - Duties include promotion of citywide cultural resources/support of Cultural Council
 - Management and pursuit of funding for districts once established
 - Focus on City Anniversary/explore whether to add or reinforce signature events
- Establish a non-profit organization to oversee and fundraise for some of Holyoke's larger, signature events (like Spirit of Springfield and Westfield On Weekends-WOW)
- Identify DPW and Parks and Rec Department Roles
 - DPW (audit responsibilities, define roles, municipal-owned building report, city-wide sign audit, identify grants that this department can pursue)
 - Parks Dept (audit responsibilities, define role, identify grants that this department can pursue, partner with Heritage State Park DCR Team)
- Develop a Cultural Resources Inventory

STRENGTHEN EVENTS AND OFFERINGS THROUGH PARTNERSHIPS & ADVOCACY

- Use the Holyoke Cultural Resources Inventory to identify potential partnerships
- Support and utilize the Tourism Advisory Council
- Support and utilize the Holyoke Chamber of Commerce – major resource and frequent fiscal agent
- Encourage and support partnerships and cross-promotions between all historic and cultural stakeholders (ex. Children’s Museum and Merry-Go-Round, Wistariahurst and Heritage Park Visitors Center)
- Work with signature offerings in support of viability and outreach to keep them open as often as possible.
- Reactivate empty spaces to build community support (ex. current meetups in Holyoke related to the Armour Yard – this model could be used for the depot building, mill spaces, street areas)
- Formalize and allow for accessible, easy to use and ongoing engagement to meet needs of community (Amherst’s Online Public Engagement Platform)
- Coordinate marketing of historic cultural stories and ways that people can access them (City of Stories Project, various tour programs, exhibits)
- Build Holyoke Pride (coordinated neighborhood signs, formal building sign program, National Trust This Place Matters style-campaign, formal historic and cultural building sign program, begin Explore Holyoke “My Holyoke” blog posts, QR codes and kiosks to share history and culture).
- Establish or strengthen an existing Holyoke event dedicated to the arts (Cultural Chaos/Mattoon Street Festival)
- Support the expansion of Nuestras Raices Community agriculture and develop one or more urban farm stands for residents and guests (like Gardening for the Community Maple Street Farmstand, Springfield)
- Move and expand the Volleyball Hall of Fame and add volleyball nets for public use throughout the city
- Expand the Children’s Museum of Holyoke and include an exhibit on regional history
- Support the rehabilitation and reactivation of the MIFA Victory Theatre as this will be a cultural and economic catalyst for the city center.
- Capitalize on the Valley Blue Sox fan base and add to the gameday experience (food trucks)

PLACEMAKING TO BUILD A STRONG COMMUNITY

- Develop Design Guidelines to be applied throughout tourism areas and ultimately, the city
- Prioritize and be strategic with aesthetics and beautification (neighborhood signs, art, live and broadcasted music, infrastructure and facade improvements, trees, and planters, uplighting, string lights, pole banners)
- Use vacant storefronts to temporarily build historic and cultural awareness through art and storytelling with photos and artwork
- Build Cultural Awareness through storytelling (building signs, updated exhibits, cultural centers, central place for immigrant heritage)
- Main Street is a major access point to Holyoke and should be more welcoming
- Strengthen Access by supporting citywide and regional multimodal means of transportation
- Strengthen Neighborhoods/Wards (add cohesive signage for each neighborhood, provide municipal support of formal representative neighborhood/ward groups, encourage neighborhood events)
- Create a Public Market (Share Culture through Food and Shopping and could be space to share the entire cultural heritage of Holyoke. Worcester Public Market, near the Woo Sox, is a good example)
- Support the growth of Nueva Esperanza’s Puerto Rican/Afro Caribbean Cultural Center of Holyoke
- Utilize Preservation and Cultural Tools (ex. Preservation Easements, Local Historic Districts, Historic Tax Credits, MPPF, MA Cultural Council funds, MAPC Cultural Tool Kit)
- Establish protocol for translation services
- Establish permanent space for artisans (start with pop ups/kiosks)

"THE LATE TOURISM ECONOMIST PETER GRAY WAS FOND OF SAYING, 'IF YOU DO IT FOR THE LOCALS THE TOURISTS WILL COME; IF YOU DO IT FOR THE TOURISTS, ONLY THE TOURIST WILL COME.'" [PlaceEconomics](#)



Figure 7: Summer Concert Series in Heritage Park 1991

DOCUMENTING THE IMPACT

Based on Guidance in *Building a Cultural Heritage Tourism Program*, successful, sustainable growth of a cultural heritage tourism program requires a clear process and constant feedback, evaluation, and adjustment.²⁰ There are four stages of an evaluation cycle:

ANALYZE – Analyze the ways that you can improve the outcomes and impacts that characterize your program’s progress towards achieving its goals. This includes things such as return on investment, numbers of visitors, ratio of visitors to staff, visitor feedback, and an online presence. The establishment of a community engagement platform will help with ongoing outreach.

ADJUST – Allow for any adjustments identified during analysis for your program to continue to progress seamlessly. Adjust your plan to create the best outcomes such as forming new partnerships, creating new activities, and improving facilities.

APPROVE – Review requested adjustments to ensure they are sustainable for the long-term health of your program. This involves the input of key members who have become stakeholders in your cultural heritage tourism program. Clear decision making and consensus are key.

IMPLEMENT – Share the tangible experiences that you and your community have created together based on continual careful analysis, adjustments, and agreed upon approvals.



Figure 8: Paper Making Exhibit at Heritage State Park DCR Visitor's Center

DESIGN GUIDELINES (*Building a Cultural Heritage Tourism Program*)

AESTHETICS *Provide design guidelines for light standards, signage, and furnishings to be applied throughout tourism areas; Incorporate streetscape elements like consistently designed lamp posts to help define and enhance pedestrian zones; Include standardized street lighting, string lighting, and uplighting to highlight significant resources; Design business and advertising signage that identifies businesses without dominating the setting or skyline.*

SAFETY *Install appropriate traffic calming measures in key locations; Where possible include sidewalks that are separated from the roadway by landscaping or barriers and incorporate medians to divide travel lanes at intersections in high travel areas; Provide safe and clearly marked pedestrian crossings.*

ORIENTATION *Develop a detailed Wayfinding Plan; Incorporate wayfinding at key locations throughout the community that provides appropriate levels of information to visitors.*

²⁰ David Ketz and Anne Ketz, *Building a Cultural Heritage Tourism Program*, <https://106group.com/wp-content/uploads/2020/10/Cultural-Heritage-Tourism-LBT-Paper-2020-david-ketz-anne-ketz-1.pdf>

SHORT TO MEDIUM TERM ACTION STEPS

ACTION	ANTICIPATED OUTCOMES	STRATEGY FROM PLAN	STAKEHOLDERS	TIMEFRAME	FUNDING SOURCES
Hire a Marketing or Communications Director	Create a Marketing Plan, branding and cohesive marketing, develop a civic engagement platform	Capacity Building Partnerships and Advocacy	OPED TAC Chamber of Commerce All Stakeholders, particularly municipal-owned and operated	Short-term	Grant Funding City Budget
Establish a Cultural Coordinator (See Creative Economies Industry Coordinator from 2020 TSP)	Develop a Cultural Resources Inventory, establish cultural partnerships, pursue Cultural District Designation	Capacity Building Partnerships and Advocacy	OPED TAC Chamber of Commerce Holyoke Cultural Council	Short-term to Medium-term	Parking fees Holyoke Cultural Council Mass Cultural Council
Support establishment of a private non-profit to fundraise and run major signature events	Establish new and strengthen existing community cultural events and initiatives	Capacity Building Partnerships and Advocacy	Holyoke Chamber of Commerce Marketing Director TAC	Short-term to Medium-term	Fundraising Grant Funding Capital Campaign (see Appendices B and E)
Audit DPW Responsibilities Audit Holyoke Parks and Recreation Responsibilities	Confirm capacity to responsibility ratio, prioritize city cleanup, develop city-owned properties inventory, conduct a city-wide sign audit, pursue grants	Capacity Building Placemaking	DPW P&R OPED Office of Conservation and Sustainability	Short-term (cleanup) to Medium term	City Budget Grants to include NPS and CPA if projects meet categories (see Appendix E)
Develop Design Guidelines and beautification work to be applied throughout tourism areas	Infill should be compatible with context of historic streetscapes. Establish permanent space for artisans.	Placemaking (see 2014 Placemaking Ideabook for Holyoke's Innovation District)	Marketing Director OPED Office for Community Development Holyoke Chamber of Commerce	Medium Term	Revisit past studies and pursue Grant Funding (see Appendices B, C and E)
Support the establishment of neighborhood associations	Add cohesive neighborhood signage, support, and encourage neighborhood events	Capacity Building Partnerships and Advocacy Placemaking	Office for Community Development OPED	Medium Term	Grant Funding (Holyoke Cultural Council to support events) and City Budget (See Appendices B and E)

APPENDIX A – STAKEHOLDERS

RESOURCE	NOTES
Children’s Museum at Holyoke	https://www.childrensmuseumholyoke.org/ For 40 years, the goal of this local cultural institution is to enhance the educational and cultural awareness of all children through the arts, sciences, and world. Features participatory exhibits and interactive learning.
Doors Open Holyoke	https://www.doorsopenholyoke.org/event-guide <ul style="list-style-type: none"> Introduces new tourist spots and encourages the visitation of well-known destinations in Holyoke, free of charge
Explore Holyoke	https://www.exploreholyoke.com/ is the new community engagement site and calendar for Holyoke residents and visitors
Great Holyoke Brick Race	http://www.thegreatholyokebrickrace.com/ <ul style="list-style-type: none"> A community event in which participants creatively decorate and build bricks with wheels to race motor-free
Historical Tours of Greater Holyoke	http://www.holyokecanaltour.org/ http://www.holyokecanaltour.org/tours-on-other-topics-in-holyoke/ <ul style="list-style-type: none"> Free public tours/Private tours for a fee Tours of mills, canalways, Olmsted Parks, neighborhoods, etc. Hosted by the Holyoke Preservation Trust
Holyoke Chamber of Commerce	<ul style="list-style-type: none"> Revitalized and rebranded organization Fiscal Agent for many of the city’s signature events
Holyoke Civic Symphony (originally formed as part of Holyoke Community College)	http://www.holyokecivicsymphony.org/ <ul style="list-style-type: none"> Performs four concerts each season (three free of charge) HCC provides rehearsal and concert space, instrument loans, and other essential services
Holyoke Community College	https://www.hcc.edu/about https://www.hcc.edu/about/tab-art-gallery https://www.hcc.edu/about/facts-and-history <ul style="list-style-type: none"> Educational classes are offered as well as workforce training classes First 2-year college in the state Offer cultural and recreation events and activities to the community Has the largest disc golf course in Western Mass Holds an annual art exhibition that is open to the public
Holyoke Community Preservation Act Committee	Historic Preservation projects are a required use of Community Preservation Act funds. https://holyokecpac.org/ <ul style="list-style-type: none"> Most recent plan appears to be from 2018
Holyoke Cultural Council	https://massculturalcouncil.org/local-council/holyoke/ https://www.facebook.com/HolyokeCulturalCouncil/ Provides grant funding for concerts and festivals, community arts and cultural organizations, art education in schools, and projects celebrating diversity. Currently on Facebook only - Should have presence on the city web site and support the pursuit of cultural district designations.

Holyoke Farmers' Market	https://holyokefarmersmarket.wordpress.com/ https://www.facebook.com/HolyokeFM/ <ul style="list-style-type: none"> • Vendors accept SNAP, HIP, and EBT • Held every Saturday in the summer on Race Street • Vendors sell produce, ready to eat food, soaps, etc. <p>Facebook page promotes other community events such as free fitness classes</p>
Holyoke Historical Commission and Holyoke Historic District Commission	<ul style="list-style-type: none"> • Knowledgeable and engaged Commissioners • Capacity issues https://www.holyoke.org/departments/historical-commission/ <p>Holyoke is also a Certified Local Government and works with the National Park Service to promote nationwide preservation initiatives. This commitment is key to America's ability to preserve, protect, and increase awareness of our unique cultural heritage found across the country.</p> https://www.nps.gov/subjects/clg/index.htm
Holyoke Parks and Recreation Department	<p>Holyoke Parks and Recreation seeks to develop and promote a wide variety of recreation opportunities and to encourage and inspire all Holyoke residents to come out and play in Holyoke. This department offers citywide events, neighborhood festivals and year-round recreational activities that truly enhance the quality of life for the people of Holyoke – 365 days a year.</p> https://www.holyoke.org/departments/parks-recreation/
Holyoke Public Library (The Library in a Park) Holyoke Library History Room	<p>Library provides adult services which include self-improvement lectures Renovated and expanded in 2013 Programming such as mini-golf and games fundraiser Holyoke Remembered Oral History Interviews Ciudad de Historias/City of Stories multimedia virtual tours Claiming Place: Preserving the History of Local Puerto Rican and Latinx Culture Nuestros Senderos Community Archives Project</p> http://www.holyokelibrary.org/historyabout.asp <ul style="list-style-type: none"> • Engaged staff already working on storytelling for the city's Puerto Rican community (City of Stories Project) • This program could be expanded to other phases to tell more of the city's immigrant history <p>Small capacity but procuring and managing a lot of grants – this is a major resource of history and culture for the City.</p>
Holyoke Media	<p>Holyoke Media's vision is to promote transparency in government and provide opportunities to elevate traditionally disenfranchised voices by literally and figuratively handing the mic to those most often left out of media production and dissemination.</p> https://holyokemedia.org/about/ <ul style="list-style-type: none"> • Promotional and information for residents • Can share and provide historic and cultural programming
Holyoke Preservation Trust	https://www.holyokepreservationtrust.org/ <p>A non-profit that works to preserve Holyoke's historic architecture through a variety of educational community events.</p> <ul style="list-style-type: none"> • Already supporting historic tours • Strong member base <p>Good organization for partnerships and non-profit status can fundraise. Potential for revolving fund.</p>

Holyoke Rows at Jones Ferry River Access	https://www.holyokerows.org/ <ul style="list-style-type: none"> • Their mission is to make rowing more accessible than the traditional rowing population • Offer programs for youth, teenagers, and adults (some free) • Offers rentals, has waterfront access, is open to all.
Holyoke Skateboard Park	https://www.bostonglobe.com/metro/2016/04/09/skateboard-park-brightens-hard-pressed-holyoke/xx1WkzDUCXnmW3uVvAd7BN/story.html https://www.facebook.com/pages/category/Community/Holyoke-Skate-Park-540383909361292/ https://www.youtube.com/watch?v=SAvAk9xCQKA Located in a long-neglected area of Holyoke, this development has pushed drugs and gangs out of the area
Holyoke Tourism Advisory Committee (TAC)	<ul style="list-style-type: none"> • Formed in June 2022 (see page 5)
Holyoke Soldiers' Home	Established in 1952, the HSS is a long term healthcare facility for eligible Massachusetts Veterans. It is valued as a local cultural resource and is sometimes the source of community programming and opportunities for community support and engagement. https://www.mass.gov/orgs/soldiers-home-in-holyoke
Holyoke Visitors Center (MA Department of Conservation and Recreation) in Heritage Park	<ul style="list-style-type: none"> • Knowledgeable staff • Current programming to include tours • Urban park setting along the canal and near other signature destinations • Park needs more seating and opportunities for engagement • Connect rail trail as an actual path – people walk along it even though it is still train tracks • Access to DCR knowledge and funding?
MIFA Victory Theatre	https://www.mifafestival.org/ <ul style="list-style-type: none"> • A space where performances are held • Historic landmark Reactivation could be transformative to the neighborhood and City
Nueva Esperanza El Corazon/Heart of Holyoke Placekeeping Project	https://www.holyoke.org/planning-and-economic-development-transitions-el-corazon-heart-of-holyoke-placekeeping-project-management-to-nueva-esperanza/ <ul style="list-style-type: none"> • This project commissions public art works, including banners, large-scale art, dynamic lighting, murals, food trucks, and art festivals to reflect the culture in surrounding neighborhoods <p>Nueva Esperanza Inc. Holyoke, MA – Creation. Community. Culture. (nuevaofhollyoke.org)</p> <ul style="list-style-type: none"> • Nueva Esperanza began as a group of tenants who sought funding to improve their apartments that their landlords neglected but is now a community development corporation that also supports community services The organization celebrates Puerto Rican/Afro Caribbean Culture
Nuestra Raices	https://nuestras-raices.org/ <ul style="list-style-type: none"> • Created the first community garden in South Holyoke and have since created a network of 14 gardens • Committed to community advocacy work Has a mobile market to make fresh food more accessible

International Volleyball Hall of Fame	<ul style="list-style-type: none"> • Of international significance • Tied to current volleyball events throughout the state • Already used as a rental venue • Needs a larger space where games can be played with the museum as a backdrop
Irish Culture and St. Patrick's Parade and Road Race	<p>About - Holyoke St. Patrick's Day Parade (holyokestpatricksparade.com) Irish Cultural Center of Western NE is in West Springfield History Irish Cultural Center of Western New England Irish House Restaurant and Trinity Pub (irishcenterwne.org) Tralee (County Kerry) – sister city in Ireland Dingle Peninsula Connections with Western Massachusetts (dingle-peninsula.ie)</p> <ul style="list-style-type: none"> • Holyoke's St. Patrick's Day Parade is the largest (or second largest) worldwide • St. Patrick's week activities include the Colleen Pageant, 10k Road Race, Bishop's Mass, J.F.K Award Dinner, and the Mayor's Breakfast
Preserve America Community	<p>https://www.achp.gov/preserve-america/preserve-america-communities</p> <ul style="list-style-type: none"> • Has Holyoke received any federal money from their designation? • A designation for communities that protect and celebrate their heritage, use their historic assets for economic development, and encourage education and heritage tourism. • The designation allows for promotional materials and the ability to apply for grants • Holyoke's information needs to be updated
Trustees of Reservations	<p>https://thetrustees.org/ Current TOR properties include Little Tom Mountain, the Land of Providence, and the Dinosaur Footprints. Holyoke sites appear neglected, unwelcoming, or are closed.</p>
Robert E. Barrett Fishway	<p>https://www.hged.com/community-environment/barrett-fishway/default.aspx The resource is highly valued based on local feedback but has generally been closed to the public since the start of the COVID-19 pandemic.</p>
Wistariahurst Museum	<p>https://wistariahurst.org/</p> <ul style="list-style-type: none"> • Previously the home to the Skinner family, but is now dedicated to preserving Holyoke's history through educational programs, exhibits and special events • The museum also includes gardens that are open to the public free of charge • Set within the community • Ability to engage with a variety of programs • Opportunities for a variety of exhibits • Public space for events and gatherings

APPENDIX B – CASE STUDIES WITH EMBEDDED LINKS IN TITLES

LOWELL (marketing mills, history, culture, and canals)

NATIONAL HISTORICAL PARK

Established in 1978, Lowell National Historical Park is comprised of a variety of buildings and landscape features which allow visitors the opportunity to explore the American Industrial Revolution through the history of textile manufacturing. Museums and exhibits, canal and trolley tours, and self-guided walks along the Lowell waterways provide different approaches to engaging with the area's rich history. A variety of year-round festivals, museum and galleries, food offerings, children's and family programs, and recreational opportunities broaden the park's appeal to a range of tourists and local residents alike.

MORGAN CULTURAL CENTER

Housed in a former boarding house for the Boott Cotton Mills, the Morgan Cultural Center features the Mill Girls Boardinghouse Exhibit, where visitors to Lowell can learn about the lives of Lowell's mill girls. Along with exhibit space, the center also features a research library, and community spaces, including rehearsal space for the Angkor Dance Troupe.

CANALWAY CULTURAL DISTRICT

Lowell's Canalway Cultural District was officially designated in 2007, and is located within Lowell National Historic Park. The District's extensive offerings include multiple event venues, museums and galleries, restaurants and cafes, public art and murals, and parks and plazas. This vibrant arts and culture destination attracts over 500,000 visitors a year.

WORCESTER

(history, culture, and food)

WORCESTER PUBLIC MARKET

Worcester Public Market, located within the Canal District, opened in February 2020 as a 20,000 square-foot multi-vendor food-oriented marketplace, featuring a wide range of food vendors, restaurants, and "funky" retail shops. Larger establishments include Wachusett Brew Yard and The Market Pantry, which features local and artisanal foods and handmade items. Multiple indoor and outdoor dining options and live entertainment contribute to the success of this community gathering space.

BOSTON (green space, history, culture, nature, food, nightlife...)

ROSE KENNEDY GREENWAY

The Rose Kennedy Greenway, opened in 2008, is Boston's contemporary public park. Among the offerings of this 1.5 mile curving linear greenspace are fountains, a carousel, food trucks, and beer & wine gardens. Its landscaped gardens, urban wildflower meadow and beehive bring the serenity of nature to the heart of the city.



Figure 9: Worcester Public Market and Model of the Blackstone Canal



Figure 10: Walnut Street Farm Store Google 2022

SPRINGFIELD (community gardening and a farm store)

“GARDENING THE COMMUNITY” AND WALNUT STREET FARM STORE

The food justice organization Gardening the Community combines the cultivation of vacant abandoned urban lots with a youth development program, training local youth in urban agriculture and sustainability and providing healthy food for the local community. The program’s resulting produce, grown using sustainable methods, is distributed to youth enrolled in the program, and is also made available for sale at the community’s own Walnut Street Farm Store, farmer’s market, and neighborhood markets (bodegas) and restaurants.

PALMER (historic depot turned restaurant and cultural resource)

STEAMING TENDER RESTAURANT

In 1987 historic Palmer Union Station began a years-long restoration process, as part of a community effort to bring more business to Palmer. The resulting Steaming Tender Restaurant preserves the building’s historic character while serving dinner four nights a week and lunch on weekends and is available for event hosting indoors and out. Visitors can also tour the grounds and explore the onsite open-air museum to learn more about Palmer’s history. The station was listed on the National Register in 1988. Steaming Tender segment on PTV - [YouTube link](#).

CAMBRIDGE (reactivating vacant retail spaces)

VACANT STOREFRONT INITIATIVE

Cambridge’s Vacant Storefront Initiative provides property owners, community members, and retailers with resources to help activate vacant storefronts in a variety of ways. The city keeps a dataset, including an interactive map, of vacant storefronts that have come to the attention of the Community and Development Dept. A “site finder form” allows retailers to receive information on vacant properties available for rent that fit their needs. To encourage storefront “activation” between tenants, the city provides links to programs which promote the use of vacant storefronts for “pop-ups”, artist installations, and temporary events.



Figure 11: Les Artisans De La Cathedrale Kiosks

QUEBEC CITY, QUEBEC (empty courtyard turned artisan marketplace)

LES ARTISANS DE LA CATHEDRALE

Quebec City hosts the seasonal *Les Artisans de la Cathedrale*, a open-air marketplace of colorful small, semi-permanent kiosks featuring the products of local artisans. Visitors to the city can peruse vendor's stalls where artists working in wood, metal, fiber, and more display and sell their wares during the summer months.

BETHEL, VT (community-initiated placemaking)

BETHEL REVITALIZATION INITIATIVE - BETHEL BETTER BLOCK

As part of the Bethel Revitalization Initiative, in 2016 the town hosted a weekend Better Block event, featuring 12 temporary pop-up shops, a taco stand, a temporary bike lane, and a beer garden with live music at the site of an empty parking lot. Pop-ups brought in thousands of dollars in sales and prompted some purveyors to explore ways to open permanent shops. Temporary changes to the streetscape reduced traffic speed and noise. The weekend event allowed the community to temporarily implement new ideas for public space, discuss which ideas worked well, and consider how to implement permanent changes going forward.

NATIONAL TRUST FOR HISTORIC PLACES (storytelling for advocacy)

NATIONAL TRUST THIS PLACE MATTERS®

The National Trust for Historic Places began in 2008 using the phrasing THIS PLACE MATTERS® in its media to bring attention to threatened historic places and engage stakeholders at all levels in conversation, promotion, preservation, and celebration of these important cultural resources. To encourage constructive use of THIS PLACE MATTERS®, the Trust website provides guidelines for communities on the effective and appropriate incorporation of THIS PLACE MATTERS® into traditional and social media campaigns geared toward saving significant places.

FOREST PARK, SPRINGFIELD

(part of the city-wide neighborhood group network)

THE FOREST PARK CIVIC ASSOCIATION

Volunteer action and social groups like the Forest Park Civic Association can provide structure for connecting and organizing community members around issues as varied as community celebrations, neighborhood clean-ups, and future development. The Forest Park Civic Association organizes the yearly summer *Illumination Night* festival, circulates an electronic newsletter, and holds monthly meetings in public locations to discuss issues of importance to community residents.



Figure 12: Example of city-wide neighborhood sign design

EASTHAMPTON (transformative power of arts and culture)

COTTAGE STREET CULTURAL DISTRICT

Easthampton's Cottage Street Cultural District was officially designated in 2012 and is located between the base of Mount Tom and includes Nashawannuk Pond Park & Promenade. The District's shops, galleries and restaurants combined with year-round arts and cultural programming make Easthampton an attractive destination for residents and visitors alike. As a walkable compact area of cultural, artistic, and economic activity, cultural districts provide communities with a powerful economic development asset.

MT. PLEASANT, TN (unique transportation initiative)

THE MULE TOWN TROLLEY

The Mule Town Trolley is a deviated fixed-route service that is part of the South Central Tennessee Development District Public Transportation Program. The trolley system, which serves Maury County, was established in 2013 with a fleet of only two trolleys. In six years, due to an increase in ridership the trolley service has grown substantially. The trolley program has expanded to 12 vehicles, 14 CDL license drivers, and transports over 3,000 *com-muters* a month. Ridership numbers are currently still lower than usual, due to the COVID-19 pandemic.

CLEVELAND, OH (culture and entertainment)

PUERTO RICAN PARADE & CULTURAL FESTIVAL

The Puerto Rican Parade & Cultural festival has been an annual event in Cleveland for over 50 years. The parade path terminates at the Roberto Clemente Park, where festival events are already underway. Music, dancing, delicious food, and local artisans join in a vibrant celebration of Puerto Rican culture and history.

DORCHESTER (history, commerce, and cultural engagement)

COMFORT KITCHEN

A repurposed “comfort” station from Boston’s streetcar era will soon be adapted to house Comfort Kitchen, at Upham’s Corner in Dorchester. This day-time cafe and pop-up dinner experience will feature food entrepreneurs celebrating the flavors and ingredients of the African diaspora – global comfort food – connected from Asia to the Americas. Comfort Kitchen’s partners intend for the site to serve not just as a restaurant, but to provide an opportunity for storytelling and community service as well.

SPRINGFIELD (a non-profit to run signature cultural events)

SPIRIT OF SPRINGFIELD

Spirit of Springfield is a 501(c)3 organization dedicated to promoting community events and encouraging civic pride. Since its start in 1989, *Spirit of Springfield* has helped to organize a wide range of public events, including the Tower Square Parade of the Big Balloons, the World’s Biggest Pancake Breakfast, and Bright Nights at Forest Park. The organization has also assisted the city with a variety of municipal events including mayoral inaugurations, building dedications, and more. *Spirit of Springfield* is supported through financial donations from local, regional, and national business, as well as by volunteers who donate their time and expertise across a wide range of organizational functions.

AMHERST (community engagement and revitalization)

ENGAGE AMHERST

Managed by the town’s Communication Director, Engage Amherst is an online public engagement forum where residents, workers, and visitors to Amherst can ask questions, provide feedback, and share ideas. This online platform provides opportunities for civic engagement beyond traditional public meetings.

THE MILL DISTRICT NORTH AMHERST

Combining apartment living with a mix of shops, services, and eateries, the North Amherst Mill District is designed to revive critical community connections and local resilience. In addition to commerce, visitors can enjoy arts-based programming and community events, like Free Movies at the Mill, art showings, and the annual District Holiday Arts Market. While the North Amherst Library undergoes long-awaited renovations, the Mill District is providing a temporary location so that library patrons can continue to access service.

SALEM (attractions and marketing)

TOURS and HISTORIC VENUES

Fans of history and lovers of spooky adventures alike will appreciate the offerings in Salem. Founded in 1626, this city is best known for its witch trials of 1692. Visitors can learn more by touring the Witch Dungeon Museum and the Witch History Museum, taking in a show at the Gallows Hill Theater, or joining one of the many tour offerings to include a Myths and Misconceptions walking tour, a tour of the House of Seven Gables, or a visit to the Peabody Essex Museum.

HISTORIC SALEM HOUSE HISTORY AND PLAQUE PROGRAM

Historic Salem’s House History and Plaque Program, created to research and recognize the city’s historic homes, granted its first house plaque in 1966. Since that time, nearly 600 house histories have been conducted, with almost as many plaques awarded. Current owners of historic homes in Salem can look up their own home in the historic home database; if no history is available, for a fee owners can order a deed chart or a full house history, both of which come with a house plaque identifying the date, owner, and when applicable/available, architect.

NEW HAVEN, CT (supporting artists while revitalizing vacant storefronts)

PROJECT STOREFRONTS

In April 2010, the city of New Haven launched Project Storefronts, an initiative created to address the concurrent problems of too many vacant storefronts in the Ninth Square (a central district in the city), and too many creative entities in need of affordable space. Using short-term 90-day leases, artists in need of space were paired with space in need of tenants, offering a low-budget option for entrepreneurs to test business plans in real conditions. In addition to fostering connections, the Department of Arts, Culture and Tourism provided administrative and logistical support to businesses, and promoted a program through open studio events, exhibitions, and an arts festival. Along with the economic benefits, the project has created a new sense of community and connection in the district.

PROVIDENCE, RI (city-wide film festival – could be a model for a theatre festival)

FLICKERS' RHODE ISLAND INTERNATIONAL FILM FESTIVAL (RIIFF)

Founded in 1997, Flickers' RIIFF is ranked as one of the top 10 film festivals in the U.S. Held at venues around the city, this festival aims to promote the state as a filmmaking location and to celebrate the spirit of independent filmmaking, with screenings, seminars, and workshops. The six-day festival includes the KidsEye International Film Festival, featuring films made by and for children that are family friendly.

TIGARD, OR (multi-modal urban heritage trail)

TIGARD HERITAGE TRAIL

Once a former railroad spur, the three-quarter mile Tigard Heritage Trail provides access to parks and trails, livable neighborhoods, and the city's vibrant downtown. The bike and pedestrian pathway is also home to a long-sought space for community gatherings, as well as the Outdoor Museum, which highlights and celebrates the diverse cultures that have contributed to the region's history through personal narratives and interpretive artworks. Runners, bikers, walkers, skateboarders, and bladers can all take advantage of this link to Tigard's growing trail system. This was funded by a state multimodal funding program.

DUBLIN, PA (mobile craft market)

THE CRAFTERY MARKET

MAKERS: VINTAGE + HANDMADE

The Craftery Market is a mobile outdoor market comprised of over 50 vendors that travels to a variety of locations throughout Bucks County throughout the year. Featuring carefully curated, artisan handmade items, antique and vintage items, fresh flowers, original art, and more, the Craftery also hosts a special Holiday Market in early December. Makers: Vintage + Handmade is an indoor retail boutique, showcasing a collection of talented artisans, crafters, and vintage collectors selling independently produced goods all under one roof.

BUFFALO, NY (building community and empowering residents)

TOOL LIBRARY

The tool library is a non-profit program set up to lend tools out to community members to help them maintain and fix-up their homes and gardens. Tools can range anywhere from hammers, screwdrivers, and shovels to power drills, circular saws, and sanders. Individuals and businesses can donate tools to the program which will then be circulated throughout the neighborhood for a small annual membership fee. This revenue stream helps cover much of the overhead associated with the service.

APPENDIX C – HOLYOKE PLANS*

*Please contact the City of Holyoke Office of Planning and Economic Development if links are not working

PLAN or PROGRAM and YEAR COMPLETED	LINK/KEY POINTS and COMMENTS
The Holyoke Master Plan 1998	https://www.holyoke.org/departments/historical-commission/master-plan/ <ul style="list-style-type: none"> Serves as a guide for future development Goal areas of the plan include city pride and participation, economic development, homes/neighborhoods/downtown revitalization, location and infrastructure, public safety, education, historic preservation, open space and recreation, land use.
South Holyoke Revitalization Strategy 2008	https://holyokeyhasenergy.com/about-holyoke/plans-and-studies/south-holyoke-plan/ <ul style="list-style-type: none"> The purpose of this study was to mobilize the community to transform South Holyoke into a more desirable place to live and work. The most important changes that need to occur to make this transformation happen are changes to image, housing choices, linkages to adjoining neighborhoods, aggressive municipal actions, and partnerships for revitalization.
Center City Vision Plan 2009	https://www.mhp.net/writable/resources/documents/center_city_vision_plan1_copy1.pdf <ul style="list-style-type: none"> The goal of this plan was to set the framework for the revitalization of the city's historic core Summarizes issues and opportunities along with alternatives
City Market Analysis 2010	https://holyokeyhasenergy.com/about-holyoke/plans-and-studies/city-market-analysis/ The study established baseline conditions and market characteristics in Center City to develop short-term and long-term forecasts for potential building demand.
Artist Space Analysis 2011	https://holyokeyhasenergy.com/about-holyoke/plans-and-studies/artist-space-analysis/ The factors that were most important for artists in the Arts and Innovation District were safety, numerous cultural offerings, and an active engage existing artist community living and working in the district.
Holyoke Station Feasibility Study and Site Analysis 2011	https://www.pvpc.org/sites/default/files/2011-03-31%20Holyoke%20%20Station%20Assessment%20Final%20Report%5B1%5D%20%281%29.pdf <ul style="list-style-type: none"> Train stop will be at the bottom of Dwight Street Construction began in December 2014.
Creative Economy Industries Coordinator 2012	Contact City of Holyoke OPED <ul style="list-style-type: none"> Outlines the steps to creating a creative economy in Holyoke
Depot Square Historical 2012	Contact City of Holyoke OPED <ul style="list-style-type: none"> Explores other decommissioned train stations and how they're being used today to give examples for what can be done in Holyoke.
CODE Services Reviews 2013	https://holyokeyhasenergy.com/about-holyoke/plans-and-studies/code-services-review/ <ul style="list-style-type: none"> Four old mill properties were reviewed for potential mixed-use live/work spaces in the city's Arts & Innovation District. The Change of Occupancy Development Evaluations Service Program was launched to mitigate the difficulties potential property owners face trying to change the permitted use in these industrial buildings.

Lyman Terrace 2013	https://holyokehasenergy.com/about-holyoke/plans-and-studies/lyman-terrace/ <ul style="list-style-type: none"> The property's strategic location made renovation, as opposed to the originally proposed demolition, an important component of the economic renewal of the downtown area. Renovation of Lyman Terrace achieved core principles of the Redevelopment Plan for Center City Holyoke including preserving Holyoke's historic urban character, increasing housing choices and variety, improving pedestrian streetscape, etc.
Mount Holyoke Range Resource Management Plan 2013	https://www.mass.gov/service-details/mount-holyoke-range-planning-unit <ul style="list-style-type: none"> The purpose of this plan is to protect state-listed species and their habitats, preserve scenic and cultural resources, promote recreational activities, enhance park infrastructure, and increase awareness of natural and cultural resources. Includes Mount Holyoke Range State Park, Joseph Allen Skinner State Park, Mount Tom State Reservation, and Holyoke Heritage State Park.
Green Streets Guidebook 2014	https://holyokehasenergy.com/about-holyoke/plans-and-studies/green-streets-guide/ <ul style="list-style-type: none"> Green streets as a way to address CSOs <p>Encourages the inclusion of art.</p>
Urban Tree Assessment 2014	https://holyokehasenergy.com/wp-content/uploads/2020/09/Community-Assessment-of-Urban-Forestry-Conditions.pdf <ul style="list-style-type: none"> Recommends prioritized planting areas for the Environmental Justice Community Reviews current and historical land cover classifications Supports stormwater management and energy reduction goals as well as increasing quality of life for residents
Vacant Building Re-Use 2014	https://holyokehasenergy.com/about-holyoke/plans-and-studies/vacant-building-re-use/ <ul style="list-style-type: none"> This study assesses four properties in Downtown Holyoke and the Canalwalk area. These are sites where private investment could significantly complement public actions in the Urban Renewal Plan For each property, the report outlines existing building and site conditions, reviews the regulatory context, identifies market potential and alternative re-use scenarios, reviews development costs and assess the feasibility of alternative redevelopment scopes.
H.H. Richardson Building 2014	https://holyokehasenergy.com/about-holyoke/plans-and-studies/h-h-richardson-train-station/ <ul style="list-style-type: none"> Proposed reuses of the site include restaurant/microbrewery, indoor public market, culinary training center, collaborative workspace, commercial uses, green technology training site, conference/classroom space.
A Placemaking Ideabook for Holyoke's Innovation District 2014	https://issuu.com/conwaydesign/docs/placemaking_ideabook <ul style="list-style-type: none"> The Holyoke Innovation District is an economic development strategy to enhance job opportunities. Placemaking themes include arts and creative expression, popups to permanent mobility and connections, urban agriculture connection to the water, and ecological repair.
Whiting Farms Survey 2014	https://holyokehasenergy.com/about-holyoke/plans-and-studies/whiting-farms-survey/ <ul style="list-style-type: none"> This is an 18.7-acre lot owned by Holyoke Gas and Electric. The survey was conducted to get feedback by residents regarding what use this site should support. Results showed that residents want recreation, housing, and employment opportunities.
Mt. Tom Power Plant 2015	https://holyokehasenergy.com/about-holyoke/plans-and-studies/mt-tom-power-plant/ <ul style="list-style-type: none"> Study identifies challenges and opportunities to redeveloping the site Different scenarios for redevelopment include solar generation, anaerobic digestion, agriculture, and public amenities
I-391 Creative Placemaking 2016	https://holyokeredevelopment.com/holyoke-receives-50k-for-creative-placemaking-project-under-i-391 <ul style="list-style-type: none"> Proposed way to improve the area under I-391 with art and create a place for recreation and events to take place.
Historic Preservation Plan 2017	https://www.holyoke.org/departments/historical-commission/ <ul style="list-style-type: none"> Focuses on Center City Holyoke Provides actionable steps that support preservation efforts

Holyoke Historic and Cultural Tourism Plan 2022

South Holyoke Housing Development 2017	https://holyokeyhasenergy.com/about-holyoke/plans-and-studies/south-holyoke-housing-plan/ <ul style="list-style-type: none"> Accomplishes a goal of the Urban Renewal Plan to prioritize home ownership for new housing developments and includes architectural guidelines for new development
Greening the Paper City 2017	https://www.pvpc.org/sites/default/files/doc-us-forest-service-urban-tree-planting-stormwater3351.pdf <ul style="list-style-type: none"> Prepared for the City of Holyoke and the PVPC by The Conway School Focused on green infrastructure as an important tool for urban revitalization and stormwater management.
City of Holyoke Community Preservation Plan 2018	https://holyokeycpac.org/images/CPA-Final-Plan-6-15-18.pdf <ul style="list-style-type: none"> CPA funds prioritize open space, recreation, historic preservation, and affordable housing.
El Corazon/The Heart of Holyoke 2019	https://www.patronicity.com/project/el-corazon-the-heart-of-holyoke#!/ Creative placemaking project celebrating the Puerto Rican and Latinx community of Holyoke working towards a vibrant Main Street that reflects the culture of the surrounding neighborhoods.
Holyoke Armory Massachusetts Final Study Report 2020	https://holyokeyhasenergy.com/wp-content/uploads/2020/10/Holyoke-Armory-Final-Study-Report.pdf <ul style="list-style-type: none"> Existing conditions, proposed reuses (Regional Farmer's Market/Residential/Commercial Office) Construction cost estimate of the historically significant Holyoke National Guard Armory, constructed in 1907.
Urban Renewal Plan 2020	https://www.holyoke.org/holyoke-historic-and-cultural-tourism-plan/ The goals of this plan are to promote private investment and create new jobs, improve housing options, rehabilitate or remove blighted properties, upgrade public infrastructure, create a sustainable community, improve quality of life, increase the tax base in the Center City area, and modify regulations and develop programs to support URP actions.
Main Street Corridor Historic Survey 2020	<ul style="list-style-type: none"> https://www.holyoke.org/holyoke-historic-and-cultural-tourism-plan/ Intensive level survey of Holyoke's historic buildings in the Main Street Corridor area (the Flats and South Holyoke)
Holyoke Tourism Strategic Plan 2020	https://www.holyoke.org/holyoke-historic-and-cultural-tourism-plan/ <ul style="list-style-type: none"> Holyoke needs better marketing Promote the intersection of art, transportation, and community to encourage healthy lifestyles
Mt. Tom Quarry Reclamation Project 2021	https://www.fillthequarry.com/our-plan https://www.masslive.com/news/2021/12/future-of-holyokes-mount-tom-quarry-hinges-on-bankruptcy-case.html <ul style="list-style-type: none"> Will allow for greater access to this portion of the mountain and alleviate parking issues Restoration of more than 8 acres Support economic growth
Springdale Corridor-Main Street Project (CT River Pathway) 2021	https://www.holyoke.org/holyoke-historic-and-cultural-tourism-plan/ <ul style="list-style-type: none"> Goal is to provide a safe and innovative shared-use path for residents and visitors by connecting Route 5 to Springdale Park (including the Holyoke Rows boathouse and Nuestras Raices urban farm) Will be fundamental foundation for a network of trails to enhance experiences and destinations for all, including access to recreational spaces and ongoing place-making efforts on Main Street
City of Holyoke Rapid Recovery Plan 2021	https://www.holyoke.org/holyoke-historic-and-cultural-tourism-plan/ A plan aimed at getting people back to work, supporting small businesses, fostering innovation, revitalizing downtowns, and keeping people in stable housing in response to Covid-19 <ul style="list-style-type: none"> Key recommendations include: streetscaping and walkability, wayfinding, community engagement, access to capital, technology-enabled marketing for the commercial district, incorporating racial equity training, and the expansion of arts and culture with the creation of a cultural district

High Appleton Newton
Worcester Final Report
2022

<https://www.holyoke.org/holyoke-historic-and-cultural-tourism-plan/>

This is an assessment of the High Street-Appleton Street area to determine opportunities and needs with a goal to support the revitalization of this area.



Figure 13: Holyoke Public Library

APPENDIX D – OUTREACH DATA

DIGITAL SURVEY

Holyoke Historical Tourism Survey (more than 760 responses as of 4/12/22)

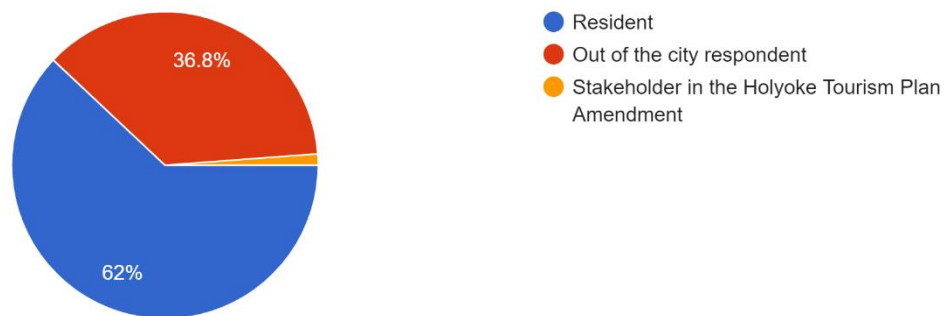
1. Demographics

a. Resident/Nonresident

- i. 62% Resident
- ii. 36.8% Out of the city Respondent
- iii. 1.2% Stakeholder in the Holyoke Tourism Plan Amendment

Please identify if you are a...

758 responses

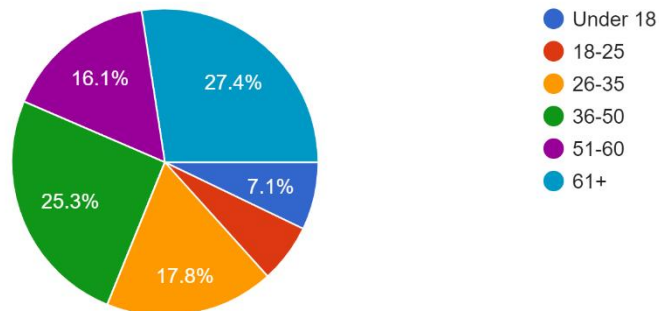


b. Age Group

- i. 27.4% 61+
- ii. 25.3% 36-50
- iii. 17.8% 26-35
- iv. 16.1% 51-60
- v. 6.2% 18-25
- vi. 7.1% under 18

Which age group are you in?

758 responses



2. Which types of tourist activities most fit your lifestyle?

- a. 62.7% Arts and Culture
- b. 49.9% Nature-based
- c. 49.2% Historical
- d. 34.1% Family Oriented
- e. 31.5% Adventure
- f. 25.5% Educational
- g. 25.2% Nightlife
- h. 24.2% Unique Shopping Options
- i. 16.7% Group activities
- j. 11.8% Solo activities
- k. Write in:
 - i. ~1-2% food
 - ii. Several cannabis/dispensary related
 - iii. Breweries
 - iv. Recurring theme: wanting to do things that are representative of the culture of Holyoke (food, history, art, etc.)

3. What are some features you look for when you plan a day trip?

- a. 57% Food Options
- b. 53.5% Affordability
- c. 44.5% Nature/Hiking Trails and Scenic Landscapes
- d. 41.5% Cultural/educational experience
- e. 36.7% Walkability
- f. 33.1% Easy Access to Information (hours, maps, parking, programming info, signage)
- g. 32.3% Historic Setting
- h. 26.7% Accessibility
- i. 19.9% Shopping
- j. 9.2% Sustainability
- k. 6.3% Equitable Offerings
- l. Write in:
 - i. Safety/low crime is a big recurring theme

- ii. Biking (both mountain biking and overall “bikeability”)
 - iii. Family-friendly/kids (parks, playgrounds, activities for kids)
- 4. What do you think are the most important aspects of Holyoke's historic and cultural heritage?**
 - a. 68.4% Industrial Heritage (Paper City)
 - b. 64.9% Immigrant Heritage (ex. Irish and Puerto Rican Residents)
 - c. 64.6% Canal History
 - d. 53% Architectural History
 - e. 50% Arts and Cultural History of Holyoke
 - f. 31.1% Birthplace of Volleyball
 - g. 24% Native American History
 - h. 23.7% Railroad History
 - i. 12.9% African American History
 - j. 10.1% Agricultural History
 - k. Write-in
 - i. Several responses included natural history (waterways, river, watershed)
 - ii. Several responses regarding “including more immigrant groups than Irish and Puerto Ricans”
 - l. Overall trends: significant overlap between industrial heritage, immigrant heritage and canal history. Similar time period in mind potentially when they think of this?/“Image” of historical Holyoke?
- 5. What historic and cultural aspects of Holyoke do you enjoy and think that other people should come to experience?**
 - a. 75.3% Mount Tom State Reservation
 - b. 55.7% Canal System
 - c. 51.9% Wistariahurst Museum (architecture, exhibits and programming)
 - d. 51.7% Gateway City Arts (setting, music, events)
 - e. 47.8% Holyoke Merry-Go-Round
 - f. 45.7% Children’s Museum at Holyoke
 - g. 44% Robert E. Barrett Fishway at the Holyoke Dam
 - h. 42% Trustees of Reservation Sites (Dinosaur Footprints, Little Tom Mountain, Land of Providence)
 - i. 38.4% Historic Architecture
 - j. 34.5% Heritage State Park
 - k. 26.3% Holyoke Public Library (Architecture, Programming, Collections, History Room)
 - l. 23.5% MIFA Victory Theatre Events
 - m. 21.8% International Volleyball Hall of Fame
 - n. 17.5% Visitors’ Center in Heritage Park (exhibits and visitor’s information)
 - o. 12.6% Veteran’s Memorial Park and Trails
 - p. Write ins:
 - i. Several listings for reservoirs (Ashley Reservoir was particularly popular, several listed Whiting as well though)
 - ii. Local restaurants, food
 - iii. Water: fish elevator, canoe club, dam)
 - q. Outdoor/natural activities quite popular, Mount Tom the most popular by far
- 6. What are your favorite historic and cultural events that currently take place in the city?**

- a. 60.3% St. Patrick's Day Parade
 - b. 47.1% St. Patrick's Day Road Race
 - c. 43.3% Celebrate Holyoke Festival
 - d. 41.5% Gateway City Arts Events and Concerts
 - e. 33.2% Wistariahurst Programs, Tours, Concerts, and Events
 - f. 31.2% Holyoke Farmer's Market on Race Street and in the War Memorial Building
 - g. 22.4% Historical Tours of Holyoke Series
 - h. 23% Hispanic Family Festival and Puerto Rican Parade
 - i. 18.2% Holyoke Christmas Tree Lighting and Parade of Lights
 - j. 13.6% MIFA Victory Theatre Events
 - k. 13.4% Doors Open Holyoke
 - l. 13.3% Arts and Cultural Events at Holyoke Community College
 - m. 12.8% ValleyBike Tour of the Holyoke Canal District
 - n. 12.5% Holyoke Library Programming and Exhibits
 - o. 11.2% The Great Holyoke Brick Race
 - p. 11.2% DementedFX in late 1800s Merrick Thread Company Mill Building
 - q. 10.8% Holyoke Preservation Trust Garden Tour
 - r. 8.7% Paper City Regatta – Holyoke Rows
 - s. 8.3% Holyoke, South Hadley 'Roll and Stroll'
 - t. 7.7% Noche de San Juan
 - u. Write ins:
 - i. Mentions of Mount Tom programming/nature events
 - ii. Blue Sox
 - iii. Several listed having not hear of several of the events
 - iv. Some mentioned not wanting to attend events in Holyoke due to "safety"
 - v. Concerts
 - vi. Taste of South Holyoke
 - v. Larger festivals/events tend to have much greater recognition, positive views
- 7. Which historic and cultural destinations or events do you visit most frequently or attend annually?**
- a. Recurring answers: St. Patrick's Day Parade, Gateway City Arts, Celebrate Holyoke, Wistariahurst, Mt. Tom, Library, Road Race, outdoor music, walking tours, canals, Merry-Go-Round, Children's Museum, Doors Open Holyoke
- 8. How would you like to see Holyoke's history and culture represented and shared in the future?**
- a. 55.4% Reactivated Historic Public Buildings (MIFA Victory Theater, Holyoke Train Station)
 - b. 49.3% Canalway Cultural District
 - c. 35.7% Cultural District and programming related to Holyoke's Industrial Heritage
 - d. 35.1% Public art related to Holyoke's historic and cultural heritage
 - e. 33.4% Revolving exhibits (Visitor's Center, Wistariahurst, and the Holyoke Library)
 - f. 30.6% Puerto Rican Cultural District
 - g. 25.8% Digital access to information about historic and cultural resources
 - h. 1.3% Reactivated Historic Public Buildings (Majestic Theater, Holyoke Train Station)
 - i. **Write ins**
 - i. Nature (dinosaur footprints, mount Tom, city cleanup)
 - ii. More family friendly activities
 - iii. Revive celebrate Holyoke/revitalize different neighborhoods around the city

- j. What are your favorite neighborhoods or areas in Holyoke?**
- i. 54.7% Canal Areas**
 - ii. 36.7% Highlands**
 - iii. 31.3% Downtown/Greater High Street**
 - iv. 21.6% Elmwood Fairfield Avenue Local Historic District**
 - v. 15.5% Rock Valley**
 - vi. 15.5% Ingleside**
 - vii. 14.7% The Flats**
 - viii. 13.6% West Holyoke**
 - ix. 13.1% Homestead Avenue**
 - x. 12.8% Smith's Ferry**
 - xi. 11.8% Highland Park**
 - xii. 11.2% Oakdale**
 - xiii. 10% South Holyoke Springdale**
 - xiv. 9.8% Whiting Farms**
 - xv. 4.7% Jarvis Avenue**
 - xvi. 4.6% Churchill**
 - xvii. 2.2% Chestnut Community**
 - 1. Love for the canals/architecture in the area**
 - 2. Architecture is a main draw for many for several different neighborhoods**
 - 3. Walkability in respective neighborhoods**
 - 4. Where they live/familiarity**
- k. What are some features and/or events that would benefit Holyoke residents and visitors?**
- i. 73.7% Taste of Holyoke highlighting local restaurants in historic setting**
 - ii. 66.7% Outdoor Festivals**
 - iii. 56.7% Heritage State Park Concert Series**
 - iv. 50.7% Shopping Venues in Rehabilitated Historic Buildings**
 - v. 43.3% Urban Trails with historic and cultural information**
 - vi. 38.8% Public Art (ex. Murals and sculptures related to Holyoke's heritage)**
 - vii. 35.4% Annual Winter Fest**
 - viii. 31.9% Open Studio Artist Events**
 - ix. Outdoor events seem to have major draw, lines up with appeal of St. Patrick's Day parade, other outdoor events that are indicated to be popular by respondents**
 - x. Write ins:**
 - 1. Cleaning up city/"drugs"/"Gangs"**
 - 2. Bike trails, particularly connecting city to others nearby & Manahan trail**
 - 3. More performances (ex. Victory Theater)**
 - 4. Outdoor activities: camping, revitalizing dog park, bike/walking tours, gay pride events**
- l. Is there an annual event or celebration of history and heritage that you have visited elsewhere that you think would work well in Holyoke?**
- i. Taste of events**
 - ii. POW Wow Worcester**
 - iii. Walking tours**
 - iv. Springfield Jazz Festival, Fresh Paint**

- v. Beer festival
- vi. Easthampton events
- vii. Extravaganja
- viii. Restaurant Week
- ix. Snowport Holiday Market Boston
- x. LGBT Pride march
- xi. Northampton/Greenfield winter festivals w/ ice sculptures
- xii. New Year's Even Boston
- xiii. Fiestas Patronales
- xiv. Springfield Christmas Lights
- xv. Outdoor sculpture exhibits
- xvi. College volleyball tournaments (for Hall of Fame)
- xvii. Carnivals

9. How do you think the City of Holyoke could best support residents and attract more visitors to enjoy its historic and cultural offerings?

- a. 59.4% Online community calendar showing all events and links to partners
- b. 44.3% Coordinated branding and messaging through the city with local partners
- c. 43.8% Clearer wayfinding signage for historic and cultural areas and resources
- d. 43.1% signage on buildings and urban trails to share historic information
- e. 41.1% Utilize Holyoke Media and other resources to spread awareness
- f. Write ins:
 - i. "safety"/cleaning up the city is a big recurring theme
 - ii. Public restrooms
 - iii. Outside investment/selling historical properties that are condemned/in need of improvement
 - iv. Social media

PUBLIC OUTREACH at HOLYOKE SENIOR CENTER

On June 22, 2022, the City of Holyoke OPED and PVPC hosted a public meeting at the Holyoke Senior Center. Information was presented about the Holyoke Historic and Cultural Tourism Plan, the new Explore Holyoke website and community calendar, and the Holyoke Library History Room's City of Stories Project.²¹ A questionnaire was provided at the event and online to gain further insight into how residents value Holyoke's historic and cultural resources.

Main Comments included...

- **Holyoke is great because:**
 - People/diversity
 - Has a lot to offer/has everything
- **A challenge Holyoke faces is:**
 - Perception of crime in the city
- **In support of Holyoke's history and culture, it would be great if:**
 - Collaboration between events, businesses

²¹ Holyoke Media, "Holyoke Historic and Cultural Tourism Plan," June 22, 2022, *youtube.com*, <https://www.youtube.com/watch?v=BDtZ4c012M>

- More promotion of history, culture, arts
- **My favorite historical/cultural destination or event in Holyoke is:**
 - Downtown
 - Canals
 - Wistariahurst
 - St. Patrick's Parade
- **My favorite area of Holyoke is:**
 - Canals
 - Downtown
- **...because:**
 - History
 - Beauty
 - People
 - Food
- **I look for the following things in an area when I'm planning a trip:**
 - Accessibility
 - Walking around
 - Ease to travel to
 - Variety of options
 - Easy to get to other attractions
- **The biggest threat to sharing Holyoke's history and culture is:**
 - Ignorance/not knowing about events
 - Negative perception of Holyoke
 - Funding

I have some great ideas about ways that Holyoke should highlight the following historic and cultural resources:

- **Volleyball**
 - Tournaments, for kids?
 - Outdoor courts
- **Industrial History**
 - Tours
 - Labor history
 - Keep canal area clean
- **Immigrant history**
 - Cultural festivals
 - More inclusion of diverse voices
 - Education
- **African American history**
 - Education, highlight prevalence of African American groups + institutions
 - Make Wistariahurst Reliquary of Blackness exhibit permanent
- **Architectural history**
 - Tours
 - Historic preservation/keep more old buildings
- **Native American history**
 - Education

- De-colonial/antiracist lens for education
- **Cultural history**
 - Mural
- **Local Arts Scene**
 - Website to promote events/artists
 - More gallery space
 - Art walk nights
- **Wistariahurst**
 - Education
 - Garden history/tours
- **Outdoor destinations**
 - Signage
 - Trails, landmarks, parks
- **Ancestral history**
 - Archives – connect to Wistariahurst archives
- **Holyoke Public Library**
 - Tours to schools
 - Archives
 - Events
- **Agricultural history**
 - Neighborhood gardens
 - Tobacco busses
 - Agriculture + immigration history

Additional Comments: I have some great ideas about ways that Holyoke should highlight the following historic and cultural resources:

- Untapped resources, especially history
- Don't want the city to change too much
- Need to overcome negative idea of Holyoke
- More community events, especially resident led
- More arts, markets



Figure 14: Ashley Reservoir, Holyoke

APPENDIX E –PROGRAMS & RESOURCES

Arts Hub Western Mass	https://www.artshubwma.org/about A platform to organize art information and help artists share ideas Lists opportunities, spaces, events, jobs, etc.
Community One Stop for Growth	https://www.mass.gov/guides/community-one-stop-for-growth Single application portal and collaborative review process of Massachusetts grant programs that make targeted investments based on a Development Continuum.
E for All	Entrepreneurship for All (EforAll) is accelerating economic and social impact in communities nationwide through inclusive entrepreneurship. Based in Lowell, MA https://eforall.org/
Easthampton City Arts	<ul style="list-style-type: none"> Easthampton City Arts creates a strong cultural identity for the City of Easthampton by stimulating and supporting innovative and diverse cultural programs and activities aimed at enhancing public access to the arts and humanities; and it improves economic opportunities for artists and cultural establishments, while increasing the role that cultural activity plays in the revitalization of the community. Programming includes First Friday Art Walk, Easthampton Poetry Month, Public Art Unveilings, Cultural Chaos, Partnership with the Farmers’ Market, Art Workspace Easthampton, Public Art Initiative, and the Youth Arts Initiative A City Arts Coordinator is the https://easthamptonma.gov/245/Easthampton-City-Arts https://www.easthamptoncityarts.com/
Executive Office of Housing and Economic Development	Business and Innovation Grants
Community Preservation Act Committee, Holyoke	The Community Preservation Act (CPA) is a Massachusetts law that provides a local community preservation fund for open space protection, historic rehabilitation, affordable housing, and outdoor recreation in the City of Holyoke. Holyoke Community Preservation Act Grants
Greater Springfield Area Chamber of Commerce (Regional Tourism Council)	The Springfield Regional Chamber drives the economic vitality of business communities and regions through leadership, advocacy, and partnerships. https://springfieldregionalchamber.com/about-chamber/
Historic New England	Historic New England annually awards grants to one small to medium-sized heritage organization in each New England state to support projects that save and share their communities’ diverse history and culture as part of telling the whole story of New England. In 2022, six Community Preservation Grants of \$1,250 will be awarded. Historic New England Community Preservation Grant

Main Street America	A program of the National Main Street Center. Revitalizes older and historic commercial districts to build vibrant neighborhoods and thriving economies. There are currently only programs in eastern Massachusetts. Main Street America
Massachusetts Archives Division-Massachusetts State Historical Records Advisory Board (MA SHRAB)	The Massachusetts State Historical Records Advisory Board (SHRAB) provides leadership, advocacy and guidance to help ensure the identification, preservation, and use of the Commonwealth's public and private historical resources. The SHRAB encourages and supports communication and coordination among the historical records communities and the public. The SHRAB facilitates and helps identify projects that preserve these resources and make them accessible. Funding from the National Historical Publications and Records Commission (NHPRC) supports the activities of the SHRAB. Grants and Programs
Massachusetts Board of Library Commissioners	Current Grant Opportunities FY2023 Preservation Assessment Grant
Massachusetts Department of Housing and Community Development	CDBG (ex. Storefront Façade Improvement Program) Massachusetts Downtown Initiative (MDI)-Community One Stop for Growth
MassDevelopment	Brownfields Collaborative Workspaces Commonwealth Places Cultural Facilities TDI Creative Catalyst
Massachusetts Foundation for the Humanities	Mass Humanities funds the development of thought-provoking public humanities projects for Massachusetts audiences, bringing people together to explore the history, culture, values and beliefs that matter to communities in our state. The primary goals of the grant program is to expand Massachusetts stories, elevate community leadership, and ensure the humanities are part of the Bay State's social fabric. Mass Humanities Grants
Massachusetts Historical Commission	Massachusetts Preservation Projects Fund (MPPF) Survey and Planning Grant Massachusetts Historic Rehabilitation Tax Credit Massachusetts State Historic Preservation Plan (2018-2022)
Massachusetts History Alliance	The mission of the Massachusetts History Alliance and its annual conference is to support and advocate for all public history organizations and their work in Massachusetts by maximizing connections and cross-fertilization and supporting skills development in the field of public history in Massachusetts. It is explicitly but not exclusively committed to supporting the paid and volunteer staff of the Commonwealth's many small historical organizations in their efforts to collect, preserve, make accessible, and interpret local history, enhancing their sustainability and relevance to their communities. https://masshistoryalliance.org/about/
Pioneer Valley Regional Transportation Plan 2020	The Pioneer Valley Regional Transportation Plan outlines the direction of transportation planning and improvements for the Pioneer Valley through the year 2020. https://www.pvpc.org/content/2020-regional-transportation-plan-rtp

Preservation Massachusetts	Since 2020, Preservation Massachusetts has worked in partnership with The 1772 Foundation , on this source of grant funding for historic buildings in Massachusetts. The Historic Preservation Matching Grant Program is a 1:1 matching grant of up to \$10,000 for exterior work on historic properties owned or leased by non-profit organizations. \$125,000 will be available in the upcoming 2023 grant round. Massachusetts Historic Preservation Matching Grants
Massachusetts Cultural Council	Resources and Grants for Communities Cultural District Investment Grants Watch Cultural Districts Share their accomplishments on YouTube
Massachusetts Department of Transportation	Quickly implement improvements to plazas, sidewalks, curbs, streets, bus stops, parking areas, and other public spaces in support of public health, safe mobility, and strengthened commerce. Shared Streets and Spaces Grant Program
Massachusetts Gaming Commission	Transportation Planning Transportation Construction Workforce Development Community Planning Public Safety “Specific Impacts” relating to the operation of a gaming establishment Community Mitigation Fund
Massachusetts Office of Travel and Tourism (MOTT)	The Regional Grant Program was established by statute (Chapter 23A, Section 14) and is managed by MOTT. It provides state funds to each RTC to support its destination marketing programs. The grant program requires that RTCs match their grants with a minimum one-to-one match of nongovernmental funds. Grants are awarded based on a performance-based formula which evaluates the economic impact of RTCs’ efforts (50%), their marketing plans (30%), and their abilities to raise matching funds (20%). MOTT TTSE Grant Program Travel and Tourism Recovery Grant
MassTrails	MassTrails provides grants to support recreational trail and shared use pathway projects across the Commonwealth. The award maximum depends on the project type and needs and is generally \$50,000 for “local” projects and up to \$300,000 for projects demonstrating critical network connections of regional or statewide significance. Eligible grant activities include project development, design, engineering, permitting, construction, and maintenance of recreational trails, shared use pathways, and the amenities that support trails. https://www.mass.gov/guides/masstrails-grants#-masstrails-grant-program-overview-
Municipal Vulnerability Preparedness Program	The Municipal Vulnerability Preparedness (MVP) grant program created in 2017 as part of Governor Baker’s Executive Order 569 provides support for cities and towns in Massachusetts to identify climate hazards, assess vulnerabilities, and develop action plans to improve resilience to climate change. Communities that complete the MVP Planning Grant process become designated as an MVP Community and are eligible for MVP Action Grant funding to implement the priority actions identified through the planning process. https://resilientma.mass.gov/mvp/
National Endowment for the Humanities	The National Endowment for the Humanities (NEH) is an independent federal agency created in 1965. It is one of the largest funders of humanities programs in the United States. NEH grants typically go to cultural institutions, such as museums, archives,

	libraries, colleges, universities, public television, and radio stations, and to individual scholars. https://www.neh.gov/grants
National Park Service	Grants fund a broad range of planning, development, and research projects for historic sites. Projects include the survey, inventory, documentation, architectural services, historic structure reports, preservation plans, and bricks and mortar repair for historic structures and landscapes. Grants may also fund research in technology, training, and interpretation and education programs and products. <u>NPS Cultural Resource Grants</u>
National Trust for Historic Preservation	<u>African American Cultural Heritage Action Fund</u> <u>Atlas of ReUrbanism</u> <u>Research & Policy Lab</u>
PlaceEconomics	PlaceEconomics is a private sector firm with over thirty years' experience in the thorough and robust analysis of the economic impacts of historic preservation. Our mission is to provide the preservation field with data-drive arguments and creative policy solutions to advance the public good of historic preservation. To that end, we conduct studies, surveys, and workshops in cities and states across the country that address issues of neighborhood and commercial district revitalization, affordable housing, heritage resilience, and intangible cultural heritage. We specialize in quality, defensible research, and we present findings clearly and effectively in formats that can be understood by any audience – academics, economists, mayors, city council members, property owners, and local stakeholders alike. https://www.placeeconomics.com/
Preservation Massachusetts	Since 2020, Preservation Massachusetts has worked in partnership with <u>The 1772 Foundation</u> , on this source of grant funding for historic buildings in Massachusetts. The Historic Preservation Matching Grant Program is a 1:1 matching grant of up to \$10,000 for exterior work on historic properties owned or leased by non-profit organizations. \$125,000 will be available in the upcoming 2023 grant round. <u>Massachusetts Historic Preservation Matching Grants</u>
Preserve America	Since the Preserve America program was created in 2003, over 900 <u>Preserve America Communities</u> have been designated in all 50 states, the District of Columbia, and two territories, as well as nearly 60 <u>Preserve America Stewards</u> . Many Preserve America Communities are featured in “Discover Our Shared Heritage” National Register <u>on-line travel itineraries</u> . From 2006 through 2010, the National Park Service (in partnership with the ACHP) awarded more than \$21 million in <u>Preserve America Grants</u> to support sustainable historic resource management strategies, with a focus on heritage tourism. These grants remain authorized, but Congress has not appropriated funding for them since FY2010. https://www.achp.gov/preserve-america
Spirit of Springfield	Programming includes U.S. Air Force Band Concert, World’s Largest Pancake Breakfast, Star Spangled Springfield fireworks, Bright Nights at Forest Park, and the Golf Classic. https://www.spiritofspringfield.org/
Springfield Cultural Partnership	Programming includes Spark! Igniting Our Community, Art Stops(s), Painted Piano Project, Springfield Creative Leaders Program, District-Wide Utility Box Mural Program, Art of Food https://springfieldculture.org/
U.S. Department of Housing and Urban Development	<u>Hope VI Main Street Program</u>
Westfield on Weekends	Westfield on Weekends is a volunteer, non-profit organization devoted to enriching the creative vitality of our community through accessible artistic and cultural events, programs, and entertainment. WOW brings events such as the Westfield Concert Series, PumpkinFest and DecemberFest and supports the programming and classes at the <u>Creative Arts Center on Elm Street in Westfield.</u>

APPENDIX F – SOURCES

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All photos for Figures were taken by Shannon Walsh, PVPC, in 2022 with the exception of the following Figures, sources listed:

Figure 1: *Holyoke History Room Tours Advertisement*,
<https://holyoke.oncell.com/en/index.html>

Figure 5: *Explore Holyoke*,
<https://www.exploreholyokey.com/>

Figure 6: *Project for Public Spaces Guide to Placemaking*, <https://www.pps.org/>

Figure 7: *Summer Concert Series in Heritage Park, 1991*, photograph provided by Heritage Park DCR staff

Figure 10: *Walnut Street Farm Store*,
<https://www.google.com/maps>



Figure 15: Word Cloud of Holyoke Neighborhoods from Community Survey