

# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### **Application deadline: May 15, 2019**

**Submission Instructions:** This application form and all supporting documents must be submitted via hardcopy by 5:00 pm May 15, 2019 to: **Gerald Autler, Boston Redevelopment Authority, One City Hall Square, 9th Floor, Boston, MA.**

Application Process: The applicant should submit 10 hard copies of the application, including the cover sheet contained herein, on 8½ x 11” paper. Supporting materials in other formats, e.g. presentations, larger format drawings, etc. may be requested after the initial review. An electronic (.pdf) version of the application is highly desirable and requested whenever feasible.

The Executive Committee reserves the right to request any additional information at any point.

#### **For more information, contact:**

##### **Gerald Autler**

Boston Redevelopment Authority

617-699-3832

Gerald.Autler@boston.gov

# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Harvard-Allston Public Realm Flexible Fund For Allston-Brighton Application for Funding, Spring 2019

**Project name:** Herter Park Amphitheater Revitalization & Programming

**Total Amount Requested:** \$ 49,200

**Applicant Organization Name:** Friends of Herter Park (FOHP)

**Organization Address:** PO Box 635, Allston, MA 02134

**Contact Person:** Joy Lamberton Arcolano  
**Title:** President, Friends of Herter Park  
**Telephone Number:** 617.645.3841  
**Email Address:** info@herterpark.org

**Is Applicant a 501(c) (3) organization?** Yes

**Federal Employer Identification Number:** 81-4352394

**Executive Director:** n/a  
**Phone Number:**  
**Email Address:**

**Board President:** Joy Lamberton-Arcolano  
**Phone Number:** 617-645-3841  
**Email Address:** info@herterpark.org

*Application submission(s) must be authorized and signed by an authorized signatory of the Organization.*

**Name and title of Authorized Signatory:**

Joy Lamberton-Arcolano  
President, Friends of Herter Park

**Signature of Authorized Signatory:**

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### Applicant Information

#### **Name of entity applying for funding and name of project.**

We are the Friends of Herter Park (FOHP), a 501(c) (3) formed to revitalize the wonderful community asset that once was the Herter Park Public Amphitheater.

Our Board of Directors is made up of people with diverse backgrounds well suited to assist in this endeavor. We are community development professionals, landscape architects, financial analysts, cycling community advocates, community theater troupes, entertainment management professionals, musicians, environmental conservancy groups, residents, local employees and college students. Our mission is:

***“The mission of Friends of Herter Park is to enhance community spaces  
within Herter Park and promote them as cultural and recreational resources for  
the well-being of all.”***

#### **Key Personnel Involved in the Project**

Currently, the Friends of Herter Park is made up of individuals, with the support of many other organizations and agencies who do not regularly attend Board meetings. Our bios are attached in the *Materials* section. We achieved non-profit status in April 2017, although this group has had regular meetings since 2016. Since we were awarded HAPRFF support in 2016 we have completed many of our important first phase revitalization benchmarks in collaboration with the DCR, contractors, partner organizations, funding partners, and community volunteers. We are carefully following our project phasing options to complete phase one (safe and accessible space for public use and wellbeing) and continue to focus on deepening our community engagement, partnership development with other local organizations and government offices and agencies at all levels, and a comprehensive fundraising and revenue generation strategy.

#### **Any Partner Organizations/Property Owners to be Involved in Project**

The proposed site, the Herter Park Amphitheater, is owned by DCR. We have been in constant contact with DCR representatives since our inception. We are in the final stages of negotiating our MOU which makes FOHP leading curators and caretakers of the Amphitheater and the Island.

Another community partner is the Charles River Conservancy (CRC). Their insight into the area has been invaluable. The CRC schedules and oversees our volunteer clean-up days for the site, with DCR permission and permitting. Volunteers rake, prune, clear invasives, pick up trash, paint and do small maintenance repairs. Since 2016, we have held the following:

- 22 public and private clean-up days
- 640 volunteers
- 1540 volunteer hours

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Other partners include the Solomon Foundation, Greater Greener Boston and the Ciccolo Family Foundation. We have also received support from local residents, community groups such as Charlesview Community Center, Charles River Watershed Association, Climable, Revels, and Boston Hassle/BrainArts, as well as the local business community. We also have a supportive relationship with the City of Boston, Arts & Culture Department and are excited to continue deepening our collaboration with various City of Boston departments.

This year, Night Shift Brewing's beer garden, the Owl's Nest, has moved closer to the amphitheater entrance. No longer on the far side of the amphitheater island, we have had several conversations with Night Shift, and are looking forward to working with our new neighbors.

### **If applicant is a non-profit organization, provide qualifications and prior history of executing similar projects.**

FoHP achieved non-profit status in April 2017. In our quest to restore the amphitheater, we managed a successful HAPRFF grant in spring of 2016, to restore the electric and lighting to the theater. We successfully navigated the contracting and management of vendors, permitting with DCR, and kept the public apprised of progress through social media. We have also managed several large donations supporting our operations and maintenance; including additional capital improvements to the physical space.

We had a mini-season in 2017, consisting of 6 events. Last year marked our first full programming season. We programmed & managed 38 events, entertaining 5,630 patrons.

Many of our members have vast experience managing large-scale planning and/or capital projects. Herb Nolan, FoHP Secretary, worked on the original Charles River Master Plan (2002). Herb has been responsible for initiating and building numerous park projects over the last ten years. Galen Mook, FoHP Treasurer, is the founder of CommonWheels Bicycle Collective, and has recently been named Executive Director of MassBike. Joy Lamberton-Arcolano, President of FoHP, is an assistant professor at the Boston Conservatory at Berklee. She is also the Executive Artistic Producer and founder of Playhouse Education, a teaching and performance consulting company. Peggy lafrate is the President and Founder of Strega Entertainment Marketing. She brings her vast experience of working with performers, entertainment and venue marketing as well as fundraising to our programming team. Tim McHale is an experienced construction manager and has spearheaded capital improvements projects at the Herter Park Amphitheater, including working closely with DCR in fall 2017 to restore electricity to the site. Anthony Mullin, Vice President of FoHP, is also the President of the Longwood Players, a non-profit theatre group with deep ties to the Boston area. Victoria Rowe is our most recent Board member. A 2017 graduate from Dartmouth College, she has a long background in technical theater and tech startups.

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### Project Information

**Briefly describe the proposed project. Include a description of the site with a map and identify all property owners. If the applicant is not the sole property owner, please include letters of support from property owner(s).**

Allston-Brighton, with its diverse population and growing Harvard University presence, is the closest neighborhood to Herter Park. Due to its large parking lot and easy access off the parkway, Herter Park is a regional park used by people from many neighborhoods. At 45 acres in size, Herter Park is the largest park in the Charles River Basin. It is also the most diverse in terms of attractions. It has a playground with spray decks, community gardens, canoe and kayak rentals, a boat landing, bike paths and acres of open lawn. At its center is an empty amphitheater, surrounded by a moat, which effectively divides the park in two. A map of the site is included in the *Materials* section. Continuing to revitalize and solidify this 350-seat amphitheater as a valuable public venue for the greater Boston area is the focus of this project.

The proposed project site, the Herter Park Amphitheater, is owned and managed by DCR. We have been in regular contact with DCR representatives since our inception and have conducted many site visits with key DCR personnel. We are in the final stages of negotiating our MOU for full programming and management of the amphitheater. A copy of our DRAFT MOU is included in the *Materials* section.

The Amphitheater and Christian Herter Center Building located in Herter Park are vacant cultural facilities with tremendous untapped potential. Decades ago they supported the cultural life of the city as an art gallery and outdoor venue for a variety of performing art forms. After being abandoned and in disrepair for nearly a decade (after 38 years of limited yearly use for 8 weeks each summer by the Publick Theatre) electrical power was restored to the site in December 2017 through FOHP efforts. Further site and safety improvements have been on-going throughout 2018 under the auspices of FOHP, from working with Allston based entertainment lighting professionals, HighOutput, to design and install a basic outdoor theatrical lighting package to collaboration with DCR arborists and local arborists to remove dangerous overgrowth. This spring, FOHP began a partnership with Bose, adding a top of the line, professional, portable sound system, and has begun working with abutters and community stakeholders to ensure that Amphitheater programming not only reflects the community but creates new connections between various community groups.

The funding we are applying for will go to program curation and site stewardship.

#### **1) Stewardship**

We have won a DCR Partnership Matching Fund grant. (A Scope of Work is included in the *Materials* section.) Funds from FoHP will be matched 2:1 by DCR. A contribution of **\$11,000** from FoHP will be used to leverage \$22,000 in funds from DCR. (See award

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letter also attached in the *Materials* section.) At this time our current donors have missions focused on contributing to areas such as greening and beautification or certain types of programming. If funded, this grant will provide for the less “exciting” long term site and safety upgrades, such as weather sealing, railings, lighting, and electrical outlets for contemporary technical needs, which are desperately needed that have been lacking over decades of shrinking budgets and deprioritization from the Publick Theatre and the DCR.

### 2) Curation

#### ALLSTON ART

For our 2018 pilot programming season, we operated on a shoestring. Artists performed for FREE in support of our mission and community, playing only for the tip jar. To ensure that the Amphitheater becomes a vital venue in the cultural ecology of the area we need to honor the economic value our artists bring to our communities. Professional Artists have long been at home in Allston. We want to ensure our neighbors who work on our stage can continue to afford to pay their rent in an increasingly desirable neighborhood.

It requires \$1,500 per high quality, free to the public event. We request funding for 5 events focused on Allston local artists (must live or have studio space in Allston) for a total of **\$7,500** to support our Allston Community Artists in FREE to the public community programming. Funding per event would allow us to pay performers, properly advertise and support events, and rent portable restrooms. It is our hope that once potential donors experience Allston Local Artmakers that we will be able to secure underwriting for ongoing programming that highlights Allston talent. We would directly leverage this award money towards ensuring for many years to come that at least 10% of our programming is local makers.

#### FAMILY AUDIENCE BUILDING THROUGH ENRICHMENT

In 2018, we held 38 events, for 5,630 patrons. This was a terrific turn out for our pilot season. To better serve the people of Allston and park goers we spent a great deal of time observing what folks were using the parks when and how they were using them. We often heard from patrons passing through with strollers - as bands, dancers, or actors were warming up before evening shows - that they wished we had more programs targeted to small children. We then piloted a handful of programs for young children. These programs were a resounding success and through conversation with community stakeholders it seemed that a large issue for audience attendance was day/time consistency.

For this summer #freeforall season we request \$650 each for 8 Tuesday morning “Arts in the Park” series events targeted to small children and their families; a total of **\$5,200** from the HAPRFF. This summer enrichment series would serve all of the populations that heavily use the spray decks and open fields on weekday mornings throughout the summer. This multi-art multi-modal enrichment series is primarily targeted at 4-7year

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olds but is scaffolded to provide engagement for younger audiences and siblings through the sing-alongs and storytimes while the art invitation and music theory group lessons can hold the attention and provide appropriate developmental enrichment for all ages. We believe we have potential donors on the fence, hesitant about fully funding this series and asking them to match an HAPRFF award would provide us with leverage to get one of them to commit to supporting a new program which targets a part of our community which is currently underserved, especially in summer when schools are out.

### STEWARDSHIP and SUSTAINABILITY

The Master plan for Herter Park once included hopes for park ranger programming. As a major part of the Friends of Herter Park's mission is the stewardship and sustainability of the park as a place of public enjoyment for years to come, we believe we must invest in community engagements beyond clean up days that get our park goers invested in this public space as *their* public space. In lengthy discussions with the DCR and various stakeholders there is a consensus that many park goers do not have an understanding of how their actions impact the living structures of the park and, potentially, long term enjoyment of the space by the community at large. Working with our partners at the Charles River Conservancy and with new partners who are ecological educators, from independent teaching scientists like Kestrel Education or institutions like NEAq and MOS, we would like to curate a pilot series of activity based adventures which help our community connect to their park. We request **\$2,000** to provide seed money in the development and execution of several quality activity adventure programs as pilot programs that will serve Allston residents and park goers in 2019 and 2020. Though we have pitched this series of programming to donors for two years, estimating a real cost of around \$5-10,000 for a full season of programming in this vein, we believe that having a small pilot run of activities, done with seed funding and in-kind donations from partner teaching scientists, will provide us with the photo/video and participant testimony needed to secure future funding for this essential piece of our programming. Again, a small seed amount can provide the perfect amount of incentive to curious donors who might be motivated to match, allowing FOHP to accelerate the quality of interactions the public can have with their park.

### **Describe public benefits of the project with reference to review criteria.**

The Herter Park Amphitheater project hits every one of the HAPRFF criteria. Herter Park is located in Allston, north of I-90, along the Charles River Basin. The park is a DCR resource and is public property. Community support can be seen in the 640 volunteers who participated in clean-up days, as well as the 5,630 patrons that attended our cultural events. Our project is timely as we will utilize the programming funds right away for our current season. Site work from the DCR Matching Grant will depend on DCR's release of funds and contracting process. However, we are ready to go, and can begin work as soon as permitted to do so.



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DCR, a public agency and property owner of the site, supports our endeavor. Our draft MOU is included under the Materials section, showing site responsibility for the next three years. The final is on its way to us any moment from DCR and if it arrives before Monday we will add it to our materials. Our combined experience in capital project management has given us the ability to execute full programming seasons & projects of this magnitude. Our budget is very feasible and modest in comparison with other local public cultural institutions. Our site has benefited a great deal from the work of the last four years and is ready to host cultural events of the magnitude we have outlined once grant funds are in hand, should this application prove successful.

Our project will advance the public realm goals from the Cooperation Agreement by allowing for public programming that will contribute to the vision of “... *a community transformed by a vibrant public realm of civic and cultural activity... and a community enhanced by ... arts and culture.*” By cleaning up the site, we immediately enhanced the aesthetic quality and user experience of the public realm. By completing repairs to the site, we immediately enhanced public safety, we would like to continue to upgrade our accessibility and capacity to welcome all. Routine programming will bring people to the area to patronize local businesses. Diverse programming will promote civic and cultural growth. And the site itself – an amphitheater, on an island surrounded by a moat – is a physical expression of the uniqueness of the Allston neighborhood.

Our project is also in line with the recommendations of the Charles River Master Plan (2002). Located at the heart of Herter Park, one would never know there was an outdoor theatre tucked into the overgrown woods on the other side of a shallow moat. This intimate site for performances is enclosed on all sides by sculpted landforms and trees. The site slopes gently towards the river, providing excellent sight lines. Car, bicycle and foot traffic have no impact on events and performances. A boardwalk on the river side doubles as a pier for boats, allowing one to take a boat upriver to attend events. Bicycle paths and canoe/kayak access allows for alternate transportation to events. With the addition of the Owl’s Nest beer garden and a successful programming season under our belts, the one-time remoteness and isolation of Herter Park is changing, a trend which suggests that these new uses could more readily find an audience.

The Greenough Greenway is an ambitious new greenway park spearheaded by the Department of Conservation and Recreation with the Solomon Foundation. Together with Herter Park, these paths create one of the most scenic and well groomed five kilometer walking and running loops in Greater Boston. Use of Herter Park will only increase over the next few years. The amphitheater is a great space to stage a run/walk or combine it with music into a full fundraising event for other local non-profit groups.

Allston-Brighton has many great entertainment venues including the Brighton Music Hall & the newly announced 3,500 capacity venue going in at Boston Landing. However, the Herter Amphitheater has many distinct advantages for a performance venue or event space.



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- It is well suited to smaller, more intimate types of events
- It has a sloping landform which helps contain the sound and provide the audience good sight lines to the stage.
- It has a very large parking lot for visitors (220+/-).
- Its single point of entry could make ticketing larger events manageable down the line.
- It is remote from any residential areas and therefore not likely to generate complaints about noise. The amphitheater directly faces the river with two immense cemeteries on the far shore. The closest Allston residents live over a quarter mile away from the site.

The amphitheater supports a wide range of programmatic uses, offering a flex space for a variety of events. In 2018 we saw the following:

- 17 music events encompassing everything community sings, rock, blues, funk, experimental, doo-wop, ancient and new-age, crooners, & jazz
- 3 festivals including an A Cappella Festival, Climapalooza, & Revels RiverSing
- 2 theatrical runs, including outdoor Shakespeare and a Broadway Jukebox Musical
- 3 movie nights – showing classic 80's films
- 4 kids-sing-a-longs
- 3 puppetry performances
- 2 Open Mic nights
- 1 stand-up comedy night
- 2 family-improv game shows
- 1 interfaith community song celebration
- 3 dance performances - including our 2nd annual Dance Day
- 1 poetry festival
- 1 morning of mediation & music

This year, we hope to expand our range of offerings to include an educational series, artists lecture or author talk/reading. We are excited to bring back our Sunday morning mediation event and hope to offer our own Halloween event to close out our season.

And of course, when not being used for a community cultural event, the site is now open as passive park space that is accessible from the rest of Herter Park. With great views of the river, the amphitheater seating provides a nice place to read or eat lunch.

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### **Explain why HAPRFF funding is required.**

The Department of Conservation and Recreation (DCR) owns and manages Herter Park for the benefit of the public. Their noble mission is *"...to protect, promote and enhance our common wealth of natural, cultural and recreational resources for the well-being of all."* DCR further states that the health and happiness of people across Massachusetts depend on the accessibility and quality of our green infrastructure.

In this time of limited resources and constrained budgets, we recognized that DCR has few opportunities to expand upon its current activities and can only embark on revitalization projects of this magnitude when partnering with other organizations who can help shoulder the burden of administering and finding additional funding sources to supplement the effort. Towards that end, we are finalizing our MOU with DCR to help maintain, manage, and program the amphitheater space. This will give us site priority for the next three years and, hopefully, through renewals, beyond.

Our biggest challenge is that we are an all-volunteer group who wants to offer a diverse range of free programming to our community. Without income from ticket sales in the short term, we need private partners to assist in the funding efforts in our first phase of activation and restoration. While we have actively sought other sources of funding from private foundations, corporations, and other community stakeholders the majority of these funds go to basic operational costs such as insurance and utility fees or to programming or projects that align directly with yearly priorities or mission statements.

The \$11,000 in matching funds and \$23,500 for stewardship commitments towards increased safety and accessibility will provide us with essential capital to continue our important restoration efforts. The curation requests of \$7,500, \$5,200, and \$2,000 will be spent to offer local, diverse, and enriching free programming to the entire community and incite more philanthropic giving from large donors and community corporate stakeholders to support these programs in the future, once they experience their value in real time.

### **Explain if this project/funding would be part of a larger phased project, and if HAPRFF funding would be sought for future phases.**

This project application is a stand-alone project. We are seeking funds for our current programming season and continue to make the island and Amphitheater an accessible and hospitable site through specific funding for targeted improvements as well as to leverage DCR Partnership Matching Grant funds to support additional work in that vein. Our 2016 application brought Herter Park to a basic level of safety and usable space, equally suitable to a variety of community, artistic, and cultural events. However, there are additional project phases that will enhance the site even further. Funding for these phases may be able to come from a number of potential sources including public grants, philanthropic organizations, or corporate

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contributions. Since it is too premature to define these later phases, it is unclear if we will be seeking further HAPRFF funding for any of the next steps. However, we have included a description of future phases to provide the reader with a vision of what the park could become.

A fully successful outdoor seasonal program would require a covered space such as the tents employed by the North Shore Music Theater, the South Shore Music Circus, the Cape Cod Melody Tent, and, on a larger scale, the Rockland Trust Bank Pavilion. We had 7 planned events rained out in 2018. There were other events that continued even under soggy conditions from rain earlier in the day. Cultural and artistic programming tend to operate on such a tight budget that they cannot afford to lose shows to poor weather. Even balmy sunny days can seem quite brutal when sitting on a bench on the hot pavement. Our morning kids sing-a-longs are held up back, in the shade, for this reason.

The Herter Amphitheater was, in fact, originally designed with a removable canvas roof that lasted a short time, before being destroyed by fire in 1964. Thankfully technology and ingenuity have brought us a long way since then and many solutions are now available which could provide a better experience for community both in the seats and on the stage. Between UV protection and sheltering people and equipment from sun showers and full on storms we believe we must work toward one of these weather proofing solutions.

Another phase we envision involves the dredging of the moat, and improving circulation with some type of installed system, perhaps a fountain. The shoreline shrubs surrounding the island need to be cleared, grubbed and replaced with low, native, ornamental, water-loving plants. This sort of planting would all at once reveal and revel in the delight of an urban island and a moat, as well as stabilize the embankment.

We would further upgrade the electrical system with permanent performance-venue items, such as theatrical level stage lighting, led digitally directed small spotlights, additional technical service panel for large professional events that includes a soundboard and/or engineer's station.

We currently lack storage space, green rooms, restrooms and the potable water required by major acts and union supported cultural events in music, theatre, and dance. Just until last year, this Herter Center Building, originally designed to serve in all these capacities as well as a visual art space, served as excess storage space for the New England Sports Museum which moved to the TD Garden in 1995. The Center, bridging the moat, is showing signs of advanced decay. Another phase would restore the Herter Center building to have gallery space for local artists, support facilities such as restrooms for event patrons, prep areas for caterers, staging rooms for event staff, costume changing rooms, green rooms for performing artist not on stage, or administrative support space to programs that utilize the amphitheater, or other community groups who need meeting/event space.

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### **Timeline (start date, end date, milestones)**

Programming monies will be put to use immediately. We will proceed with repairs as soon as the funds are in hand and DCR signs off on the repair details required to advance the project. We expect substantial completion within just a few months of receipt of the funds.

### **Project maintenance requirements, protocols, and sources of funding.**

Once the MOU is signed, the Friends of Herter Park will be responsible for regular upkeep of the island and Amphitheater. We clean, repair & winterize the site annually. We are not adding any extra burden with the requested revitalization work.

The \$11,000 funds requested will leverage \$22,000 in funds from a DCR Partnership Matching Grant. (See award letter attached in the *Materials* section.)

We will continue to solicit additional donors, underwriters, and/or sponsors for 2019 and future programming.

### **Anticipated project sustainability/life span**

The project we are seeking funding for in this application is sustainable through our described model. Our MOU will give us site control. Regular use of the space will continue to allow for consistent site monitoring. This will allow for routine maintenance and small repairs to occur on a regular basis, and prevents long-term deterioration. The more programs that utilize the space and the more residents that patronize events, the more volunteers and donors the Friends of Herter Park will have at our disposal going forward, year to year.

### **Anticipated regulatory review and necessary permits**

The MOU from DCR covers the programming of the space, so no additional Special Event Permits are needed. The work completed as part of the DCR Matching Grant will require a Construction Access Permit from DCR. But as DCR are the ones administering the grant & have already approved of the work through the award of the grant, permitting will not be contentious.

## Materials

- Friends of Herter Park bios
- Site Map
- Budget & Scope of Work
- Supplementary visuals
- DCR MOU

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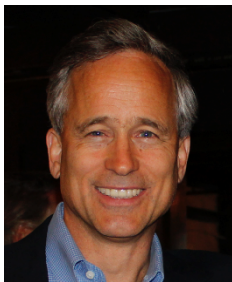
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### Bios



**Joy Lambert-Arcolano (FoHP President)** - New President of Friends of Herter Park and Founding Executive Artist of Playhouse Education and The Voice of Joy, Joy is an award-winning teaching artist and actor (awarded for her work on the Amphitheatre Stage in 2005 as part of the Publick Theatre) on faculty at the Boston Conservatory at Berklee working in the Theatre and Dance Divisions. Joy lives with her family in Watertown, MA and runs along the Charles (sometimes to the Amp and back!) nearly every day. She is the Emeritus Founding Chair of Continuing the Conversation, a conference series of the Arts in Education program of the Harvard Graduate School of Education where she earned an Ed.M. in 2004. Joy was a Lead Facilitator and Content Development Specialist in human capital development in leadership, management, social-emotional culture, Diversity, Equity and Inclusion, and Title IX for True to Life Training (NJ) for 11 years. In the last 15 years, Playhouse Education has served over 16,000 Massachusetts students through more than 60 collaborations with public, private, and independent schools, as well as nonprofit organizations and theaters. Joy also serves on the Board of the Longwood Players directing *Next to Normal* in 2018 and she will direct *Hamlet* this fall.



**Herb Nolan (FoHP Secretary)** - As founding Deputy Director of the Solomon Foundation, Herb Nolan has been responsible for initiating and building numerous park projects over the last ten years. These include the Brewer Fountain plaza in the Boston Common, the Eliot Memorial on the Esplanade, Greenough Greenway on the Charles River, and the Watertown Riverfront Park with its braille trail. Herb places particular emphasis on cultivating the relationships and shared vision essential to a successful public / private partnership. Previously he worked with national design firms on both the west and east coasts and with the National Park Service. Herb holds a B.S. from Harvard College and a M.L.A. from Harvard School of Design. He lives in Wellesley, Massachusetts where he can walk his daughters to school and himself to work through an Olmsted park.



**Anthony Mullin (FoHP Vice President)** - Anthony is the President of the Longwood Players, a non-profit group with ties to the Allston area. Anthony is also the CEO and Medical Director of JHANDA Corp, a private medical consulting business. Anthony is committed to the performing arts community and to the community of

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family. He has performed as an actor in several local theatres and is a member of SAG-AFTRA.

**Galen Mook (FoHP Treasurer)**



- Galen is a resident of North Allston and is engaged with the small business and cycling community in the neighborhood. Galen was the President and founder of CommonWheels Bicycle Collective, a non-profit community group which works with partners such as Harvard University, Charlesview Community, Joseph Smith Community Health Center, and Allston Village Main Streets to provide education and access to bicycling resources for local residents. He has recently been named Executive Director of MassBike. In his work, Galen utilizes Herter Park to host events, bike rides, and classes, and he is encouraged by the talent and energy of the formation of Friends of Herter Park to revitalize one of the best natural resources in our area.



**Tim McHale (FoHP Site Improvements Committee Chair)**

– Tim is an experienced construction manager and has spearheaded capital improvements projects at the Herter Park Amphitheater, including working closely with DCR in fall 2017 to restore electricity to the site. He is also the founder of the Boston Minstrels, a nonprofit musical troupe which performs at homeless shelters, prisons, and residential facilities in the Boston area. Tim is a resident of Brighton since 1974. He lives and works in the community.



**Peggy Iafrate** is the President and Founder of Strega Entertainment Marketing. She brings her vast experience of working with performers, entertainment and venue marketing as well as fundraising to our programming team. Before starting Strega, Peggy was a 10-year career with Disney, where she launched Radio Disney stations in Boston, Hartford and Providence, and as Director, managed the stations in the Northeast. Peggy then developed and ran the Integrated Marketing team, creating and executing national and regional promotions with partners and other Disney companies. Peggy is proud to be a Emerson College alum and to be back here in Boston.



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**Victoria Rowe** is our most recent Board member. A 2017 graduate from Dartmouth College, she has a long background in technical theater, having built her first sets for middle school productions at the age of 11. She fell in love with lighting design while attending Dartmouth College, where she also worked as a stage manager, and has since designed both student and professional shows. Victoria recently moved to Allston/Brighton from Colorado. She currently serves as the Director of Operations at an education technology start-up. She is also the Lighting Designer for the Brown Box Theatre Project during their Boston production run of the Broadway Jukebox. The Brown Box Theatre Project has performed on the Herter Amphitheater stage four times and we'll have them back in August for their production of Shakespeare's Measure for Measure.



**Charles River Conservancy** - One of our biggest project partners has been the Charles River Conservancy (CRC). Their insight into the area has been invaluable. Sasha Vallieres is the Volunteer and Outreach Coordinator for the CRC. We have collaborated in setting up volunteer clean-up days for the site, now totaling over 1,500 volunteer hours. Working together, we have conducted routine landscape clean-up as well as minor maintenance and repairs. As an environmentalist and nature lover, Sasha believes that stewardship of the land comes through enjoyment of the outdoors and public parklands.



**Kerin Shea (FoHP lead volunteer)** – Kerin has 25 years of professional experience in a project management capacity with a focus on public engagement. A Senior Consultant at the Ciccolo Group, a Community Development Consulting Firm located in Allston, MA, Kerin oversees the development of project strategies, public outreach, advertising and ensuring a robust citizen participation process. She has vast experience in project management and handling complex funding streams, especially when public and private funds are co-mingled to fund one project.



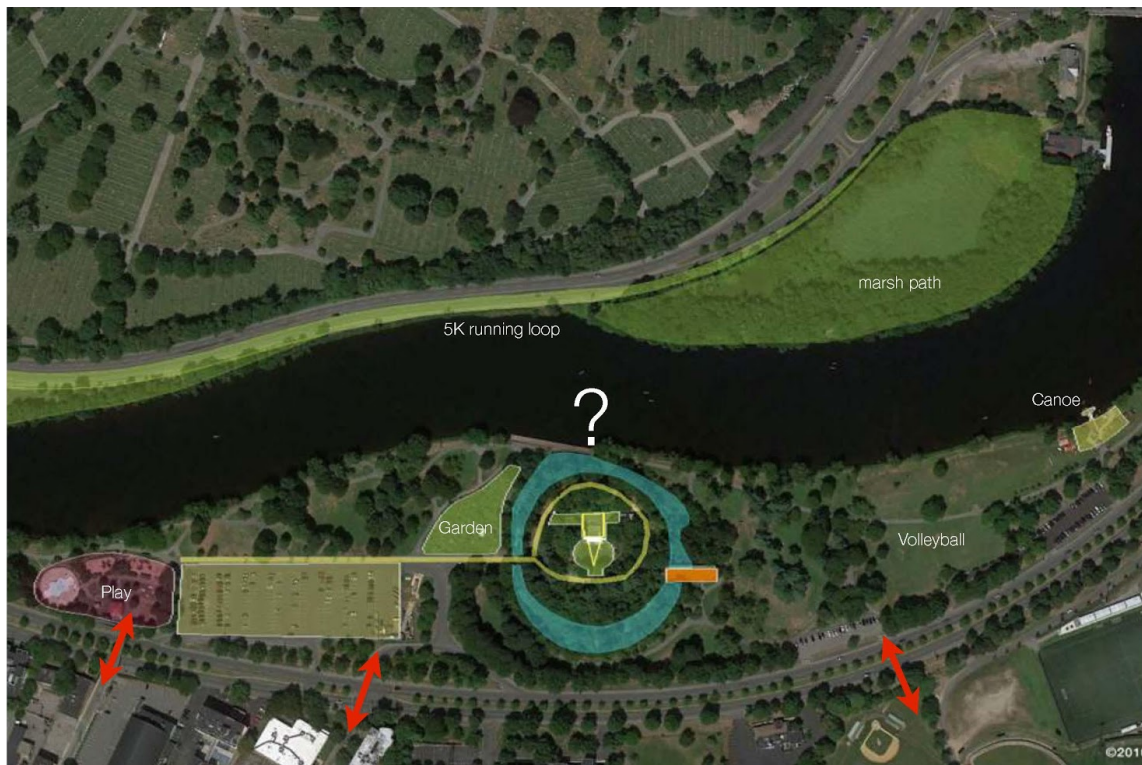
# Harvard Allston Public Realm Flexible Fund APPLICATION

## Site Maps





# Harvard Allston Public Realm Flexible Fund APPLICATION



# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Budget

Our Stewardship budget is feasible and reasonable as we continue to pursue a phased approach to our rehabilitation of the site. As we have successfully done in the past, we anticipate all labor to be provided by volunteers, DCR personnel or DCR contractors, or properly vetted and hired contractors. We understand that M.G.L. c. 30B procurement laws may apply and services may need to go out to bid.

Our Curation budget request is modest in scope and grand in scale. We strive to double our numbers served this season and have doubled down on our commitment to free programming with our #freeforall 2019 season. We have secured funding for some of our cultural and arts programming but keenly feel that these three areas are not current areas of funding interest for local donors - but through the leveraging of HAPRFF grant awards to solicit matching funds or gather materials needed, through proof of concept events, to garner the attention and interest of investors we can provide these valuable and vital engagements for our community for years to come.

**Total Request: \$49,200.00**

The total funds requested would pay only for the outlined requests and do not include any salaries for the Friends of Herter Park, nor any operating expenses.

Many of the Friends of Herter Park members have vast experience with grant management and reporting. We have experience overseeing large capital projects and handling complex funding streams, especially when public and private funds are co-mingled to fund one project.

# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

**McHale and Company, Inc.**  
**Construction Management Services**  
**102 Litchfield Street**  
**Brighton, MA 02135**  
**617-797-1129**  
**mchalecompany@aol.com, [www.mchaleco.com](http://www.mchaleco.com)**

### Herter Park Work Summary

5/2019

Sub: Harvard Flex Fund Cost Estimate

The work listed below is for site improvements at the theater. Improvements shown in the first section have been submitted to DCR and are being funded through a match program. DCR has approved this work at the value of \$11,000. Once FOHP submits \$11,000 to DCR, they will contribute \$22,000 to fund other improvements, i.e paving, bridge lighting, ADA access concerns, etc.

Section II costs are for other improvements at the theater

#### Section I

a) Build steps to rear knoll	6450
b) Provide entry lighting at reception and concessions	2600
c) Install power outlets at center line last row of seating	1950
	11000

# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Section II

a) Install removable railing around stage (safety)	6800
b) Weatherseal all utility poles	10550
c) Construct lattice wall below stage, prevent leaves, garbage, vandalism	3950
d) Provide weatherproof reception desk	2200
	23500
	Total Section I
	11000
	Total Section II
	23500
Harvard Flex Fund Total Requested	\$34,500

Respectfully submitted: Tim McHale

# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Curation Budget Pilot Program Series Summer #FreeforAll 2019

#### ALLSTON ARTS

5 events at \$1,500 Comprehensive Cost  
Artists must prove eligibility and  
professional level quality

Total: \$7,500

#### FAMILY AUDIENCE BUILDING THROUGH ENRICHMENT

8 consistently scheduled weekday events  
650ea (to entice matching) to cover the  
summer gap when school is out; provide  
multi-art, multi-modal enrichment for  
young children and their families.

Total: \$5,2000

#### STEWARDSHIP AND SUSTAINABILITY

Seed money for proof of concept pilot  
series with teaching scientists for park  
goer adventure/engagements with rising  
awareness of stewardship and  
sustainability creating connection and  
“ownership” of their parks

Total: 2,000

CURATION TOTAL: 14,700



# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Supplementary Visuals



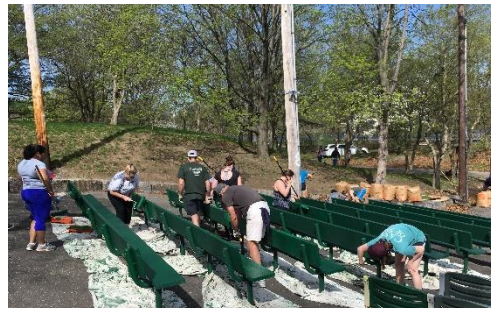


# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Volunteers



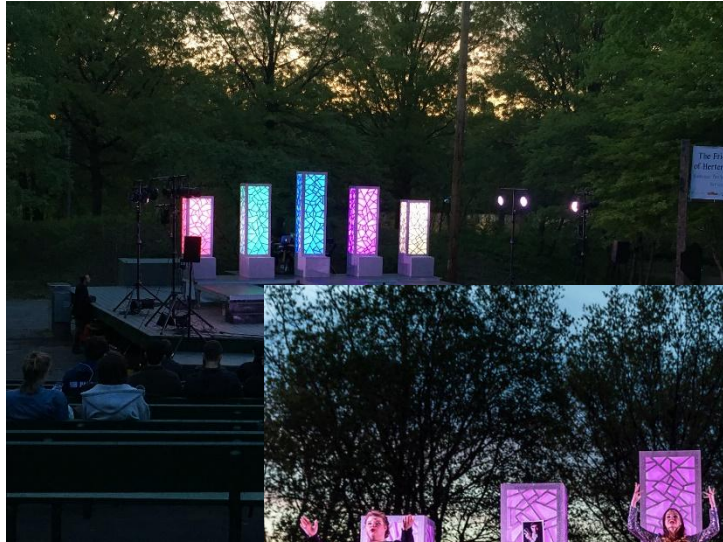


# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Theater





# Harvard Allston Public Realm Flexible Fund APPLICATION

## Family Movie Nights, Sing-alongs, Puppets



# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Music & Dance





# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Music & Comedy





# Harvard Allston Public Realm Flexible Fund APPLICATION

## Revels RiverSing





# Harvard Allston Public Realm Flexible Fund

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## APPLICATION

### Community Support

Our 2016 application included a letter of support from DCR Commissioner Leo Roy. Commissioner Roy and his staff attended our Ribbon Cutting event on May 17, 2018 (Pictured). He even sang for us and then led a community sing! We cannot believe a letter would indicate any greater support than that! Also please see the MOU and the approved scope from DCR's Matching Fund Grant, as DCR's wholehearted endorsement of the project.



We have received sustaining financial and in-kind donations from the Lawrence and Lillian Solomon Foundation, The Ciccolo Family Foundation, and the Charles River Conservancy. Each one of these institutions has increased, and in some cases more than doubled, their support for 2019 Season over years past. In addition to these Founding Partners, we have many nascent partnerships we are hoping to be able to announce shortly. Already, HighOutput has donated consultation and design services and Bose has supplied us with over \$20,000 worth of sound equipment for the Summer #freeforall.

As our greatest show of community support, we consider the 640 volunteers who helped us revitalize the amphitheater, the 5,630 patrons who attended our events this year, and our ongoing partnerships with major governmental personnel and departments at all civic levels, not for profits and arts and cultural organizations as definitive evidence of community support. *(See photos in the Materials section)*