

SUSTAINABLE GREENFIELD IMPLEMENTATION COMMITTEE (SGIC)

CONTACTS: Nancy Hazard, Chair Sustainable Greenfield Implementation Committee, 413-774-5667

THE BURGEONING CREATIVE ECONOMY IN GREENFIELD & BEES

Thurs. JUNE 27, 5:30 PM, John Zon Community Center, 35 Pleasant Street, Greenfield

Greenfield's burgeoning creative economy is buzzing and there's lots more to come. In June, the SGIC (Sustainable Greenfield Implementation Committee) will present a community panel discussion on the increasing vibrancy of the downtown arts and culture scene in Greenfield and what that means for the future of the city.

Linda McInerney of Eggtooth Productions and chair of the Greenfield Cultural Council said, "It's exciting to see Greenfield becoming a hive of creative activity. Thanks to worker bees like Hawks and Reed and the Root Cellar bringing great music, theater, and art, along with the increasing number of restaurants and bars offering great local food and drink in our downtown Crossroads Cultural District, we have become a hive of creative activity and there's more on the way. I think that Lorenzo Langstroth (the father of American beekeeping) would be proud that we are focusing on bees as a way to distinguish Greenfield's unique character."

McInerney will be part of a four-person panel on Greenfield's Burgeoning Creative Economy on Thursday, June 27, 5:30 at the John Zon Community Center, 35 Pleasant Street, in Greenfield. Organized by Sustainable Greenfield Implementation Committees (SGIC), the gathering offers the community an opportunity to hear about progress and have input into implementing its master plan.

The panelists will dive into why Greenfield's creative economy is growing, and the behind-the-scenes efforts that will not only bring money to build more facilities to draw more talent to the downtown Crossroads Cultural District, but also keep Greenfield inclusive and affordable.

"In addition to \$3.5 million that former Senator Stan Rosenberg set aside to help restore the First National Bank building to become a flexible cultural assembly space, the State & Federal government recently named Greenfield an "Opportunity Zone" which opens the doors to more investments with a focus on equity and inclusion," said MJ Adams. "As former director of Pioneer Valley Habitat for Humanity, and now Greenfield's Director of Economic and Community Development, I am committed to keeping Greenfield inclusive while we grow - providing opportunities for all. Greenfield has

always had a rich creative sector; we are now coming to understand and value the economic impact of these cultural activities.”

Other panelists include Rachael Katz, owner of The Greenfield Gallery, Chair of the Crossroads Cultural District Committee, and creator of the recently unveiled bee sculpture that will soon be buzzing everywhere around town and Steve Goldsher, owner of Hawks and Reed. Rachael had this to say, “Many struggling cities and towns have seen the creative economy lead the way to their revival, and I am privileged to join so many talented and motivated people in that movement here in Greenfield. As an essential part of our ecosystem and a model of community effort, the honeybee is the perfect symbol for the arts and culture wave happening here.”

As for bees, 10-years ago Sandy Thomas started an annual Bee Fest to honor Rev. Langstroth, the rector of the 2nd Congregational Church in the 1800s, who invented the modern beehive. That history, and the history of dinosaur footprints found on Bank Row by Dexter Marsh, is brought to life in the new pocket park that leads to Greenfield’s new parking garage. Sculptures that will soon be buzzing all around town, as well as pollinator gardens at the Energy Park and Zon Community Center and a vision of a pollinator corridor that connects it all and invites everyone to get involved in our growing cultural activities and planting for pollinators.

For more information on Greenfield’s master plan and Sustainable Greenfield Implementation Committee go to its web page on Greenfield’s town website <https://greenfield-ma.gov/g/31/Sustainable-Greenfield-Implementation-Committee-SGIC> , its Face Book page <https://www.facebook.com/GreenfieldSustainableMasterPlan/> , or call the chair of the committee at 413-774-5667.

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ADDITIONAL CONTACTS:

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