

Reading Arts and Culture Action Plan | Phase 1 MDI Report July 1, 2024



Overview of the Reading Arts & Culture Action Plan

In January 2024, the Town of Reading started working with the Metropolitan Area Planning Council (MAPC) to develop an arts and cultural plan. The Reading Arts and Culture Action Plan will guide Reading's efforts to foster thriving arts and cultural assets that are accessible to its residents and visitors. Components will include an updated cultural asset inventory and map, a list of local and regional arts and culture stakeholders, policy goals and strategies to strengthen arts and cultural opportunities, recommendations for creative placemaking opportunities, and an assessment of community needs for a potential cultural facility. The Town of Reading received a \$25,000 Massachusetts Downtown Initiative (MDI) Technical Assistance grant to support MAPC's completion of Phase 1 of the Arts and Culture Action Plan.

This report documents the initial findings of Phase 1, from January through June 2024, including a vision statement to guide the plan, a summary of community engagement activities to date, and documentation of existing conditions including a list of local and regional cultural stakeholders, an inventory of municipal and open spaces, and an updated cultural asset inventory. In Phase 2, MAPC will draft and revise an action plan to guide the future of arts and cultural development based on engagement findings from a community-wide survey, interviews, focus groups, and a community forum. The Town of Reading will share the final plan with the Massachusetts Executive Office of Economic Development as a final deliverable for the project and to augment and update this interim report.

I. Initial Findings Report

This report includes a brief overview of Reading's context alongside a snapshot of the town's arts and culture assets and activities. Creative and cultural organizations, stakeholders that support the arts, town gatherings and events, and local businesses and culture bearers that steward the stories and heritage of Reading are all documented. Reflecting on Reading's history and unique stakeholders lays the foundation for the Town to imagine the future of arts and cultural life in Reading.

Reading's Community Today

Reading is a mature suburban town approximately fifteen miles north of Boston. As of the 2020 Census, Reading was home to a population of about 25,518, with around 9,547 households. Around 11.6% of households also speak a language other than English at home, based on the 2022 American Community Survey. The Reading Public Schools Multilingual Learner (MLL) program serves students in Reading Public Schools speaking 20 languages. Half of MLL students are Portuguese speakers and 10% are Spanish speakers. Other languages spoken by MLL students include Assamese, Albanian, Arabic, Benin, Gujarati, Haitian Creole, French, Japanese, Korean, Luganda, Maithili, Mandarin, Persian, Polish, Telugu, Turkish, Urdu and Vietnamese.

Reading's Historical Stakeholders

Multiple stakeholders steward Reading's history as they seek to preserve and expand Reading's documented historical narrative and assets. The Town has two volunteer boards tasked with historic preservation activities: the Reading Historical Commission (RHC) and Reading Historic District Commission (HDC). These boards identify and record Reading's historical assets and promote historical awareness through historic markers for buildings of historic and architectural significance, Lafayette's Tour trail signage and markers, new development partnerships, and have established three Local Historic Districts. The RHC also supported the "Outside the Box Project," which put displays of historic photographs and information about the town's history on utility boxes throughout the town.

In addition to town-staffed commissions, local organizations preserve and elevate Reading's historic places and stories of Reading residents. The Reading Antiquarian Society was formed in 1916 to save Parker Tavern from demolition and eventually purchased the building in 1923. Following renovations, the building opened to the public in 1930. 7 Parker Tavern is the oldest structure in Reading today and remains open to the public as a museum.

The Coalition of Us, or CATO, was named for one of the enslaved individuals who lived in Reading. The organization was formed in 2020 following the tragic murder of George Floyd, with the mission to advance racial justice for Black and Brown people through advocacy, education, engagement, and empowerment. CATO's projects include multiple efforts to broaden and reflect on the town's history, including the Reading Remembrance Tour, which is a biannual walking tour in downtown Reading that explores the lives and locations of Black and enslaved residents in the colonial era. Additionally, CATO is leading efforts to educate residents about the history of Bill Russell's experiences living in Reading in the 1960s while playing for the Boston Celtics.

Reading's Arts & Cultural Stakeholders

Reading's arts and culture community includes multiple organizations that provide town-wide services. Within the town, the Reading Public Library and Community Services lead numerous programs, activities, and initiatives related to arts and culture. Reading Public Library provides integral resources and spaces for Reading's community life. In 2022, the Office of Equity and Social Justice was established in Reading Public Library to lead efforts like the 2024 Diversity, Equity, and Inclusion Audit and the creation of the Partners and Allies for Inclusive Reading. Reading's Community Services includes the Recreation Division, which offers art classes and workshops for youth, and Elder and Human Services, which hosts culture events at the Senior Center. Multiple organizations augment Town-led efforts for arts and culture educational programs, partnerships, and funding for arts and culture in Reading.

Reading Cultural Council (RCC) is a volunteer board in Reading that awards grants to individuals and organizations offering cultural programs that serve the community. As a part of MCC's Local Cultural Council (LCC) network, the RCC receives an annual allocation from the Massachusetts State Legislature. In 2024, the RCC distributed \$25,802 in grant awards. Additionally, the RCC

conducted a town-wide survey in 2022¹ to gauge the arts and culture needs within Reading. With 118 responses, the survey highlighted Reading Porch Fest as the most attended arts and cultural event, followed by the Downtown Reading Art Walk. Community-wide gatherings, like festivals, concerts, and plays, were the most prioritized activities for future investment for the RCC, followed by projects celebrating local history and cultural diversity. Survey responses also suggested that the town needs more coordination and promotion of arts and cultural events.

Creative Arts is a non-profit formed in 1978 in partnership with the Town of Reading that serves as a community arts school, providing instruction and classes in music, theater, and visual arts. In 2014, a coalition of regional artists, arts organizations, and cultural groups formed Arts Reading to explore the possibility of creating a state cultural district designation.

Reading Cultural District Exploratory Study 2014

In 2014, Reading's Community Services and Planning Division hired FinePoint Associates to prepare a report to apply for cultural district designation. While the findings did not fully support the ability for a cultural district designation, the planning process created a cultural inventory of existing cultural facilities, historic assets, businesses that complement the arts and culture sector, local cultural organizations and individual artisans, and events. The report includes a survey with 52 respondents from Reading's downtown business owners, representatives from cultural organizations, and individual artists and artisans. The *Downtown Reading Cultural District Exploratory Study*⁹ provided a five-year vision for Reading's future cultural district that continue to resonate with community stakeholders today including:

- Downtown Reading is a destination that hosts great restaurants and a diversity of cultural offerings.
- Reading hosts multiple venues for art performances, exhibits and classes.
- Reading collaborates and amplifies promotion for arts and cultural events in town.
- Reading is home to a cultural arts center facility.

While the application for a cultural district was unsuccessful, the ArtsReading organization continues with organizational and individual memberships to support Reading's arts and cultural community. **Appendix A** includes a list of Reading's arts and culture stakeholders.

Activating Reading's Downtown

Reading's efforts to invest in the downtown development extend beyond the cultural district designation exploration and have been a priority since the 2005 Master Plan. In 2007, the Town's *Reading Downtown Revitalization Observations*² presentation to the Reading Economic

¹ <https://www.readingma.gov/DocumentCenter/View/2965/2022-Survey-Results-Report-PDF?bidId=>

² <https://www.readingma.gov/DocumentCenter/View/413/Cultural-District-Exploratory-Study-2014-PDF>

Development Committee included a recommendation for creating a Business Improvement District (BID) to improve downtown Reading. The presentation identified funding strategies including setting up a local options tax to collect funds, utilizing a parking benefit district model, or establishing a 501(c)3 nonprofit to make investments in downtown. Other recommendations included improving pedestrian access in alleys with enhanced lighting, appearance, and crosswalk visibility.

In 2021, the Massachusetts Executive Office of Housing and Livable Communities (EOHLC) completed a *Rapid Recovery Plan*³ to help stabilize municipal downtowns following the economic impacts brought on by COVID-19. EOHLC worked with Reading's Business Improvement District (BID) Steering Committee on the plan. It included three core recommendations: improved access and connectivity, technical assistance, and business support, particularly for marketing, outdoor activities, and placemaking. Specific to art and culture, over 49% of respondents in the Customer Survey "indicated they would like to see more arts and culture activities in the Downtown" (pg. 25). The plan included recommendations for a call for art for street murals as tactical pedestrian improvements downtown to increase safety, an event to encourage walking in downtown, a calendar of downtown events, a pop-up permitting to allow for more tactical urbanism, hosting a festival for illuminating downtown in the winter months, activating vacant storefront windows with artwork, and creating a placemaking plan to support more arts and culture activities downtown including public art and events. This plan provides multiple recommendations relevant to arts and culture investments.

Building on Prior Work

The Reading Arts and culture Action Plan will integrate and build on the findings from these prior engagement and planning efforts. In addition to survey analysis and outreach, Phase 2 of the planning process will explore how Reading's public facilities and open spaces, listed in **Appendix B**, can support arts and cultural activities and programming.

II. Summary of Community Engagement Activities

In January 2024, the Town of Reading hosted a community forum at Reading First Congregational Church to kick off the Reading Arts and Culture Action Plan. Attendees included stakeholders in cultural and historical organizations, arts leaders, and local businesses. Following this initial meeting, the Town staff invited individuals to participate in the planning process by volunteering as part of the Reading Arts and Culture Action Plan Working Group.

The Reading Arts and Culture Action Plan Working Group was formed in February 2024 and includes representation from the Arts Reading, Creative Arts, Reading Antiquarian Society, Reading Business Improvement District Committee, Reading Cares, Reading Chamber of Commerce, Reading Cultural Council, Reading First Congregational Church, Reading Public Library, and Reading School of Guitar. The working group's role is to support engagement, inform the plan's goals and strategies, and steward the vision for the planning process.

³ <https://www.readingma.gov/DocumentCenter/View/1863/Local-Rapid-Recovery-Plan-for-Downtown-Reading?bidId=>

MAPC conducted eight interviews with the Reading Cultural Planning Working Group members in February and March 2024. The interviews covered a variety of topics about the participants' lives and their experiences in Reading, providing important context on prior processes.

Town staff, MAPC, and working group members participated in public events in June, including Reading's Friends and Family Day and Reading Porch Festival, to support outreach and engagement. These direct outreach efforts informed Reading community members about the arts and culture plan and invited community members to participate in the community survey published in May 2024. The survey is available in English, Spanish, and Portuguese and will remain open through July 2024. In the survey, respondents are asked to identify arts and cultural assets in Reading, which will supplement the initial list of arts and cultural assets included in **Appendix C**.

III. Vision Statement

The Reading Arts and Culture Action Plan Working Group drafted a vision statement to guide the Reading Arts and Culture Action Planning process:

“Our vision is to create an inclusive and vibrant arts and culture community in Reading, where diverse programming reflects the richness of our community's experiences.”

With this plan, we aspire to:

- Collaborate and coordinate efforts among arts and culture groups and other institutions
- Provide accessible arts and culture programming
- Foster a sense of belonging for all members of the Reading community
- Amplify the voices of underrepresented communities in a safe and welcoming environment
- Explore opportunities to establish a physical home for supporting arts and culture
- Cultivate a more connected community with an active, vibrant downtown

The vision statement was created by merging the visions and goals the Working Group members presented and revised in a meeting. This vision statement guides the Reading Arts and Culture Action Planning process and engagement activities. The Working Group will revise the statement in the plan's second phase based on community feedback if needed.

IV. Next Steps: Phase 2

In Phase 2, the planning process will continue with survey analysis and additional engagement activities. Engagement will include focus groups and activities in late summer and early fall of 2024 designed to reach Reading's youth, elders, non-English speakers, local businesses, and arts stakeholders interested in a future cultural facility.

Feedback from the survey and engagement will be used to update the asset inventories and vision statement developed in Phase 1 and to inform recommendations for how to achieve the vision of an inclusive and vibrant arts and culture community in Reading. The Reading Arts and Culture Action Plan will be the final deliverable of Phase 2 and will include the following items:

- A summary of community engagement findings;
- A set of recommendations to execute creative placemaking programs;
- An assessment of community needs and preferences for a future cultural facility; and
- A set of policy goals and short-, mid-, and long-term strategies for public and private actions that will support the Vision Statement.

Appendix A: List of Local and Regional Stakeholders

Reading is an essential anchor for many regional arts and culture stakeholders. Below is a list of local and regional stakeholders who have participated in ongoing conversations around Reading's arts and cultural planning efforts and who are critical partners in the Reading Arts and Culture Action Plan next steps. This list will continue to expand with individuals as engagement continues throughout Phase 2 of the planning process.

Name	Organization / Business	Participation
Reading Historical Commission	Town Committee	Local Stakeholder Group
Reading Historic District Committee	Town Committee	Local Stakeholder Group
Eileen Barrett	Draw 01867	January Kick Off Meeting
Besty Schneider	First Congregational Church Reading, Reading Cares	January Kick Off Meeting, Working Group Member
Tara Gregory	CATO - The Coalition of Us	January Kick Off Meeting, January Kick Off Meeting,
Joe Leto	Arts Reading, Woburn Guild of Artists	Working Group Member
Michelle Aguilon	Creative Arts	January Kick Off Meeting, Working Group Member
Brian Kimerer	Reading Arts Association	January Kick Off Meeting
Tom Coffin	Arts Reading, Colonial Chorus Players	January Kick Off Meeting
Nora Bucko	Arts Reading	January Kick Off Meeting
Rod Chandler	Reading Community Singers	January Kick Off Meeting, January Kick Off Meeting,
Jon Taubman	Reading School of Guitar	Working Group Member
Alan Foulds	Reading Porchfest	January Kick Off Meeting
Ace Foulds	Reading Porchfest	January Kick Off Meeting
Virginia Blodgett	Reading Antiquarian Society, Parker Tavern	January Kick Off Meeting
Cherrie Dubois	Reading Antiquarian Society, Parker Tavern	January Kick Off Meeting
Jen Barsotti	Reading Antiquarian Society, Parker Tavern	January Kick Off Meeting, Working Group Member
Reverend Emelia Attridge	First Congregational Church Reading	January Kick Off Meeting,
Matthew Kraunelis	Town of Reading Town Manager	Working Group Member
Liz Whitelam	Whitelam Books, BID Committee	Working Group Member
Albert Pless	Reading Director of Equity Social Justice	Working Group Member
Rob Minor	Reading Chamber of Commerce	Working Group Member
Michelle Filleul	Reading Public Library	Working Group Member
Stephen Theodoridis	Reading Cultural Council	Working Group Member

Appendix B: Inventory of Municipal Facilities and Open Spaces

The Town of Reading is responsible for maintaining eight school buildings and seven town buildings, as well as the public and open spaces included in the inventory below. Municipal Facilities and Open Spaces include parks, fields, courts, and open spaces maintained by the Town, as well as schools and Town buildings providing public services or event space.

Facility	Address
<u>Barrows Elementary School</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Baseball Field</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Basketball Court</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Cafeteria</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Field</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Gymnasium</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Playground</u>	16 Edgemont Avenue
<u>Barrows Elementary School - Tennis Courts</u>	16 Edgemont Avenue
<u>Birch Meadow Complex</u>	62 Oakland Road
<u>Birch Meadow Complex - Adventure Course</u>	62 Oakland Road
<u>Birch Meadow Complex - Castine Field/Skating</u>	62 Oakland Road
<u>Birch Meadow Complex - Community Tennis Courts</u>	62 Oakland Road
<u>Birch Meadow Complex - Morton Field</u>	62 Oakland Road
<u>Birch Meadow Complex - Multi-Purpose Field</u>	62 Oakland Road
<u>Birch Meadow Complex - Stadium Turf Field</u>	62 Oakland Road
<u>Birch Meadow Complex - Street Field</u>	62 Oakland Road
<u>Birch Meadow Complex - Tot Lot</u>	62 Oakland Road
<u>Birch Meadow Complex - Turf Field 2</u>	62 Oakland Road
<u>Birch Meadow Complex - Tennis Court Baseball Field</u>	62 Oakland Road
<u>Birch Meadow Elementary School</u>	27 Arthur B Lord Drive
<u>Birch Meadow Elementary School - Cafeteria</u>	27 Arthur B Lord Drive
<u>Birch Meadow Elementary School - Gymnasium</u>	27 Arthur B Lord Drive
<u>Burbank YMCA</u>	36 Arthur B. Lord Drive
<u>Burbank YMCA - Pool</u>	36 Arthur B. Lord Drive
<u>Castine Field</u>	Birch Meadow Drive
<u>Castine Field - Ice Skating</u>	Birch Meadow Drive
<u>Community Tennis Courts</u>	Bancroft Avenue
<u>Community Tennis Courts - TENNIS COURTS</u>	Bancroft Avenue
<u>Coolidge Middle School</u>	89 Birch Meadow Drive
<u>Coolidge Middle School - Cafeteria</u>	89 Birch Meadow Drive

<u>Coolidge Middle School - Gymnasium</u>	89 Birch Meadow Drive
<u>Coolidge Middle School - Library</u>	89 Birch Meadow Drive
<u>Coolidge Middle School - Multi Purpose Room</u>	89 Birch Meadow Drive
<u>Coolidge Middle School - SMALL NON-FIELD AREA</u>	89 Birch Meadow Drive
<u>Coolidge Middle School - Soccer/Lacrosse Field</u>	89 Birch Meadow Drive
Hunt Park	Pleasant Street
<u>Hunt Park - Baseball Field</u>	Pleasant Street
<u>Hunt Park - Playground</u>	Pleasant Street
Joshua Eaton Elementary School	365 Summer Avenue
<u>Joshua Eaton Elementary School - Cafeteria</u>	365 Summer Avenue
<u>Joshua Eaton Elementary School - Field A</u>	365 Summer Avenue
<u>Joshua Eaton Elementary School - Field B</u>	365 Summer Avenue
<u>Joshua Eaton Elementary School - Gymnasium</u>	365 Summer Avenue
<u>Joshua Eaton Elementary School - Playground</u>	365 Summer Avenue
<u>Joshua Eaton Elementary School - Soccer Field</u>	365 Summer Avenue
Killam Elementary School	333 Charles Street
<u>Killam Elementary School - Cafeteria</u>	333 Charles Street
<u>Killam Elementary School - Gymnasium</u>	333 Charles Street
<u>Killam Elementary School - Playground</u>	333 Charles Street
<u>Killam Elementary School - Soccer Field</u>	333 Charles Street
<u>Killam Elementary School - Softball/Baseball Field</u>	333 Charles Street
Lighted Softball Field	Birch Meadow Drive
Longwood Park	75 Pearl Street
<u>Longwood Park - Soccer Field</u>	75 Pearl Street
Mattera Cabin	1481 Main Street
Memorial Park	Harrison Street
<u>Memorial Park - Basketball Court</u>	Harrison Street
<u>Memorial Park - Ice Skating</u>	Harrison Street
<u>Memorial Park - Playground</u>	Harrison Street
<u>Memorial Park - Tennis Courts</u>	Harrison Street
Parker Middle School	45 Temple Street
<u>Parker Middle School - Cafeteria</u>	45 Temple Street
<u>Parker Middle School - Collins Field</u>	45 Temple Street
<u>Parker Middle School - Gymnasium</u>	45 Temple Street
Pete Moscariello Ballpark	62 Oakland Road (Parking Area)
<u>Pete Moscariello Ballpark - Batting Cage</u>	62 Oakland Road (Parking Area)
<u>Pete Moscariello Ballpark - Full Size Baseball Diamond</u>	62 Oakland Road (Parking Area)

<u>Pleasant Street Center</u>	49 Pleasant Street
<u>Reading Memorial High School</u>	62 Oakland Road
<u>Reading Memorial High School - Baseball Field</u>	62 Oakland Road
<u>Reading Memorial High School - Cafeteria</u>	62 Oakland Road
<u>Reading Memorial High School - Field House</u>	62 Oakland Road
<u>Reading Memorial High School - Gymnasium</u>	62 Oakland Road
<u>Reading Memorial High School - Soccer Field</u>	62 Oakland Road
<u>Reading Memorial High School - Stadium Field</u>	62 Oakland Road
<u>Reading Memorial High School - Tennis Court Field</u>	62 Oakland Road
<u>Reading Memorial High School - Track</u>	62 Oakland Road
<u>Reading Memorial High School - Turf Fields</u>	62 Oakland Road
<u>Sturges Park</u>	South Street
<u>Sturges Park - Basketball Court</u>	South Street
<u>Sturges Park - Ice Skating, Outdoor</u>	South Street
<u>Sturges Park - Playground</u>	South Street
<u>Sturges Park - Soccer Field</u>	South Street
<u>Sturges Park - Softball/Baseball Field</u>	South Street
<u>Sturges Park - Tennis Courts</u>	South Street
<u>Symonds Way Field</u>	Symonds Way
<u>Symonds Way Field - Baseball 90' Field</u>	Symonds Way
<u>Symonds Way Field - Soccer Field</u>	Symonds Way
<u>Tot Lot</u>	Located by Community Tennis Courts - Bancroft Avenue
<u>Tot Lot - Basketball Court</u>	Located by Community Tennis Courts - Bancroft Avenue
<u>Tot Lot - MultiCourt</u>	Located by Community Tennis Courts - Bancroft Avenue
<u>Washington Park</u>	Washington Street
<u>Washington Park - Baseball Field</u>	Washington Street
<u>Washington Park - Basketball Court</u>	Washington Street
<u>Washington Park - Playground</u>	Washington Street
<u>Washington Park - Tennis Courts</u>	Washington Street
<u>Wood End Elementary School</u>	85 Sunset Rock Lane
<u>Wood End Elementary School - Cafeteria</u>	85 Sunset Rock Lane
<u>Wood End Elementary School - Gymnasium</u>	85 Sunset Rock Lane
<u>Wood End Elementary School - Lacrosse Field</u>	85 Sunset Rock Lane
<u>Wood End Elementary School - Soccer Field</u>	85 Sunset Rock Lane

Appendix C: Updated Cultural Asset Inventory

The cultural asset inventory below is an update to the 2014 cultural asset inventory included in the Reading Cultural District Exploratory Study. In the table below, MAPC documented 161 assets, and a summary of the eight categories as part of the inventory. Reading's Arts and Cultural Organizations and Businesses category lists the most assets, followed by Eating and Drinking Places, and then Public Art or Events. This cultural asset inventory will continue to be updated throughout the planning process and in collecting responses from the Reading Arts and Culture Action Plan Survey.

Arts and Cultural Asset Category	Number of Assets	Percent of Total
Arts and Cultural Organizations and Businesses	57	34.55%
Eating and Drinking Places	29	17.58%
Public Art or Event	17	10.30%
Public Facilities and Open Space	31	18.79%
Historic Landmarks and Attractions	20	12.12%
Religious Institutions	9	5.45%
Arts Exhibition Spaces	1	0.61%
Artist Work Spaces	1	0.61%

Cultural Asset	Cultural Asset Designation
First Congregational Church: Artist Studios	Artist Work Spaces
Arts Reading	Arts and Cultural Organizations and Businesses
Boston City DJs	Arts and Cultural Organizations and Businesses
Colonial Chorus Players	Arts and Cultural Organizations and Businesses
Comically Speaking	Arts and Cultural Organizations and Businesses
Cordele Photography	Arts and Cultural Organizations and Businesses
Creative Arts	Arts and Cultural Organizations and Businesses
Elite Freestyle Karate	Arts and Cultural Organizations and Businesses
Elyse Jewelers	Arts and Cultural Organizations and Businesses
Encore Dance Academy	Arts and Cultural Organizations and Businesses
Erin Dhimo's Bass Lab Studio	Arts and Cultural Organizations and Businesses
Executive Headshots Boston	Arts and Cultural Organizations and Businesses
Five Star Theatre Company	Arts and Cultural Organizations and Businesses
IMAX Theatre (Jordan's Furniture)	Arts and Cultural Organizations and Businesses
Infinite Recording Studios	Arts and Cultural Organizations and Businesses
J&D Dance Academy	Arts and Cultural Organizations and Businesses
Justine Yandle Photography	Arts and Cultural Organizations and Businesses
Katheine Henry Photography	Arts and Cultural Organizations and Businesses
La Pierre School of Dance	Arts and Cultural Organizations and Businesses
Liquor Junction	Arts and Cultural Organizations and Businesses

Michele's Music School	Arts and Cultural Organizations and Businesses
Nuimage Entertainment	Arts and Cultural Organizations and Businesses
Peg Raciti Photography	Arts and Cultural Organizations and Businesses
Portraits by Frank	Arts and Cultural Organizations and Businesses
Quannapowitt Players	Arts and Cultural Organizations and Businesses
RCTV	Arts and Cultural Organizations and Businesses
Reading Advocate	Arts and Cultural Organizations and Businesses
Reading Arts Association	Arts and Cultural Organizations and Businesses
Reading Community Concert Band	Arts and Cultural Organizations and Businesses
Reading Community Singers	Arts and Cultural Organizations and Businesses
Reading Connection Audio Institute	Arts and Cultural Organizations and Businesses
Reading Memorial High School Drama Club	Arts and Cultural Organizations and Businesses
Reading Patch	Arts and Cultural Organizations and Businesses
Reading School of Guitar	Arts and Cultural Organizations and Businesses
Reading Symphony Orchestra	Arts and Cultural Organizations and Businesses
Ron Ranere Photography	Arts and Cultural Organizations and Businesses
Simms Jewlery	Arts and Cultural Organizations and Businesses
Sound Play Music	Arts and Cultural Organizations and Businesses
Spiritual Diva Hair Salon and Jewlery	Arts and Cultural Organizations and Businesses
Square Liquors	Arts and Cultural Organizations and Businesses
The Swan Boudoir Studio by Tara Starr Photography	Arts and Cultural Organizations and Businesses
Thrown Together Pottery Studio	Arts and Cultural Organizations and Businesses
Tin Bucket Shop	Arts and Cultural Organizations and Businesses
Whitelam Books	Arts and Cultural Organizations and Businesses
Intertwine Media	Arts and Cultural Organizations and Businesses
B & D Advertising Agency Inc	Arts and Cultural Organizations and Businesses
Pellet Productions Inc	Arts and Cultural Organizations and Businesses
Northeast School of Ballet	Arts and Cultural Organizations and Businesses
Barrier Architectural Reps Inc	Arts and Cultural Organizations and Businesses
Rick Obey's Entertainment Co	Arts and Cultural Organizations and Businesses
O'Sullivan Architects	Arts and Cultural Organizations and Businesses
Music Works International	Arts and Cultural Organizations and Businesses
Relux Decor Inc	Arts and Cultural Organizations and Businesses
M & H Interiors Inc	Arts and Cultural Organizations and Businesses
Square Dance Foundation of New England	Arts and Cultural Organizations and Businesses
Intent Architects LLC	Arts and Cultural Organizations and Businesses
Callan Photo LLC	Arts and Cultural Organizations and Businesses
Home Elation Interior Design	Arts and Cultural Organizations and Businesses
Downtown Artwalk	Arts Exhibition Spaces
Bagel World	Eating and Drinking Places
Bunratty Tavern	Eating and Drinking Places

Caffe Nero	Eating and Drinking Places
Cal's Brick Oven Pizza	Eating and Drinking Places
Cal's Creamery	Eating and Drinking Places
Christopher's Restaurant	Eating and Drinking Places
DeISurNatural Empanadas	Eating and Drinking Places
DiCara's Deli	Eating and Drinking Places
Dunkin'	Eating and Drinking Places
Empower on Haven	Eating and Drinking Places
Fat Larry's	Eating and Drinking Places
Fusilli's Cucina	Eating and Drinking Places
Half & Half	Eating and Drinking Places
House of Bagels	Eating and Drinking Places
Last Corner Restaurant	Eating and Drinking Places
Longhorn Steakhouse	Eating and Drinking Places
Mandarin Reading Restaurant	Eating and Drinking Places
Nella's Pizza	Eating and Drinking Places
Oye's Restaurant & Bar	Eating and Drinking Places
Perfecto's Caffé	Eating and Drinking Places
Post 1917	Eating and Drinking Places
Professor's Market	Eating and Drinking Places
Public Kitchen Reading	Eating and Drinking Places
Starbucks	Eating and Drinking Places
swissbakers	Eating and Drinking Places
The Charles @ Buntratty Tavern	Eating and Drinking Places
The Chocolate Truffle	Eating and Drinking Places
Venetian Moon	Eating and Drinking Places
ZUCCA Italian Restaurant and Bar	Eating and Drinking Places
Bancrodt Homestead	Historic Landmarks and Attractions
Charles Lawn Cemetery	Historic Landmarks and Attractions
Early Parker House	Historic Landmarks and Attractions
Eaton-Prescott Farm	Historic Landmarks and Attractions
Forest Glen Cemetery	Historic Landmarks and Attractions
Foster-Emerson House	Historic Landmarks and Attractions
Jabez Weston House	Historic Landmarks and Attractions
Joseph Parker House	Historic Landmarks and Attractions
Laurel Hill Cemetery	Historic Landmarks and Attractions
Old Nichols Home	Historic Landmarks and Attractions
Parker Tavern	Historic Landmarks and Attractions
Reading Common Historic District	Historic Landmarks and Attractions
Woburn Street National Historic District	Historic Landmarks and Attractions

Summer Avenue Local Historic District	Historic Landmarks and Attractions
West Street Local Historic District	Historic Landmarks and Attractions
Richard Nichols House	Historic Landmarks and Attractions
Samuel Bancroft House	Historic Landmarks and Attractions
Stephen Hall House	Historic Landmarks and Attractions
Walnut Street School	Historic Landmarks and Attractions
Wood End Cemetery	Historic Landmarks and Attractions
Annual Holiday Tree Lighting Ceremony	Public Art or Event
Chickadee (Outside the Box Artwalk)	Public Art or Event
Generations of Reading (Outside the Box Artwalk)	Public Art or Event
Govenor Greenhalge (Outside the Box Artwalk)	Public Art or Event
Ipswich River Watershed (Outside the Box Artwalk)	Public Art or Event
Mechanics Building (Outside the Box Artwalk)	Public Art or Event
Porchfest	Public Art or Event
Reading Depot (Outside the Box Artwalk)	Public Art or Event
Reading Fall Street Faire	Public Art or Event
Reading Friends and Family Day	Public Art or Event
Reading Winterfest	Public Art or Event
Reading Lafayette Trail Marker Tour	Public Art or Event
Reading Mascots (Outside the Box Artwalk)	Public Art or Event
Reading Then and Now (Outside the Box Artwalk)	Public Art or Event
Summer Concert Series at Memorial Park	Public Art or Event
Three Trolley Cars (Outside the Box Artwalk)	Public Art or Event
View from Old South (Outside the Box Artwalk)	Public Art or Event
Bare Meadow	Public Facilities and Open Space
Barrows Elementary School Playground & Fields	Public Facilities and Open Space
Birch Meadow Complex	Public Facilities and Open Space
Burbank YMCA	Public Facilities and Open Space
Castine Field	Public Facilities and Open Space
Cedar Swamp	Public Facilities and Open Space
Community Tennis Courts	Public Facilities and Open Space
Coolidge Middle School Fields	Public Facilities and Open Space
Driscoll Softball Field	Public Facilities and Open Space
Higgins Farm Conservation Area	Public Facilities and Open Space
Hunt Park	Public Facilities and Open Space
Joshua Eaton Elementary School Playground & Fields	Public Facilities and Open Space
Killam Elementary School Playground & Fields	Public Facilities and Open Space
Longwood Park	Public Facilities and Open Space
Maillet Conservation Land	Public Facilities and Open Space

Mattera Cabin	Public Facilities and Open Space
Memorial Park	Public Facilities and Open Space
Parker Middle School Field	Public Facilities and Open Space
Pete Moscariello Ballpark	Public Facilities and Open Space
Pinevale Conservation Land	Public Facilities and Open Space
Pleasant Street Center	Public Facilities and Open Space
Reading Memorial High School Courts, Fields, and Stadium	Public Facilities and Open Space
Reading Public Library	Public Facilities and Open Space
Sturges Park	Public Facilities and Open Space
Symonds Way Field	Public Facilities and Open Space
Thelin Bird Sanctuary	Public Facilities and Open Space
Tot Lot	Public Facilities and Open Space
Town Common	Public Facilities and Open Space
Washington Park	Public Facilities and Open Space
William E. Endslow Performing Arts Center (Reading Memorial High School)	Public Facilities and Open Space
Wood End Elementary School Playgrounds & Fields	Public Facilities and Open Space
Church of the Good Shepherd	Religious Institutions
Congregation of St. Athanasius	Religious Institutions
First Baptist Church	Religious Institutions
First Congregational Church	Religious Institutions
Korean Church of the Nazarene	Religious Institutions
Old South United Methodist Church	Religious Institutions
North American Foundation of Islamic Services (NAFIS)	Religious Institutions
St. Agnes Church	Religious Institutions
Unitarian Universalist Church	Religious Institutions