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### Upham's Corner Main Street: Developing Ideas for Promoting Arts and Businesses in Upham's Corner

Werner Kunz

University of Massachusetts Boston, [werner.kunz@umb.edu](mailto:werner.kunz@umb.edu)

Barbara Lewis

University of Massachusetts Boston, [barbara.lewis@umb.edu](mailto:barbara.lewis@umb.edu)

Upham's Corner Main Street

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# Upham's Corner Main Street

Developing Ideas for Promoting Arts and Businesses in Upham's Corner

## Summary/Abstract

**Dorchester's Upham's Corner** neighborhood is home to a diverse mix of neighborhood residents, many historical landmarks, and a commercial district. At one point, Upham's Corner was one of the top five market hubs for New England. It was because of this market history that the Strand Theater was built as a community home, as a community connection, and as a network.

**UMass Boston's College of Management** undergraduate students have developed ideas for promoting the arts and bringing businesses to the Upham's Corner neighborhood. Assistant Professor of Marketing, **Werner Kunz**, coordinated the project with students in his "Services Marketing" class to present ideas to integrate the existing Upham's Corner community, strengthen the culture, and bring outsiders to the neighborhood. The student team presented their recommendations to **Max MacCarthy**, Executive Director of **Upham's Corner Main Street**.

## Results/Impacts

- Revitalizing the **Strand Theatre** as main attraction of Upham's Corner and as an "Entertainment Center" to increase consumer traffic.
- A **Paintball/Arcade Center** can also attract college students and young adults.
- Suggestions for short term initiatives (see right).
- Students gain real life skills by talking with business client, considering real challenges, and delivering valuable report.

*These initiatives can revitalize culture and business at Upham's Corner.*



## Conclusion/Next Steps

Upham's Corner Main Street might consider how ideas could be implemented into existing initiatives. Ideas to further enhance the attraction for visitors and investors through supplementary services include:

- **Marketplace** starts during the day and runs into the evening on the weekend once a month.
- Arrange a **two-day festival** to increase the income of the city and attract possible investors.
- **History tours** can incorporate the Strand Theater, Dorchester North Burying Ground, and James Blake House into Boston historical tours.
- **Youth projects** can provide sports center and library for people to utilize.

## Partners and Contact Information

**Werner Kunz**, Assistant Professor of Marketing, [Werner.Kunz@umb.edu](mailto:Werner.Kunz@umb.edu), 617-287-7909

**Barbara Lewis**, William Monroe Trotter Institute for the Study of Black History and Culture, UMass Boston

**Max MacCarthy**, Upham's Corner Main Street, [www.uphamscorner.org](http://www.uphamscorner.org)

## Goals and Objectives

The goals of the project are:

- **To develop solutions** that could make this area more attractive for investors, business clients, and people in Boston.
- **To revitalize the culture** within the Upham's Corner area.

## Approaches and Methods

The team utilized the following methods:

- **Interview** with Business People in Upham's Corner
- **SWOT** analysis (strengths, weaknesses, opportunities, and threats)
- **Core Product** Analysis in Upham's Corner
- Concept of **supplementary services**