



THREE RIVERS ON THE RIGHT TRACK

THREE RIVERS ARTS COMMUNITY KNOWLEDGE

Three Rivers is on the right TRACK!

TRACK (which stands for Three Rivers Arts Community Knowledge) is a project designed to bring art of all kinds into downtown Three Rivers. TRACK supports ongoing revitalization efforts there by providing venues for artists to showcase and sell their work, assisting property owners with filling vacant rental space, hosting community events to increase foot traffic downtown, and offering more opportunities for residents to enjoy the arts.

If you've been to Three Rivers lately, maybe you've already seen some of the exhibits of TRACK art on display at the post office, North Brookfield Savings Bank, or at businesses on Main Street. This is just the beginning! There'll be many more art exhibits to come, along with musical and dance performances, events featuring the culinary arts, a mural, and artist-led workshops. Save the date - an artisan fair is in the works for May 6, 2017!

The TRACK project is a partnership between the Palmer Historical and Cultural Center, the Palmer Redevelopment Authority, the Three Rivers Chambers of Commerce and the Quaboag Valley Community Development Corporation. TRACK is funded by an Adams Arts Grant from the Massachusetts Cultural Council.

One of the ways TRACK will use this money is by offering mini-grants to artists and downtown Three Rivers property owners. Artists may apply for mini-grants to help cover the costs of preparing their work for display, such as the expense of having photographs matted and framed. Generally, these mini-grants to artists are in the \$500 range. Property owners can apply for mini-grants to help them prepare their property to display TRACK artwork. For example, a property owner might apply for funding to get a fresh coat of paint for their window trim. TRACK can also offer business development services, paying for time with a consultant who specializes in a specific area of business.

Please help us spread the word about TRACK. We're still looking for more artists and property owners to participate. We're open to suggestions from anyone on how we can bring more art into downtown Three Rivers.

For more information about TRACK, visit www.threeriversTRACK.org, our Facebook page, [www.Facebook.com/ThreeRiversTRACK](https://www.facebook.com/ThreeRiversTRACK) or call Melissa Fales at 413-967-3001.