



“I live a few short blocks from your space, and since you opened I’ve gone to three wonderful events. Everything about them has been delightfully different. They’ve been enlivening, challenging, interesting – and entertaining.”
– Katha Seidman, Brookline Resident

As a direct result of your belief and support, CitySpace at The Lavine Broadcast Center is fulfilling its mission of providing a wide range of content to the public, collaborating with numerous community partners, and reaching new and diverse audiences. Through our live programming, all recorded and available for free on our website, we are deepening our impact. Your generosity and the existence of CitySpace have been transformative: WBUR now has a unique convening power, enhanced by the station’s size and scope, which is both national and local. We are leveraging our experience and our brand to bring people together, building stronger and deeper ties with and to the community.

SERVICE TO BOSTON

In our first five months, we hosted 80 events for approximately 12,500 attendees. We had 25 sold-out shows, kept most ticket prices at \$20 or less, and offered 15 free events. We are striving to offer a wide variety of affordable events to appeal to all aspects of our community. So far, there is nothing quite like CitySpace in Boston: a forum for public conversation, a civic space for community gatherings, and a venue for storytelling across sectors.



DIVERSE PROGRAMMING

CitySpace programming has been innovative, varied and multidisciplinary. CitySpace has brought people from different communities together to explore the key issues challenging our society; to learn from leaders from all sectors who are effecting change in politics, science, and policy; and to discover rising artists in music, dance, and comedy.



PUBLIC POLICY & POLITICS: We held seven conversations on public policy and politics, four of which sold out. Governor Charlie Baker and Attorney General Maura Healey joined us for a panel conversation on tackling gun violence in the State of Massachusetts; Mayor Marty Walsh shared his efforts to end homelessness in the City of Boston; and Gerald Chertavian, CEO and Founder of Year Up, moderated a panel with Northeastern University President Joseph Aoun and MIT Professor Zeynep Ton on the forces that are exacerbating income inequality.



ENVIRONMENT: A highlight of this season was a five-part environmental series. Produced in partnership with Harvard Business School and Boston University Questrom School of Business, this series focused on the impact businesses can and should have on the environment with respect to food and diet, transportation, politics, and energy policy. Panelists for these events included the director of transportation for the State of Massachusetts, the president of Global Roundtable for Sustainable Beef, and the policy director of the Union of Concerned Scientists.



We screened two documentaries – “Sonic Sea” and “Lobster War” – about how climate change is affecting our oceans, followed by conversations with experts.



BUSINESS & INNOVATION: Business and innovation events included a conversation with Omar Abudayyeh and Jonathan Gootenberg – 28-year-old scientists who have recently launched their own lab at MIT to treat diseases using gene-editing CRISPR tools. Another popular evening was with Jules Pieri, founder of The Grommet, a product discovery platform based in Somerville. She was joined by three of her entrepreneurs, who shared their stories from inspiration to final product. These events highlight Boston’s vibrant innovation community.



ARTS & CULTURE: In our first five months, we hosted over 20 arts and culture events. A special event for the station was ARTery 25, which celebrated 25 up-and-coming local artists of color with a packed house. Encapsulating the mission of CitySpace, ARTery 25 collaborated with the WBUR news and content teams and gathered diverse individuals from a variety of communities to honor the new movers and shakers in the City of Boston.



Additional arts and culture events have included a dance performance with Abilities Dance, a troupe of performers with disabilities; MacArthur Genius Award-winner Matthew Aucoin in performance and conversation; a 26-piece jazz orchestra premiere; a fashion show featuring Boston designers of color; a conversation with David Byrne; a night of salsa dancing; and performance and conversation of a 14th century composer with Blue Heron, a professional vocal ensemble that specializes in Renaissance music. Creative programs such as these encourage our community to view society through a different lens, thinking critically about the world around us.





COMMUNITY PARTNERSHIPS

CitySpace has partnered with local civic institutions, non-profit companies, and cultural organizations to create programming, bring in new audiences, and promote through diverse networks. The 270-seat venue is ideal for most programming and there are not many comparable spaces of this size in Boston. Furthermore, the state-of-the-art LED screen and audio and visual equipment in CitySpace make it a desirable event venue. A few of our collaborations – so far we have worked with over 30 different organizations – include the following:

- A performance and conversation with Margaret Atwood in advance of the opening of the opera, *The Handmaid's Tale*. This collaboration with the **Boston Lyric Opera** sold out in under 48 hours.
- A community chamber concert with the **Boston Symphony Orchestra**, which inaugurated our spring season.
- On the 25th anniversary of *Schindler's List*, a moving panel of genocide survivors hosted by **Facing History and Ourselves**. The powerful event included a keynote by author and scholar James Carroll.
- On the 50th anniversary of the founding of the **Pine Street Inn**, a sold-out discussion on how to end chronic homelessness.
- A panel about the challenges facing Central American refugees to honor International Women's Day. The event, convened by **Oxfam America**, opened with a performance by Central American women musicians and Latin American food from a local restaurant.
- A tribute to the late poet Mary Oliver with **Mass Poetry**. **The Mayor's Office of Arts and Culture** will join Mass Poetry and WBUR this fall for an ongoing series featuring local and national poets.
- A TedX presentation of the Commonwealth's best teachers, brought by **The Boston Foundation** and introduced by our educational reporting team, Edify.

- The **Jewish Arts Collaborative** brought comedy and food with programs that highlight Jewish culture, featuring Mike Reiss, writer for The Simpsons, and James Beard-award-winning chef, Alon Chaya.
- Curated Cuisine, our monthly food series, showcases local chefs and their career journeys – as well as their food! We’ve worked with these local owners and entrepreneurs so far: Irene Li of Mei Mei, Joanne Chang of Flour, and Andy Husbands of The Smoke Shop BBQ. Next, we’re hosting Ana Sortun of Oleana, Tiffani Faison of Sweet Cheeks, and Ayr Muir of Clover Food Lab.
- We have ongoing partnerships with three local bookstores, **Harvard Book Store**, **Brookline Booksmith**, and **Porter Square Books**, as well as the **The Wilbur Theatre** and **The Moth**.



These partnerships have grown our audience, promoted our visibility throughout the city, and helped cement the reputation of CitySpace as the destination to be inspired, entertained and educated. And this is possible thanks to you.



LOOKING AHEAD

The first months of our start-up event space have been exciting and exhausting. The lessons we've learned are invaluable. The CitySpace team has worked tirelessly to realize the scope of what this venue can be for the City of Boston and beyond, and this dream would not be a reality without your belief in WBUR and the mission of CitySpace. This hard work is paying off and more organizations are approaching WBUR with partnership opportunities. These organizations want to brainstorm additional programming and to host their own events, while publishers and agents are requesting CitySpace as the venue for their authors and artists.

Over the summer, the CitySpace team collaborated with WBUR's innovation laboratory, BizLab, to analyze data and conduct strategic experiments focused on community engagement. We have learned more about our audience, including where they live, how they hear about us, and which programs interest them most. We aim to build a strong, lasting and loyal relationship with our audience in which they truly feel that WBUR CitySpace is their home for public conversation and civic engagement – and we are grateful to have you as our partners in this endeavor.

In 2020, we plan to focus on the following activities and areas of growth:

- A more strategic process to ensure balanced programming that reflects the diversity of the Boston community and fulfills the missions of WBUR and CitySpace at The Lavine Broadcast Center. Our growing cachet and reputation allow us to bring more of the nation's top thought-leaders and artists to the City of Boston.
- An eight-part presidential campaign series on the most pressing issues leading up to the national presidential election: health care, immigration,



climate change, gun control, the opioid crisis, income equality, voting rights and election interference, and media coverage.

- Experimenting with direct outreach to neighborhoods in Boston that find it challenging to travel to CitySpace. This experimentation may include partnerships with ride sharing services such as Uber or Lyft, or providing additional discount codes for even more affordable admission.
- Collaboration with Boston University to introduce more students to CitySpace. We want our neighboring students to be involved in the important civic conversations and creative explorations that will have a real impact on their lives now and in the future.
- Exploring optimal ticket pricing for certain events, as well as the potential for CitySpace donations. Several audience members have asked for a CitySpace “membership” so they may have premier seating and purchase several shows at a discount.
- Edited video of CitySpace highlights to post regularly on our website and social media platforms to encourage additional digital engagement.
- One hour dedicated weekly broadcast on WBUR of CitySpace programs. This broadcast would strengthen the connection our radio listeners have to our live events, as well as introduce WBUR to the CitySpace-attendee-only crowd.
- Broadcasting CitySpace content on-air when WBUR talent moderates programs, using our established radio shows *Here & Now*, *Radio Boston*, *On Point*, *Morning Edition* and *All Things Considered*.

We continue to work toward our goal of strengthening our community through our programming. All of this work – our growth and success so far, as well as what is to come in the future – would not have been possible without your generous support and belief in the mission and vision of CitySpace at The Lavine Broadcast Center. We hope to see you at an event soon.

