



WESTSIDE LEGENDS IMPACT REPORT 2025





OVERVIEW



MISSION

Westside Legends looks to improve the quality of life and provide a better future for the West Side section of Pittsfield by implementing uplifting projects and programs in the community and working through and with diversity of all kinds.

2025 was a year of continuity and progress. We thank the community for continuing to show up for the West Side. We thank our partners and funders for the continued support coming alongside us to rebuild the West Side of Pittsfield, one house and community event at a time. Let's continue to celebrate all that we've accomplished together.

Click the TV to see WSL in the press!

HOUSING & HOMEOWNERSHIP

Westside Legends (WSL) introduced homeownership education to the West Side, with workshops including:

- Build A Basic Budget;
- Creditability;
- Preparing for Homeownership; and
- In-Person Home Buyers Class

3 Rehabilitated homes

1 New modular home

10-16 Future homes (Project Legacy)

45 To date, WSL has helped close 45 mortgages on the West Side of Pittsfield, in the amount of

\$8,000,000



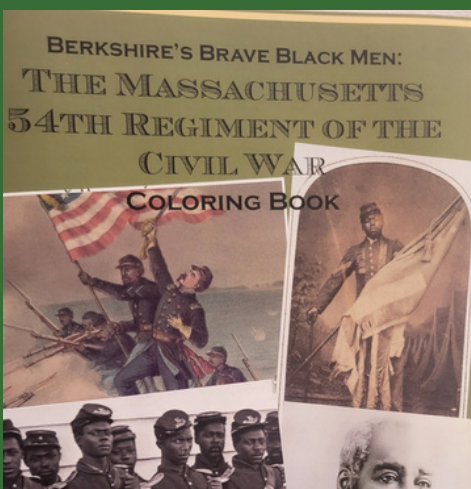
In 2025 we brought new housing options to the West Side, and made significant progress on our Project Legacy housing development. We continue to build strong partnerships for our housing work.

COMMUNITY & ART

We responded to our community's request to create more placemaking on the West Side. We continued our public activation work with a new mural. Our "Pride of the West Side" and "Glory of the Berkshires" murals celebrate the historic Black legends from Pittsfield who were a part of the famed 54th Massachusetts Infantry Regiment of the Union Army, which was one of the first official African American units in the U.S. Civil War.



In 2025, we removed our beloved "Rainbow Ruby" mural that was installed in 2022 for improvements. We found a new home for Rainbow Ruby, which will be announced Summer 2026.



"[I] am impressed with all that the Westside Legends does for the community. They're not just talk, they're really doing things! And a lot of them don't even live here anymore. That's dedication to the Westside!"

-A community member responding to WSL's Juneteenth event.



PROGRAMS & EVENTS



Throughout 2025, we hosted numerous events that collectively engaged more than

10,000 people



Since WSL began in 2021, we have hosted several annual events. With the help and assistance of our valued partners, the annual events include, but are not limited to the Easter Egg Hunt, Block Party, Juneteenth, The Sweet G Go-Kart Race, Halloween Party, and Angel Tree Christmas event. In 2025, we created new events, such as the Men's Health Awareness program.



In May 2025, Westside Legends established an office location for our operation. Establishing our office further secures our presence and longevity on the West Side.

BUILDING A FOUNDATION

WSL has been recognized for our efforts not only in Pittsfield and Berkshire County, but also beyond Massachusetts.



WSL gave numerous presentations throughout the year. We presented at the Smart Growth America 2025 Equity Summit in Washington, D.C. We gave presentations to attendees about our housing program, community engagement, and other initiatives we've done in Pittsfield. Thank you to our partners who provided an opportunity to share the pride of the West Side with a wider audience!

THANK YOU!

We would like to extend our heartfelt gratitude to the entire community, including our partners, for your unwavering support and dedication. Your involvement and enthusiasm have been the driving force behind our progress, and we look forward to continuing this journey together. Thank you for making a difference and for being an essential part of our success.



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