



Rose Kennedy **Greenway**.org

# Programs

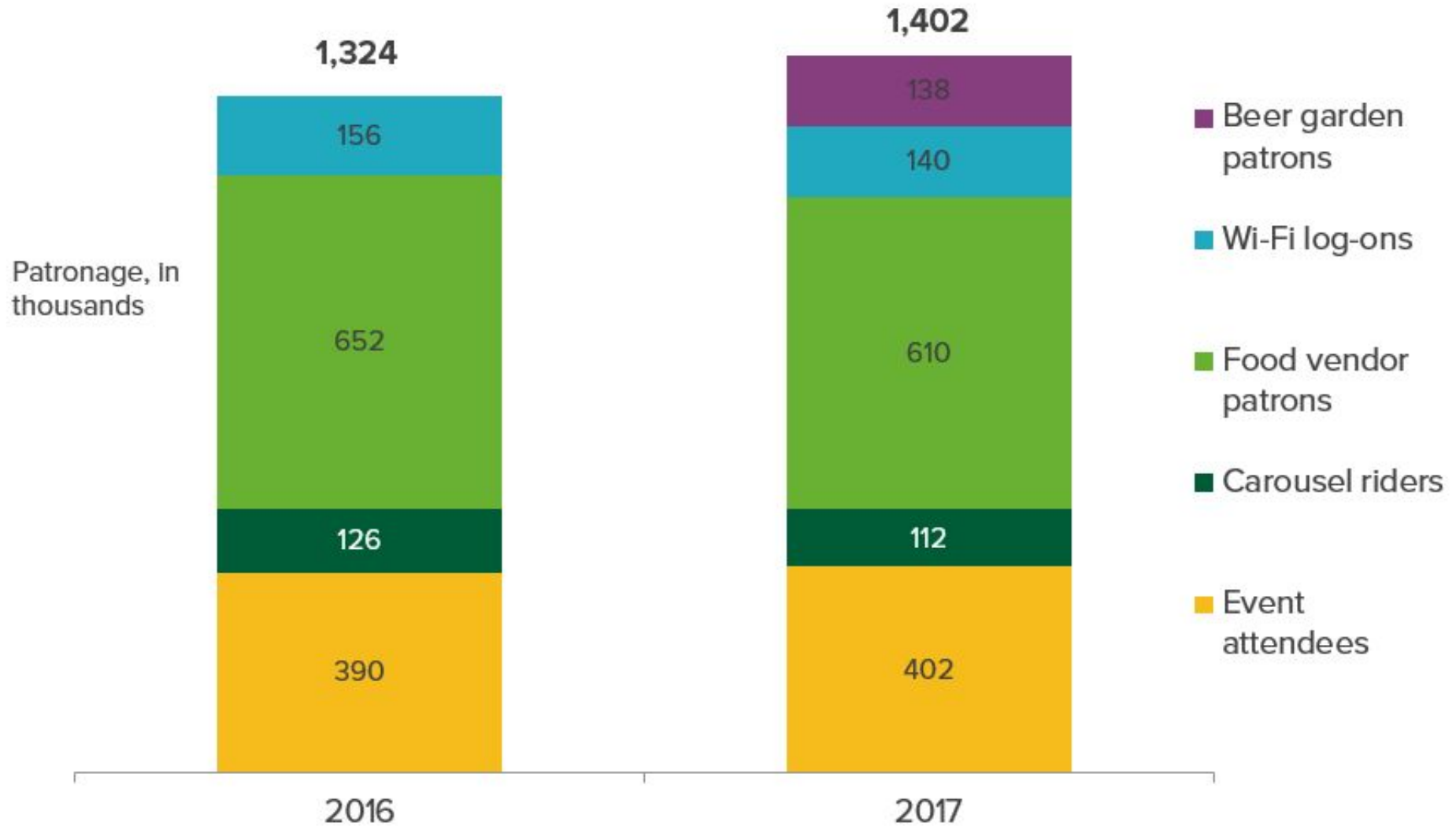
Presentation to Greenway Board  
March 27, 2018



# 400 free events hosted on The Greenway in 2017



2017 goal was to maintain 1.4M tracked attendance





## 55+ Individual Events

### April 2017

- 2 – AHP Sculpture Reconfiguration
- 9 – AHP Sculpture Viewing
- 19 – Castle Speaks Podcast Recording
- 22 – Stop & Shop Peapod Food Truck Festival
- 23 – Commemoration of Armenian Genocide
- 28 – Red Lion HS Choir Performance
- 29 – World Tai Chi Day

### May 2017

- 6 – World Labyrinth Day
- 13 – Ginger Ale Dancers

### June 2017

- 3 – North End Yoga Event
- 4 – World Ocean's Day
- 8 – Greenway Gala
- 9 – Glow in the Park
- 11 – Race Amity Day
- 14 – Pilates with Purpose
- 15 – Chiofaro Concert
- 20 – Arts at The Greenway
- 21 – Make Music Boston
- 21 – Art for Ush
- 23 – AVON 39 The Walk to End Breast Cancer
- 28 – Coolidge Corner Film Screening

### July 2017

- 8 – Chinatown Main Streets Festival
- 10 – Boston Ballet at the Z
- 15 – My Caribbean World One Expo
- 15 – Brazil on The Greenway
- 18 – Coolidge Corner Film Screening
- 22 & 23 – FIGMENT
- 25 – Member + Volunteer Picnic
- 29 – 6th Annual African Festival of Boston

### August 2017

- 2 – Pilates with Purpose
- 4 – Truck & Tractor Day
- 4 – Free Fun Friday
- 8 – Coolidge Corner Film Screening
- 8 – Museum of Science Pop-Up Performance: Hallelujah the Hills
- 9 – Bay State Action Fund Yoga Flow
- 13 – 48th Annual August Moon Festival
- 15 – Sociedad Latina Music Performance
- 23 – Stella Artois Art of the Chalice
- 24 – Yoga Around Town
- 25, 26, 27 – Films at The Gate

### September 2017

- 9 – Carnival of Dogs presented by TD Bank
- 9 – Diner en Blanc
- 11 – Mass. Military Heroes 9/11 Service Project
- 13-17 – Let's Dance Boston
- 16 – Downtown Playdates End of Summer Jam
- 17 – Boston Local Food Festival
- 17 – AHP Sunday Afternoon at the Park
- 21 – AHP Welcome Reception for New Citizens
- 27 – Alice in Wonderland Film Screening

### October 2017

- 7 & 28 – Curiosity Cube
- 11 – AHP Geometry as Public Art
- 21 – Lantern Festival

### November 2017

- 21 – Winter Lights

### December 2017

- 1 – NEMPAC Choir Performance
- 3 – The Mayor's Enchanted Trolley Tour and Tree Lighting at Chinatown Park
- 17 – World Peace Candlelit Labyrinth Walk

## 20 Recurring Events

- Berklee Concert Series
- Boston Calling Block Parties
- Greenway Open Market
- Boston Public Market Farmers Markets
- Trillium Garden on The Greenway
- Volunteer Projects
- Youth Adventure Days
- Downtown Playdates
- SaturPLAY (AVOYCE Play Days)
- Open Play Sessions in Chinatown Park
- ReadBoston's Book Bike
- East Meets West: Performance Series
- Buddhist Chanting and Meditation
- AHP Tea & Tranquility Labyrinth Walk
- Health Yoga Life
- Inner City Weightlifting
- MSL Pilates
- Next Level Fitness
- Republic Fitness/Healthworks
- Social Boston Sports Cornhole League
- Tango in the Park
- Workplace Wellness Bootcamp

## 90+ Fitness Classes

## 58 Samplings & Promotions



# Over the winter, staff planned for 2018

- Created an Experiential Marketing Brochure
- Ran RFP processes for:
  - Mobile Eats
  - Fitness Classes
  - Dewey Square Drinkery
- Working on Carousel operations manual and capital repair plan
- Coming Soon: Carousel Coloring Book!



# 2018 will see return of large and recurring events

## April

- Greenway Carousel Fully Opens (3/30)
- New Food Truck Season (4/2)
- SaturPlay Starts (4/28)

## May

- Food Truck Festival (5/5)
- Greenway Open Market Starts (5/5)
- Fitness Program Starts (5/8)
- Boston Calling Block Party Starts (5/10)
- Boston Public Market Farmers Market Starts (5/15)
- Drinkery Opens (5/21)
- Trillium Garden Opens (5/22)

## June

- Greenway Gala (6/7)
- Glow in the Park (6/8)
- Race Amity Day (6/10)

## July

- Youth Adventure Days Start
- Chinatown Main Streets Festival (TBD)
- Caribbean Festival (TBD)
- Brazil on The Greenway (7/21)
- FIGMENT (7/28 & 7/29)
- African Festival (TBD)

## August

- Truck & Tractor Day + Free Fun Friday (8/10)
- Films at the Gate (FATG) (8/25 -8/27)
- Ujamaa: Green Mart (8/26-8/27)

## September

- Carnival of Dogs (9/8)
- 9/11 Service Project with Mass Military Heroes (9/11)
- Boston Local Food Festival with Sustainable Business Network of Massachusetts (9/16)
- Lantern Festival (9/30)





# Community Engagement

Volunteer Program continues to be very successful, engaging 640 volunteers in over 4000 service hours in 2017



Individual Engagement



Art and Play Ambassadors



Group Program



Department-based volunteer positions



# Community-focused playmaking returns in 2018





# ~16 Youth Adventure Days expected again in 2018





# Working closely with community organizations

## A-VOYCE

Teen program of the Asian CDC worked with artist Risa Puno and are featured on her piece



## Castle Square Tenants Organization

Teen Media Makers curating a series of short videos based on the theme in Risa Puno's *Year of the Dog*



## Ujamaa: Green Mart

Network of small businesses bringing crafted materials designed with eco-friendly materials - August 25/26





# 100+ Free Fitness Classes





# Boston Public Market Farmers Market



# Earned Income

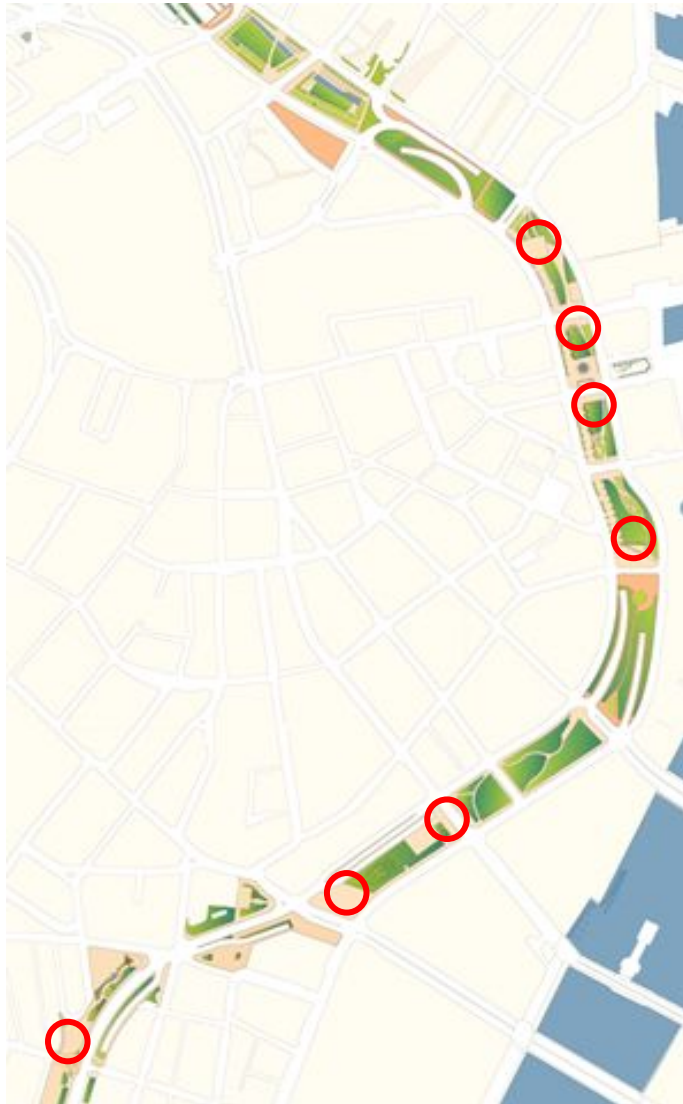


2018 Mobile Eats projected to earn highest revenue to date





# 38 vendors across 7 locations for 2018



<i><b>Location</b></i>	<i><b>#</b></i>
<b>Carousel</b> (on plaza)	2
<b>State Street</b>	2
<b>Near Rings Fountain</b> (near Aquarium)	2
<b>Near Rows Wharf</b> (High St)	5-6
<b>Congress Street @ Dewey</b>	2
<b>Dewey Square Park</b> (near South Station)	8 M,W,F 4 T,Th
<b>Chinatown Park</b>	1



# 2018 at the Greenway Carousel at The Tiffany & Co. Foundation Grove





# Greenway Open Market





# Promotions and Sampling in 2018









# Boston Calling Block Parties on Dewey Square





# Trillium Garden on The Greenway returns in 2018









Launch new 'Drinkery' pop-up on Dewey Sq.







Rose Kennedy Greenway.org

ancient eats  
on the city streets

5.15.17 12:00 PM  
1000 1st Ave. Boston MA  
www.rosekennedy.org