

Programs & Events 2013

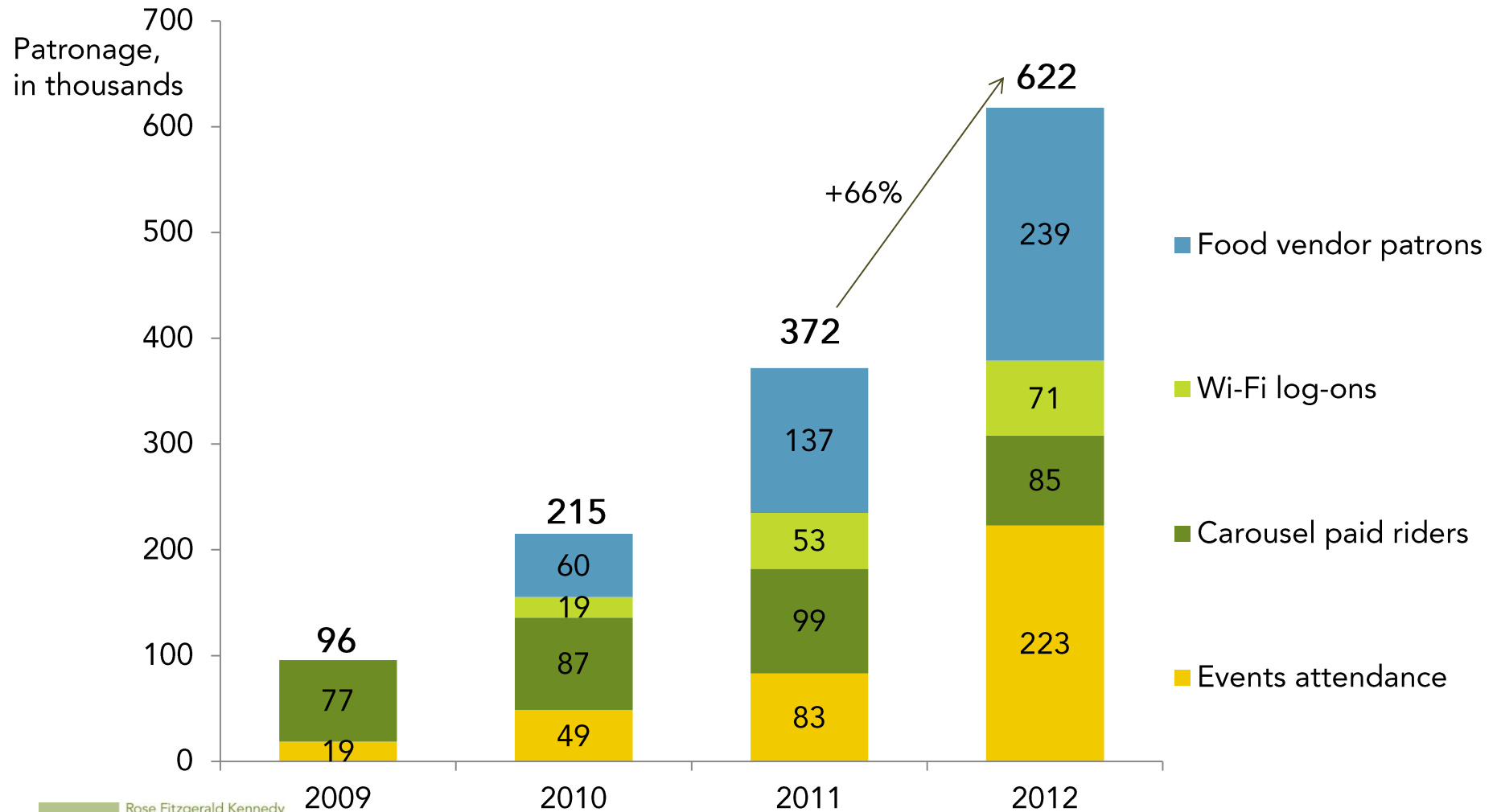
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Director of Public Programs

Draft: April 2, 2013

2012 Programs – over 350 events



Millions of casual visitors plus 600,000+ patrons for programs, Wi-Fi, food trucks, and more



Results from Programs Survey

Online 10 Question Survey
155 Responses

Take our annual survey about Greenway Programs!

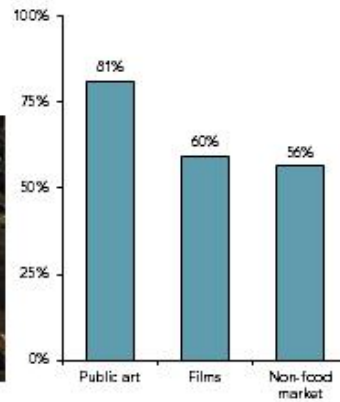
www.rfkkgc.org/survey

Previous surveys have informed successful 2011 and 2012 seasons:

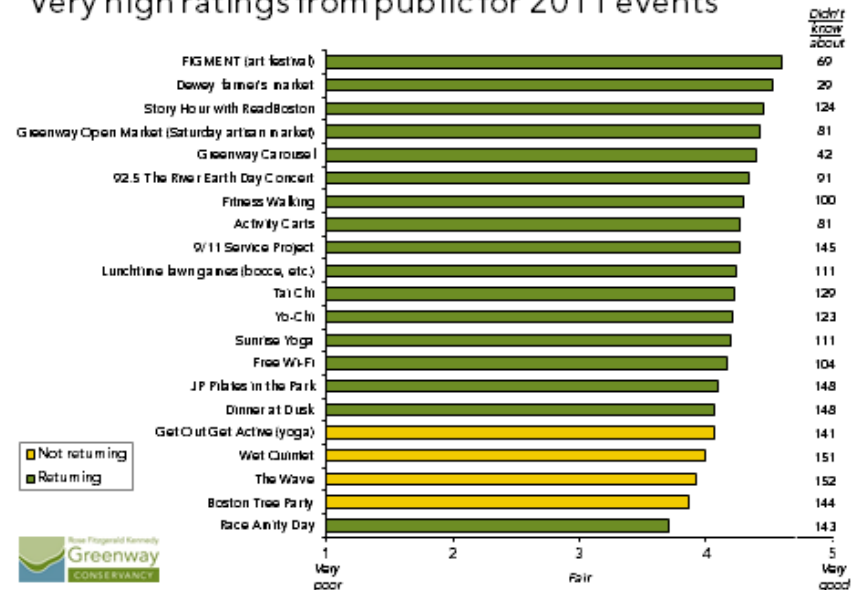
2010 survey informs 2011 program season

- **GLC forum and survey** highlighted desire for
 - Public art
 - Films
 - Non-food market
 - Signature multi-day events
 - Tours

What would you like to see added?
Top 3 responses

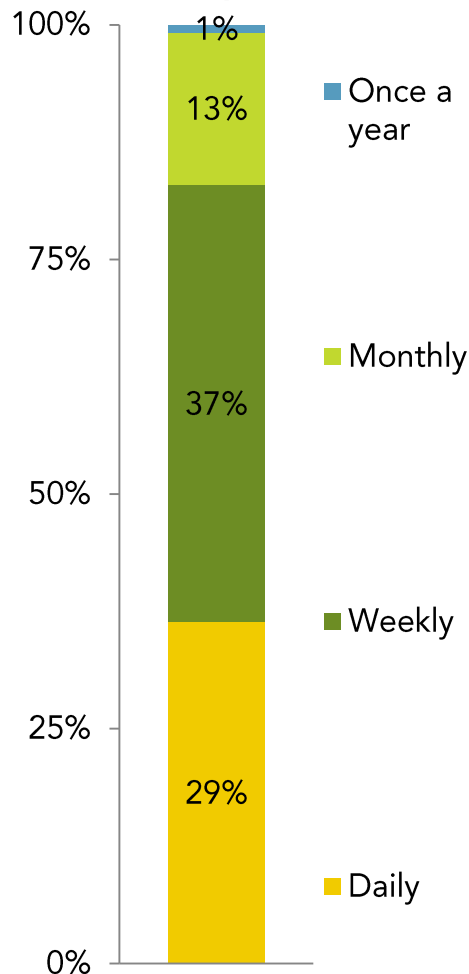


Very high ratings from public for 2011 events

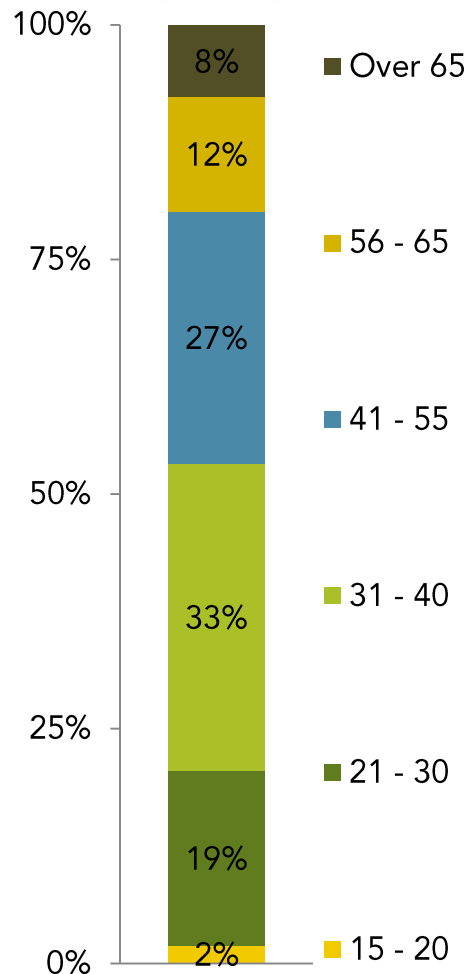


162 responses to 2012 programs survey, representing a varied demographic

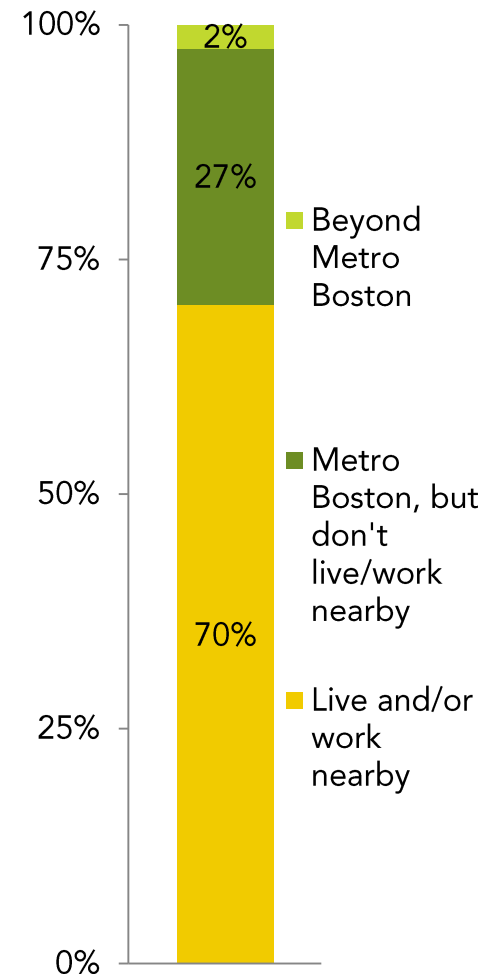
Frequency of visit



Age range



Live & work locales

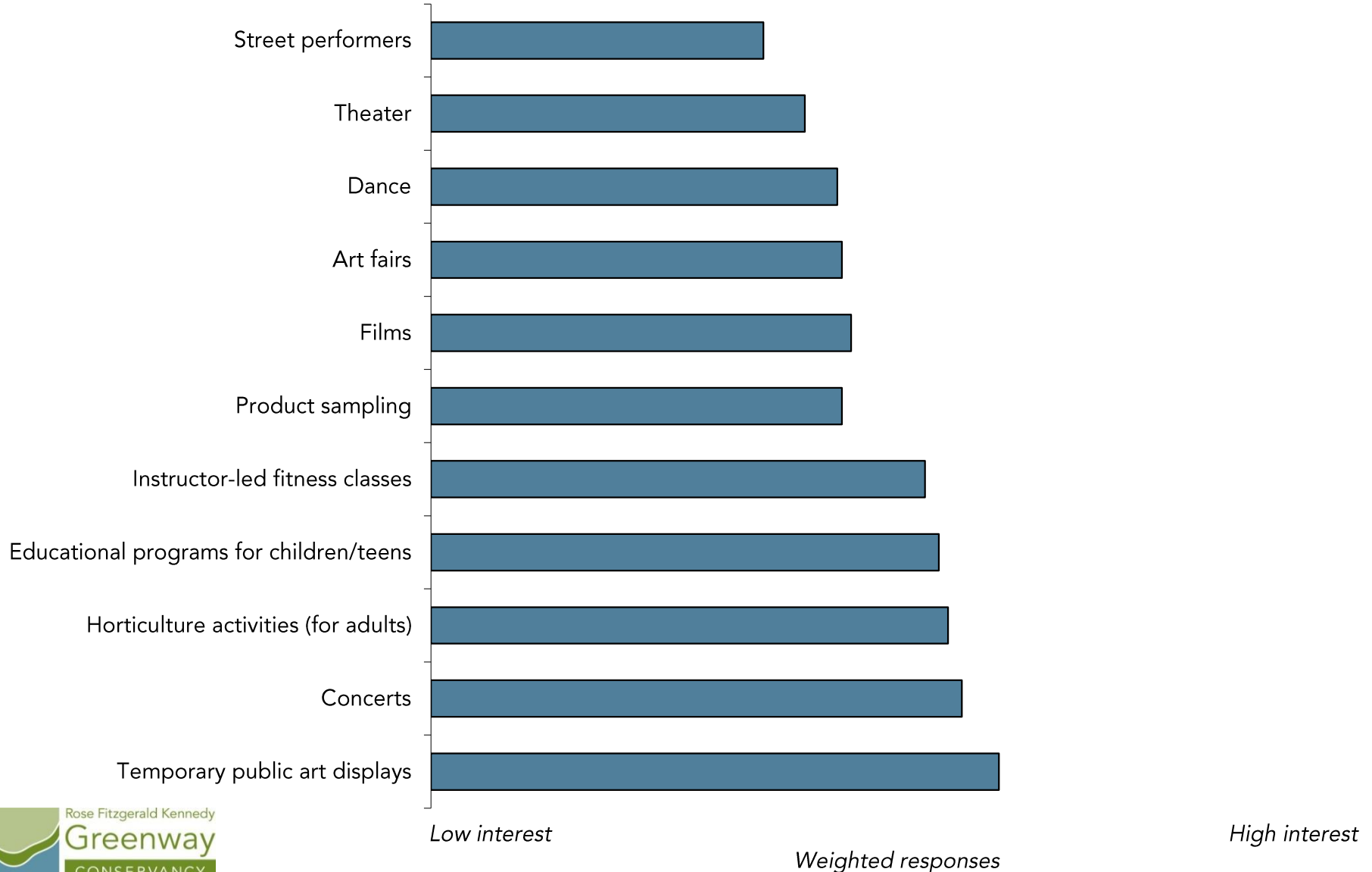


2012 Food Vendor Rating



Most interest in art, concerts, films

Which of the following activities would you like to see added to existing Greenway programming? (Rank top 3 choices.)



Open-ended questions

Is there a specific location where you'd like a food truck/cart?

- Dewey Square Park (7)
- Fort Point Channel Parks / Rowe's Wharf Plaza (5)
- Chinatown (3)
- None (3)

Other comments
(representative
sampling)

- "More trees. I know they are growing, but shade will be a great addition in the summer. "
- "Allow bikes in the park! "
- "discounted parking "
- "Sell your fertilizer & mulch at a special Greenway event."
- "Please consider changing the public mural in Dewey Square on a regular basis "
- "Please keep it green, don't overcrowd it with trucks and activities. Boston is an extremely dense city, what we need is refuge from the busy surroundings. Don't look at it as an event venue! "

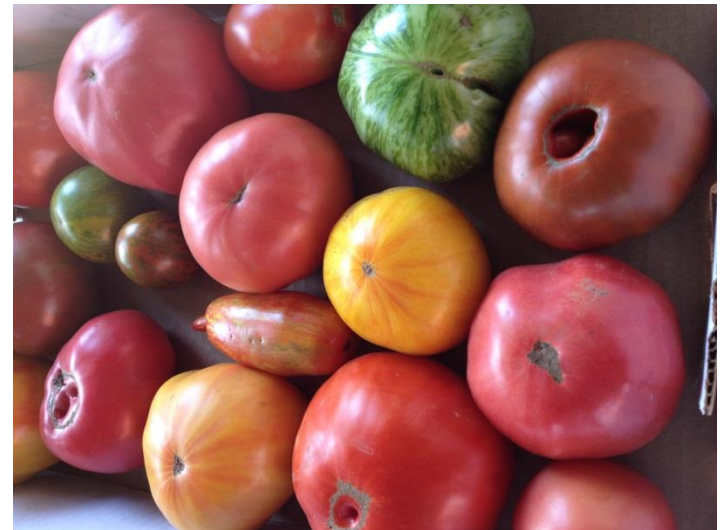
Anticipated Programs & Events - 2013

- April
 - 1st - New Greenway Mobile Eats season begins Volunteer Day (School Vacation Week)
 - 22nd - 5% for Earth Day – <http://www.give5boston.org/>
- May
 - 4th - 2nd Annual Food Truck Throwdown (raindate 11th)
 - 13th & 14th – Greenway Gala Nights
 - Farmer's Market begins (Memorial Day)
 - Greenway Open Market begins (Memorial Day)
 - Fountains/Water Features Operational (Memorial Day)
- June
 - Fitness Classes Begin
 - Farmer's Greenway Open Markets continue
 - Fountains/Water Features continue



Anticipated Programs & Events - 2013

- July
 - Farmers, Greenway Open Markets continue
 - ReadBoston Story Hours, Fridays
 - Exercise Classes continue
 - Figment Festival
 - Activity Carts, Lawn Games
 - Berklee Concert Series, Fridays
- August
 - Farmers, Greenway Open Markets continue
 - ReadBoston Story Hours, Fridays
 - Activity Carts, Lawn Games
 - Exercise Classes continue
 - Berklee Concert Series, Fridays



Anticipated Programs & Events - 2013

- September
 - Carousel Grand Opening (Labor Day Weekend)
 - Play Me, I'm Yours (Street Pianos)
 - Farmers, Greenway Open Markets continue
 - Exercise Classes continue
 - Berklee Concert Series continue
- October
 - Boston Local Food Festival
 - Mobile Food Festival
 - Carousel Community Day – Fall
- November
 - Winter Lights / Carousel Evenings (in conjunction with Community lights events)



Hosting an Event on the Greenway

