

2020 Greenway Programs

Greenway Conservancy Board of Directors
March 24, 2020




Continued Community Engagement in 2019



Successful 2019 Earned Income Programs



2019 Celebration of Greenway Week for 10th Anniversary



Art & History
Food & Markets
Fountains
Gardens
Health & Wellness
Friends & Family
Dance & Celebrate

FRIDAY
SATURDAY
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY

OCTOBER 4 - 10

THE GREEN WAY

WEEK

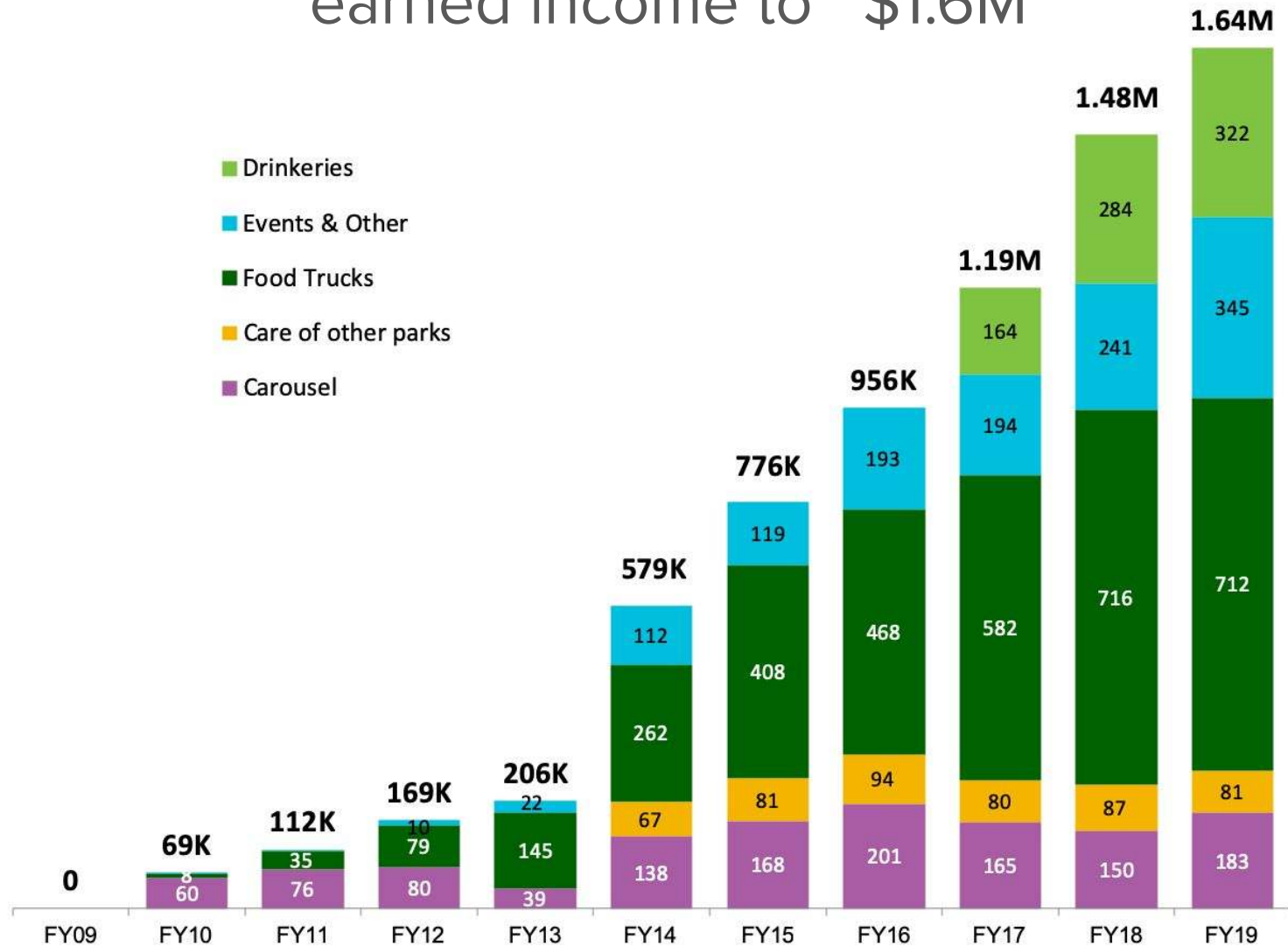


Robust programming showcases and supports the ingenuity and breadth of our community



2019	
Free and Open to the Public	# of Events
Special Events	65
Fitness	111
Markets	107
Promotional Events	25
Music & Movies	43
Youth Adventure Days	14
Play Sessions	50
Tours	22
Total	437
Sampling Events	137
Additional Total	574

Entrepreneurial management has grown earned income to ~\$1.6M



- Notes
- Other includes Greenway Open Market, sampling, program fees
 - FY09-FY14, FY16-FY19 from audited financial statements
 - 2015 is 12-month figure, extracted from audited 18-month FY15 transition fiscal year

Current Anticipated 2020 Major Events and Series

April

- New Food Truck Season (4/1)
- Greenway Carousel Opens (TBD)
- *April events cancelled due to COVID-19*

May

- Trillium Garden on The Greenway Opens (5/1)
- City Winery on The Greenway Opens (TBD)
- Greenway Open Market Begins (5/2)
- Fitness Program Begins (5/2)
- Boston Calling Block Party Begins (5/14)
- Massachusetts Youth Pride Parade (5/16)
- Boston Public Market Farmers Market Begins (5/26)
- Chinatown Play Sessions Begin (5/28)
- Food Truck Festival (TBD)

July

- Youth Adventure Days Begin
- Greenway Simulcast of the Boston Pops Fireworks Spectacular (7/4)
- Jazz in the Park Begins (7/7)
- Chinatown Main Streets Festival (7/11)
- My Caribbean One World Expo (7/11)

August

- Truck & Tractor Day (8/7)
- Free Fun Friday at the Greenway Carousel (8/7)
- August Moon Festival (8/9)
- Susan G. Komen Walk for the Cure (8/14-8/16)
- Boston GreenFest (8/21 - 8/23)
- Films at the Gate (8/28 -8/30)

September

- 9/11 Service Project (9/11)
- Carnival of Dogs (9/12)
- Lantern Festival (9/19)
- One Day Only Fest, part of Fierce Urgency for Now (9/19)
- Boston Local Food Festival (9/20)
- Let's Dance Boston (9/23-9/27)

October

- Dia de la Raza (10/3)
- Fall Food Truck Festival (10/24)

December

- Winter Market Pop-up (TBD)