



Rose Kennedy **Greenway**.org

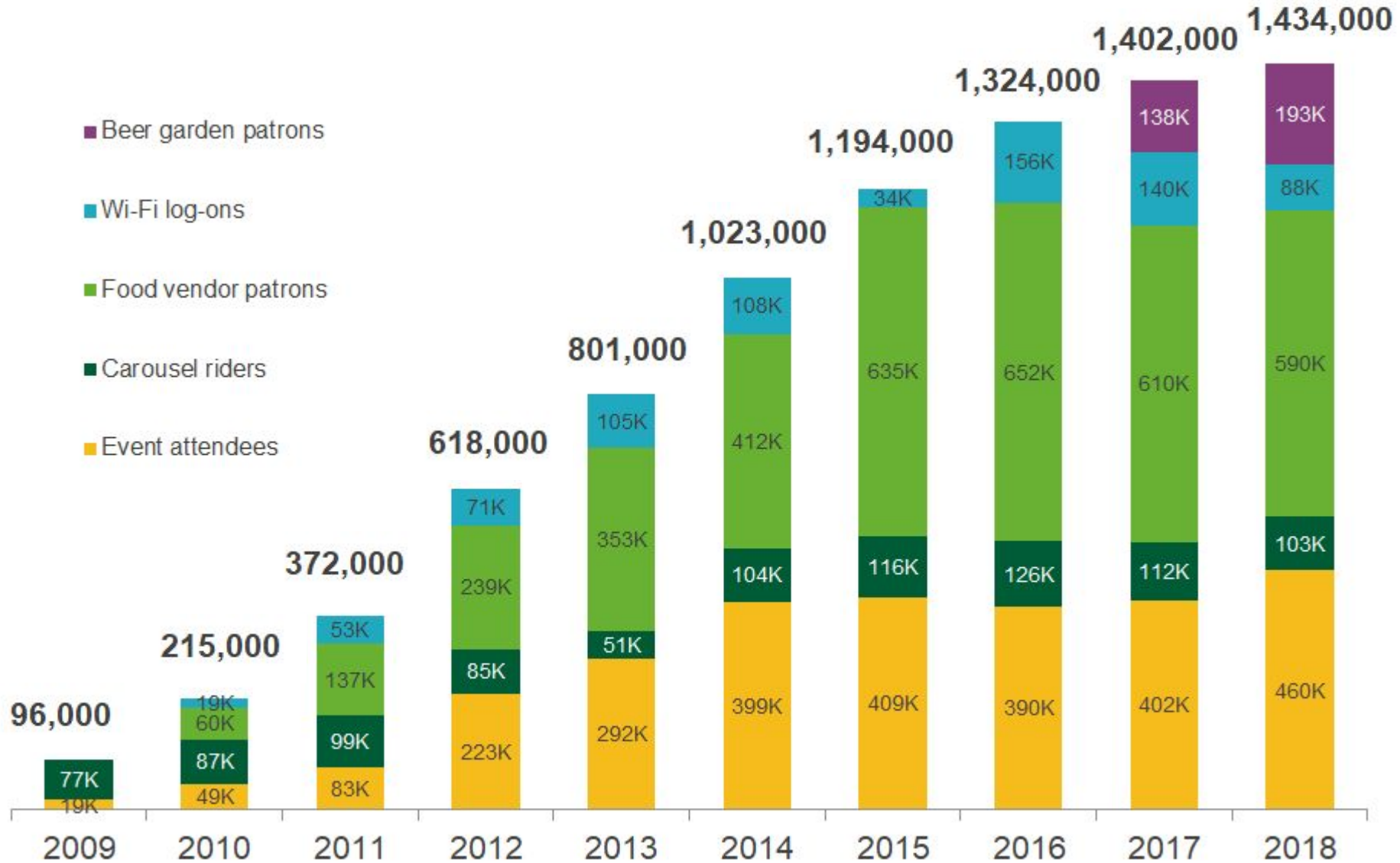
Programs

Presentation to Greenway Board
March 26, 2019

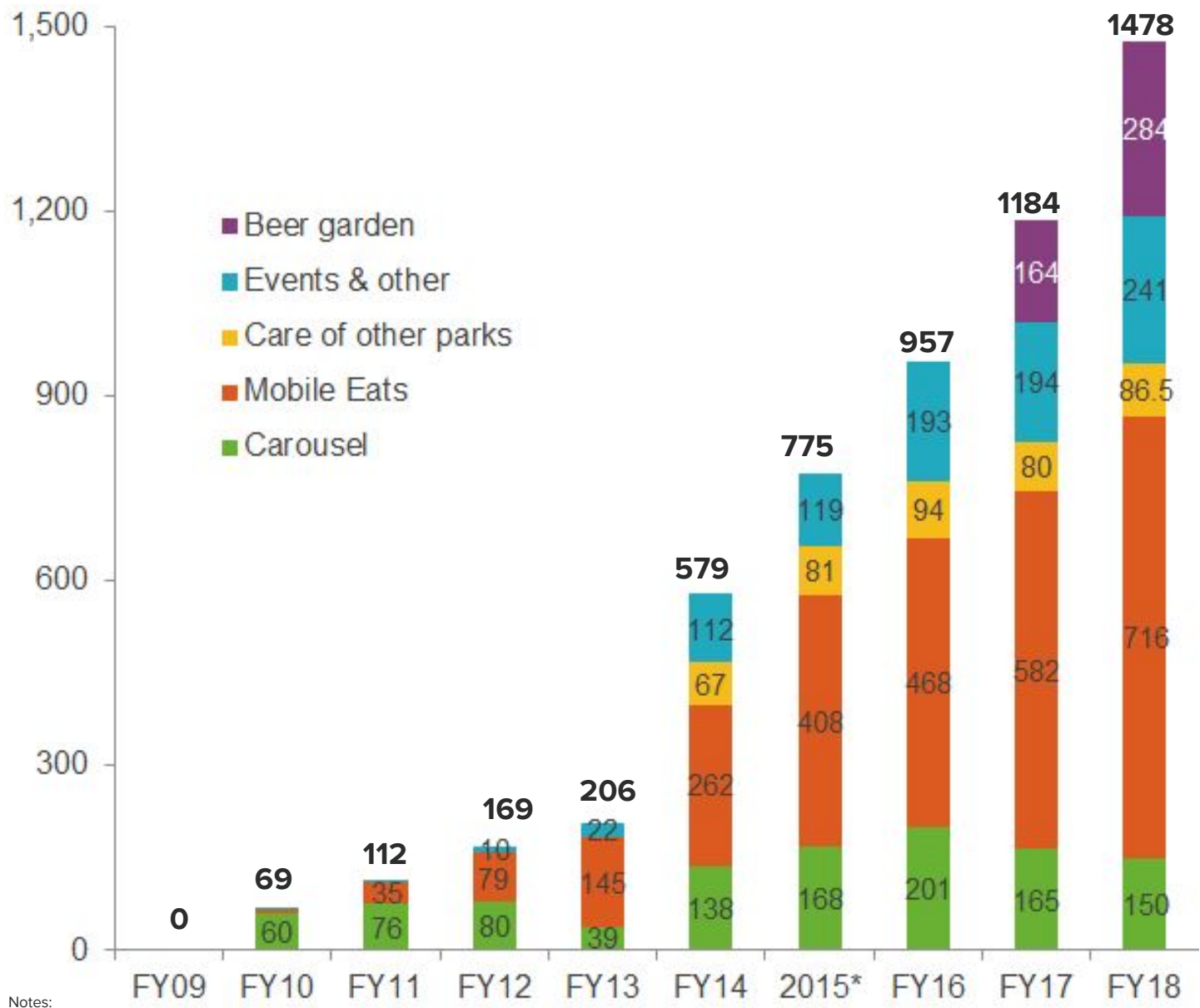
450 free events hosted on The Greenway in 2018



Greenway record 2018 trackable attendance of ~1.4M! (Plus millions more casually enjoy the park!)

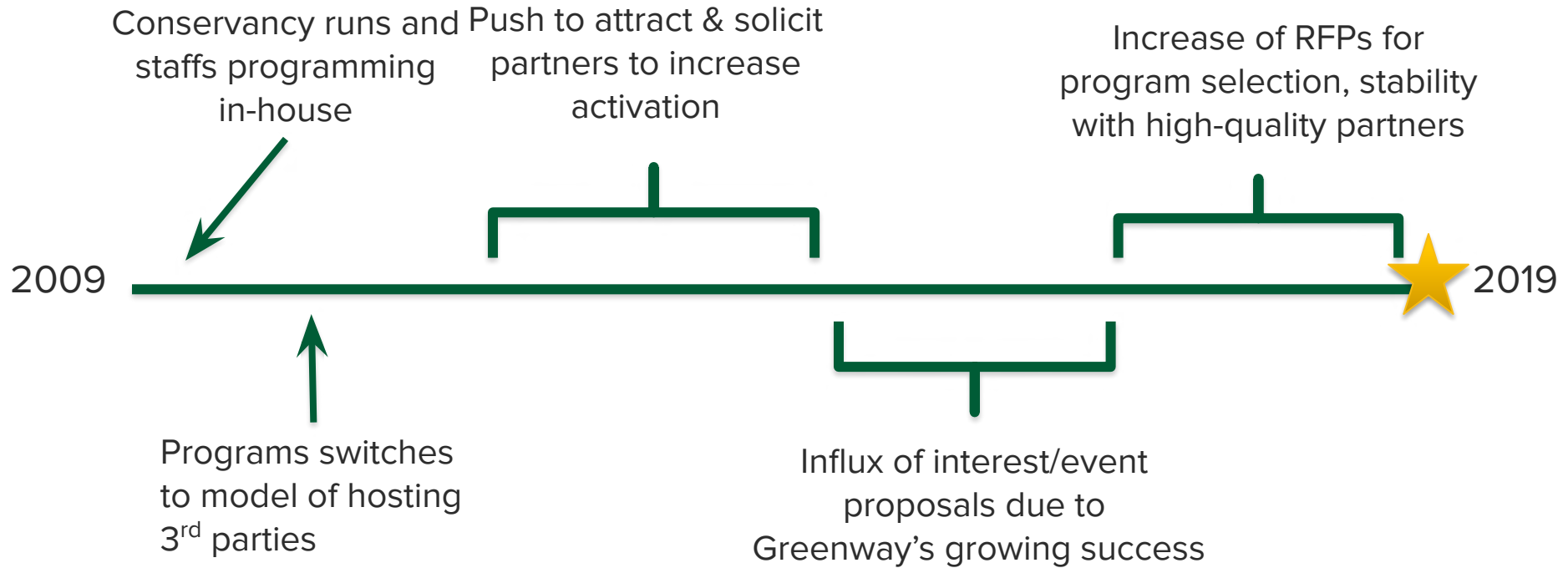


Entrepreneurial management has grown earned income to ~\$1.4M

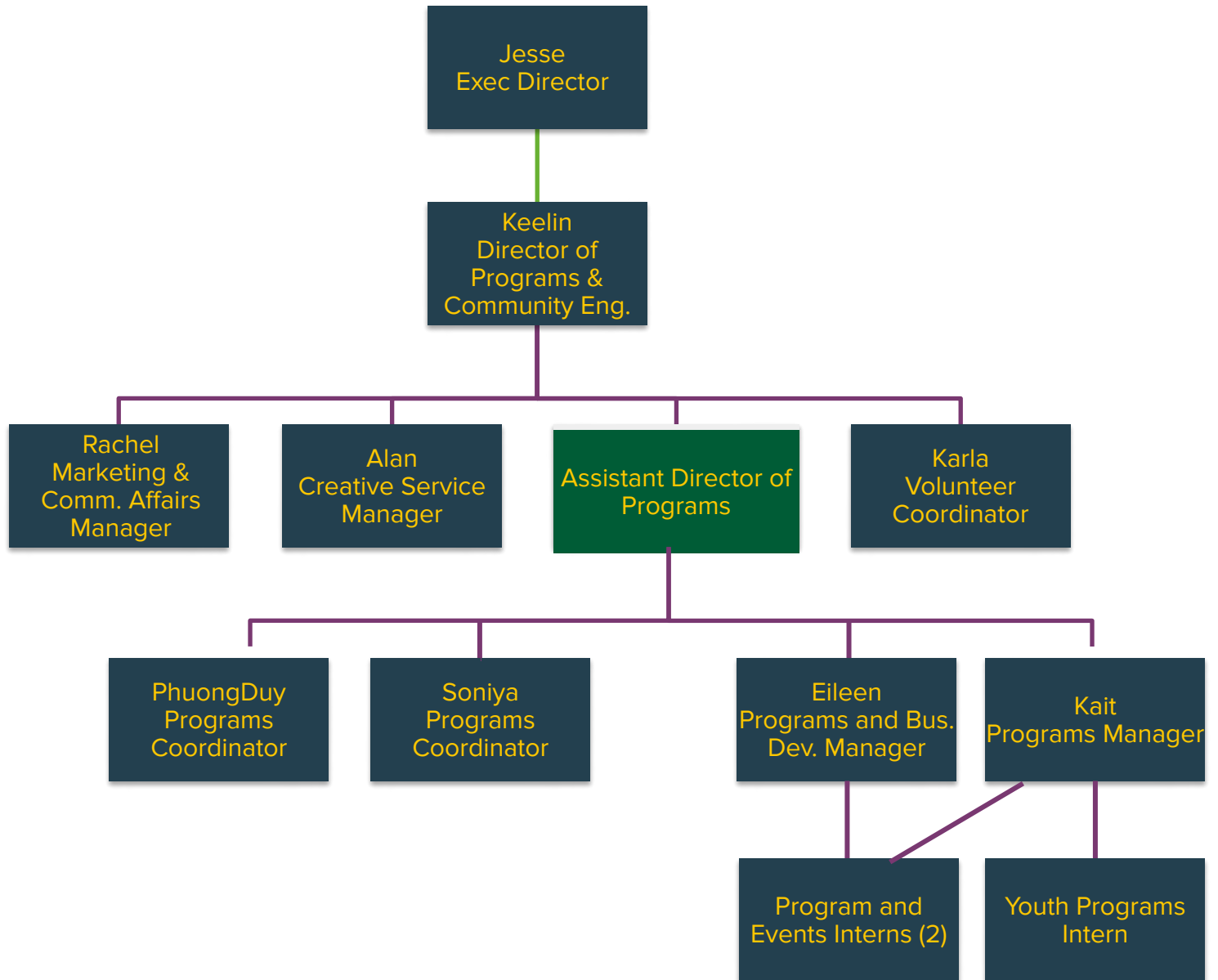


Notes:
•Other includes Greenway Open Market, sampling, program fees
•FY05-FY14, FY16 from audited financial statements
•2015 is 12-month figure, extracted from audited 18-month FY15 transition fiscal year; 18m totals were Carousel \$292K + Mobile Eats \$597K + Care \$112K + Other \$142K

Conservancy Programs Evolution



Programs and Outreach Department



2019 will see 450+ events, including the return of major festivals and series

April

- Greenway Carousel Fully Opens (3/22)
- New Food Truck Season (4/1)
- SaturPlay Starts (4/27)

May

- Food Truck Festival (5/4)
- Greenway Open Market Starts (5/4)
- Boston Public Market Farmers Market Starts (5/14)
- Drinkery Opens (5/15)
- Trillium Garden Opens (5/15)
- Boston Calling Block Party Starts (5/16)
- Fitness Program Starts (5/28)

June

- Greenway Gala (6/6)
- Glow in the Park (6/7)
- Race Amity Day (6/9)

July

- Youth Adventure Days Start
- Boston Pops Screening (7/4)
- Chinatown Main Streets Festival (7/6)
- Caribbean Festival (7/13)
- FIGMENT (7/27 & 7/28)

August

- Truck & Tractor Day + Free Fun Friday (TBD)
- August Moon Festival (8/11)
- Boston GreenFest (8/16- 8/18)
- Films at the Gate (FATG) (8/23 -8/25)

September

- Carnival of Dogs (TBD)
- Lantern Festival (9/7)
- 9/11 Service Project with Mass Military Heroes (9/11)
- Boston Local Food Festival with Sustainable Business Network of Massachusetts (9/15)



Community Engagement

Volunteer Program continues success, engaging 770 volunteers in over 4000 service hours in 2018

Karla
Volunteer
Coordinator



Community-focused playmaking returns in 2019

Kait
Programs Manager



~16 Youth Adventure Days in 2019

Kait
Programs Manager



Festivals

Kait,
PhuongDuy,
Soniya



100+ Free Fitness Classes

Soniya
Programs
Coordinator



Boston Public Market Farmers Market

PhuongDuy
Programs
Coordinator



On the Big Screens in 2019

Keelin
Director of
Programs &
Community Eng.



The Greenway Simulcast of the Boston Pops Fireworks Spectacular

Coolidge on The Greenway (6/18, 7/16, 8/13)

PhuongDuy
Programs
Coordinator



THE
GREEN
WAY

New 2019 Events

Keelin
Director of
Programs &
Community Eng.



Boston GreenFest, 8/14-8/16

Celebrity Series Concert for One, 9/20-9/29



Kait
Programs Manager

Earned Income

2019 Mobile Eats

Projected to earn highest revenue to date

Eileen
Programs and Bus.
Dev. Manager

Soniya
Programs
Coordinator



2019 at the Greenway Carousel at The Tiffany & Co. Foundation Grove

PhuongDuy
Programs
Coordinator



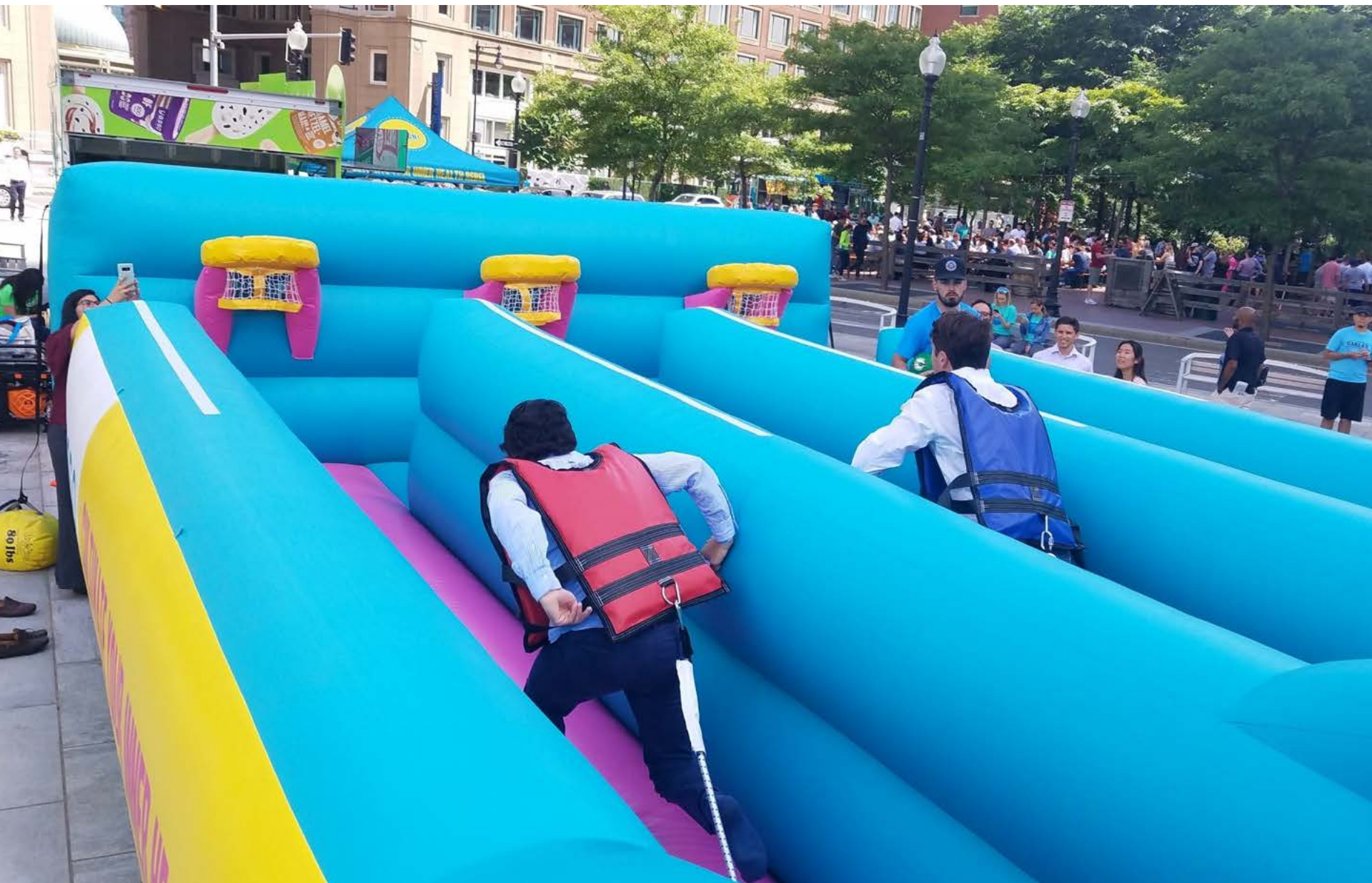
Greenway Open Market

Eileen
Programs and Bus.
Dev. Manager



Promotions and Sampling in 2019

Eileen
Programs and Bus.
Dev. Manager



Boston Calling Block Parties on Dewey Square

Soniya
Programs
Coordinator



Trillium Garden on The Greenway returns

Assistant Director of
Programs

Keelin
Director of Programs
& Community Eng.



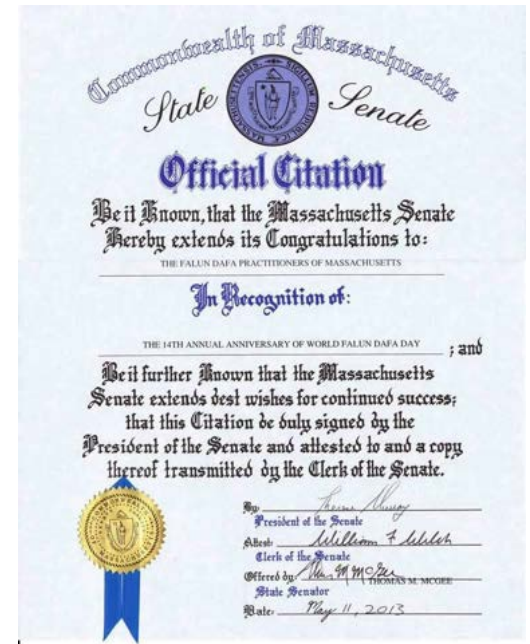
'Drinkery' pop-up on Dewey with City Winery

Assistant Director of
Programs

Keelin
Director of Programs
& Community Eng.



Greenway Week: October 4 - October 10







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Public Art

Presentation to Greenway Board
March 26, 2019



Barr - ArtsAmplified



Barr - ArtsAmplified

15 member cohort:



The Auto Show, Greenway art exhibit, Spring-Fall 2019

- As part of the 10th anniversary celebration of the Greenway in 2019, we will mount “The Auto Show,” a public art exhibition that references the site’s history as an elevated highway.
- The exhibit will consist of loaned and commissioned works by nationally & internationally-renowned artists that will explore the form of the automobile. Conversations are underway with artists, including Erwin Wurm (Austria), Julie Libersat (USA), Karl Unnasch (USA), and Chris Labrooy (U.K.).
- An augmented-reality installation, with Boston Cyberarts, will allow viewers to “see” the elevated highway and the Big Dig construction.
- In addition to the park’s 400 free events, dedicated programming, such as auto pinstriping demos, will compliment the exhibit.

Elliott Kayser

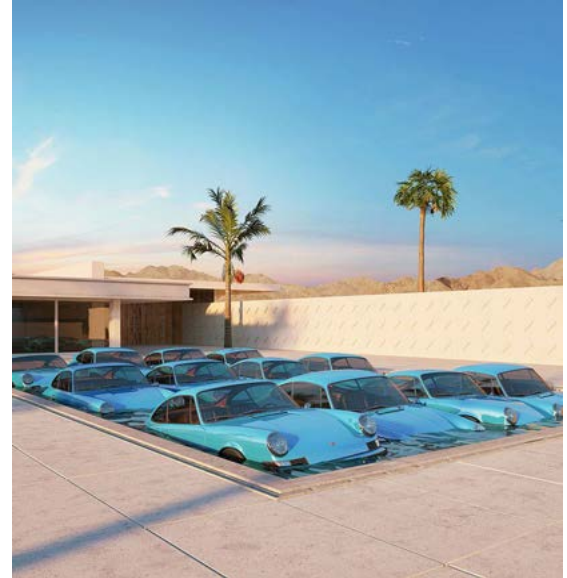
Yr. of the Pig – Chinese Zodiac



Chris Labrooy (Scotland)

18 Large Scale CGI Photographs

North End



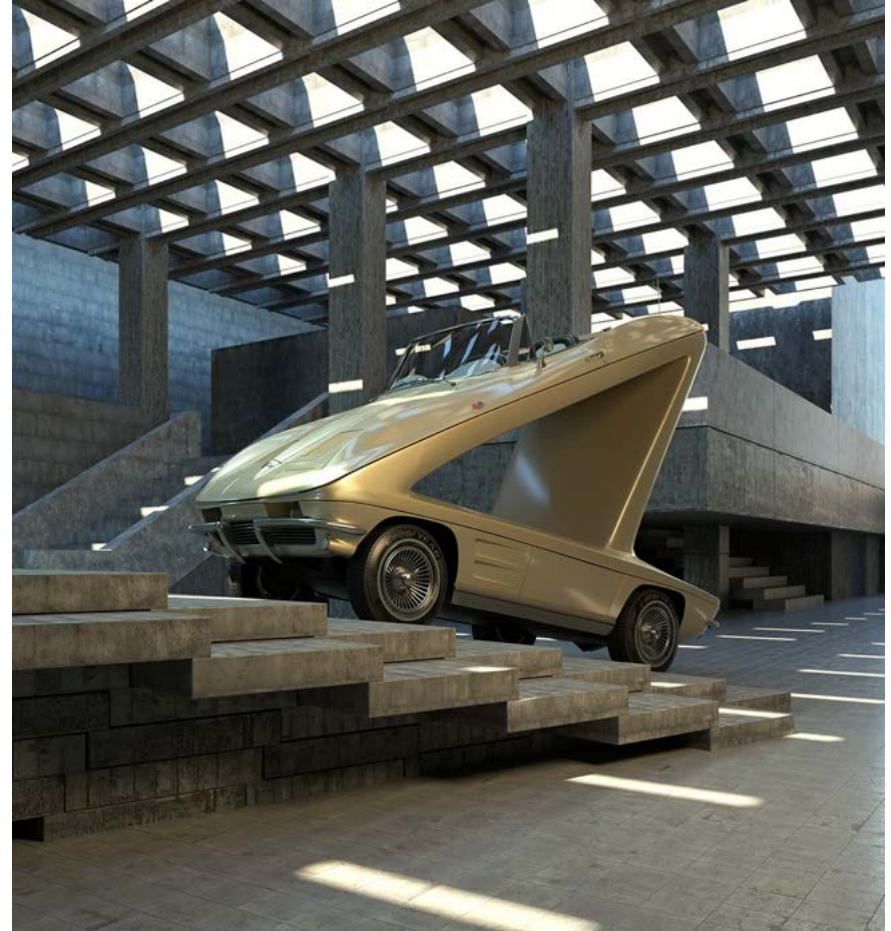
Chris Labrooy (Scotland)

18 Large Scale Photos

North End



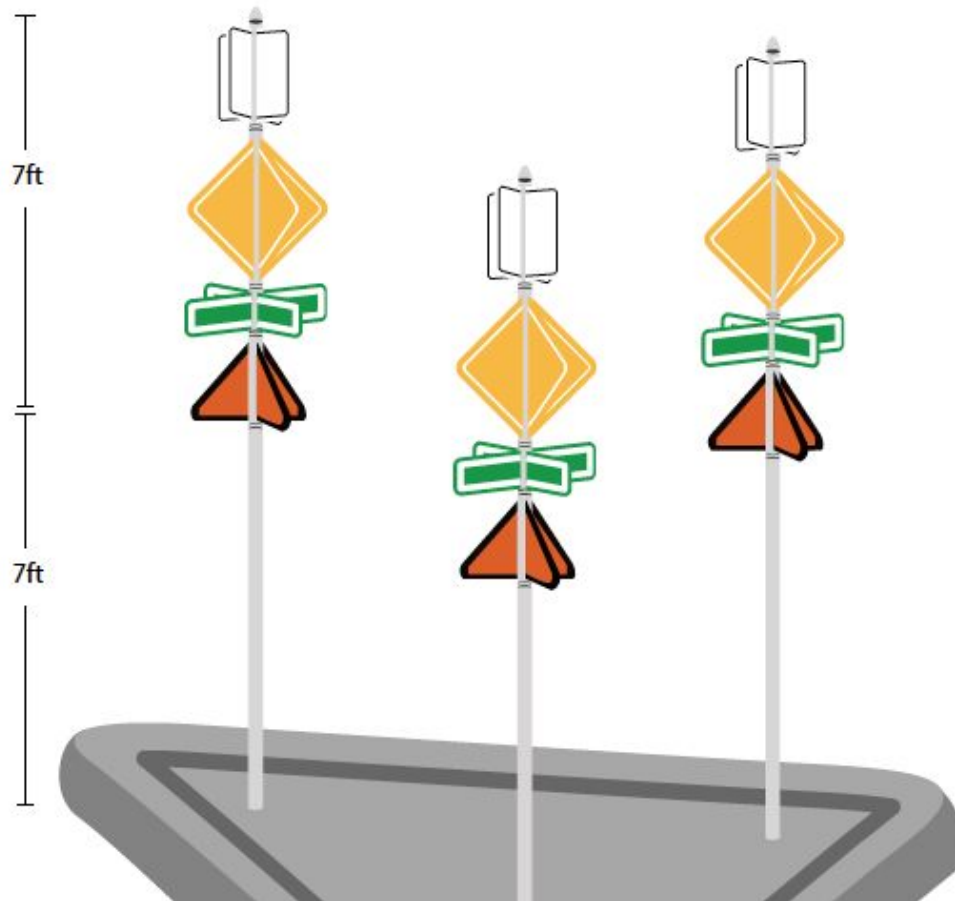
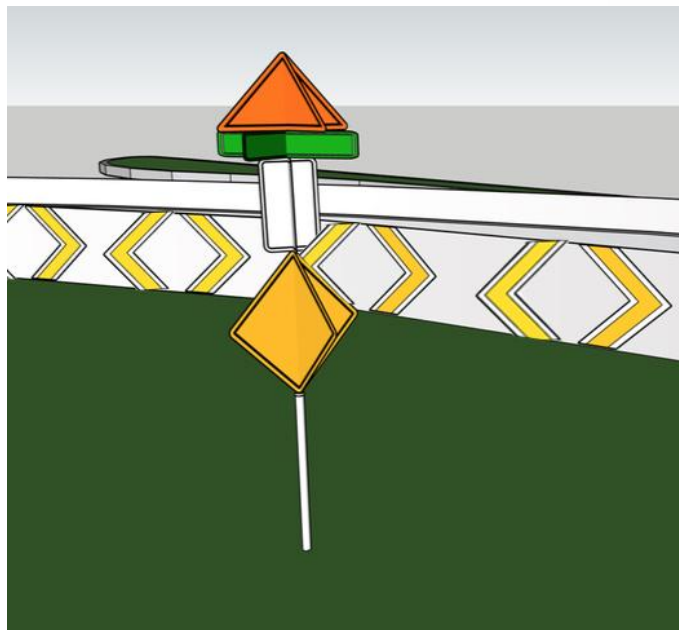
Madison Park High School



Boston City Hall (Interior)

Julie Libersat (Texas)

Roadworks - Kinetic Roadway Signage and Fence Work
P12 crescent



Karl Unnasch (Minnesota)

Red Dump Truck, 2019

Wharf District (at State Street)



Karl Unnasch (Minnesota)

Red Dump Truck, 2019

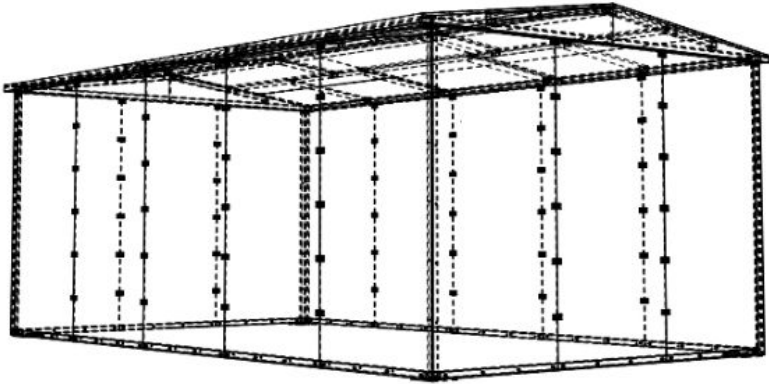
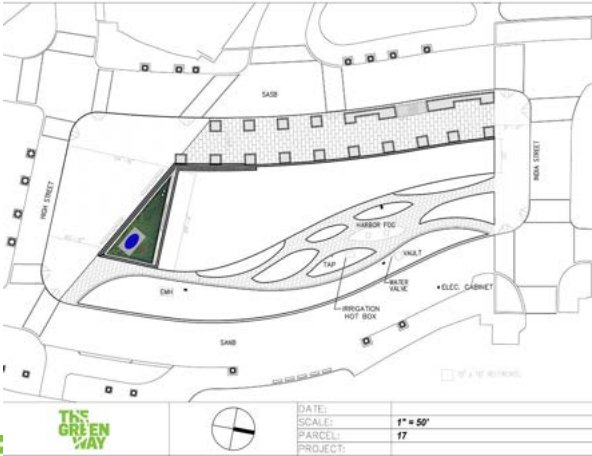
Wharf District



Erwin Wurm (Austria)

UFO, 2006

Wharf (at High St.)



Boston CyberArts (Boston) & hoverlay

Augmented Reality and Historical Imagery



Boston CyberArts (Boston) & hoverlay

Augmented Reality and Historical Imagery



1905, South Station & Elevated RR



1952, Demo near entract to East Boston Tunnel



July 2003, Fort Point Big Dig Construction



1939, Under Atlantic Ave. Elevated Railroad



2004, Partially-demolished underpinnings of Elevated Highway



1955, Under new CA underpinnings (N. Washington & Cross Street)

Boston CyberArts (Boston) & hoverlay

Augmented Reality and Historical Imagery



Illustrative concept: John Craig Freeman's *Fossil Fueled*



Illustrative concept: Will Pappenheimers *CarPark X*



Illustrative concept: Nancy Baker Cahill *Collision & Speed*

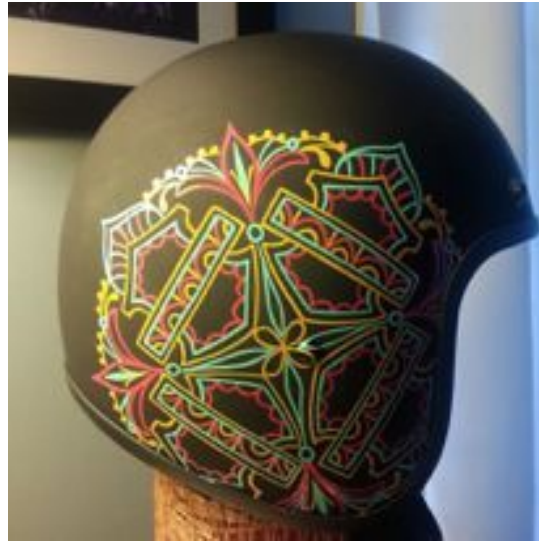


Illustrative concept: Will Pappenheimers *CarDrop V*

Associated Programming

Auto Pinstriping Demos

Part of Truck and Tractor Day / Free Fun Friday on The Greenway



Super A (Stefan Thelan - Denmark)

Greenway Wall - Financial District



Parcel H Mural

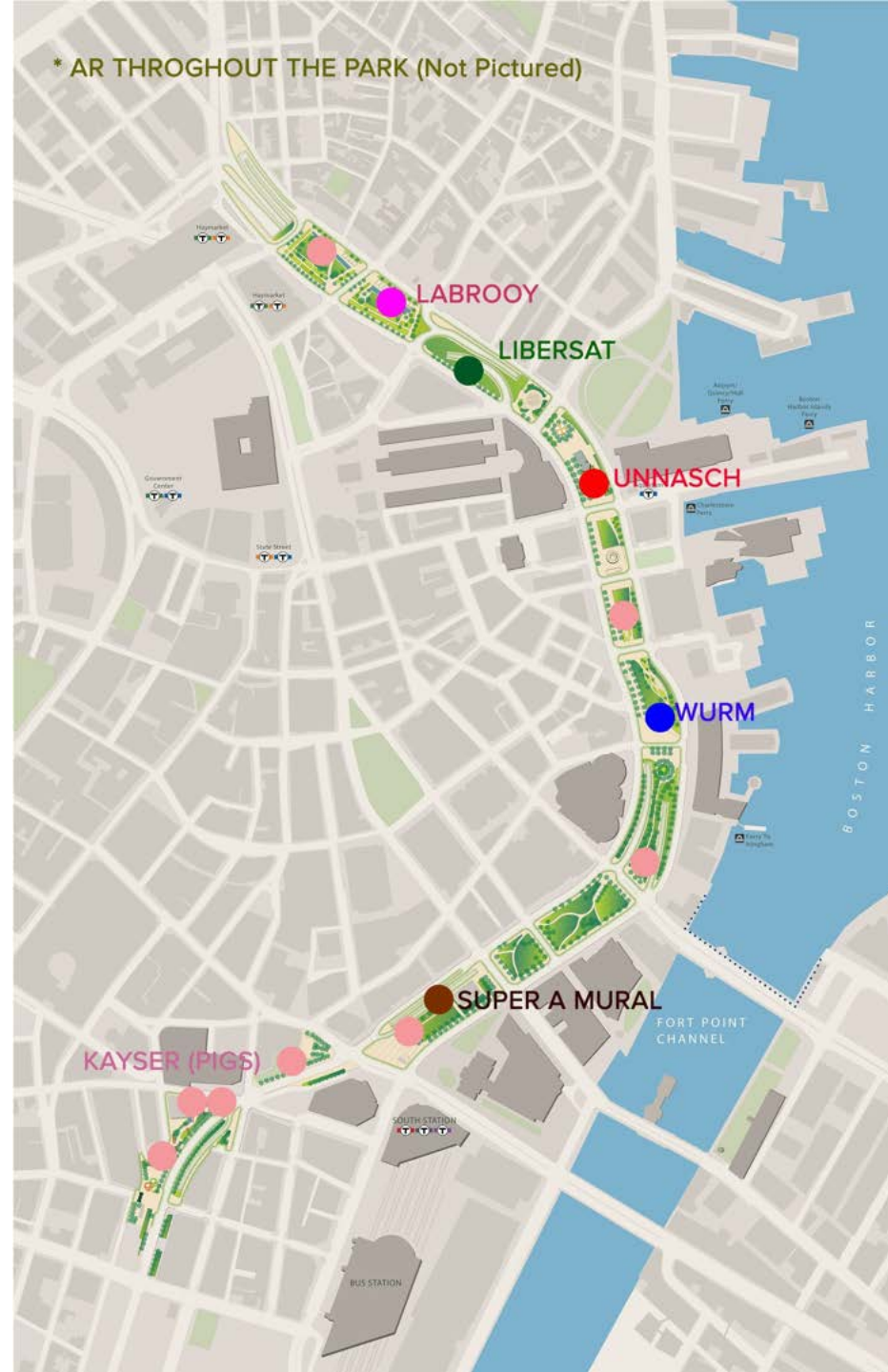
in partnership with Punto Urban Art Museum (Salem)
Leather District



For 2020: Chinatown Placekeeping Project



Artwork Locations



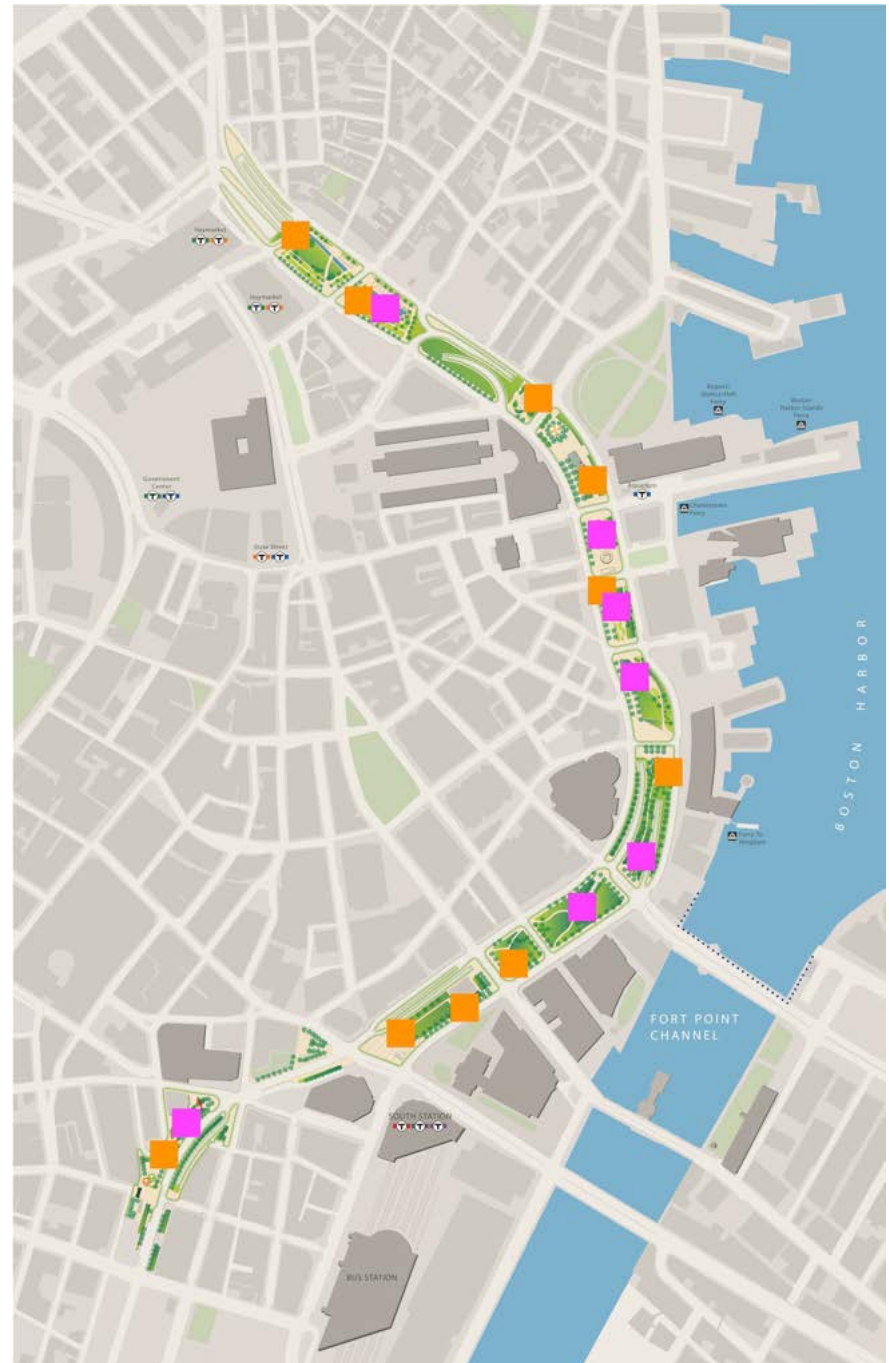
All AR 2019 Auto Show



Contemporary Locations



Historical Locations





See You on The Greenway