



Programming and Special Events on the Rose Kennedy Greenway

The Rose F. Kennedy Greenway Conservancy is charged with designing, maintaining and operating the Rose F. Kennedy Greenway. One of the guiding principles for the Conservancy's operations, programming activities and special events is to support the broad use of the Greenway as a platform for educational and cultural activities.

Goals

The long-standing vision for the Rose Fitzgerald Kennedy Greenway includes a commitment to actively programming the parks as "common ground" to ensure that they would nurture and encourage a sense of shared civic life in Boston.

Our approach is very collaborative. Collaboration is a core value, and it makes sense in this time of limited funding. The Conservancy both creates and funds (through contributions and its own funds) a select number of activities and events, and encourages/facilitates other groups to hold public events.

Audience

These public parks serve all residents of Boston, the Commonwealth, and domestic and international visitors. Both regularly-scheduled activities and major public events will be encouraged to welcome people to the Greenway. Over time enjoyment of the parks will build a constituency of people who use the Greenway and have a growing sense of ownership/affiliation/love for the parks and all that they offer.

Objectives for 2009 events and programs

Objectives for the Conservancy's 2009 on-going activities and corridor-wide major events from April-December 2009 are as follows: to raise public awareness of the Greenway; to reach and attract a diverse audience to the Greenway with special attention paid to attracting residents of Boston; and to showcase Massachusetts talent.

Program responsibilities as written in the legislation, July 2009

The Conservancy shall program the Greenway and the other open space parcels it is responsible to operate, manage and maintain in accordance with the recent Greenway legislation (Chapter 306 of the Acts of 2008):

All programming, once approved by the conservancy, shall be subject to all applicable city ordinances and regulations regarding licensure and permitting. In consideration of the agreement between the authority and the conservancy for the operation, maintenance and management of the greenway and the other open space parcels, the conservancy may charge reasonable fees for programming on the greenway and the other open space parcels to the party sponsoring the program, and revenues earned from such programming fees shall be paid to the conservancy; provided that the treatment and use of such fees shall be subject to compliance with applicable federal law and the agreement.