Programs

Presentation to Greenway Board
March 28, 2017
400+ free events hosted on The Greenway in 2016
Greenway record 2016 trackable attendance of ~1.4M! (Plus millions more casually enjoy the park!)
### 50+ Individual Events

#### April 2016
- 3 – AHP Sculpture Reconfiguration
- 10 – AHP Sculpture Viewing
- 23 – Stop & Shop Peapod Food Truck Festival
- 23 – Spartan Work-out Class
- 24 – Commemoration of Armenian Genocide
- 30 – World Tai Chi Day

#### May 2016
- 4 – The Ultimate Jam Session with The Beat Bus
- 7 – World Labyrinth Day
- 14 – Ginger Ale Dancers
- 14 – 4th Annual Chicken & Rice Guys’ Eating Olympics
- 19 – Public Art Season Kick-Off

#### June 2016
- 2 – National Gun Violence Awareness Day
- 3 – Brooklyn Boulders Festival
- 5 – World Ocean’s Day
- 12 – Race Amity Day
- 16 – Greenway Gala
- 17 – Glow in the Park
- 18 – North End Yoga Class
- 22 – Pilates with a Purpose Class

#### July 2016
- 2 – Chinatown Main Streets Festival
- 6 – Coolidge Corner Film Screening
- 9 – AVON 39 The Walk to End Breast Cancer
- 9 – Brazil On The Greenway
- 9 – My Caribbean Travel Expo
- 13 – Chiofaro Concert
- 14 – Poetry Stand by Ipswitch High School
- 24 – 6th Annual African Festival of Boston
- 26 – Member + Volunteer Picnic
- 27 – Clover Movie Night
- 30 & 31 – FIGMENT

#### August 2016
- 5 – Truck & Tractor Day
- 5 – Free Fun Friday
- 10 – Coolidge Corner Film Screening
- 14 – 47th Annual August Moon Festival
- 15 – Denise Hajjar Fashion Show
- 23 – Reebok Fitness Class
- 26, 27, 28 – Films at The Gate
- 31 – Jewish Arts Collaborative Jinta Performance

#### September 2016
- 10 – TD Bank Carnival of Dogs
- 10 – Sam Adams Bostoberfest
- 10 – Chinatown Lantern Festival
- 11 – 9/11 Service Project
- 14 – Coolidge Corner Film Screening
- 18 – Boston Local Food Festival
- 18 – AHP Family + Friends Day
- 19 – Housing the Hub
- 20 – Mytoi Pop-Up
- 25 – WBUR Fitness Class
- 26 – Celebrity Series Street Pianos
- 29 – HUBweek Silent Disco

#### October 2016
- 13 – New Citizens Welcome
- 14 – Arlington Film Festival Screening

#### November 2016
- 1 – Sun Yat Sen gallery
- 9 – 150,000th Bulb Planting Celebration
- 30 – Winter Lights

#### December 2016
- 2 – Caroling at the Carousel
- 9 – Caroling at the Carousel
- 16 – Caroling at the Carousel
- 18 – World Peace Candelit Labyrinth Walk

### 17 Recurring Events
- Berklee Concert Series
- Boston Calling Block Parties
- Cornhole League
- Greenway Open Market
- Boston Public Market Farmers Markets
- Boys & Girls Club Youth Adventure Days
- AVOYCE Play Days
- GreenPLAY
- SaturPLAY
- AHP Labyrinth Walk
- Tango in the Park
- Uplifted Fitness
- Next Level Fitness
- MSL Pilates
- Yoga Hub Boston
- Inner City Weightlifting
- Republic Fitness

### 126 Fitness Classes
30 Samplings & Promotions
400+ FREE EVENTS
Improved Event Form and RFPs created in winter 2016/2017

- Launched new online application for parties interested in hosting events, sampling, or promotions on The Greenway

- Ran Request for Proposal (RFP) processes to streamline applications and for events or programs that we wanted to see
  - Mobile Eats
  - Fitness Classes
  - Open Market
  - Biergarten
Each event involves planning at a variety of levels

Sample Event Workflow

Timeline

**Within 3 business days**
- Email Recognition
- Proposal review for key triggers
- Production Level of Event
- Set Fees
- Event Confirmation
- Parks & City Wide

**Two months before**
- Layout
- Bring to Ops
- Rangers
- Staffing
- Contract
- Layout
- Run of Show
- Liquor and Entertainment

**6 weeks before**
- WORK Inc.
- Calendar Listing
- Site visit
- COI's
- Greenway Materials
- Overview of event w/ 3rd party on Greenway's Role

**One month before**
- Final Run of Show
- Final Layout
- Parking
- Greenway Staffing
- Special Event
- Loop in Onsite Lead (if needed)
- PR/Social Media/Outreach

**Two weeks before**
- Event Overview
- Team Review
- Parking
- Power Needs
- Weather
- Police Detail
- Event
- All Permits in hand

**One Week Before**
- Event Report
- Data Collection
- Staffing
- Greenway Materials
- Take Photos

**Day of**
- Internal Debrief
- Invoice additional fees
- Email Thank You
- Schedule Debrief Call
- Off Load Photos
- Return materials & unload van

**Week following**

External Communication
Internal Communication
Permits
Strong partnerships assist with advanced planning and new opportunities
2017 Large and Recurring Events

- **April**
  - New Food Truck Season (4/3)
  - Greenway Carousel Fully Opens (4/7)
  - Food Truck Festival sponsored by Stop & Shop and Peapod (4/22)
  - SaturPlay Starts (4/29)
- **May**
  - Greenway Open Market Starts (5/6)
  - Boston Calling Block Party Starts (5/11)
  - Boston Public Market
  - Farmer’s Market Starts (5/16)
- **June**
  - Greenway Gala (6/8)
  - Glow in the Park (6/9)
  - Fitness Program Starts
- **July**
  - Youth Adventure Days
  - Chinatown Main Streets Festival (7/1)
  - Caribbean Festival (7/15)
  - FIGMENT (7/22 & 7/23)
  - African Festival (TBD)
- **August**
  - Truck & Tractor Day + Free Fun Friday (8/4)
  - Films at the Gate (FATG) (8/25-8/27)
- **September**
  - 9/11 Service Project with Mass Military Heroes (9/11)
  - Let’s Dance with Celebrity Series Boston (9/13-9/17)
  - Boston Local Food Festival with Sustainable Business Network of Massachusetts (9/17)
  - Lantern Festival (9/30)
Greenway Playmaking returns in 2017
Youth Adventure Days will be back in 2017
Playful initiatives and pilots will continue

PlayCubes

Disco Dance Steps

SaturPLAY with ACDC
Volunteer Program continues to be very successful, engaging 890 volunteers in over 4600 service hours in 2016

Individual engagement

Art and Play Ambassadors

Corporate program

Department-based volunteer positions
Earned Income
The 2017 season will host 35 food trucks and trikes!

Bacon Truck
Baja Taco Truck
Bon Me
Boston Burger Company
Chicken & Rice Guys
ChikChak
Chubby Chickpea
Clover
Cookie Monstah
Compliments Food Co.
Cupcake City
Fresh Food Generation
Gogi on the Block
Indulge India
Jamaica Me Hungry
Mei Mei
Momogoose
Morning Salute
Mo'Rockin' Fusion
Mozzarella
North East of the Border Truck
Pennypackers
Posto
Quebrada
Roxy's
Sabroso
Sheherazad
Shuck
Stoked
Taco Party
Tenoch
The Dining Car
The Coffee Trike
Zinneken Truck
Zo on the Go
2017 at the Greenway Carousel
at The Tiffany & Co. Foundation Grove
Promotions & sampling opportunities have grown
Proposed Biergarten/Wine Bar on The Greenway

Mood Board:
Proposed Parcel 12 Zipline
Looking Forward
Conservancy Programs Evolution

2009

- Conservancy runs and staffs programming in-house
- Programs switches to model of hosting 3rd parties

2017

- Push to attract & solicit partners to increase activation
- Built calendar with returning partners and curating programming
- Influx of interest/event proposals due to Greenway’s growing success
Programs staff works to balance event considerations

- Park Assets
- Safety and Security
- Free and Open
- Active vs. Passive
- Staffing Needs
- Earned Income Partnerships

Unique
Diverse
High-Quality