

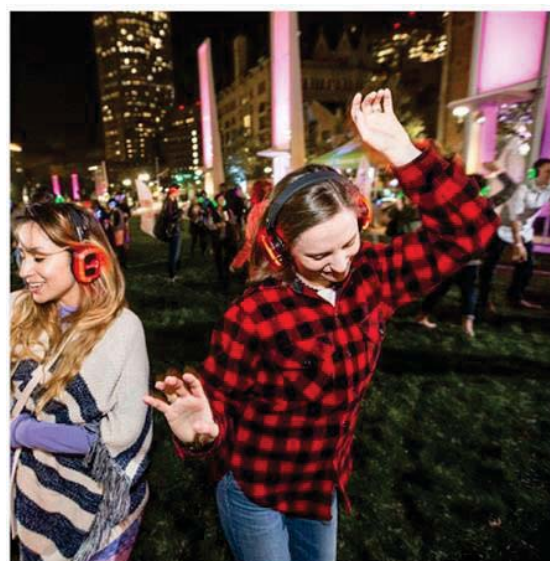


Rose Kennedy **Greenway**.org

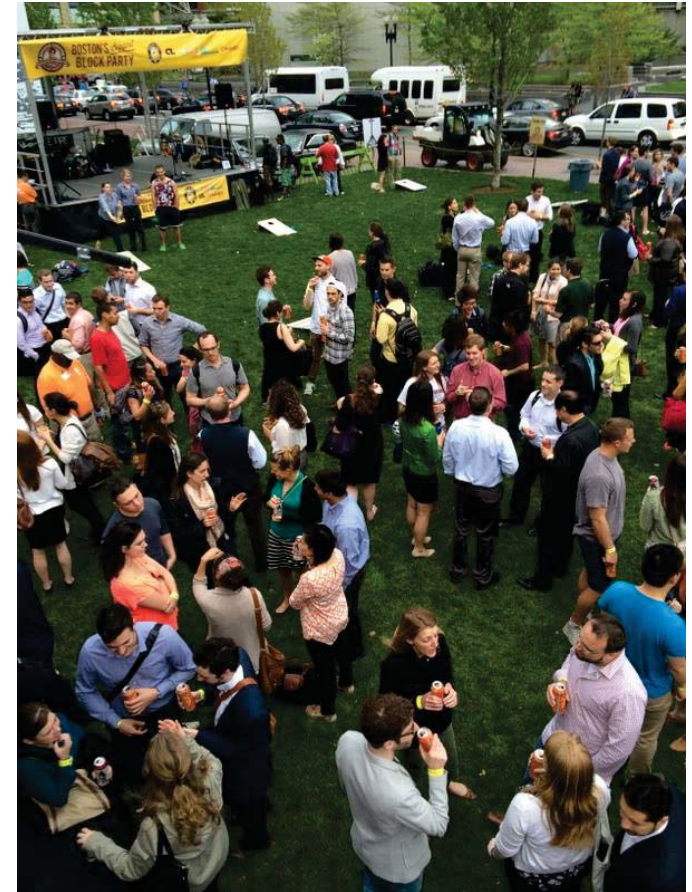
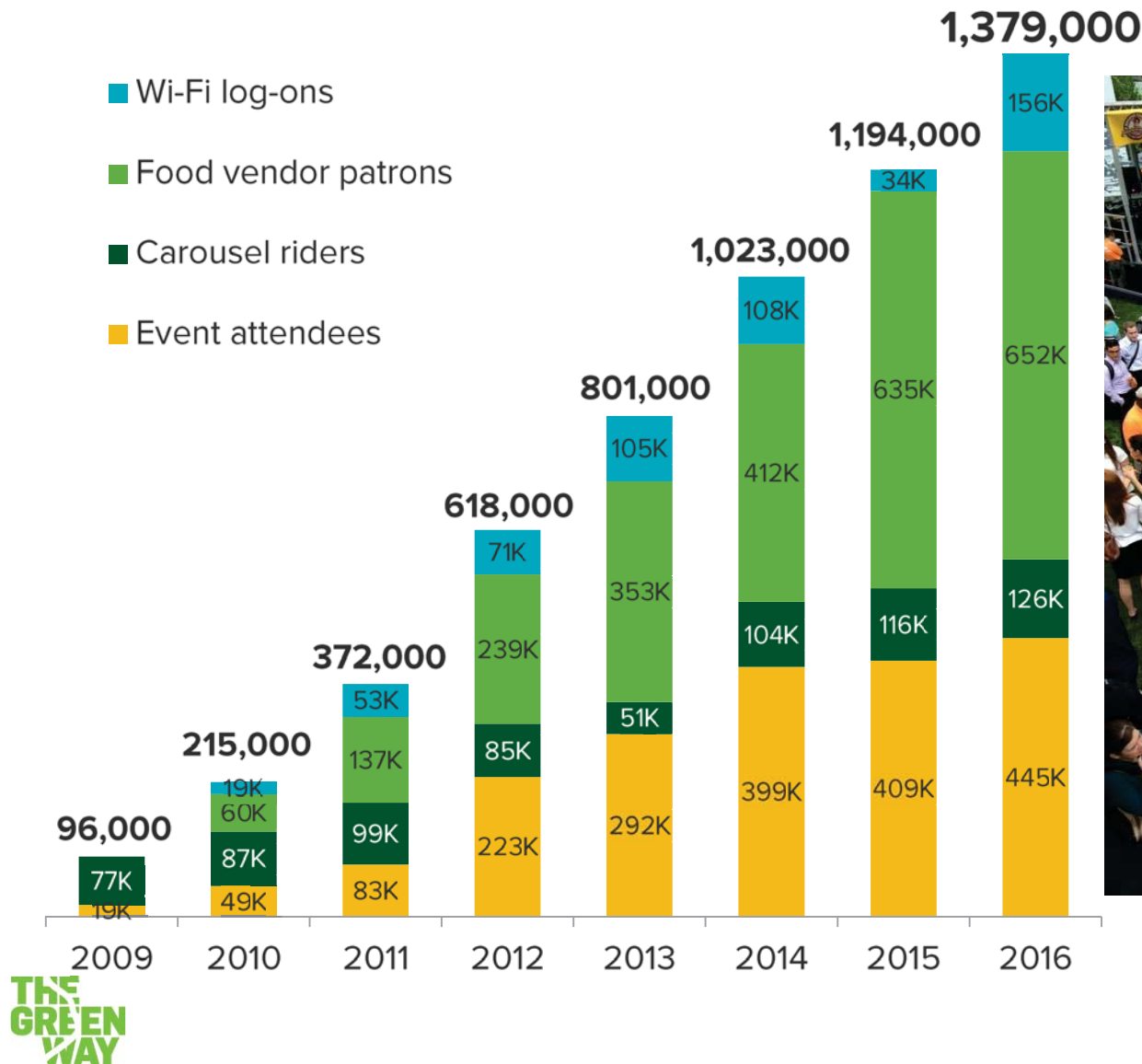
Programs

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 Ipswich 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 Candlelit 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



RoseKennedyGreenway.org

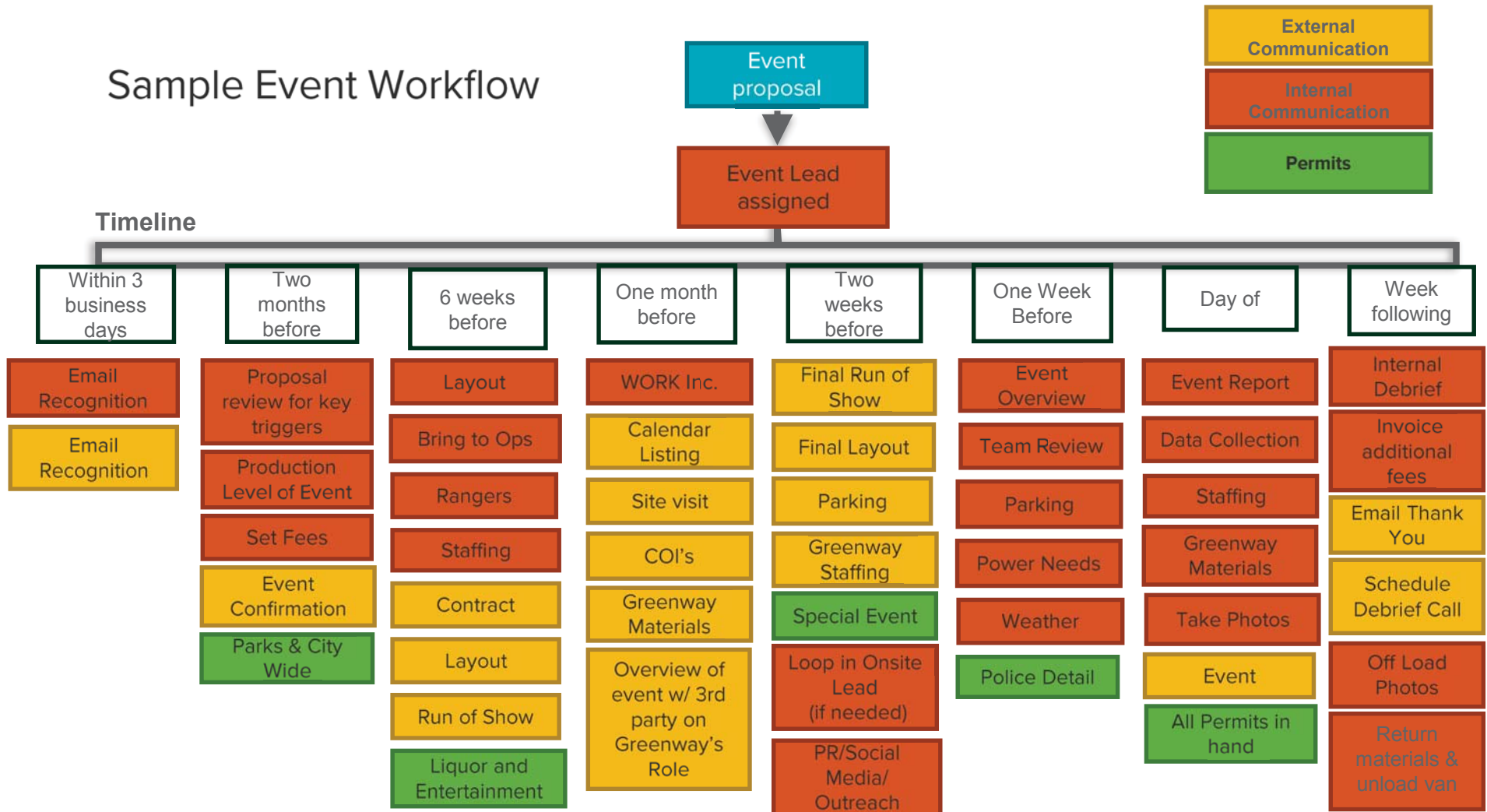
Greenway Event Planning Form

Thank you for your interest in planning an event on The Greenway. Please fill out the form below to propose your event. Applications should be submitted at least 60 days prior to the proposed event date. Before completing, please review our [Park Use Guidelines](#) for more information on park infrastructure, capacity, rules and regulations.

We strive to curate the best possible programs and events for The Greenway, so please note that the application process can take up to 10 business days during our high season, April - September. After reviewing your application, The Greenway Programs Team will schedule an initial phone call to discuss your application and next steps. If you have any questions, please email eventproposals@rosekennedygreenway.org. Upon completing this form, you will be emailed a copy of what was submitted.

Each event involves planning at a variety of levels

Sample Event Workflow



Strong partnerships assist with advanced planning and new opportunities

Design Museum Boston

Ultimate Tango



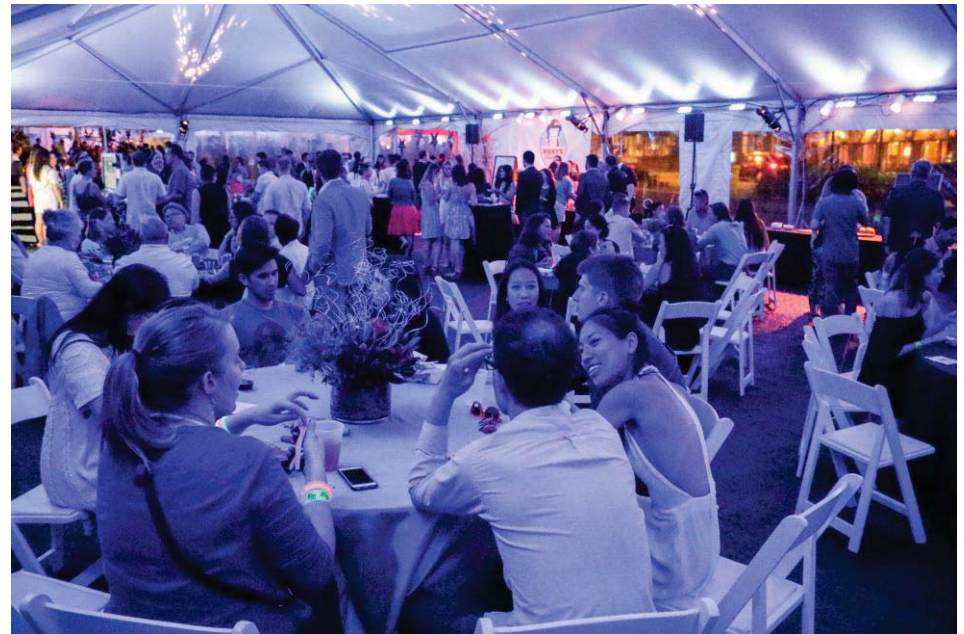
African Festival



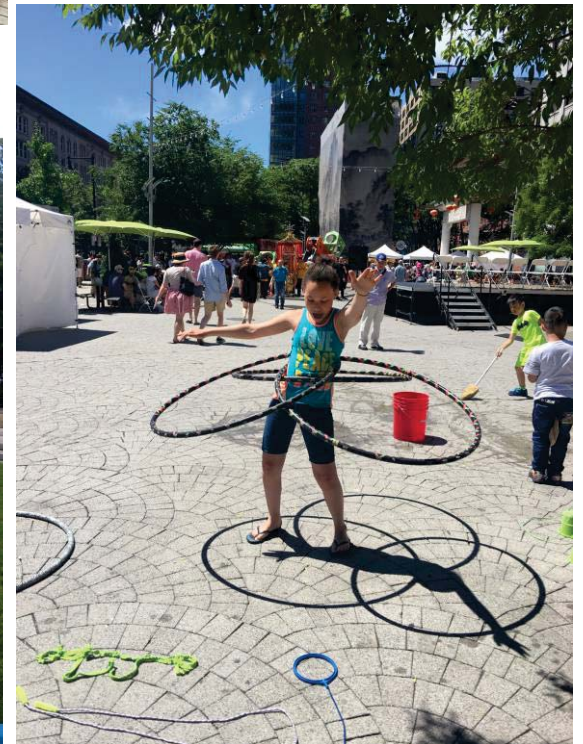
*Street Pianos with
Celebrity Series Boston*

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

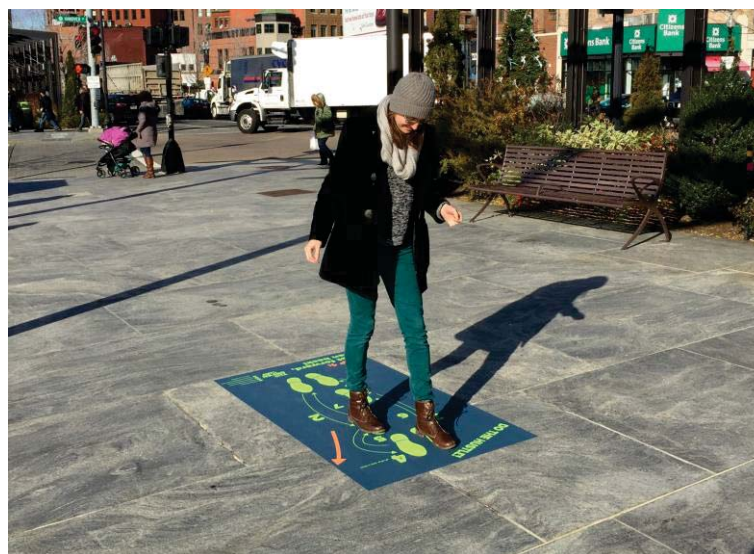
SaturPLAY with ACDC



PlayCubes



Disco Dance Steps



THE
GREEN
WAY

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

Moyzilla

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:



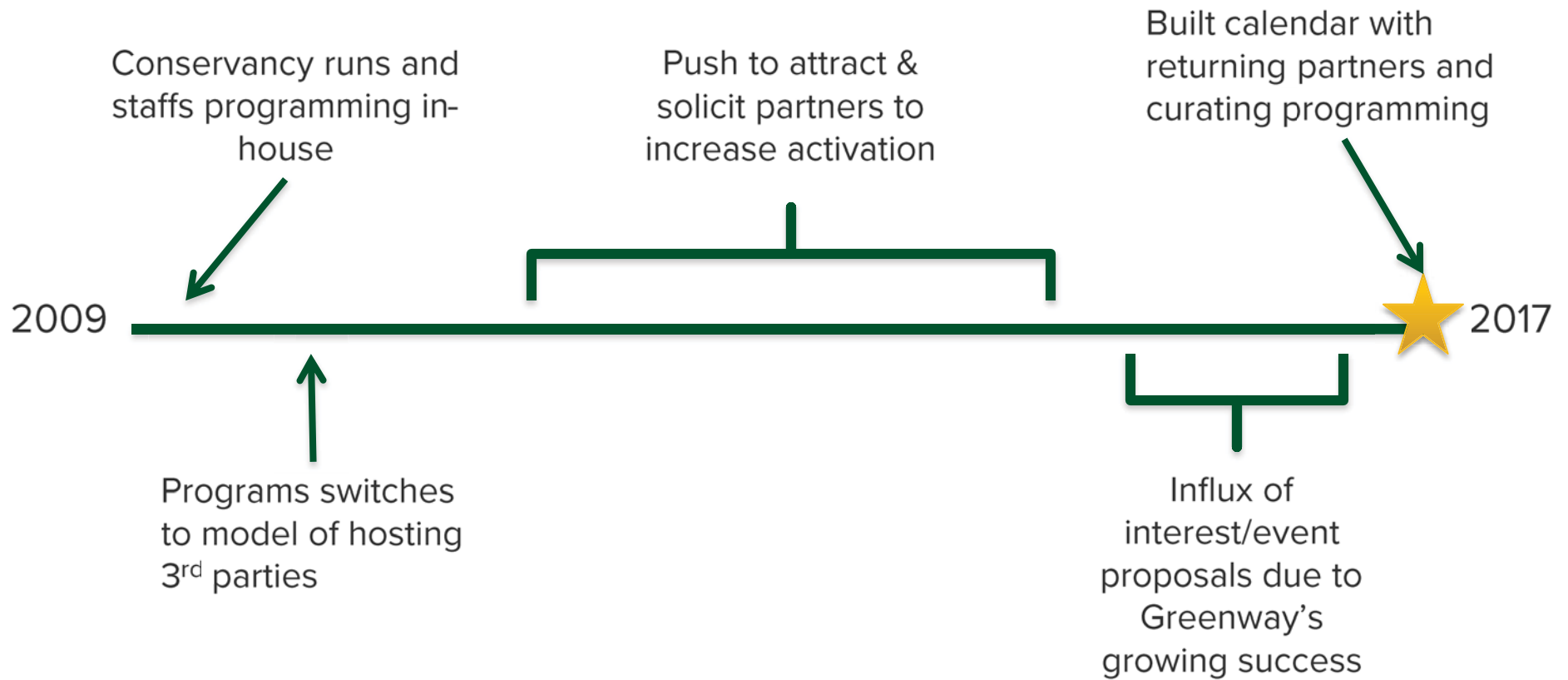
Proposed Parcel 12 Zipline



A photograph of a child riding a carousel horse, overlaid with a semi-transparent green filter. The child is smiling and holding onto the horse's mane. The carousel structure with its ornate wooden details and other horses is visible in the background.

Looking Forward

Conservancy Programs Evolution



Programs staff works to balance event considerations



