

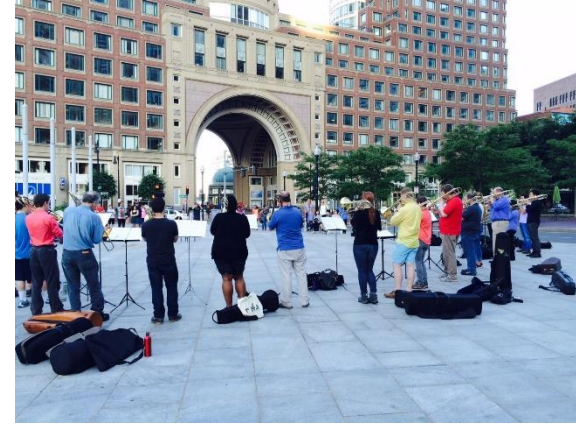


RoseKennedyGreenway.org

# Programs & Planning

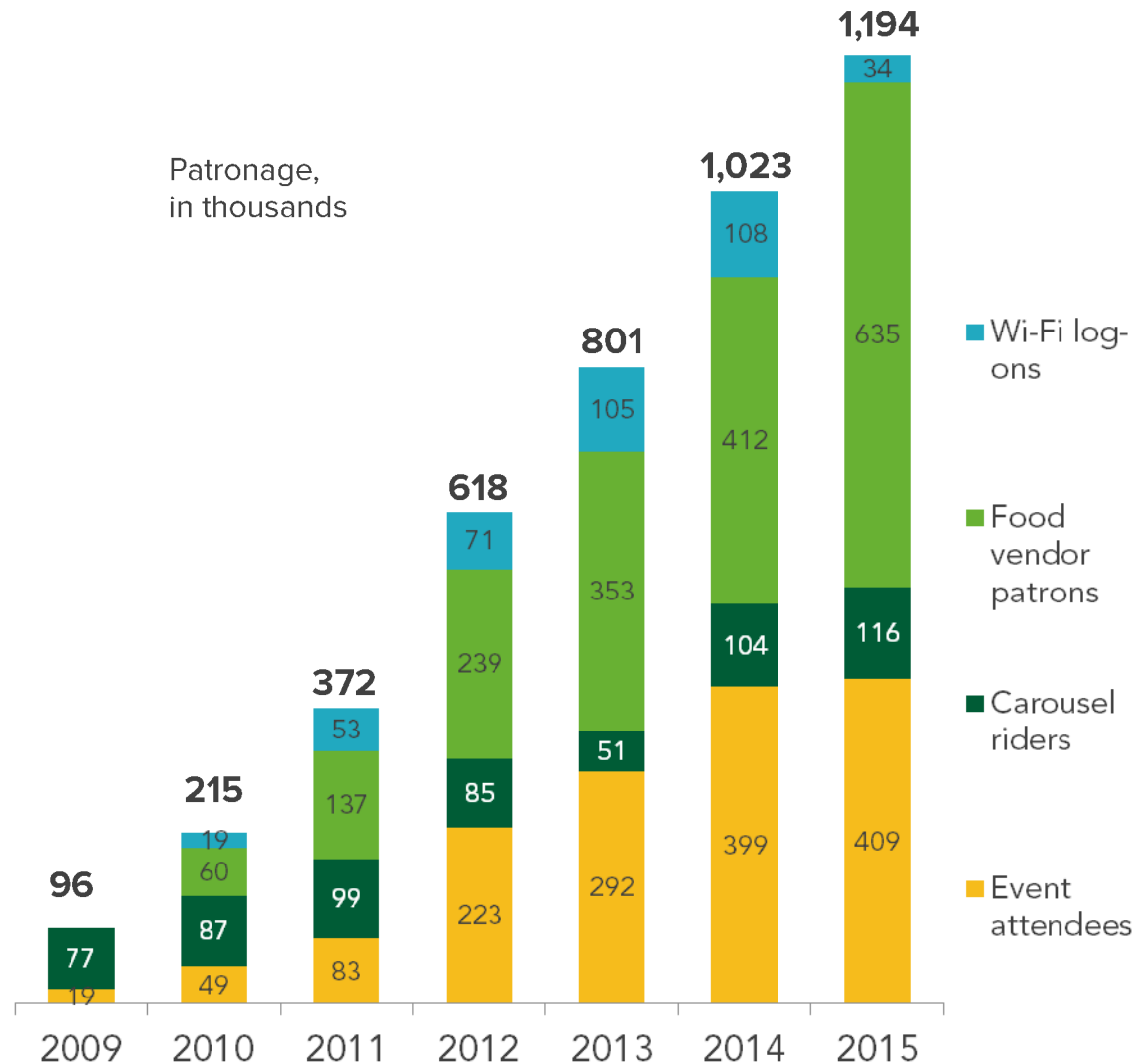
Presentation to Greenway Board  
March 29, 2016

# 300 free events hosted annually on The Greenway – plus food trucks, Carousel, and more





# Greenway welcomed 1,194,000 patrons in 2015, plus millions more who casually enjoy the park





# Looking Back: 2015

## 50 Individual Events

### January 2015

29 – Dan Beyer’s Snowdecahedron

### February

13 – Chinatown Flower Market

### March 2015

29 – AHP Sculpture Reconfiguration

### April 2015

11 – AHP Sculpture Viewing

18 – Food Truck Festival

24 – Commemoration of Armenian Genocide

25 – World Tai Chi Day

### May 2015

2 – World Labyrinth Day

3 – Flash Forward Party

9 – Ginger Ale Dancers

11 – Echelman Opening

16 – AVON Walk for Breast Cancer

### June 2015

9 – 2015 Greenway Gala

14 – Race Amity Day

19 – Free Fun Fridays kickoff

19 – Green Fashion Show

20 – Glow in the Park

21 – MakeMusicBoston

25 – Chamber YPN night @ Block Party

27 – Overnight Suicide Prevention Walk

### July 2015

9 – City Sports Triathlon Clinic One-Off

14 – Coolidge Corner Film Screening

25 & 26 – FIGMENT

29 – Member + Volunteer Picnic

### August 2015

4 – Truck & Tractor Day

5 – Coolidge Corner Film Screening

7 – Free Fun Friday

9 – August Moon Festival

15 – NAAAP Business Festival

23 – Shojo Block Party

28 – Strandbeest

### September 2015

9 – Clover Movie Night

11 – 9/11 Service Project

13 – Boston Public Market picnic

14 – JP Morgan/Republic Yoga Class

16 – Spartan Workout class

17 – InterContinental lunch

18 – Brazilian Consulate welcome

20 – AHP Family + Friends Day

20 – Boston Local Food Fest

24 – Mural Opening

26 – CityAwake

26 – Chinatown Lantern Festival

### October 2015

1 – New Citizens Welcome

5 – North End celebration

7 – Boston Ballet

9 – HUBweek

### November 2015

7 – For the Love of Beer

30 – Winter Lights

### December 2015

20 – World Peace Candlelit Labyrinth Walk

## 21 Recurring Events

- Berklee Concert Series

- Boston Calling Block Parties

- Cornhole League

- Greenway Open Market

- Boston Public Market

- Hermione / Tall Ships

- Films at the Gate (Chinatown)

- Let’s Dance Boston

- Leading Age

- Boys & Girls Club Tours

- AHP Labyrinth Walk

- Core Power

- City Sports Beantown Bootcamp

-AMP Agency One-Off

-Healthworks + City Sports

-Training for Warriors

-Stroller Class

-MSL Pilates

-City Sports/Reebok

-Inner City Weightlifting

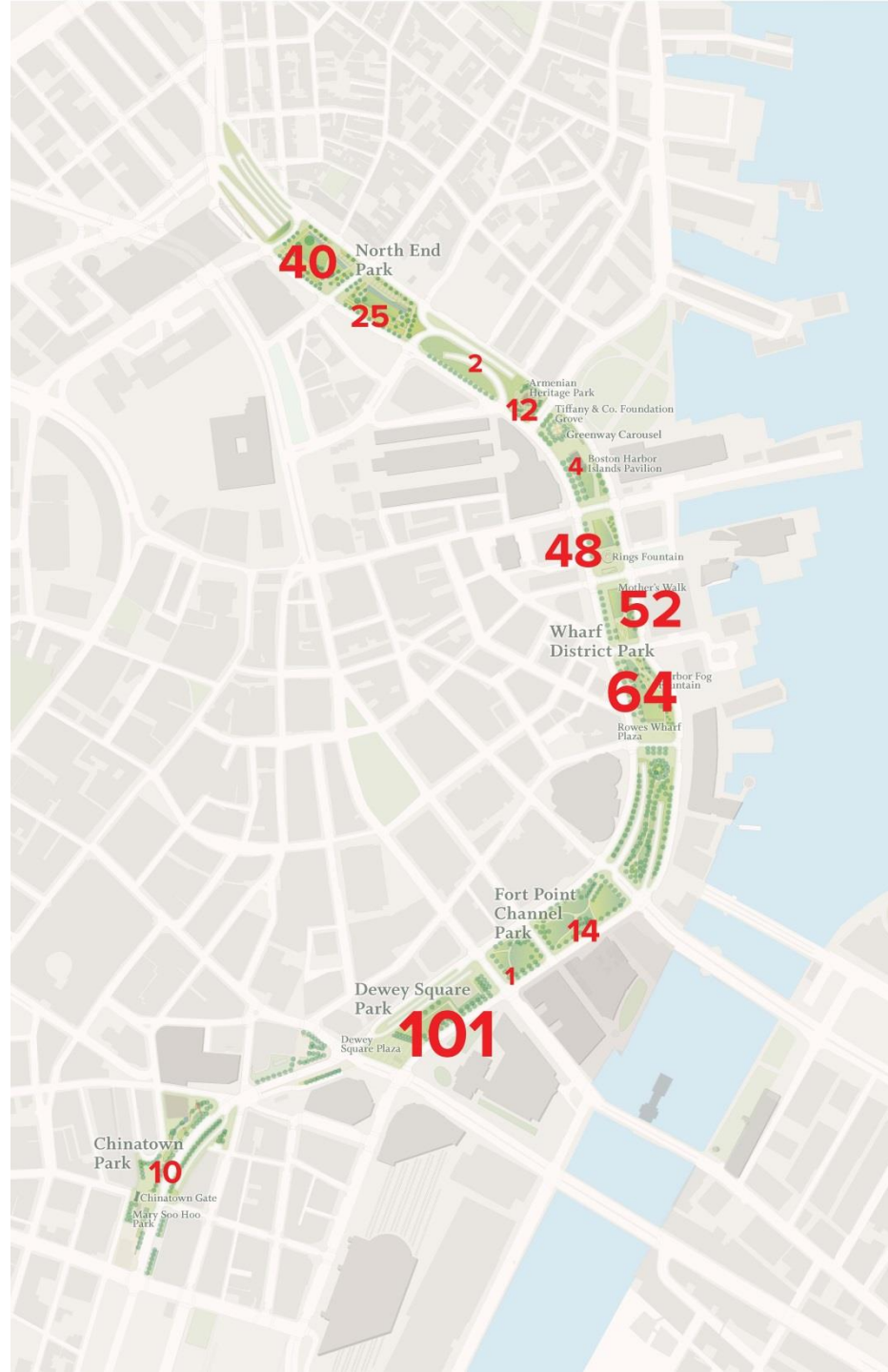
-Republic Fitness

## 82 Fitness Classes

## 21 Samplings & Promotions



# Events in Every Park





# Greenway events brought thousands to enjoy *As If It Were Already Here*



Greenway Gala (Photo credit Pierce Harman)



Glow in the Park



Berklee Concert Series



Greenway Gala (Photo credit Pierce Harman)



Opening Celebration





# New Partnerships

*Strandbeests @ Dewey, PEM*



*Let's Dance Boston, Celebrity Series*



*Movie Nights, Coolidge Theater*

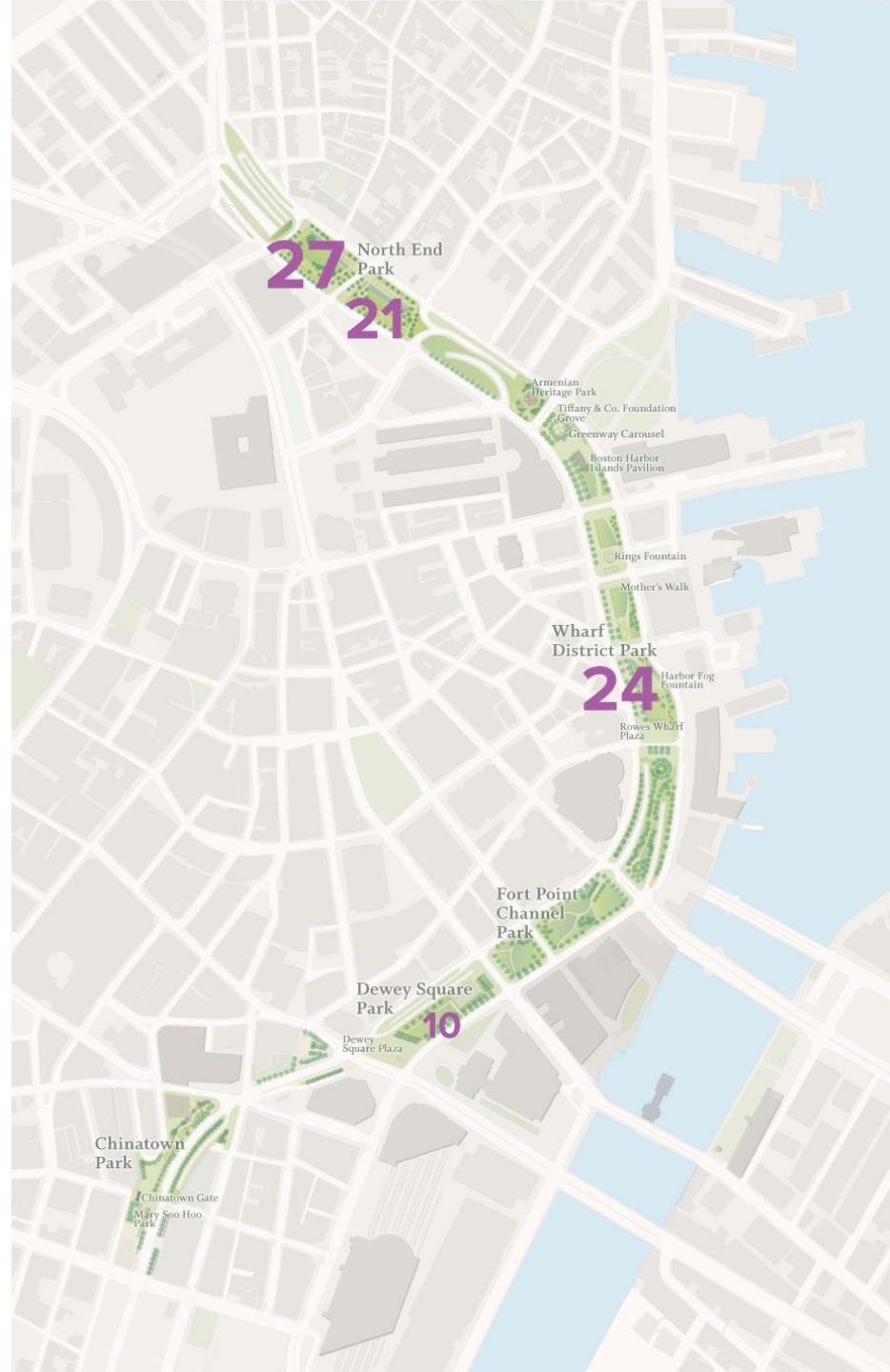
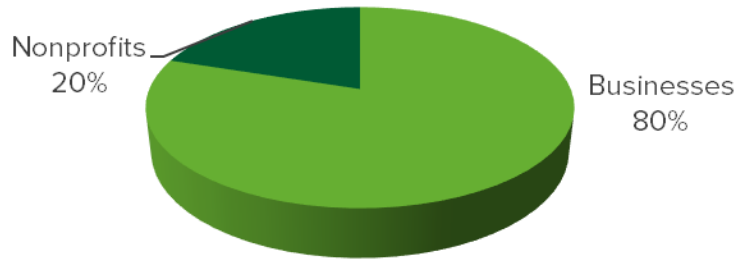


*Boston Ballet*



# 82 Fitness Classes through 10 Partners

## Partner Breakdown





# Promotions & Sampling: Generated Over \$95K





# Community Days with Boys & Girls Clubs of Boston





# Looking Forward: 2016



# Greenway Playmaking

Play is:

- Apparently purposeless
- Voluntary
- Inherent attraction
- Freedom from time
- Diminished consciousness of self
- Improvisational potential
- Continuation desire

From *Play* by Stuart Brown (2009)



# 2016 Play Focus

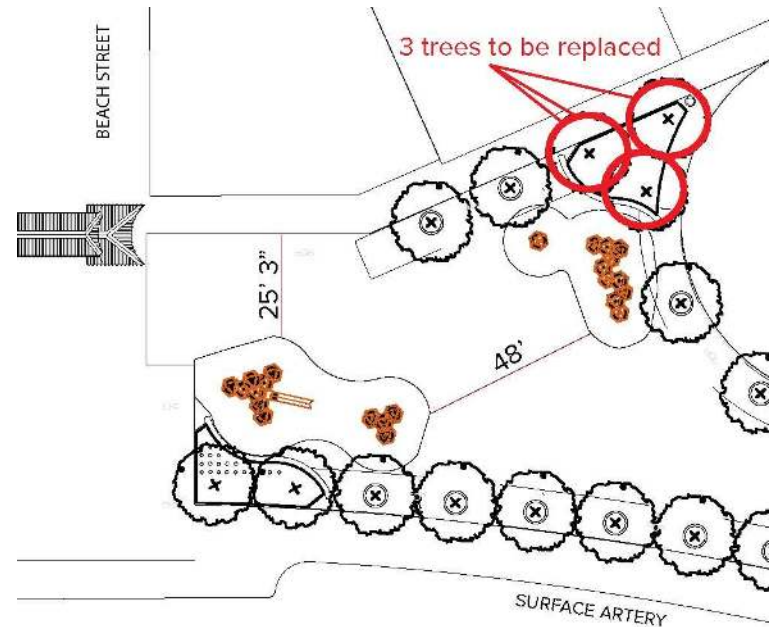
Activity	Description	Park Area
<b>Youth Adventure Days</b>	Tuesdays & Thursdays, focused on low-income communities	Dewey to Carousel
<b>Play Sessions</b>	Staff with play equipment (Uni, Imagination Playground, etc.)	Chinatown & Rings Fountain
<b>Event Coordination</b>	Truck and Tractor Day, Free Fun Friday, A-VOYCE Fun Days, Story Strolls, etc.	Chinatown & Rings Fountain
<b>Event Support</b>	FIGMENT, BLFF, Chinatown festivals, Coolidge Corner movie nights, etc.	Varying





# Chinatown Activation: Site Improvements

- Tree work
  - Remove unhealthy Honey Locust
  - Replace with 2 ornamental trees
- PlayCubes
  - Install: Week of May 9<sup>th</sup>
  - Media days: May 15<sup>th</sup> and 16<sup>th</sup>
  - Opening celebration: May 19<sup>th</sup>



# Chinatown Activation: Programming

- A-Voyce “SaturPlay Series”
  - 1st Saturdays of every month
  - April through October
  - Youth-led interventions to activate Tiananmen Memorial Park
- Other events
  - Lantern Festival
  - Chicken and Rice Eating Contest
  - Figment
  - Films at the Gate





# The 2016 season will host the most vendors ever on the Greenway with 35 food trucks and trikes!

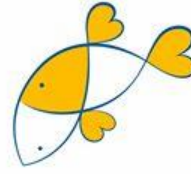
Bacon Truck  
Baja Taco Truck  
Bon Me  
Chicken & Rice Guys  
ChikChak  
Chubby Chickpea  
Clover  
Cookie Monstah  
Cupcake City  
Frozen Hoagies  
Gogi on the Block  
Jamaica Me Hungry  
Mei Mei  
Momogoose  
Moyzilla  
Munch Mobile  
North East of the Border Truck  
Pennypackers  
Posto  
Quebrada  
Roving Lunch Box  
Roxy's  
Sabroso  
Sheherazad  
Stoked  
Taco Party  
Tea Station  
Tenoch  
The Dining Car  
Third Cliff Bakery  
Walden Meat Co.  
Walloon's Fried Chicken  
Zinneken Truck  
Zo on the Go

THE  
GREEN  
WAY

momoGoose

TACO  
PARTY

ZO



mei mei



clover

ZINNEKEN'S

TENOCH  
MEXICAN



BON ME



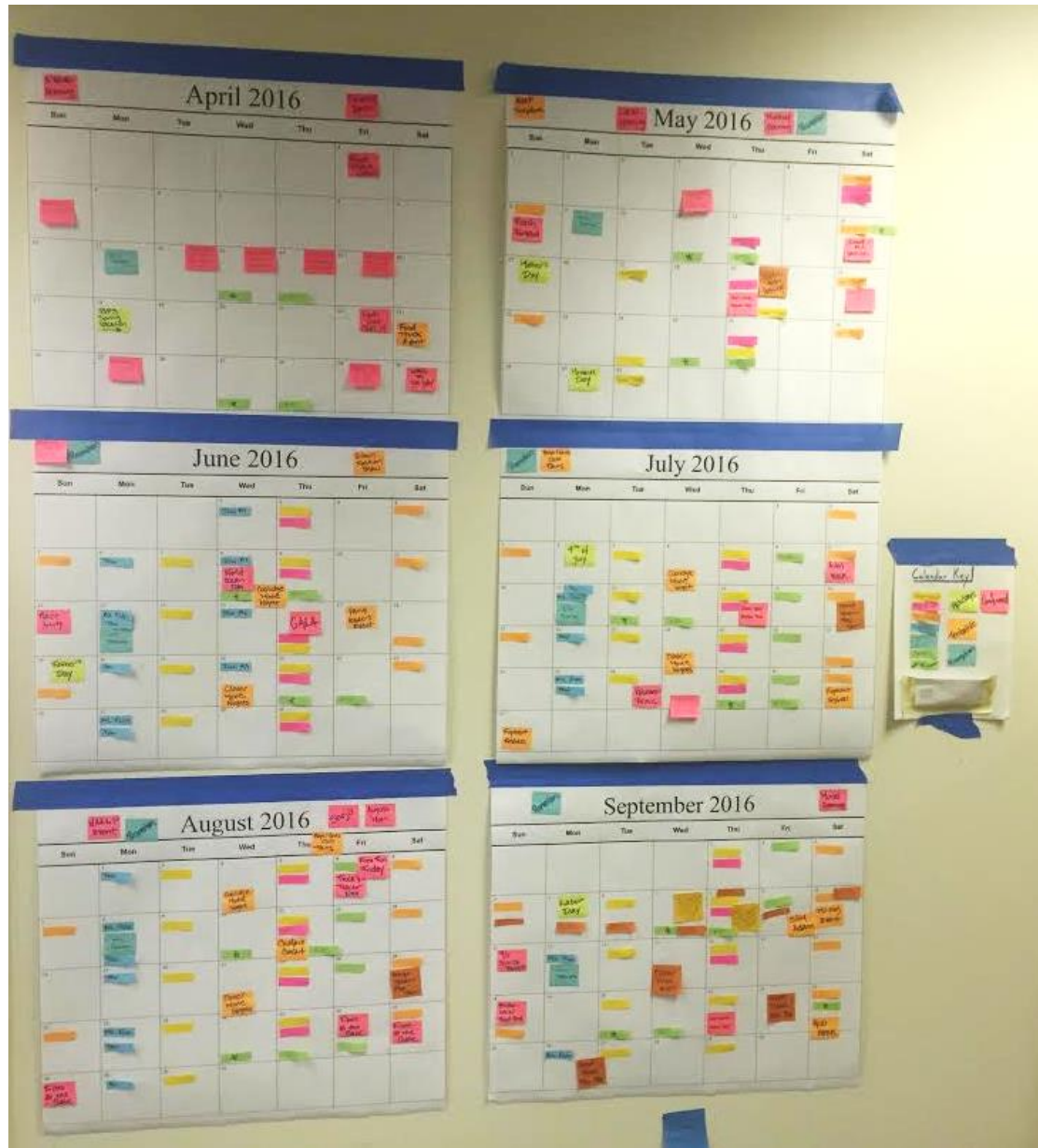
Sheherazad

CHIKchak  
FOODTRUCK



THIRD CLIFF BAKERY

# Building the 2016 Calendar





# Major Upcoming Events

- April
  - New Food Truck Season (4/1)
  - Food Truck Festival (4/23)
- May
  - Block Party Start (5/12)
  - Farmer's Market Start (5/17)
  - Greenway Wide Public Art Opening (5/19)
- June
  - Race Amity Day (6/12)
  - Greenway Gala (6/16)
  - Glow in the Park (6/17)
- July
  - FIGMENT (7/30 & 7/31)



Photo Credit: Pierce Harman

# Major Upcoming Events

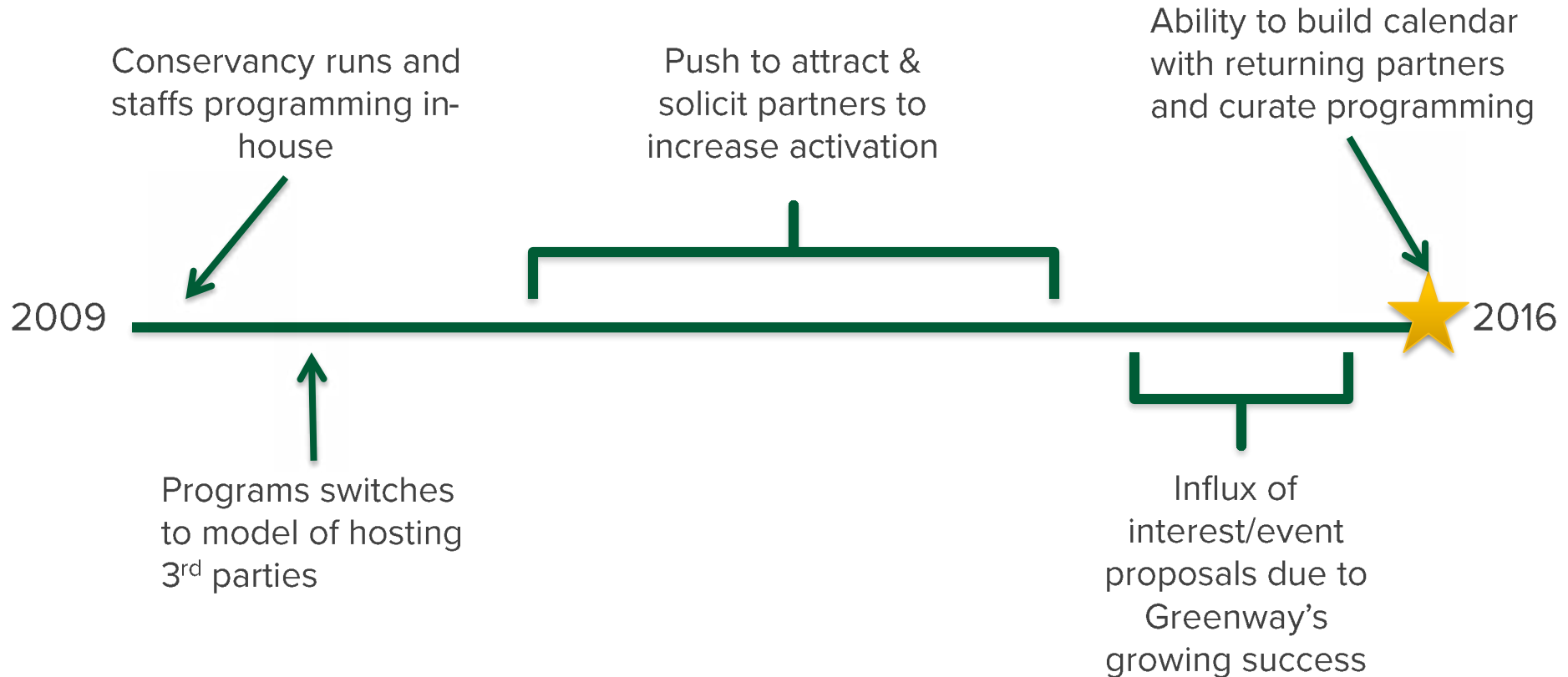
- August
  - Truck & Tractor Day + Free Fun Friday (8/5)
  - Films at the Gate (FATG) (8/26 -8/28)
- September
  - For the Love of Beer (9/9 & 9/10)
  - Boston Local Food Festival (9/18)
  - HUBweek Event (9/24 – 10/1)
- October
  - Street Pianos (9/25 – 10/10)
- Winter
  - Caroling at the Carousel (December Fridays)
  - More to Follow





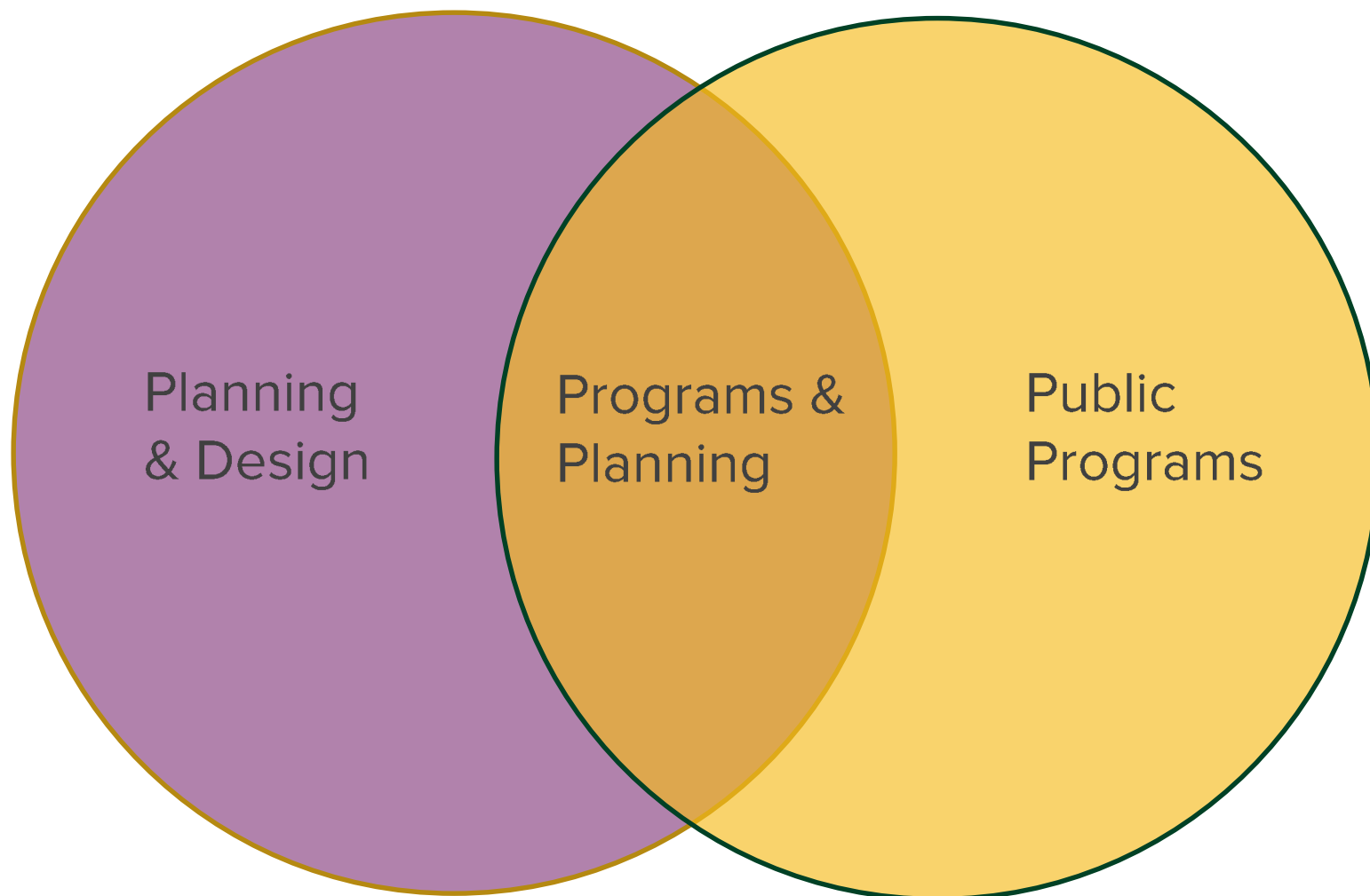
# Department Evolution

# Conservancy Programs Evolution





# July 2015: Combined Two Departments



# WHAT is Programs & Planning?

## P&P

Major  
events

New event  
proposals

Recurring  
events

Promotions  
& sampling

Winter  
activation

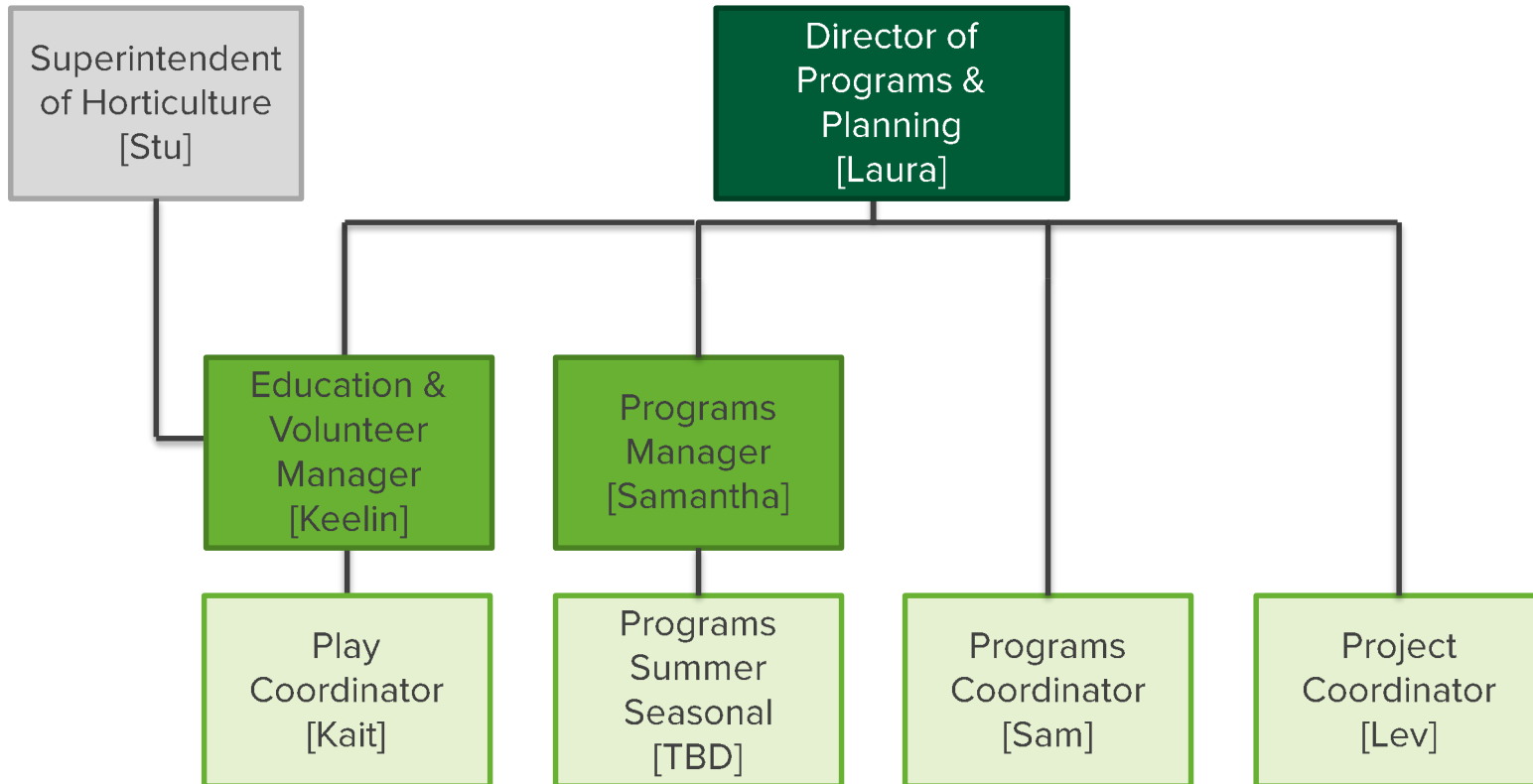
Carousel

Project  
management

Play



# WHO is Programs & Planning?



An aerial photograph of a city street scene, likely in New York City, showing a large crowd of people gathered in a park area. The image is overlaid with a semi-transparent green filter. The text "Greenway Park Use Guidelines" is written in white, and "2016 Updates" is written in dark green below it. The background shows tall buildings, a street with cars, and a large group of people sitting on the grass.

# Greenway Park Use Guidelines

## 2016 Updates



# Proposed 2016 Updates

- Original Guidelines: adopted 2010, but largely written before park opened
- Process for proposed updates:
  - Requested by MassDOT in 2015 lease
  - Conducted with significant legal (in-kind!) assistance from Goulston & Storrs
  - Reviewed with Mark Boyle
- Changes in proposed updates:
  - Significant language and layout clean-up
  - Strengthened language around free speech & time/place/manner permitting, drawing on Occupy Boston court ruling
  - Explicit permissions for in-park fundraisers, ticketed events, commerce, and limited private uses
    - Fee schedule (to be presented annually to Board)
  - Clear language about protecting the park from overuse
    - E.g., deposits for damage & cleaning
    - E.g., turf management policy

# 2016 Fee Schedule

- Application fee
  - \$25 for non-profit organizations
  - \$100 for for-profit organizations
  - Additional fee for late applications: \$50
- Sampling & promotional activities space rental (approx. 10'x10' space)
  - Beginning at \$325/hr for Dewey Square Park
  - Beginning at \$250/hr for all other parks
- Market rev-share
  - 5-15% for-profit organizations
  - 20-25% for-profit organizations
- Furniture moving: \$300 - \$800
- Programs support staff beyond regular business hours: \$40/hr
- Damage and cleaning
  - \$4/SF for lawn replacement
  - \$300/hr for cleaning



# Protecting The Greenway from over-use

## Turf Management: Rest, Rotate, Recover

- **REST:** Lawns closed as needed in short-term (primarily weather related)
- **ROTATE:** Regular alternating of events
  - Block Party
  - Fitness Classes
    - Designated days/locations for returning & new partners
    - Rotation within park district location
  - Berklee Summer Concert Series: P8 Elm/P10 Plaza
- **RECOVER:** Scheduled rest in advance
  - Lawn aeration
  - Major work
  - Monthly closures, alternating heavy program areas