Programs & Events 2013
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Director of Public Programs

Draft: April 2, 2013
2012 Programs – over 350 events
Millions of casual visitors plus 600,000+ patrons for programs, Wi-Fi, food trucks, and more

Patronage, in thousands

<table>
<thead>
<tr>
<th>Year</th>
<th>Food Vendor Patrons</th>
<th>Wi-Fi Log-ons</th>
<th>Carousel Paid Riders</th>
<th>Events Attendance</th>
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<td>622</td>
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+66%
Results from Programs Survey

Online 10 Question Survey
155 Responses
Take our annual survey about Greenway Programs!

www.rfkgc.org/survey

Previous surveys have informed successful 2011 and 2012 seasons:

2010 survey informs 2011 program season

- **GLC forum and survey** highlighted desire for
  - Public art
  - Films
  - Non-food market
  - Signature multi-day events
  - Tours

![Bar chart showing survey results](chart_image.png)

**Very high ratings from public for 2011 events**

- **art lecture**
- **story hour with bookbinder**
- **Greenway Open Market (Saturday art in market)**
- **Greenway Conservancy**
- **925 The River Earth Day Concert**
- **Fitness Walking**
- **Activity Cart**
- **9/11 Service Project**
- **Lunchtime bagel run (beacon, etc.)**
- **Tai Chi**
- **Yo-Yo**
- **Sunrise Yoga**
- **Free Wi-Fi**
- **JP Pilates in the Park**
- **Dinner at Dusk**
- **Get Out Get Active (yoga)**
- **Wall Climbing**
- **The Wave**
- **Boston Tea Party**
- **Race Against Day**

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<th>Event</th>
<th>Very good</th>
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162 responses to 2012 programs survey, representing a varied demographic

**Frequency of visit**
- Daily: 29%
- Weekly: 37%
- Monthly: 13%
- Once a year: 1%

**Age range**
- Under 15: 2%
- 15 - 20: 19%
- 21 - 30: 33%
- 31 - 40: 27%
- 41 - 55: 27%
- 56 - 65: 12%
- Over 65: 8%

**Live & work locales**
- Metro Boston, but don't live/work nearby: 70%
- Live and/or work nearby: 27%
- Beyond Metro Boston: 2%
2012 Food Vendor Rating

- Boston Pushcart
- Chicken & Rice Guys
- Anthem
- Grilled Cheese Nation
- Beantown Franks 'n' Spuds
- Taco Truck
- Kickass Cupcakes
- Boston Harbor Ice Cream
- Momogoose
- Cupcakory
- Silk Road BBQ
- Culinary Cruisers / Ocean Ave Pops
- BBQ Smith
- Roxy's Grilled Cheese
- Equal Exchange Free Range Café
- Clover
- Bon Me

*Not returning* vs. *Returning* vendors with ratings ranging from 1 (Very poor) to 5 (Very good).
Most interest in art, concerts, films

Which of the following activities would you like to see added to existing Greenway programming? (Rank top 3 choices.)

- Street performers
- Theater
- Dance
- Art fairs
- Films
- Product sampling
- Instructor-led fitness classes
- Educational programs for children/teens
- Horticulture activities (for adults)
- Concerts
- Temporary public art displays
Open-ended questions

Is there a specific location where you’d like a food truck/cart?

- Dewey Square Park (7)
- Fort Point Channel Parks / Rowe’s Wharf Plaza (5)
- Chinatown (3)
- None (3)

Other comments (representative sampling)

- “More trees. I know they are growing, but shade will be a great addition in the summer.”
- “Allow bikes in the park!”
- “discounted parking”
- “Sell your fertilizer & mulch at a special Greenway event.”
- “Please consider changing the public mural in Dewey Square on a regular basis”
- “Please keep it green, don't overcrowd it with trucks and activities. Boston is an extremely dense city, what we need is refuge from the busy surroundings. Don't look at it as an event venue!”
Anticipated Programs & Events - 2013

- **April**
  - 1\textsuperscript{st} - New Greenway Mobile Eats season begins Volunteer Day (School Vacation Week)
  - 22\textsuperscript{nd} - 5% for Earth Day – [http://www.give5boston.org/](http://www.give5boston.org/)

- **May**
  - 4\textsuperscript{th} - 2\textsuperscript{nd} Annual Food Truck Throwdown (raindate 11\textsuperscript{th})
  - 13\textsuperscript{th} & 14\textsuperscript{th} – Greenway Gala Nights
  - Farmer’s Market begins (Memorial Day)
  - Greenway Open Market begins (Memorial Day)
  - Fountains/Water Features Operational (Memorial Day)

- **June**
  - Fitness Classes Begin
  - Farmer’s Greenway Open Markets continue
  - Fountains/Water Features continue
Anticipated Programs & Events - 2013

• July
  – Farmers, Greenway Open Markets continue
  – ReadBoston Story Hours, Fridays
  – Exercise Classes continue
  – Figment Festival
  – Activity Carts, Lawn Games
  – Berklee Concert Series, Fridays

• August
  – Farmers, Greenway Open Markets continue
  – ReadBoston Story Hours, Fridays
  – Activity Carts, Lawn Games
  – Exercise Classes continue
  – Berklee Concert Series, Fridays
Anticipated Programs & Events - 2013

• September
  – Carousel Grand Opening (Labor Day Weekend)
  – Play Me, I’m Yours (Street Pianos)
  – Farmers, Greenway Open Markets continue
  – Exercise Classes continue
  – Berklee Concert Series continue

• October
  – Boston Local Food Festival
  – Mobile Food Festival
  – Carousel Community Day – Fall

• November
  – Winter Lights / Carousel Evenings (in conjunction with Community lights events)
Hosting an Event on the Greenway