

2012 Program Season Plan

BOD / GLC Public Meeting

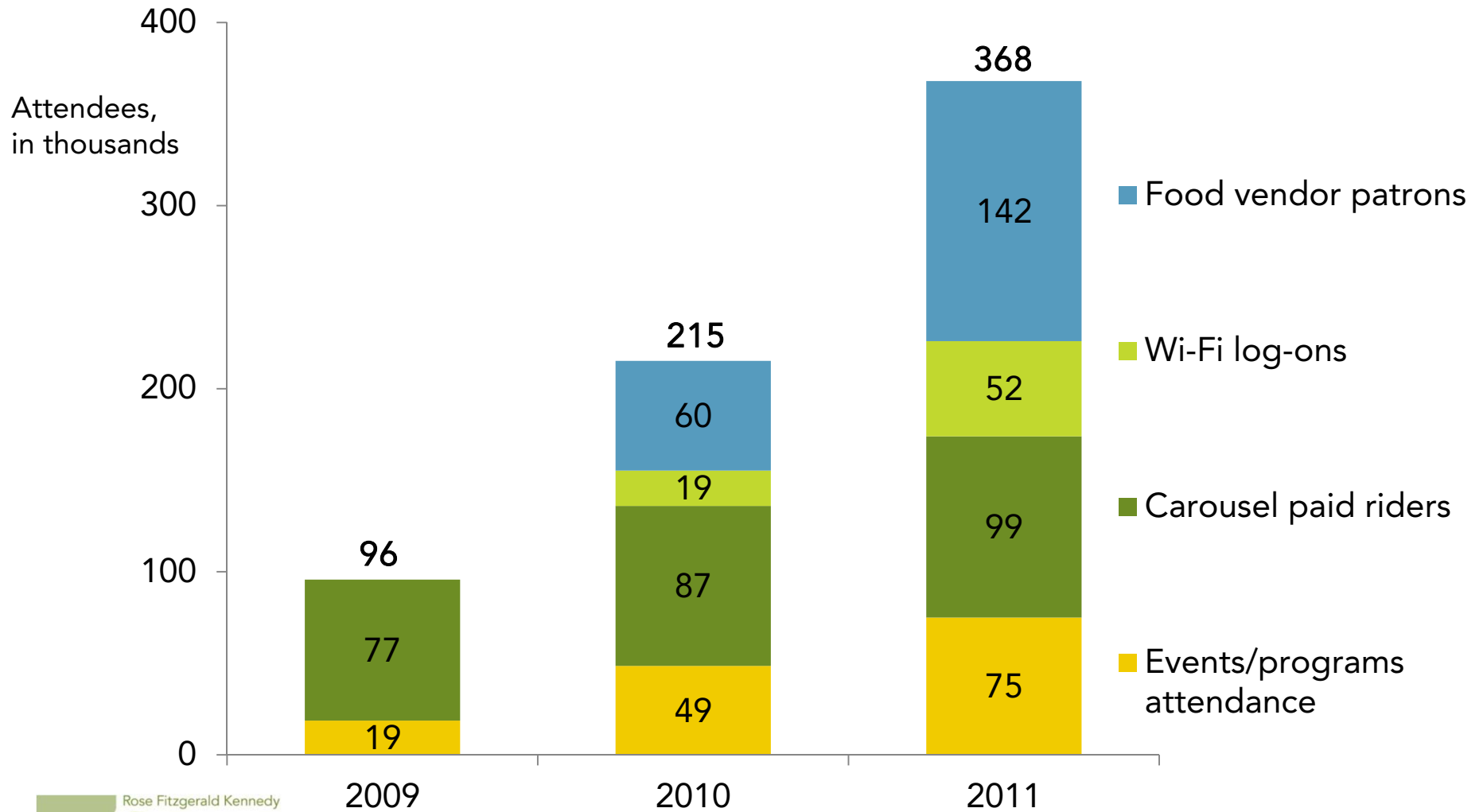
February 7, 2012



201 free events on the Greenway in 2011



Attendance at Greenway offerings in 2011 increased by 72% to 368,000

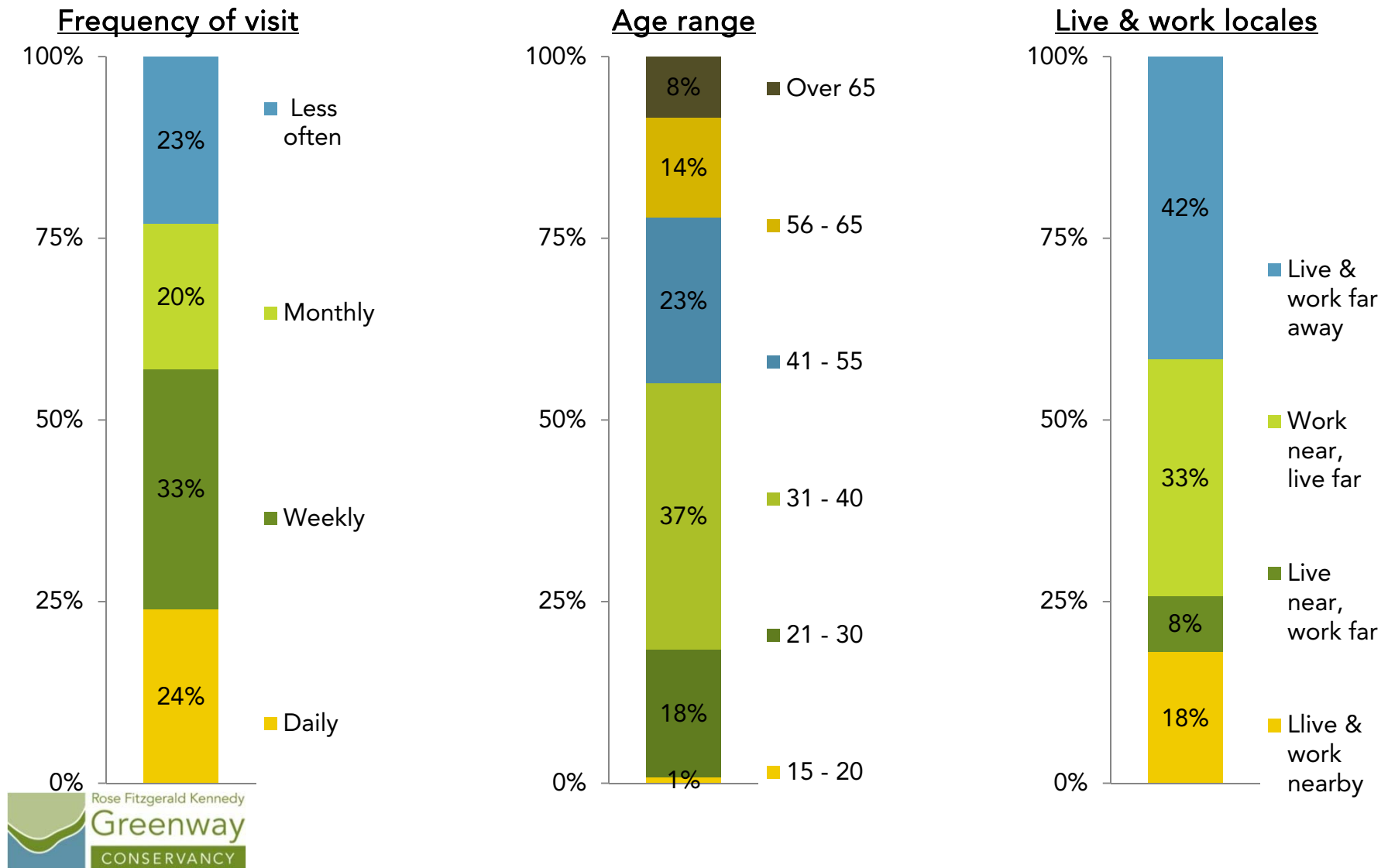




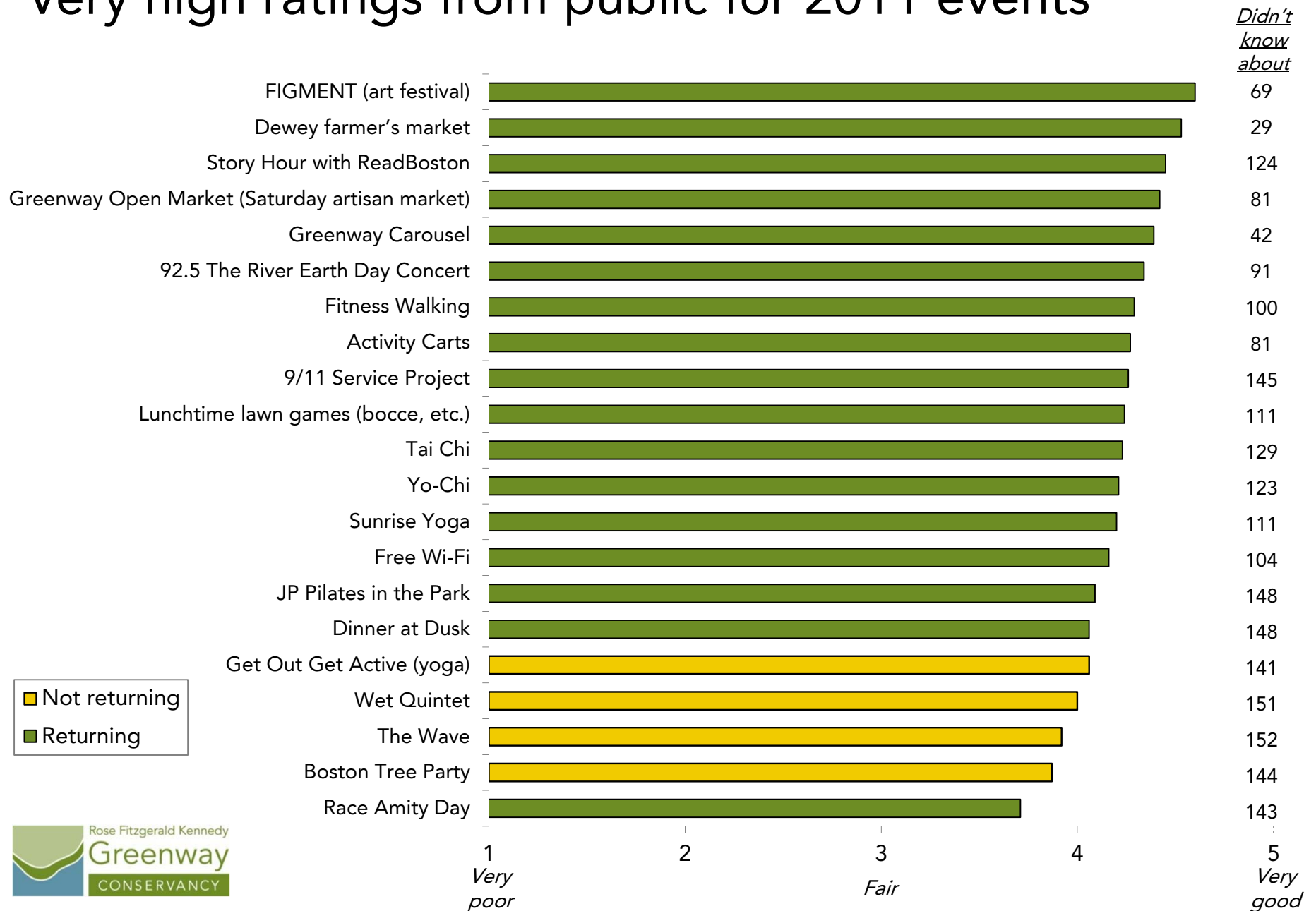
Results from 2011 public Programs Survey

Online 14-question survey,
open from October to year-end

242 responses to 2011 programs survey, representing a varied demographic

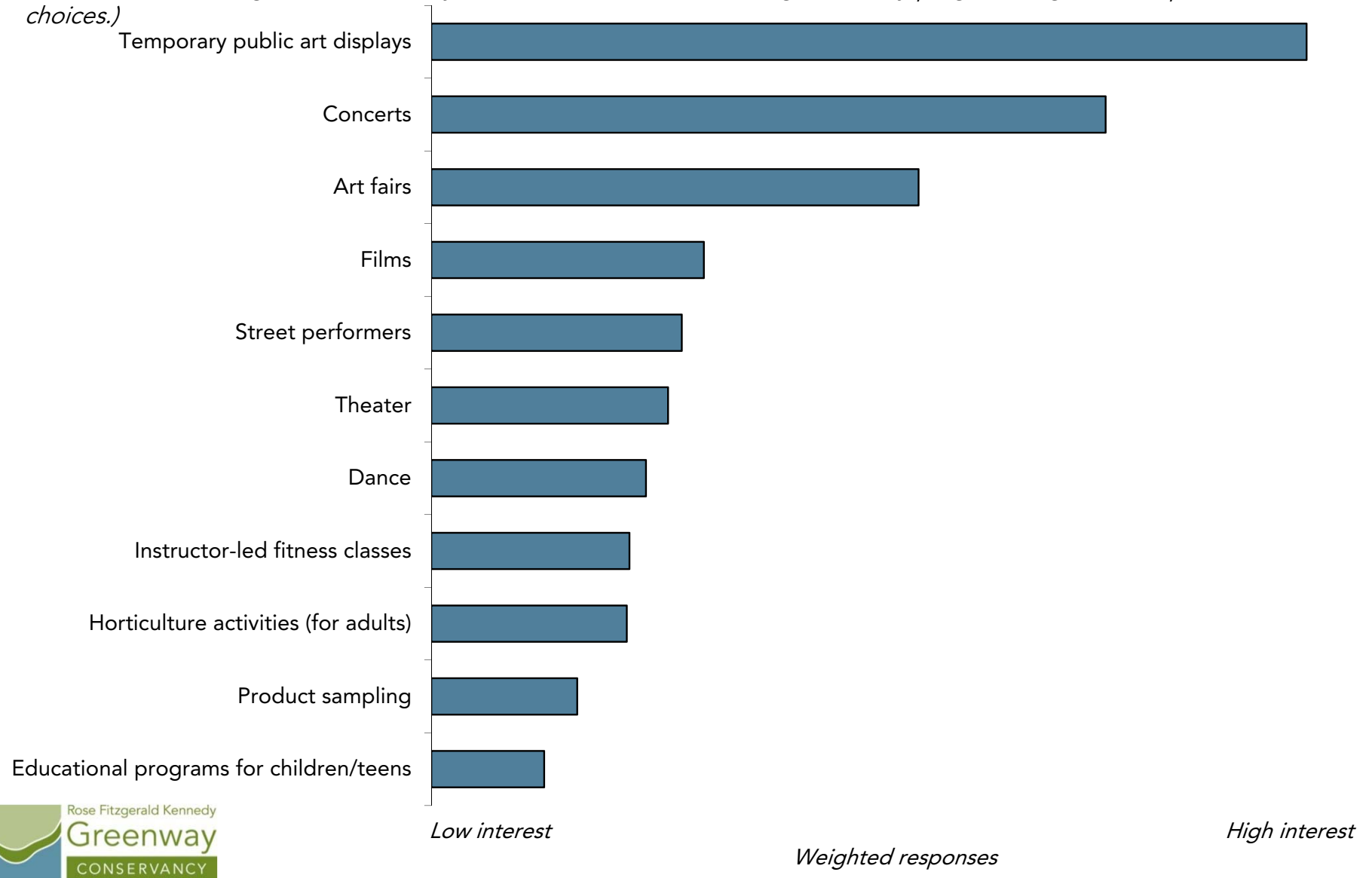


Very high ratings from public for 2011 events



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.)



Open-ended questions

What outdoor programs/festivals could be a good fit for Greenway?

- Music/festivals (e.g. concert series)
- Food festivals (e.g., Boston Local Food Fest)
- Other: runs, First Night, ice skating, partner with Aquarium/BSA/etc.



Other comments
(representative
sampling)

- "am grateful for the Greenway, food trucks and farmers market"
- "JP Pilates in the Park was awesome"
- "love the kids programs"
- "the food programming is terrific."
- "Loved Figment"
- Beauty ("Keep the gardens beautiful"), shade, and "desperately need bathrooms!!!"
- Lots about Occupy Boston: from "get rid" to "be nice"





Looking to 2012 season

- Lessons learned
- Current calendar

Lessons learned

- Hosting events in-season and producing (small) events off-season was a successful model
- Our most popular programs are returning / expanding
- We can leverage this success in our outreach effort to other potential program partners
- Expand/extend: Greenway Open Market, FIGMENT, Fitness
- Add: photography festival (Flash Forward installation), concert series (Berklee), films on the Greenway



Current 2012 Programs calendar

(3rd party applications will further fill the calendar)

One-time events

Recurring programs

April

- Rental carousel opens – 4/13
- Earth Day concert (92.5 The River) – 4/20
- Cambridge Science Festival – Light Blade demo – 4/20 & 4/24

- Carousel

May

- Barefoot runners – 5/6
- Avon Walk – 5/19
- BPMA Dewey farmers market opening – 5/24
- Greenway Open Market (artisans) launch – 5/26
- Flash Forward Photography Installation – 5/29
- Lemonade Day – TBD
- Greenway Mobile Food Festival – TBD
- World Falun Dafa Day – TBD

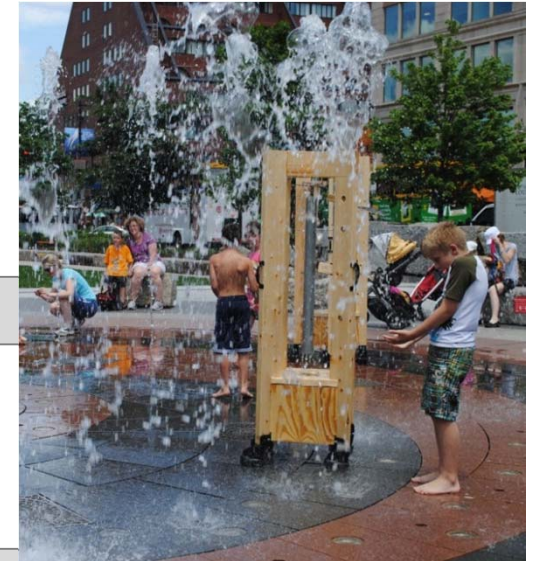
- Fitness Programs (Tai Chi/Yoga/Fitness Walking)
- New food vendors
- Carousel

June

- FIGMENT art festival – 6/2 and 6/3
- Race Amity Day – 6/10
- Greenway Open Market Festival – 6/16
- Tea Party Ship Museum opening – 6/25
- World Ocean's Day – TBD
- Farmer's Market festival – TBD
- Food truck meet-up - TBD

- Greenway Open Market and BPMA Market
- Fitness Programs (Tai Chi/Yoga/Fitness Walking)
- Food Vendors
- Carousel

All items are pending permitting, contracts, public input, etc.



Current 2012 Programs calendar

(3rd party applications will further fill the calendar)

One-time events

Recurring programs



July

- Greenway Open Market festival – 7/21
- Summertime Concert – TBD
- Food truck meet-up - TBD

- Berklee Summer Series Friday Night Concerts
- Story Hour
- Greenway Open Market and BPMA Market
- Fitness Programs (Tai Chi/Yoga/Fitness Walking)
- Food Vendors
- Carousel

August

- Circle the City – 8/5
- CSC Shakespeare on Love – 8/9
- Greenway Open Market festival – 8/18
- Films at the Gate – TBD
- August Moon Festival – TBD
- Food truck meet-up - TBD

- Berklee Summer Series Friday Night Concerts
- Story Hour
- Greenway Open Market and BPMA Market
- Fitness Programs (Tai Chi/Yoga/Fitness Walking)
- Food Vendors
- Carousel

September

- Labor Day Fireworks – 9/2
- Mass Military Heroes Day of Service – 9/11
- Greenway Open Market festival – 9/15
- Food truck meet-up - TBD

- Greenway Open Market and BPMA Market
- Fitness Programs (Tai Chi/Yoga/Fitness Walking)
- Food Vendors
- Carousel



All items are pending permitting, contracts, public input, etc.