Greenway summer programs

July 20, 2010

Rose Fitzgerald Kennedy Greenway CONSERVANCY

Programming – daily programs

- 18 on-going **local programs** per week
  - Attendance up by 20% over first program season
  - Well-attended existing programs: BPMA Farmers Market, Game On, Family Game Night
  - New programs: Summer Night Concert Series (Thurs), Activity Carts (Fri-Sun)

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Programming – special events

- recent **special events**
  - Boston Public Market on Dewey Square 6/22
- upcoming **special events**
  - Rose's Birthday & Rolling Teapot 7/22
  - Big Hammock early August (pending)

Party in the Park!

Celebrate Rose Fitzgerald Kennedy's
birthday through the story of *Rose's Garden*
with FREE family-friendly activities:
arts & crafts, storybook reading and games.

Thursday, July 22

Rose's Rolling Teapot: 11 AM - 3 PM, Greenway District
Rose's Birthday Party: 3 - 5 PM, North End Parks
rain date: Friday, July 23

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hellogreenway.org

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Programming – additional attractions

- **park amenities** attracting more to events
  - Food carts
  - Increased temporary signage
  - Wi-Fi launch
  - Furniture, tables/chairs later this week
  - Signs with bulletin board for events listings

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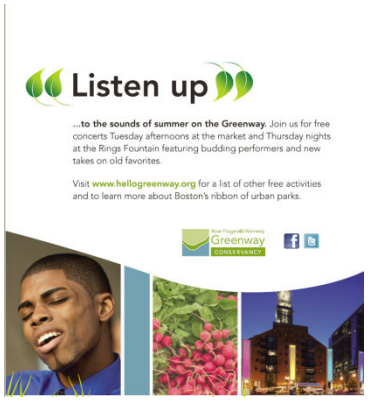
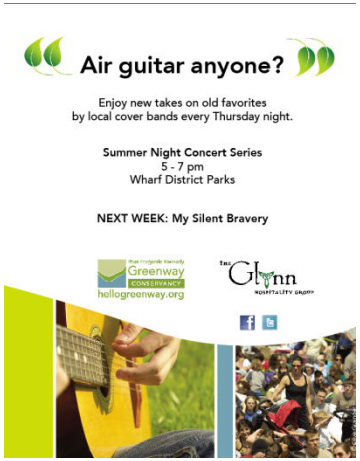
Programming – increased outreach

- increased **media** and outreach
  - new events brochure
  - revised park-user brochure and map
  - increased ad buys in Globe and Metro
  - social media followers up; launch of WiFi Twitter Contest today
- **press** reinforcement
  - *With the constant criticism, you'd think the Rose Kennedy Greenway was a barren wasteland of space, devoid of human activity. On a sunny summer's day, however, you'd see otherwise if you were to visit.* - Boston Herald Blog 6/19/10
  - *Office workers toss bean bags, and play tetherball and croquet. A couple dozen kids squeal at the flirty Ring Fountain. Two new food stands — part of the group of vendors opening up on the Greenway for the first time this month — dispense supremely tasty slaw dogs and steak burritos nearby.* – Boston Globe 6/20/10





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