Greenway summer programs

July 20, 2010





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)









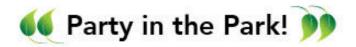


Programming – special events

- 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)







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





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











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

Listen up

...to the sounds of summer on the Greenway. Join us for free concerts Tuesday afternoons at the market and Thursday nights at the Rings Fountain featuring budding performers and new

Greenway f



