

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)



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



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



