



# WINTER PLACES 2.0

A DESIGN GUIDE & REPORT  
ON WINTER PLACEMAKING

2021 | 2022 Update

*presented by*



# WINTER PLACES 2.0

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# About Us



Patronicity is a civic and community-based crowdfunding platform aimed at building more vibrant communities with public investment and powerful partners to support placemaking initiatives. Patronicity's award-winning crowdgranting model – an easy application process, hands-on coaching, and cost-effective administration – brings deeper engagement, broader press, and public recognition to create grassroots change and further our valued partner's mission to develop better communities.

**[patronicity.com](http://patronicity.com)**



Bench Consulting is a placemaking consultancy and advisory firm with a mission to help unlock the potential in the ordinary. Our experienced team of placemakers are dedicated to helping communities and stakeholders take a second look at these neglected, underused spaces. Powerful change through the connection of people, place and ideas.

**[benchconsulting.co](http://benchconsulting.co)**

# Welcome to Year 2 of Winter Places

The past two years have presented a series of unimaginable financial, social and health challenges for communities across the globe. A continuing global pandemic forced the closures of businesses, the physical separation of people and all of us to grapple with the idea that outdoors was safer than indoors with a virus spread through the air around us. While none of us had ever lived through something like this before, communities across the country and around the globe got to work, supporting their communities by opening streets, granting permission to replace street parking with dining setups, establishing shared community dining spaces and much more. Creative projects were now embraced by public and private sector in a bid to keep people safe while allowing their communities to find opportunities to stay socially connected and local businesses to remain open and solvent throughout the pandemic.

The winter of 2020 presented a unique set of challenges, one that required even more planning and support than the summer and fall of 2020. With the virus still raging cold weather communities had to think quickly to figure out ways to provide their communities a safe, outdoor, inviting space to connect with friends and neighbors while also providing the opportunity to support local businesses through what is already one of the more difficult times of the year. In the fall of 2020 we released a Winter Places Guide with creative concepts and ideas aimed at supporting communities around the world in their efforts to get people outdoors in their towns, supporting local small businesses in the process. The guide was downloaded over 3,000 times by individuals and organizations from across the US, Canada, Europe and Asia and we heard incredible feedback from Mayors, Main Street Directors, Town Planners, residents and artists inspired to get their communities outdoors in the winter months.

Thanks to a funding partnership with Boston based Barr Foundation, we were able to support and fund twelve community winter placemaking projects across Massachusetts that were inspired by ideas in the Winter Places guide. These placemaking projects were led by some incredible cross-sector, public/private partnerships within each community and were designed, implemented and programmed alongside area businesses, residents and with the support and guidance of local boards of health. Though many delays were encountered based upon local Covid-19 conditions on the ground in each community, each project drew hundreds, if not thousands of area residents into the local commercial districts, giving residents a space to gather safely and businesses the opportunity to have foot traffic again during a traditionally difficult time of year, made even more difficult by the pandemic related restrictions. Nearly 100 local artists and craftspeople were employed for the implementation of these projects and close to 250 Massachusetts small businesses participated directly in this winter programming experience.

The following guide includes detailed project reports on each campaign funded across Massachusetts as part of our program with Barr Foundation, resources produced during last years Winter Places program and information on how you can get support to activate your community during the coming winter. We hope this guide serves not only to inspire you to embrace winter outdoors in your community but provides practical tips to help get you there as we continue to work together to find creative ways to build community, foster new relationships and support our local economies in a changing pandemic environment.

Best,



Jonathan Berk, Principal

**bench** Consulting & Patronicity



# Resources- Webinars



## Embrace Winter: Inspiration from around the world to get outdoors in our communities this winter.

Bench Consulting, Barr Foundation, 880 Cities, Namazing Initiative and the City of New Bedford



## Winter Places

Bench Consulting, the Massachusetts Downtown Initiative and Emily Keys Innes



## Winter Places: Creating Outdoor Spaces in Colder Months

Bench Consulting, Main Street America and Project for Public Spaces



## Ideas from the North: Canadian Innovation in Winter Placemaking & Urban Planning

Bench Consulting, Consulate General of Canada in Boston, City of Calgary, City of Vancouver, City of Edmonton, Rues Principales, Andy Fillmore, Member of Parliament for Halifax, NS

## In The News

The  
Boston  
Globe

### **"Can Boston Become a Winter City?"**

How a 'winter placemaking' plan could help communities and businesses get through the dark season ahead.

Janelle Nanos. *December 18, 2020*

### **"Cold-weather cities embrace "winter placemaking" to coax people outdoors"**

Some cities and towns in Massachusetts are turning barren public spaces into popular destinations as part of a broader campaign to promote "winter placemaking" among cold-weather cities.

Jennifer A. Kingson. *January 8, 2021*

### **"Winter Spaces Contest Aims To Make Downtowns Appealing In Colder Months"**

Host Robin Young talks to Jonathan Berk, creative director at Bench Consulting, about the ideas and the inspiration behind them.

Robin Young. *December 23, 2020*

### **"How Boston Could Save Winter by Finally Doing Something Fun with Its Streets"**

Other cities are turning car-free roads into outdoor destinations this year. Why can't we?

Spencer Buell. *October 29, 2020*

### **"Learning To Love The Bleak Season"**

With temperatures plunging and pandemic warnings about congregating indoors, a group of local architects, urbanists, and funders has created a plan to rethink winter.

Renee Loth. *November 20, 2020*

AXIOS

npr  
here &  
Now

Boston  
magazine

The  
Boston  
Globe



# HOW WE CAN SUPPORT YOUR WORK

## PROJECT FUNDING

- **Crowdfunding**
  - We've worked with thousands of communities across the country to raise funds for place-based projects, whether placemaking or small business support programs, we can cater a program to your organization or community's needs.
- **Crowdgranting**
  - Does your organization have grant dollars available and an interest in 1) making those dollars go further and 2) driving deeper community engagement in place? We've established "crowdgranting" programs with numerous public and private sector partners and would love to chat with you to discuss how we can bring the power of crowdgranting to accelerate your work.

[WWW.PATRONICITY.COM](http://WWW.PATRONICITY.COM)

## PLACEMAKING TECHNICAL ASSISTANCE

- **Short and long term district wide placemaking implementation & planning**
  - Identify spaces and key stakeholder opportunities
  - Planing, budgeting, best practices and advocacy
  - Project Implementation & installation
  - Feedback & engagement
  - Iteration planning
- **Individual project planning & Implementation**

[WWW.BENCHCONSULTING.CO](http://WWW.BENCHCONSULTING.CO)



State & Local Governments



BIDS & Main Street Organizations



Private Property Owners



Foundations

# Winter Places & Barr Foundation Project Reports

We are grateful to the Barr Foundation for allowing us to support 12 community winter placemaking projects across Massachusetts with both funding and technical assistance to help them get vital outdoor activations off the ground. From the Roxbury neighborhood of Boston activating vacant storefronts with light displays and live musical performances to a public art installation, snow machine and outdoor public firepits in the former industrial City of New Bedford, these funds impacted hundreds of thousands of residents across Massachusetts. Supporting hundreds if not thousands of businesses by driving foot traffic past and into their doors during one of the most difficult periods to be a small business owner in this nations history. The reports below are compiled from information reported by the project teams themselves and we're incredibly grateful and acknowledge the monumental work of community organizations across the State during unprecedented times to develop and implement creative winter placemaking initiatives in their communities.



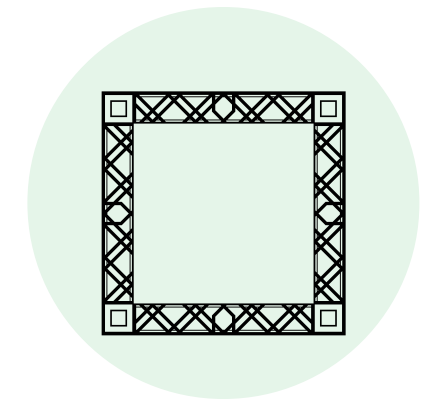
Encouraged more winter visits to downtown businesses



Sparked joy during tough times



Enabled year round programming along main streets



Exposure of local artists work to thousands of area residents

*Program Funding  
Generously Provided By*





# WINTERBRIDGE FALL RIVER

Fall River, Massachusetts



**FOR 5 WEEKS RESIDENTS AND VISITORS WERE INVITED TO A CURATED, SAFE, SEASONAL EXPERIENCE FEATURING OUTDOOR ACTIVITIES, FREE ENTERTAINMENT AND COMMUNITY GIVEAWAYS. PROGRAMMING VARIED EACH WEEK.**

Fall River Winterbridge is an outdoor place for community to gather, create, & enjoy winter. An unused public area, Gromada Plaza (located on top of a highway overpass, in the heart of Downtown Fall River) was transformed into a cozy, welcoming event destination where the Greater Fall River Community was invited to re-engage with one another after the isolation imposed by the pandemic and its ensuing restrictions.

<b>PROJECT TYPE:</b>	Outdoor family friendly
<b>BUDGET:</b>	\$29,000
<b>IMPLEMENTATION:</b>	High - 4 months
<b>TIMELINE:</b>	January through April
<b>MATERIALS:</b>	Lights, heaters, storage container, tables, chairs, spool tables, fire pits, pergola, paint, signage, costumes
<b>MAINTENANCE:</b>	Medium

**10**

**Businesses Engaged**

**21**

**Local Artists Employed**

**1,500+**

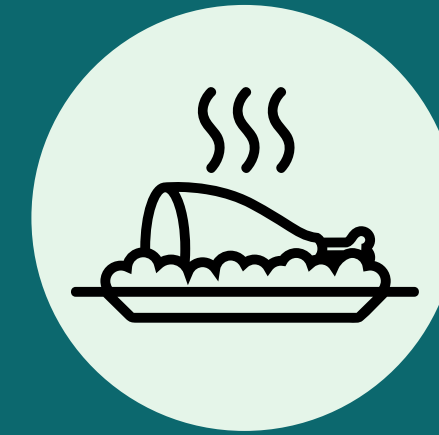
**Total Event Attendees**



## WINTERBRIDGE FALL RIVER HIGHLIGHTS



Each event drew 100-200 people into downtown



Local families received free food on site



Exposure to new local artists and musicians

**Winterbridge showed us that NOTHING is impossible. We were able to use imagination and collaboration to transform a concrete lot into a welcoming, safe community event space that entertained and engaged people of all ages, from within the City and beyond. It was an uplifting experience during a bleak time (winter in New England during a pandemic!) and it will surely be something that people will be talking about for many years to come (or until this winter, when we give them something else to talk about!)**



## PROJECT PARTNERS

Viva Fall River

Fall River Arts & Culture Coalition (FRACC)

One SouthCoast Chamber

We Love Fall River

The City of Fall River

BayCoast Bank

## WINTERBRIDGE FALL RIVER WHAT'S NEXT?

Materials have been relocated to other sites in Downtown during the summer but we recently received approval to use the space again and are exploring new opportunities and activations for Fall 2021 and Winter 2021 to engage our community again in the coming months and build on last winters success.

### the impact

Winterbridge was groundbreaking for the Fall River Community in so many ways. For the business community, it showcased the transformative power of arts and culture- as a community convener but also as an economic driver. It also provided a blueprint for successful collaboration and partnership on innovative initiatives that can raise the profile of our city and provide some sorely needed positive attention to help change the oft-times negative perception of what is an amazing city and community.

# NORTH ADAMS WINTER PLACES

North Adams, Massachusetts



## CREATING PASSIVE SPACE IMPROVEMENTS AND ENGAGEMENT OPPORTUNITIES FOR COMMUNITY PROGRAMMING, EXPOSURE TO COMMERCE, AND AESTHETIC IMPROVEMENTS TO DRIVE PEDESTRIAN TRAFFIC IN WINTER.

Through the use of “window shop” displays in vacant storefronts, a greenway of potted evergreen trees, wayfinding signage, lighting along the downtown corridors, and a downtown fire pit, we were able to create a level of downtown activity during a time when nothing was really possible due to public health guidelines. Businesses were given new exposure to customers/potential customers, the main corridor had a festive look throughout the winter, community came together around a crackling fire pit, restaurants were given small injections of business, and new businesses and ongoing programming have begun to emerge in the locations we highlighted through the project.

<b>PROJECT TYPE:</b>	Outdoor family friendly, warming
<b>BUDGET:</b>	\$28,000
<b>IMPLEMENTATION:</b>	High - 6 - 8 weeks
<b>TIMELINE:</b>	January- March
<b>MATERIALS:</b>	Evergreens, fire pit, fire wood, string lighting, chairs, window boxes
<b>MAINTENANCE:</b>	Medium

8

Local Businesses  
Participating

12+

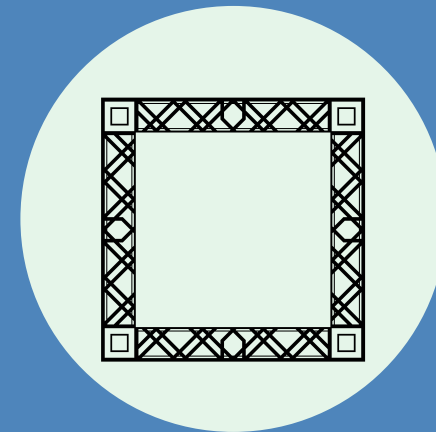
Programmed  
Events



# NORTH ADAMS WINTER PLACES HIGHLIGHTS



Campfires provided a warm meeting place in downtown



Window displays provided exposure for local businesses



Increased activity encouraged later openings for area businesses



**“Our gift certificate program injected \$800 directly into downtown restaurants, we saw between 10-30 people come and join us at the fire pit each day it operated. We had people travel from over an hour away to come and see the downtown because of the project.**

**- Namazing Initiative**



## PROJECT PARTNERS

Whitney's Farm Market

Desperados Mexican Restaurant

Bailey's Bakery

Cristos Pizzeria

The Capital Grille

AOK Berkshire BBQ

First Congregational Church of North Adams

City of North Adams

The NAMazing Initiative

Sean Taylor Realty

Berkshire Scenic Rail

# NORTH ADAMS WINTER PLACES

## WHAT'S NEXT?

We plan to continue to use the fire pit into the summer for the emergent First Fridays programming and leaning on wood donations from local folks. The solar lights will also remain up and continue to be tweaked as they drop or need the panels turned. The Window shops went through 3 rotations of businesses before being discontinued this week (May 11th) and the trees that were viable were either planted around the City, or will be used for a project this summer to create an outdoor dining "plaza." The fire pit will be used in the future for community events. The solar lights will be replaced as needed or can be afforded.

## the impact

This project provided a small glimmer of hope and light during a relatively challenging time in our community. While it didn't have a huge event turnout, businesses have seen improved sales thanks to people visiting because of the effort, and new businesses have been drawn to downtown to begin their own operations thanks to the way we highlighted vacant storefronts. There is a lot to be said for the peripheral inspiration that an effort along these lines can produce, and in this case, I think that is the primary product and main impact.

# HYANNIS WINTER PLACES Hyannis, Massachusetts



**CREATE PLACEMAKING DESTINATIONS WITH SEASONAL DÉCOR THAT CAN HOLD MONTHLY EVENTS TO ACTIVATE THE SPACES ALONG MAIN STREET FROM JANUARY TO APRIL.**

Hyannis Main Streets developed a series of winter themed events and installations that would encourage visitors to enter the main street corridor during the slowest part of the year for the area, January to April. Using themed events and encouraging walking over driving between businesses, the aim of the initiative was to put more eyes on the storefronts and create more foot traffic into the stores. Warming stations were setup along the main street and individual "sticking points" encouraged visitors to keep exploring the downtown area.

<b>PROJECT TYPE:</b>	Outdoor family friendly, market
<b>BUDGET:</b>	\$25,000
<b>IMPLEMENTATION:</b>	High - 6 - 8 weeks
<b>TIMELINE:</b>	January through April
<b>MATERIALS:</b>	Lights, fire pits, window decorations, and festive planters, tables, chairs
<b>MAINTENANCE:</b>	Medium

**120**

**Local Businesses Participating**

**8**

**Local Artists Employed**

**1,000**

**Total Event Attendees**



## HYANNIS WINTER PLACES HIGHLIGHTS



Encouraged more winter visits to downtown businesses



Sparked joy during tough times



Enabled year round programming along main street



Success is smiling faces, those that bumbled into our event and were pleasantly surprised and those that came back to each event. The contrast of fun, color, outdoor and winter made it all interesting.





## PROJECT PARTNERS

Hyannis Main Street  
Town of Barnstable

# HYANNIS WINTER PLACES WHAT'S NEXT?

We added more plants and chairs and this weekend will do a July 4th Dance Party, the summer will add a steel band and in the fall, the Car Show is now considering using that lot, also the town used Shared Streets grant to paint a fun zone on the adjacent sidewalk.

## “the impact

It made people happy that something was happening and it was so positive and family friendly, our shops liked the off-season action.

# POPPORTUNITY MARKET Cambridge, Massachusetts



**70 LOCAL BUSINESS OWNERS WERE ABLE TO SELL AND SHARE THEIR WORK AT THE POPPORTUNITY HOLIDAY MARKETS. THEY GENERATED ROUGHLY \$90,000 IN SIX DAYS.**

Starlight Square is the BID's primary placekeeping initiative supporting public art and theatre in a former municipal parking lot. Winter Places enabled us to further develop Popportunity, an economic development initiative located on the same repurposed parking lot. Popportunity is a series of micro storefronts, made of repurposed UHaul Boxes, that are transformed by local artists and entrepreneurs into Pop-Up Shops. They are provided at no-cost to program participants and cycle operators every season (three months).

**70+**  
Local  
Vendors



**74%**  
Women Owned  
**60%**  
BIPOC Owned

**3,000+**  
Attendees  
at Each Market

<b>PROJECT TYPE:</b>	Outdoor, market
<b>BUDGET:</b>	\$30,000 (of \$100,000 total budget)
<b>IMPLEMENTATION:</b>	High - 4 - 6 weeks
<b>TIMELINE:</b>	January- May
<b>MATERIALS:</b>	Warming stations, Uhaul pods fitout, lights, tables, chairs, signage, wifi
<b>MAINTENANCE:</b>	Medium



## POPPORTUNITY MARKET HIGHLIGHTS



Saw \$90,000+ in revenue over the first 6-days



74% of vendors were local small businesses



Increased foot traffic in the area

**“We knew, given how the virus spread, that being outside was the safest place to be. One of our favorite stories was of vendors sharing tips for staying warm: including wrapping your feet with saran wrap before putting on socks and boots!”**

**- Central Square BID**



## PROJECT PARTNERS

Flagg Street Studio

Brava Electric

J Hung Graphics

Contraire Studio

# POPPORTUNITY MARKET WHAT'S NEXT?

Winter Places enabled us to make infrastructure changes to get us through the winters; bring on market staff to run the holiday market; and promote Popportunity as a program. The infrastructure pieces are still in place, and we continue to work with the same staff now with hopes of continuing through the end of 2021.

## the impact

During a time when holiday markets (a critical source of income for small businesses) were being cancelled throughout the region due to COVID-19, we created a safe, outdoor place for local owners to sell and share their work with the community.

# SALEM WINTERLUDE Salem, Massachusetts



**ACTIVATING AND ENHANCING THE ESSEX STREET PEDESTRIAN MALL AND ADJACENT PUBLIC SPACES, ENCOURAGING SAFE OUTDOOR AND PHYSICALLY DISTANT OPPORTUNITIES FOR RESIDENTS TO EXPLORE AND ENGAGE WITH EACH OTHER THROUGHOUT THE DOWNTOWN DISTRICT.**

Salem Winterlude celebrated our downtown during the holiday season, and contributed to small business support initiatives as well as community wellness. Components of the Salem Winterlude project included upgrades to our usual holiday wreaths and ribbons on the Essex Street Pedestrian Mall with new programmable lights, a programmable tree topper for the Holiday Tree on Lappin Park, temporary mural backdrops created by local artists on Salem Common and Derby Square, a seasonal artistic installation at the East India Fountain in partnership with the Peabody Essex Museum, and decorated evergreens and mural backdrops by local artists for Charlotte Forten Park.

<b>PROJECT TYPE:</b>	Outdoor family friendly, warming
<b>BUDGET:</b>	\$25,000
<b>IMPLEMENTATION:</b>	High - 6 - 8 weeks
<b>TIMELINE:</b>	November- March
<b>MATERIALS:</b>	Canvas, paint, fire pits, LED lights, wood, pallets, wreaths, trees
<b>MAINTENANCE:</b>	Medium

**53**

Local Businesses Participating

**3,000+**

Event Attendees

**10+**

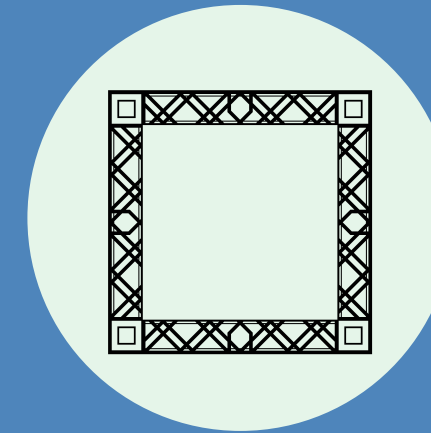
Local Artists & Contractors Engaged



## SALEM WINTERLUDE HIGHLIGHTS



Fire pits provided warm meeting places downtown



Increased downtown foot traffic



Engaged downtown businesses directly in programming

“One of the most impactful moments for me was watching community members who had not seen each other in person for almost a year run into each other while they were out looking at the murals and installations. They were so excited to be able to reconnect and you could almost see a weight lifting off their shoulders the minute they recognized each other.

- Salem Main Street



## PROJECT PARTNERS

City of Salem

Peabody Essex Museum

Destination Salem

Salem Chamber of Commerce

Creative Collective

## SALEM WINTERLUDE WHAT'S NEXT?

We will definitely continue to incorporate the programmable lights throughout the downtown as long as is sustainable, as well as encouraging more businesses to take advantage of the lights in their own windows. We would like to revisit the idea of using firepits in the downtown this winter now that the Board of Health will no longer be concerned about encouraging gatherings.

### “the impact

Using funds for temporary window murals in February also made it possible for us to adjust the Salem's So Sweet event by stretching it from one weekend to two, which contributed directly to an increase in sales for many businesses. Most importantly, the positive press and promotion we received for taking action, and the highly photographic nature of many of our projects, went a long way to reminding locals and day travelers that Salem was open for business.

# WORCESTER WINTER PLACES Worcester, Massachusetts



## PARTNERING WITH LOCAL ARTISTS AND BUSINESSES, WORCESTER DEVELOPED A FESTIVE HOLIDAY ATMOSPHERE DRAWING VISITORS TO DOWNTOWN AND ADJACENT NEIGHBORHOOD MAIN STREET

The Main South Development Corporation, in partnership with the City of Worcester and other local cultural partners collaborated on an illuminated installation of public art and sculptural pieces to light the neighboring Downtown and Main South neighborhoods along Worcester's Main Street. These neighboring light projects united and illuminated the community to encourage patronage of local businesses, walkability and use of street space, urban beautification and public safety.

<b>PROJECT TYPE:</b>	Outdoor, lighting
<b>BUDGET:</b>	\$30,000 (of \$100,000 total budget)
<b>IMPLEMENTATION:</b>	High - 6 - 8 weeks
<b>TIMELINE:</b>	January - March
<b>MATERIALS:</b>	Multiple types of lighting, handmade sculptures for each installation
<b>MAINTENANCE:</b>	Medium

**12+**  
Local Artists  
Employed

**7,000+**  
Attendees at  
Programmed Events

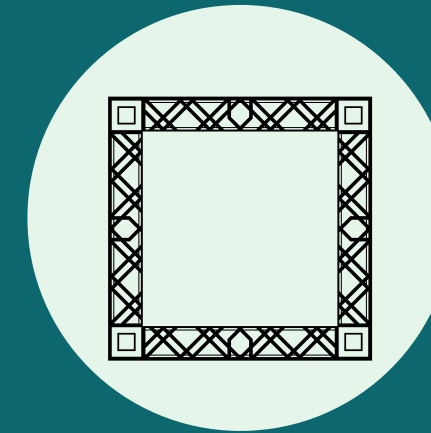




## WORCESTER WINTER PLACES HIGHLIGHTS



25 local businesses directly participated in programming



Exposure of local artists work to thousands of area residents



Increased foot traffic and connectivity between downtown and Main South

**“We are grateful to have so many partners around the city who see the value in spreading joy without spreading infection. Creative collaboration is the true tradition of Worcester this winter.**

**- Erin Williams, City of Worcester**



## PROJECT PARTNERS

**City of Worcester**

**Main South Development Corporation**

**MassDevelopment TDI**

**Downtown Worcester BID**

**Creative Hub Worcester**

## WORCESTER WINTER PLACES WHAT'S NEXT?

Our community is excited to build on the momentum of 2020, to collaborate and expand our winter placemaking offerings in Winter 2021. Community response to our 2020 project was extremely positive, and we anticipate further growth, buzz, and collective impact for 2021 when there may be more opportunities to gather safely in-person.

### “the impact

A favorite memory from this past Festival of Lights celebration was seeing the reactions of pure joy and awe of the visitors. After the past year, it was inspiring to see people discover a reason to celebrate through the collective efforts of the community. Many families visited the art pieces and took photos showcasing smiles that had been hidden by face coverings for months.

# CHICOPEE WINTER PLACES

Chicopee, Massachusetts



PEOPLE GATHERED IN THE CITY CENTER, DURING A PANDEMIC, LISTENING TO LIVE MUSIC, EATING FROM THE FOOD TRUCK AND VISITING VARIOUS BUSINESSES PLAYING OUR PASSPORT GAME. THE STIGMA OF THE CENTER BEING A PLACE WHERE NO ONE WANTS TO GO TO IS STARTING TO FADE.

Our partnership wanted to host a winter market, but because of COVID restrictions, we moved it to the Spring. We used it as a way to create foot traffic and advertise the coming of the summer farmers market. The Spring Market took place very Thursday in April and May and consisted of live music in the center, a food truck, vendor carts in various businesses downtown with items from vendors who were participating in the summer farmers market, and the incorporation of business passports. The business passports encouraged folks to visit various businesses in the center, collect stamps from the businesses and use the stamped passport to play to win \$40 gift cards to any business in the center.

<b>PROJECT TYPE:</b>	Outdoor family friendly, market
<b>BUDGET:</b>	\$25,000
<b>IMPLEMENTATION:</b>	High - 6 - 8 weeks
<b>TIMELINE:</b>	April - October
<b>MATERIALS:</b>	vendor carts, warming stations, tables, chairs, tents, design services, "passports"
<b>MAINTENANCE:</b>	Medium

12

Local Businesses Participating

31

Community Events

3,000+

Event Attendees



# CHICOPEE WINTER PLACES HIGHLIGHTS



Improved public perceptions of downtown



Attracted new customers to local businesses



Provided proof of concept for future public market plans



“Our favorite story is about two outsiders working hard to make the center a better place. Through this project we have come closer to being fully embraced by the city and the community. Our work is much more collaborative in nature with the city and with key stakeholders. The Spring Market ushered in many opportunities to gain the trust of the community.”



## PROJECT PARTNERS

Community Development

Chicopee Department of Planning

Cultural Council

# CHICOPEE WINTER PLACES WHAT'S NEXT?

We hope to turn it into a year-round farmers market and eventually move into a former library space—a vacant opportunity in our downtown. The goal is to have a space like the Worcester Market.

## the impact

The community now gathers every Thursday for the farmers market. There are over 35 CSA shares picked up every Thursday from a local farm, the city hall employees are out and about at lunch shopping and grabbing lunch from the food trucks. The stigma of going to the center has started to weaken and folks that live in the rest of Chicopee are finding a reason to come back to the center. Businesses in the center are also experiencing increased foot traffic.

# SPRINGFIELD WINTER PLACES Springfield, Massachusetts



## CONNECTING SCATTERED DOWNTOWN GREEN SPACES WHILE PROVIDING AN INVITING EXPERIENCE FOR RESIDENTS AND VISITORS TO ENJOY MAIN STREET AND FREQUENT LOCAL BUSINESSES

Our project tied in with an existing lighting installation with 2 newly renovated city parks to create one cohesive district/destination. We completed the installation of string lights on Worthington to Street, in the heart of our dining district. This has allowed us to activate a placemaking gallery, enhance visitor experience, expand outdoor dining and increase property marketability.

<b>PROJECT TYPE:</b>	Outdoor family friendly, lighting
<b>BUDGET:</b>	\$60,000
<b>IMPLEMENTATION:</b>	High - 4 months
<b>TIMELINE:</b>	Year-round
<b>MATERIALS:</b>	Lighting, warming stations, fire wood, tables, chairs
<b>MAINTENANCE:</b>	Medium

**25+**  
Events

**4,000+**  
Visitors

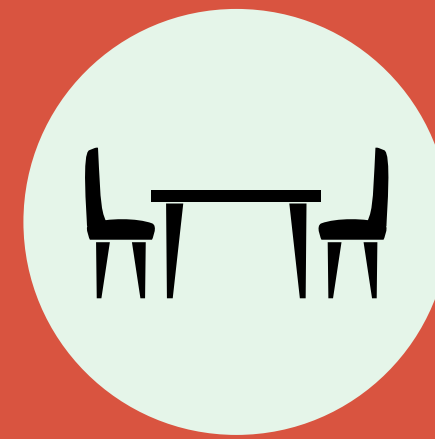
**35+**  
Businesses Engaged



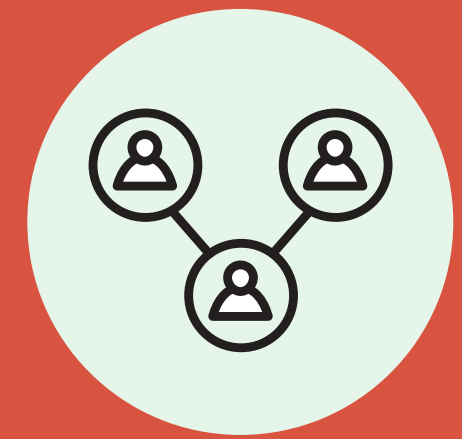
## SPRINGFIELD WINTER PLACES HIGHLIGHTS



Positive sentiment  
on winter in  
Downtown Springfield



Enhanced outdoor  
dining lifeline to  
businesses



Project served to  
connect area residents  
and businesses

**“The community impact has far exceeded our expectations. In the district this year we have opened four new business and have installed three outdoor dining locations as well as being home to a Fresh Paint New Mural installation. This project has not only enhanced what was already there but has become, in itself, a destination**

# SPRINGFIELD WINTER PLACES

## WHAT'S NEXT?

Our Farmers Market will continue through September 2021. We plan to host a Fall Festival and pop-up pumpkin patch on site in October. We are currently vetting Ideas for more expansive winter programming in 2021, including the installation of more Holiday Décor.

### PROJECT PARTNERS

Springfield Business  
Improvement District

### “the impact

My favorite story to share is about the experience of being part of this project. Hearing from the businesses, residents and city visitors is amazing. All sharing gratitude and enthusiasm for the “renaissance of Springfield” and the way everyone came together to help expedite the installation. It has truly brought the neighborhood and the visitors together in celebration for what the city has to offer. I am very proud to have been apart of this project.



# AMHERST WINTER PLACES

Amherst, Massachusetts



**20,000+**  
VISITORS TO  
THE PROJECT

**75+**  
LOCAL BUSINESSES  
INVOLVED

## A DOWNTOWN WINTER WONDERLAND BRINGS JOY AND COMMUNITY IN THE DARK WINTER MONTHS

With funding from the Barr Foundation, the Downtown Amherst Foundation was able to create a downtown winter wonderland that included large snowflake arches, outdoor tables placed under and around the arches, extra holiday and winter lights on lamp posts, and a 4 day outdoor ice sculpture walk through the town's South Commons.

With the implementation of this project, foot and car traffic increased in downtown and even on the coldest days, families were outside playing under the arches and walking through the sculptures. At night groups of people would sit under and around the lights and eat take away dinner from neighboring restaurants.

<b>PROJECT TYPE:</b>	Outdoor, Play, Family
<b>BUDGET:</b>	\$29,000
<b>IMPLEMENTATION:</b>	Medium - 8 days total
<b>TIMELINE:</b>	December - March
<b>MATERIALS:</b>	Snowflake lights and arches, winter-themed lighting, outdoor tables and seating, commissioned ice sculptures
<b>MAINTENANCE:</b>	Medium



# AMHERST WINTER PLACES HIGHLIGHTS



Restaurants and retail locations saw an uptick in sales



Foot traffic increased in the downtown area



A local artist was employed and multiple community partnerships were formed & strengthened

“Our favorite part of the project was seeing children, masked and bundled, running and laughing under the archways, parents and friends gathered outside with meals and drinks under and around the archways, simply put, seeing joy brought to all for no cost from them!

- The Downtown Amherst Foundation



## PROJECT PARTNERS

The Amherst Business Improvement District

The Town of Amherst

The Amherst Area Chamber of Commerce

The Amherst Rec

The Amherst Dept. of Public Works

Sculptor, Joseph Almeada

## AMHERST WINTER PLACES WHAT'S NEXT?

While the elements of this project are winter-centric, the Downtown Amherst Foundation will be using them for years to come with plans to expand winter programming in the years to come as year one of their Winter Places project proved that, people will gather outdoors, even during the coldest New England months.

### “the impact

These projects brought joy and light to our community and to visitors in our darkest times. The local small businesses called us weekly to report that people came into town just to see the lights and/or the sculptures but decided to bundle up, stay, walk about and support small businesses. Amherst was down to 20% of volume during the pandemic with no students and faculty from UMASS and Amherst College. While we worked on MANY other initiatives to keep our small businesses and community afloat, this one absolutely had a direct impact.



## ACTIVATING THE DOWNTOWN AND BRING FOOT TRAFFIC TO BUSINESSES AND MARKETING THE DOWNTOWN AS A FUN AND ACTIVE PLACE TO VISIT DURING THE WINTER.

With funding from the Barr Foundation, the City of New Bedford along with numerous local public, private, arts and cultural partners was able to implement #NBfestive, a Winter Places pop-up at various hot spots throughout downtown New Bedford's Seaport Cultural District – places where residents and visitors could “warm up, chill out, shop small and eat local.

**8**  
WEEKENDS WITH  
ACTIVITIES

**800+**  
ATTENDEES

**20+**  
LOCAL ARTISTS  
INVOLVED

<b>PROJECT TYPE:</b>	Outdoor, Play, Family
<b>BUDGET:</b>	\$24,000
<b>IMPLEMENTATION:</b>	Medium - 2-4 weeks
<b>TIMELINE:</b>	January - March
<b>MATERIALS:</b>	Snowmaking machine, selfie stations, curling mat and set, two wood burning fire pits, lights, tables, chairs and other spaces to sit.
<b>MAINTENANCE:</b>	Medium



## #NBFESTIVE HIGHLIGHTS



Restaurants and retail locations saw an uptick in sales



We saw positive publicity and word of mouth about downtown in winter



New cultural connections were fostered

**“Winter Places success has resulted in a paradigm shift in our approach to winter programming and placemaking going forward. Every winter will include #NBFestive where residents and visitors will #WarmUp and #ChillOut in the downtown, highlighting local arts and culture and fun winter themed activities. No more hibernating!**

**- Anne Lauro, City of New Bedford**



## PROJECT PARTNERS

Destination New Bedford

New Bedford Creative

New Bedford Whaling National Historical Park

New Bedford Art Museum

UMass Dartmouth College of Performing Arts

## #NBFESTIVE WHAT'S NEXT?

The City is currently collaborating with a non-profit organization to license and manage Wings Court. This will allow a non-city entity to manage and program this downtown space for all seasons.

### “the impact

Placemaking is a critical component of any successful commercial corridor. We learned that Winter Placemaking amplifies unique spaces and activities that are often overlooked. Winter Placemaking will be ingrained into future planning and marketing.

# NUBIAN NIGHTS

Boston, Massachusetts



**WE SET OUT TO CREATE A COLLABORATIVE OUTDOOR EXPERIENCE THAT INTEGRATED BOTH SMALL BUSINESS AND THE ARTS. CREATING A FUN, OUTDOOR EXPERIENCE THAT WOULD BE ENJOYED BY THOSE ON FOOT, BIKE, BUS OR CAR.**

“Nubian Nights” is a team effort put together by the RCD, Jazz Urbane Café, Black Market, Nubian Gallery and the female-led production team of MF Dynamics, Hersch Visuals and Jane Long. The installation is spread across three local businesses on Washington Street, Jazz Urbane Café in the Bruce Bolling Building, Black Market and the Nubian Gallery.

<b>PROJECT TYPE:</b>	Outdoor, lighting, Family
<b>BUDGET:</b>	\$45,000
<b>IMPLEMENTATION:</b>	Medium - 2-4 weeks
<b>TIMELINE:</b>	March & April
<b>MATERIALS:</b>	Sound equipment, lighting, musicians
<b>MAINTENANCE:</b>	Medium

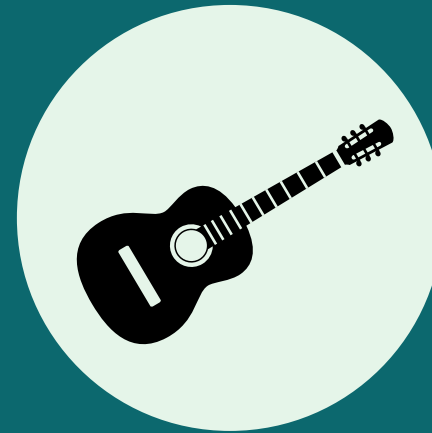
**9**  
**ARTISTS**  
**EMPLOYED**

**900+**  
**ATTENDEES**

**3**  
**STOREFRONTS**  
**ACTIVATED**



## NUBIAN NIGHTS HIGHLIGHTS



Provided a safe venue for musicians to perform



Increased visitation and stopping and staying



New cultural connections were fostered



**The cultural district is really well positioned to be this connector between arts and culture and small business.**

**- Anita Morson-Matra**





## PROJECT PARTNERS

Roxbury Cultural District

Jazz Urbane

MF Dynamics

Black Market

Nubian Gallery

# NUBIAN NIGHTS WHAT'S NEXT?

We are excited to report that in the beginning of the summer, the Roxbury Cultural District partnered with King Boston on One Night in Boston. This weekend event built on the concept of Nubian Nights and employed a number of artists that we had worked with during Nubian Nights.

## “the impact

There may be different perceptions about Nubian Square. We see it and we know it to be a destination for arts and culture, and that’s what this event will show to the city.

- Daniel Callahan, Roxbury Cultural District

# TAUNTON WINTER PLACES

Taunton, Massachusetts



## CREATING A WARM, WELCOMING DOWNTOWN DESTINATION IN WINTER ACTIVATED WITH LOCAL ARTISTS AND MUSICIANS THROUGHOUT THE WINTER AND SPRING

We wanted to enhance a newly completed parklet in the Downtown neighborhood so that it would be inviting to visitors in the cold months providing visitors with spaces to gather safely outdoors, stay warm and encourage more visitation of area small businesses.

20+

Events

26

Local Artists  
Employed

1,000+

Total event attendees

<b>PROJECT TYPE:</b>	Outdoor family friendly, market
<b>BUDGET:</b>	\$25,000
<b>IMPLEMENTATION:</b>	low - 4 months
<b>TIMELINE:</b>	January through April
<b>MATERIALS:</b>	Lights, heaters, storage container, tables, chairs, vendor tables, movie screen and projector
<b>MAINTENANCE:</b>	Medium



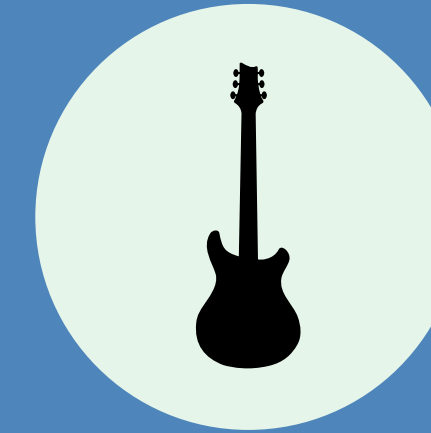
# TAUNTON WINTER PLACES HIGHLIGHTS



Drive increased foot traffic to downtown businesses



Spark joy during tough times



Employed local musicians



**“The programming has brought people to the downtown neighborhood contributing to the local economy while shopping & dining and this program provided us with the ability to provide local musicians with paid work during a time when gigs were not really happening.”**



## PROJECT PARTNERS

Old Colony History Museum

Mayor's Worthy Cause,

Taunton Community Access & Media

Trescott Street Gallery

# TAUNTON WINTER PLACES WHAT'S NEXT?

The park has a locking gate that is closed at night to keep the seating safe. We have a storage container nearby to store all of the equipment for programming. Programming has included live music weekly, outdoor movies, live theater, ice sculpture demos, vendor fairs, and an art festival and look forward to continue programming through the summer and into winter again with live music, movies and outdoor vendor markets.

## “the impact

After a year of being shut down, it was really fun to host an outdoor St Patrick's Day concert. It was 30 degrees and everyone was very cold, but the air was thick with the joy felt by all to be out, hearing live music, and to be with other people, even at a distance.

# WINTER PLACES

## SHARE THIS GUIDE

To share the guide with colleagues and friends, please direct them to <https://benchconsulting.co/winter-places> to sign up.

## GET IN TOUCH!

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Stay safe, stay warm and embrace winter,

## The **bench** Consulting & Patronicity Team



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Gwen

