

70+
Local
Vendors

**74%** Female

**60**% BIPOC

3,000+

Attendees at each market

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).

**PROJECT TYPE:** Outdoor, market

**BUDGET:** \$30,000 (of \$100,000 total budget)

**IMPLEMENTATION:** High - 4 - 6 weeks

**TIMELINE:** January- May

**MATERIALS:** Warming stations, Uhaul pods fitout,

lights, tables, chairs, signage, wifi

MAINTENANCE: Medium



## POPPORTUNITY MARKET HIGHLIGHTS



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

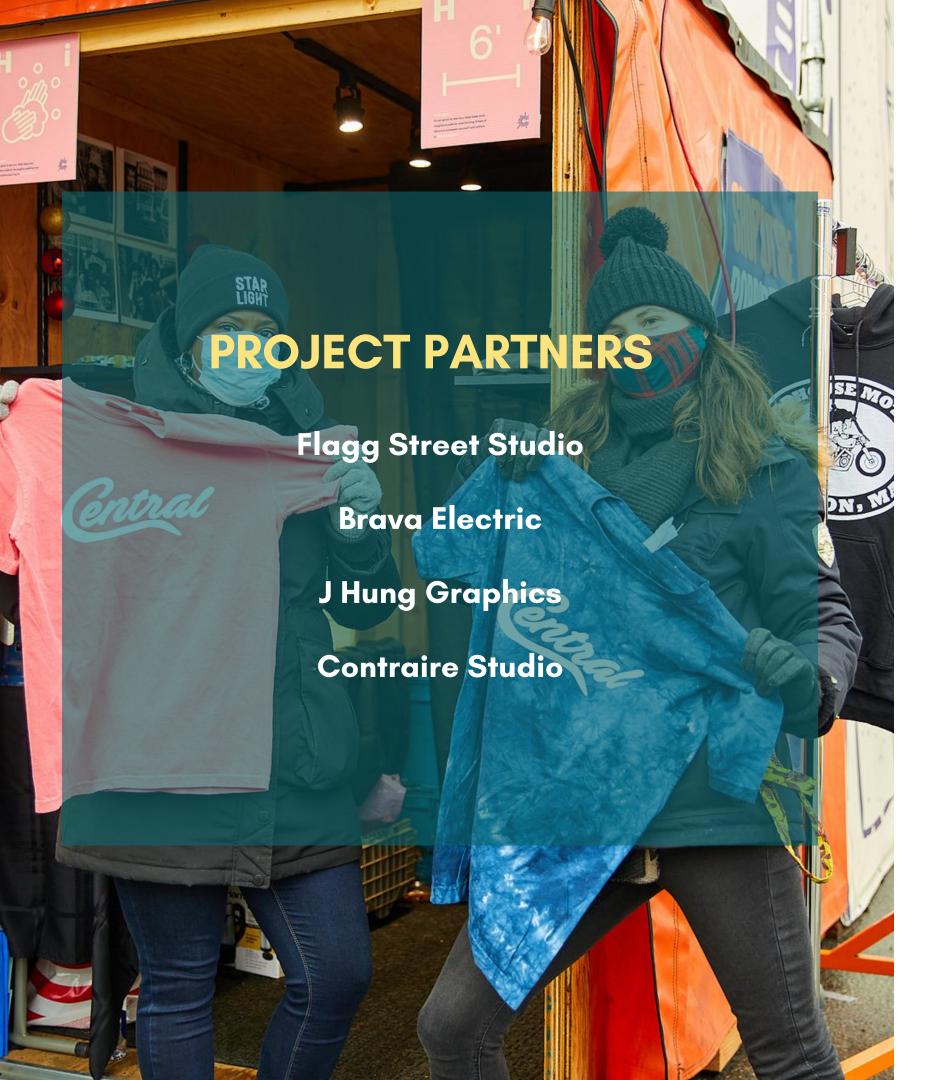


74% of vendors were local small businesses



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



## 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.

Project Funding Generously Provided By

