

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%** Female
60% BIPOC

3,000+
Attendees at each market

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



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.

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Generously Provided By*

 **Barr Foundation**