

TAUNTON WINTER PLACES

Taunton, Massachusetts



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

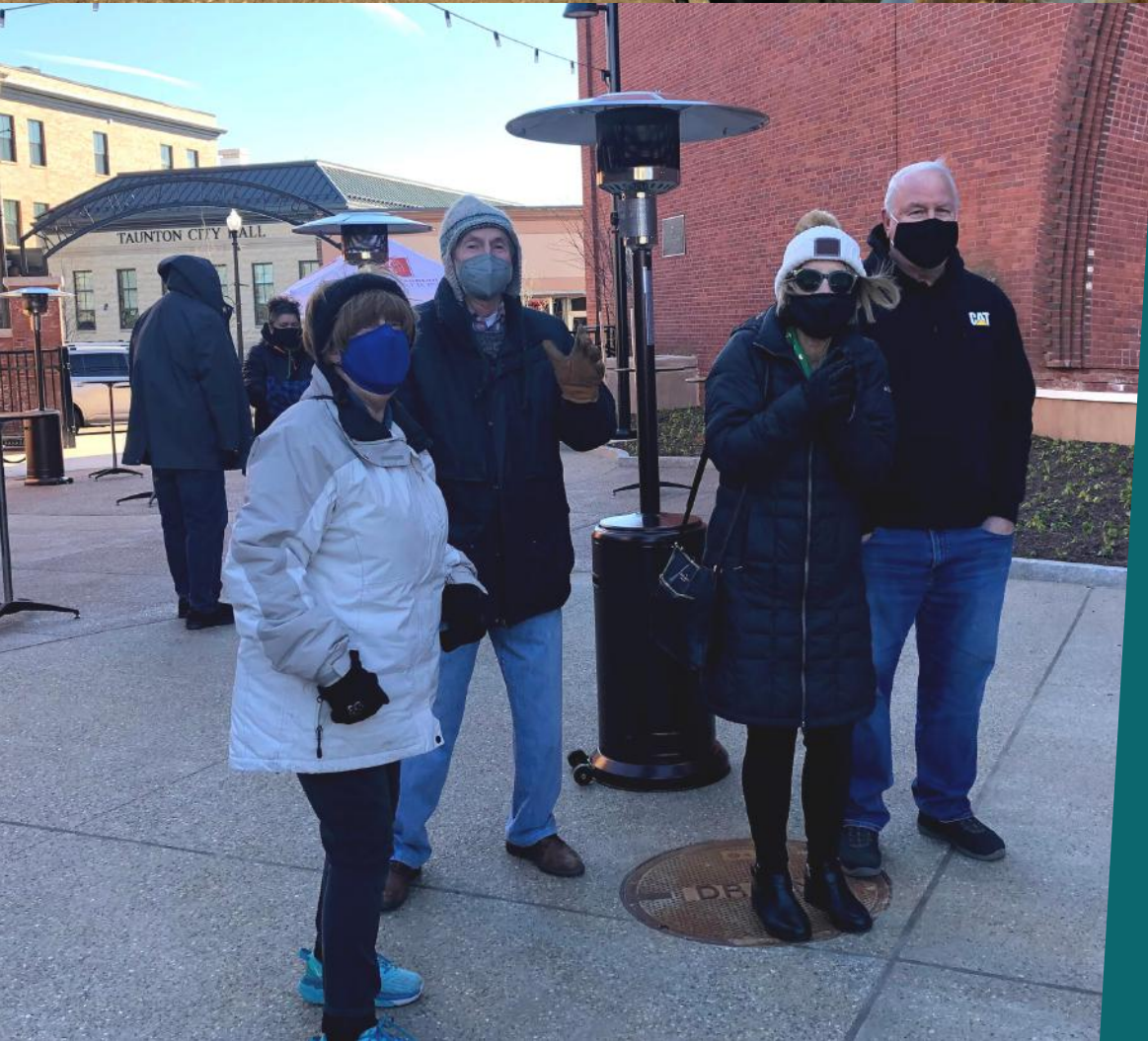
We wanted to enhance a newly completed parklet in the Downtown neighborhood so that it would be inviting to visitors in the cold months providing visitors with spaces to gather safely outdoors, stay warm and encourage more visitation of area small businesses.

20+
Events

26
Local Artists
Employed

1,000+
Total event attendees

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



TAUNTON WINTER PLACES **HIGHLIGHTS**



Drive increased foot traffic
to downtown businesses



Spark joy during
tough times



Employed local
musicians

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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.

*Project Funding
Generously Provided By*

