

HYANNIS WINTER PLACES

Hyannis, Massachusetts



120
Local Businesses
Participating

8
Local Artists
Employed

1,000
Total Event
Attendees

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.

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



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.

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Generously Provided By*

 **Barr Foundation**