

POPPORTUNITY MARKET @ STARLIGHT SQUARE



Cambridge, Massachusetts

Pop-up mini storefronts and events activate parking lot

Poppportunity runs every Saturday and Sunday from 11 a.m. to 5 p.m. through Dec. 20 with a farmers market-style circuit of 20 tents inside complemented by 15 new mini storefronts and galleries outside. Businesses with storefronts load in and fit out their spaces Friday for opening on Small Business Saturday – the national shop-local answer to the Black Friday shopping holiday.

Ongoing maintenance includes continued operating of the market, filling vendor spaces, coordination with individual vendors and adapting spaces to fit seasonality needs as winter market rolls into spring.



PROJECT TYPE:	Warming station, retail, family friendly
BUDGET:	\$30,000
IMPLEMENTATION:	(Timeframe) 3-months
TIMELINE:	Winter and spring 2021
MATERIALS:	Heaters, storage boxes converted to retail spaces, signage, string lighting, tables, chairs and warming stations.
MAINTENANCE:	High

Funding Provided:

