

# CHICOPEE WINTER PLACES

Chicopee, Massachusetts



PEOPLE GATHERED IN THE CITY CENTER, DURING A PANDEMIC, LISTENING TO LIVE MUSIC, EATING FROM THE FOOD TRUCK AND VISITING VARIOUS BUSINESSES PLAYING OUR PASSPORT GAME. THE STIGMA OF THE CENTER BEING A PLACE WHERE NO ONE WANTS TO GO TO IS STARTING TO FADE.

Our partnership wanted to host a winter market, but because of COVID restrictions, we moved it to the Spring. We used it as a way to create foot traffic and advertise the coming of the summer farmers market. The Spring Market took place very Thursday in April and May and consisted of live music in the center, a food truck, vendor carts in various businesses downtown with items from vendors who were participating in the summer farmers market, and the incorporation of business passports. The business passports encouraged folks to visit various businesses in the center, collect stamps from the businesses and use the stamped passport to play to win \$40 gift cards to any business in the center.

<b>PROJECT TYPE:</b>	Outdoor family friendly, market
<b>BUDGET:</b>	\$25,000
<b>IMPLEMENTATION:</b>	High - 6 - 8 weeks
<b>TIMELINE:</b>	April - October
<b>MATERIALS:</b>	vendor carts, warming stations, tables, chairs, tents, design services, "passports"
<b>MAINTENANCE:</b>	Medium

12

Local Businesses Participating

31

Community Events

3,000+

Event Attendees



## CHICOPEE WINTER PLACES HIGHLIGHTS



Improved public perceptions of downtown



Attracted new customers to local businesses



Provided proof of concept for future public market plans

“Our favorite story is about two outsiders working hard to make the center a better place. Through this project we have come closer to being fully embraced by the city and the community. Our work is much more collaborative in nature with the city and with key stakeholders. The Spring Market ushered in many opportunities to gain the trust of the community.”



## PROJECT PARTNERS

Community Development

Chicopee Department of Planning

Cultural Council

# CHICOPEE WINTER PLACES WHAT'S NEXT?

We hope to turn it into a year-round farmers market and eventually move into a former library space—a vacant opportunity in our downtown. The goal is to have a space like the Worcester Market.

## the impact

The community now gathers every Thursday for the farmers market. There are over 35 CSA shares picked up every Thursday from a local farm, the city hall employees are out and about at lunch shopping and grabbing lunch from the food trucks. The stigma of going to the center has started to weaken and folks that live in the rest of Chicopee are finding a reason to come back to the center. Businesses in the center are also experiencing increased foot traffic.

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