

WINTERBRIDGE FALL RIVER

Fall River, Massachusetts



FOR 5 WEEKS RESIDENTS AND VISITORS WERE INVITED TO A CURATED, SAFE, SEASONAL EXPERIENCE FEATURING OUTDOOR ACTIVITIES, FREE ENTERTAINMENT AND COMMUNITY GIVEAWAYS. PROGRAMMING VARIED EACH WEEK.

Fall River Winterbridge is an outdoor place for community to gather, create, & enjoy winter. An unused public area, Gromada Plaza (located on top of a highway overpass, in the heart of Downtown Fall River) was transformed into a cozy, welcoming event destination where the Greater Fall River Community was invited to re-engage with one another after the isolation imposed by the pandemic and its ensuing restrictions.

PROJECT TYPE:	Outdoor family friendly
BUDGET:	\$29,000
IMPLEMENTATION:	High - 4 months
TIMELINE:	January through April
MATERIALS:	Lights, heaters, storage container, tables, chairs, spool tables, fire pits, pergola, paint, signage, costumes
MAINTENANCE:	Medium

10

Businesses Engaged

21

Local Artists Employed

1,500+

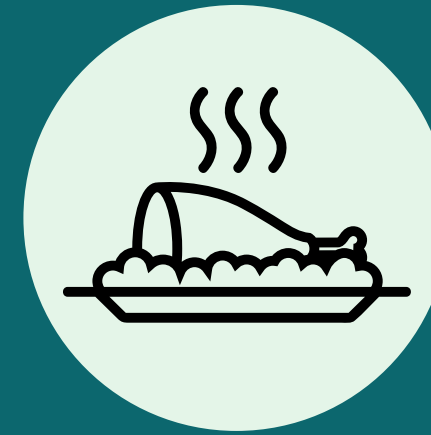
Total Event Attendees



WINTERBRIDGE FALL RIVER HIGHLIGHTS



Each event drew
100-200 people
into downtown



Local families
received free
food on site



Exposure to new
local artists and
musicians

“Winterbridge showed us that **NOTHING** is impossible. We were able to use imagination and collaboration to transform a concrete lot into a welcoming, safe community event space that entertained and engaged people of all ages, from within the City and beyond. It was an uplifting experience during a bleak time (winter in New England during a pandemic!) and it will surely be something that people will be talking about for many years to come (or until this winter, when we give them something else to talk about!)



PROJECT PARTNERS

Viva Fall River

Fall River Arts & Culture Coalition (FRACC)

One SouthCoast Chamber

We Love Fall River

The City of Fall River

BayCoast Bank

WINTERBRIDGE FALL RIVER WHAT'S NEXT?

Materials have been relocated to other sites in Downtown during the summer but we recently received approval to use the space again and are exploring new opportunities and activations for Fall 2021 and Winter 2021 to engage our community again in the coming months and build on last winters success.

the impact

Winterbridge was groundbreaking for the Fall River Community in so many ways. For the business community, it showcased the transformative power of arts and culture—as a community convener but also as an economic driver. It also provided a blueprint for successful collaboration and partnership on innovative initiatives that can raise the profile of our city and provide some sorely needed positive attention to help change the oft-times negative perception of what is an amazing city and community.

*Project Funding
Generously Provided By*

