

# #NBFESTIVE New Bedford, Massachusetts



## ACTIVATING THE DOWNTOWN AND BRING FOOT TRAFFIC TO BUSINESSES AND MARKETING THE DOWNTOWN AS A FUN AND ACTIVE PLACE TO VISIT DURING THE WINTER.

With funding from the Barr Foundation, the City of New Bedford along with numerous local public, private, arts and cultural partners was able to implement #NBfestive, a Winter Places pop-up at various hot spots throughout downtown New Bedford's Seaport Cultural District – places where residents and visitors could “warm up, chill out, shop small and eat local.

**8**  
WEEKENDS WITH  
ACTIVITIES

**800+**  
ATTENDEES

**20+**  
LOCAL ARTISTS  
INVOLVED

<b>PROJECT TYPE:</b>	Outdoor, Play, Family
<b>BUDGET:</b>	\$24,000
<b>IMPLEMENTATION:</b>	Medium - 2-4 weeks
<b>TIMELINE:</b>	January - March
<b>MATERIALS:</b>	Snowmaking machine, selfie stations, curling mat and set, two wood burning fire pits, lights, tables, chairs and other spaces to sit.
<b>MAINTENANCE:</b>	Medium





## #NBFESTIVE HIGHLIGHTS



Restaurants and retail locations saw an uptick in sales



We saw positive publicity and word of mouth about downtown in winter



New cultural connections were fostered

**“Winter Places success has resulted in a paradigm shift in our approach to winter programming and placemaking going forward. Every winter will include #NBFestive where residents and visitors will #WarmUp and #ChillOut in the downtown, highlighting local arts and culture and fun winter themed activities. No more hibernating!”**

**- Anne Lauro, City of New Bedford**



## PROJECT PARTNERS

Destination New Bedford

New Bedford Creative

New Bedford Whaling National Historical Park

New Bedford Art Museum

UMass Dartmouth College of Performing Arts

## #NBFESTIVE WHAT'S NEXT?

The City is currently collaborating with a non-profit organization to license and manage Wings Court. This will allow a non-city entity to manage and program this downtown space for all seasons.

### the impact

Placemaking is a critical component of any successful commercial corridor. We learned that Winter Placemaking amplifies unique spaces and activities that are often overlooked. Winter Placemaking will be ingrained into future planning and marketing.

*Project Funding  
Generously Provided By*

 **Barr Foundation**