

# SALEM WINTERLUDE Salem, Massachusetts



**ACTIVATING AND ENHANCING THE ESSEX STREET PEDESTRIAN MALL AND ADJACENT PUBLIC SPACES, ENCOURAGING SAFE OUTDOOR AND PHYSICALLY DISTANT OPPORTUNITIES FOR RESIDENTS TO EXPLORE AND ENGAGE WITH EACH OTHER THROUGHOUT THE DOWNTOWN DISTRICT.**

Salem Winterlude celebrated our downtown during the holiday season, and contributed to small business support initiatives as well as community wellness. Components of the Salem Winterlude project included upgrades to our usual holiday wreaths and ribbons on the Essex Street Pedestrian Mall with new programmable lights, a programmable tree topper for the Holiday Tree on Lappin Park, temporary mural backdrops created by local artists on Salem Common and Derby Square, a seasonal artistic installation at the East India Fountain in partnership with the Peabody Essex Museum, and decorated evergreens and mural backdrops by local artists for Charlotte Forten Park.

|                        |   |
|------------------------|---|
| <b>PROJECT TYPE:</b>   | Outdoor family friendly, warming                                    |
| <b>BUDGET:</b>         | \$25,000  |
| <b>IMPLEMENTATION:</b> | High - 6 - 8 weeks  |
| <b>TIMELINE:</b>       | November- March   |
| <b>MATERIALS:</b>      | Canvas, paint, fire pits, LED lights, wood, pallets, wreaths, trees |
| <b>MAINTENANCE:</b>    | Medium  |

**53**

**Local Businesses Participating**

**3,000+**

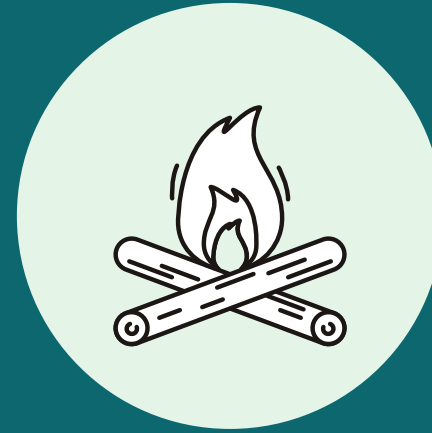
**Event Attendees**

**10+**

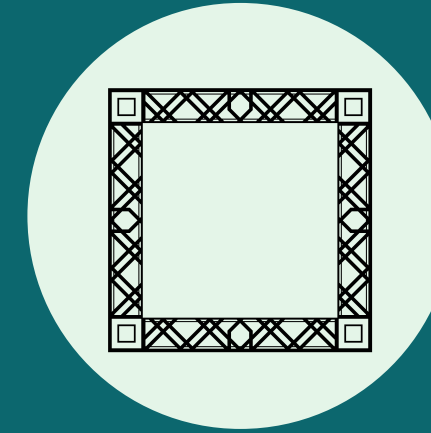
**Local Artists & Contractors Engaged**



## SALEM WINTERLUDE HIGHLIGHTS



Fire pits provided warm meeting places downtown



Increased downtown foot traffic



Engaged downtown businesses directly in programming

“One of the most impactful moments for me was watching community members who had not seen each other in person for almost a year run into each other while they were out looking at the murals and installations. They were so excited to be able to reconnect and you could almost see a weight lifting off their shoulders the minute they recognized each other.

- Salem Main Street



## PROJECT PARTNERS

City of Salem

Peabody Essex Museum

Destination Salem

Salem Chamber of Commerce

Creative Collective

# SALEM WINTERLUDE WHAT'S NEXT?

We will definitely continue to incorporate the programmable lights throughout the downtown as long as is sustainable, as well as encouraging more businesses to take advantage of the lights in their own windows. We would like to revisit the idea of using firepits in the downtown this winter now that the Board of Health will no longer be concerned about encouraging gatherings.

## “the impact

Using funds for temporary window murals in February also made it possible for us to adjust the Salem's So Sweet event by stretching it from one weekend to two, which contributed directly to an increase in sales for many businesses. Most importantly, the positive press and promotion we received for taking action, and the highly photographic nature of many of our projects, went a long way to reminding locals and day travelers that Salem was open for business.

*Project Funding  
Generously Provided By*

 **Barr Foundation**