

SPRINGFIELD WINTER PLACES

Springfield, Massachusetts



CONNECTING SCATTERED DOWNTOWN GREEN SPACES WHILE PROVIDING AN INVITING EXPERIENCE FOR RESIDENTS AND VISITORS TO ENJOY MAIN STREET AND FREQUENT LOCAL BUSINESSES

Our project tied in with an existing lighting installation with 2 newly renovated city parks to create one cohesive district/destination. We completed the installation of string lights on Worthington to Street, in the heart of our dining district. This has allowed us to activate a placemaking gallery, enhance visitor experience, expand outdoor dining and increase property marketability.

PROJECT TYPE:	Outdoor family friendly, lighting
BUDGET:	\$60,000
IMPLEMENTATION:	High - 4 months
TIMELINE:	Year-round
MATERIALS:	Lighting, warming stations, fire wood, tables, chairs
MAINTENANCE:	Medium

25+
Events

4,000+
Visitors

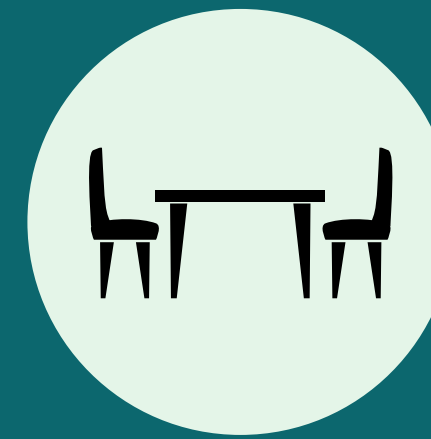
35+
Businesses Engaged



SPRINGFIELD WINTER PLACES HIGHLIGHTS



Positive sentiment
on winter in
Downtown Springfield



Enhanced outdoor
dining lifeline to
businesses



Project served to
connect area residents
and businesses



The community impact has far exceeded our expectations. In the district this year we have opened four new business and have installed three outdoor dining locations as well as being home to a Fresh Paint New Mural installation. This project has not only enhanced what was already there but has become, in itself, a destination



PROJECT PARTNERS

Springfield Business
Improvement District

SPRINGFIELD WINTER PLACES WHAT'S NEXT?

Our Farmers Market will continue through September 2021. We plan to host a Fall Festival and pop-up pumpkin patch on site in October. We are currently vetting Ideas for more expansive winter programming in 2021, including the installation of more Holiday Décor.

“the impact

My favorite story to share is about the experience of being part of this project. Hearing from the businesses, residents and city visitors is amazing. All sharing gratitude and enthusiasm for the “renaissance of Springfield” and the way everyone came together to help expedite the installation. It has truly brought the neighborhood and the visitors together in celebration for what the city has to offer. I am very proud to have been apart of this project.

*Project Funding
Generously Provided By*

 **Barr Foundation**