



**PUBLIC
REALM**

May 6, 2021

Laws of Attraction

Marketing, Programming and
Interactive Strategies to Bring
People Downtown during COVID-19

The Musicant Group, Civic Space Collaborative, Neighborways, CivicMoxie



Agenda

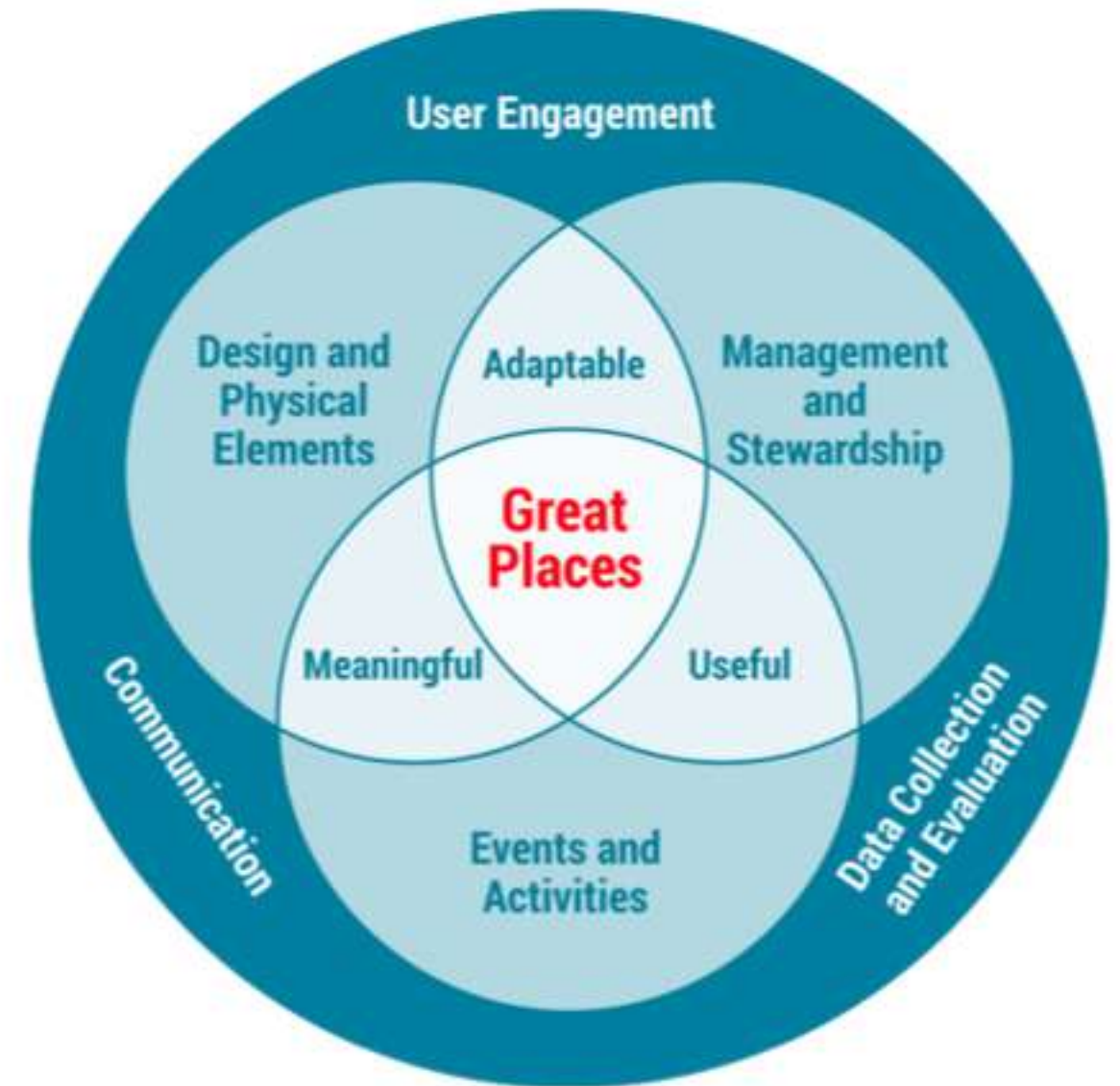
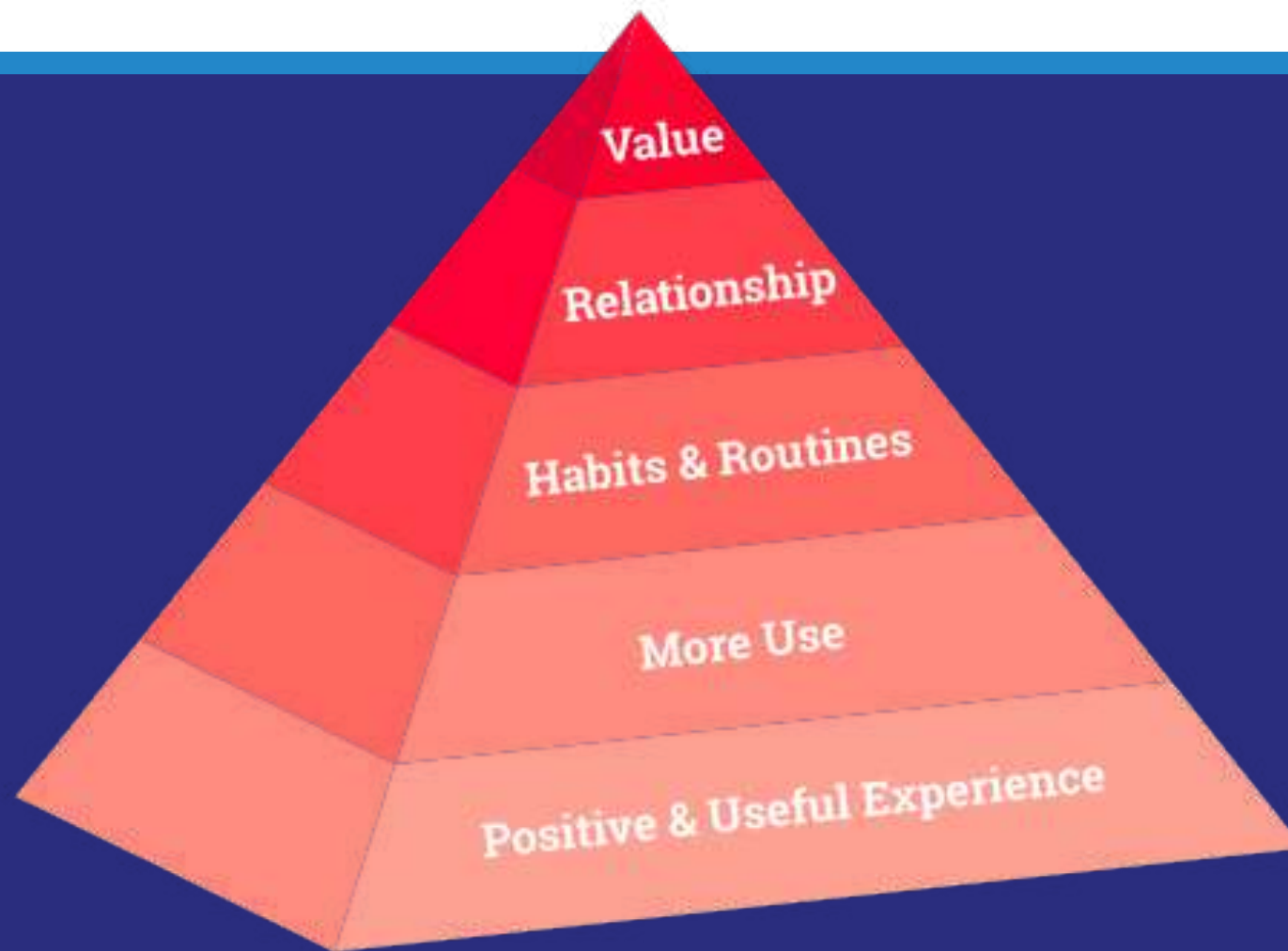
- Context on Laws of Attraction
- Max Musicant - The Musicant Group
 - Activating spaces in Winter- Panoway Park
 - Attracting and retaining businesses in a semi-suburban multicultural community: Rice + Larpenteur
- Jessica Mortell - Neighborways
 - Attract and Empower through Art: Chelsea Division Street Art Alley and Placemaking
 - Attracting People to Under-activated Districts and Spaces in Downtown: Frost Alley Somernova, Somerville, MA
- Michelle Moon - Civic Space Collaborative
 - People like People: Downtown Promotion
 - Wayfinding on Fairmount Greenway
- Susan Silberberg – CivicMoxie
 - Attracting customers to advance long term plans: Manchester Connects
 - Activating the ground floor - Ground Floor Activation Plan, Worcester

COVID has put customer and visitor behavior up for grabs

- Large shifts in habitual behavior over last year
- As vaccinations rise, an important window opens to shape the visitation habits, routines, and traditions for years to come
- Focus today not just on attracting people once, but how to keep your target market coming back again and again



The Strategy of Place



What makes a place sticky?

- Food
- Shade
- Seating
- Interest
- Culture
- Walkable/bikable/livable



The Musicant Group: Case Study #1



Light Up the Lake Winter Activation at the Panoway in Downtown Wayzata

- A winter-long activation to support small businesses, the broader community, and pilot long term concepts within a newly opened lakeside plaza that replaced a surface parking lot on one side of a bustling suburban main street

Origin

- The Musicant Group + Wayzata Chamber of Commerce with funding from the City of Wayzata and the Panoway Conservancy

Location

- Wayzata, MN
- Lakefront linear park

Budget

- \$90,000 covering larger events, weekly programming, physical improvements, project management and staffing

Timeframe

- Planning: Nov - Dec 2020
- Implementation: Jan - Mar 2021



Strategies

- Create reasons to enjoy the space all the time
- Use/view weekly and signature events as marketing to support return trips
- Bored people are cold people and cold people leave
- If kids and dogs are happy, so are the adults
- Partnership marketing to reach broader audiences

Programming at the Panoway: features including light up snowflake, holographic floating cube installation, puppy programming



Features + Implementation

- Letters to the Lake
- Activity care: Kubb + Curling
- Winter Garden + Lighting installation + ice globes
- Fires
- Pop-Up Dog Run + Petting Zoo
- Fireworks
- Trivia, live music, other events
- On-Site Signage about programming



Case Study



Risks



Key Performance Indicators

Case Study



Partners + Resources



COVID-19 Impact

The Musicant Group: Case Study #2



Rice + Larpenteur: Business Attraction + Retention in a Suburban and Multicultural Community

- A year-round event series to support small businesses, celebrate community pride, and pilot improvement concepts at a district where three municipalities converge in a hybrid urban/suburban context

Origin

- The Musicant Group in partnership with and funding from the Rice and Larpenteur Alliance

Location

- Strip mall shopping district at the crossroads of St Paul, Roseville, Maplewood, Minnesota

Budget

- \$20,000 a year for 2-3 events

Timeframe

- District Block Party: Planning April - August, Event date: September 26
- Winter Activation: Planning April - November, Event date: December 12



Strategies

- Grow the footprint of the event - make the travel a benefit not a bug
- Communicate invitation through translation
- Subsidize the small business giveaways
- Create pockets of activity
- Pair with physical improvements

Family photos at the Summer event



Features + Implementation

- Rice and LarpenTOUR
 - Concerts and tents
 - 2 storefront patio expansions
 - Event passport
 - Event poster, lawn signs, postcards
 - Other fun things
- Gift and Go
 - Shop Local Guide
 - Event photos
 - Gift bags with local business gift cards, swag, cookies, branded PPE (mask, sanitizer)



Case Study



Risks



Key Performance Indicators

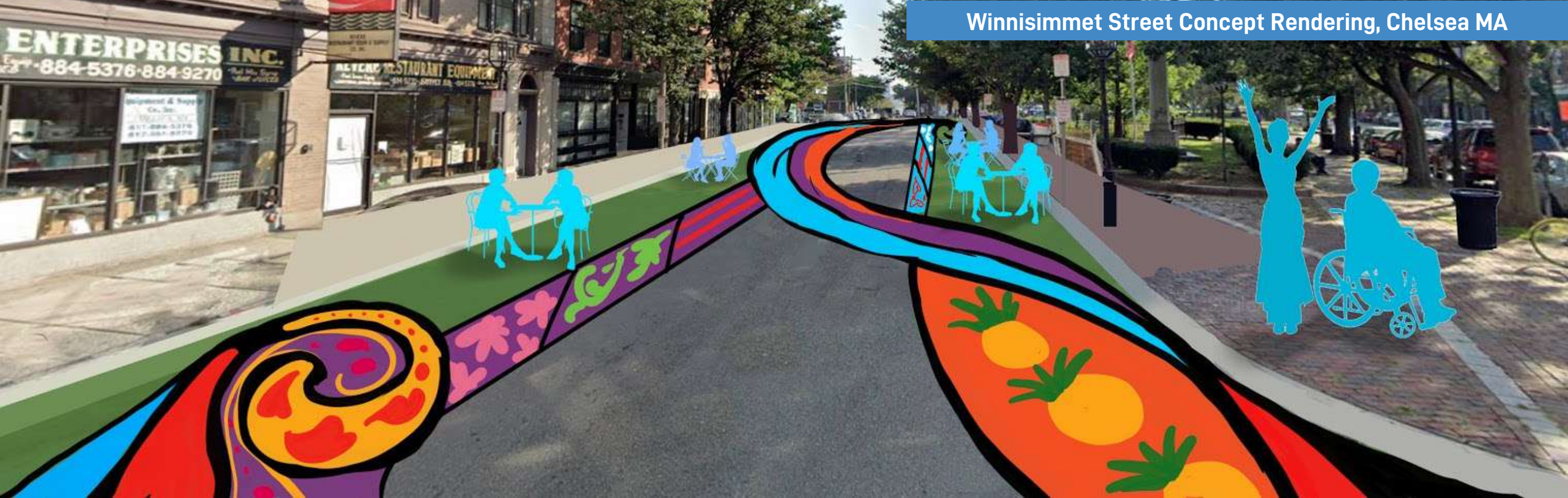
Case Study



Partners + Resources



COVID-19 Impact



Jessica Mortell
Principal +
Sr. Placemaker

Laws of Attraction:
Art, Engagement, and Programming

neighborwaysdesign

Neighborways: Case Study #1:
Attracting People to Under-Activated
Districts and Spaces in Downtown



Neighborways: Case Study #1

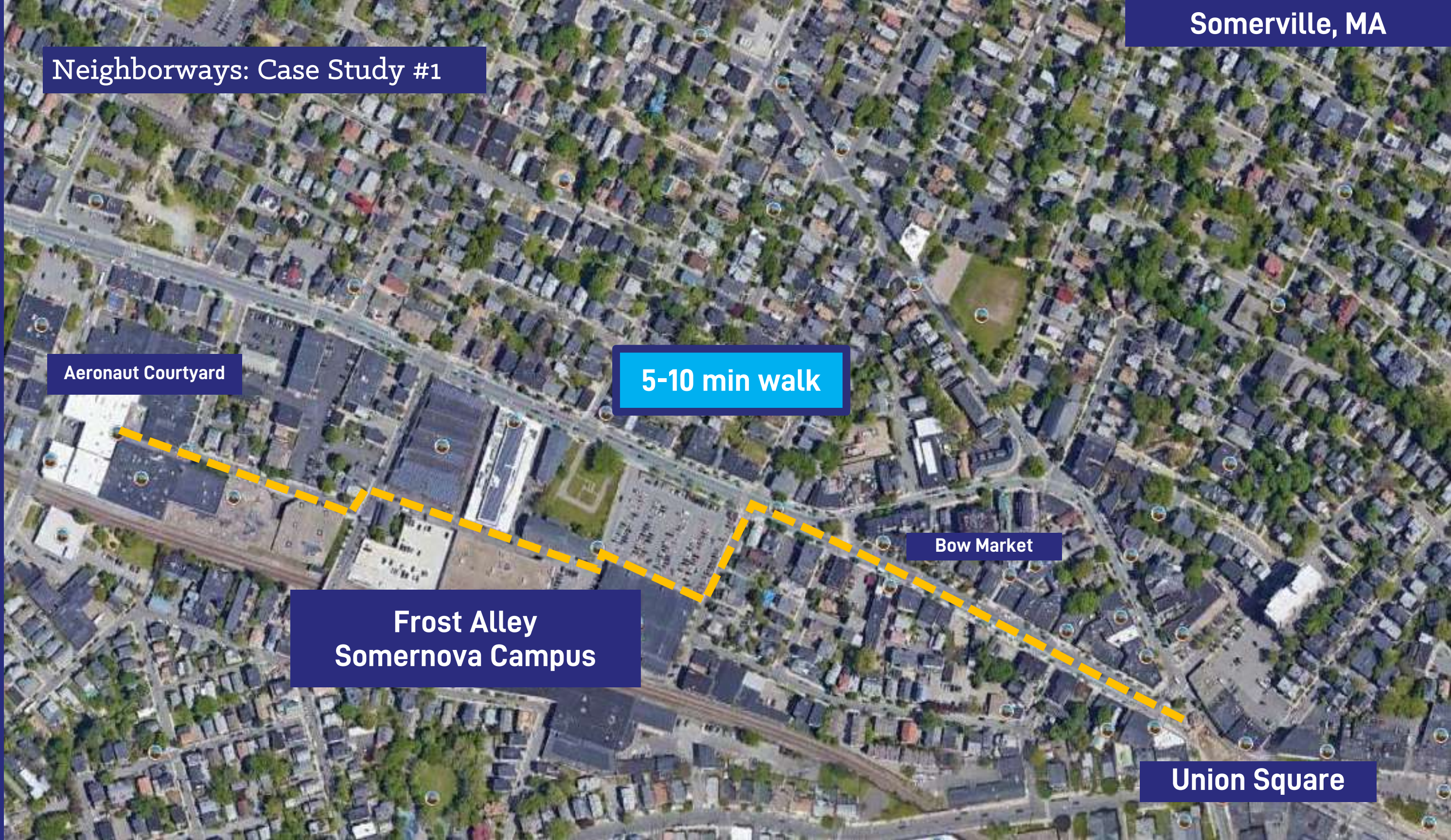
Aeronaut Courtyard

5-10 min walk

Bow Market

Frost Alley
Somernova Campus

Union Square





Source: [Boston Globe](#), In Somerville, shuttered factory now a hub of innovation, 2014

INNOVATION ECONOMY

In Somerville, shuttered factory now a hub of innovation

By [Scott Kirsner](#) Globe Correspondent, August 31, 2014, 12:00 a.m.



Brand / Identity:
Innovation
Artist / Maker Space

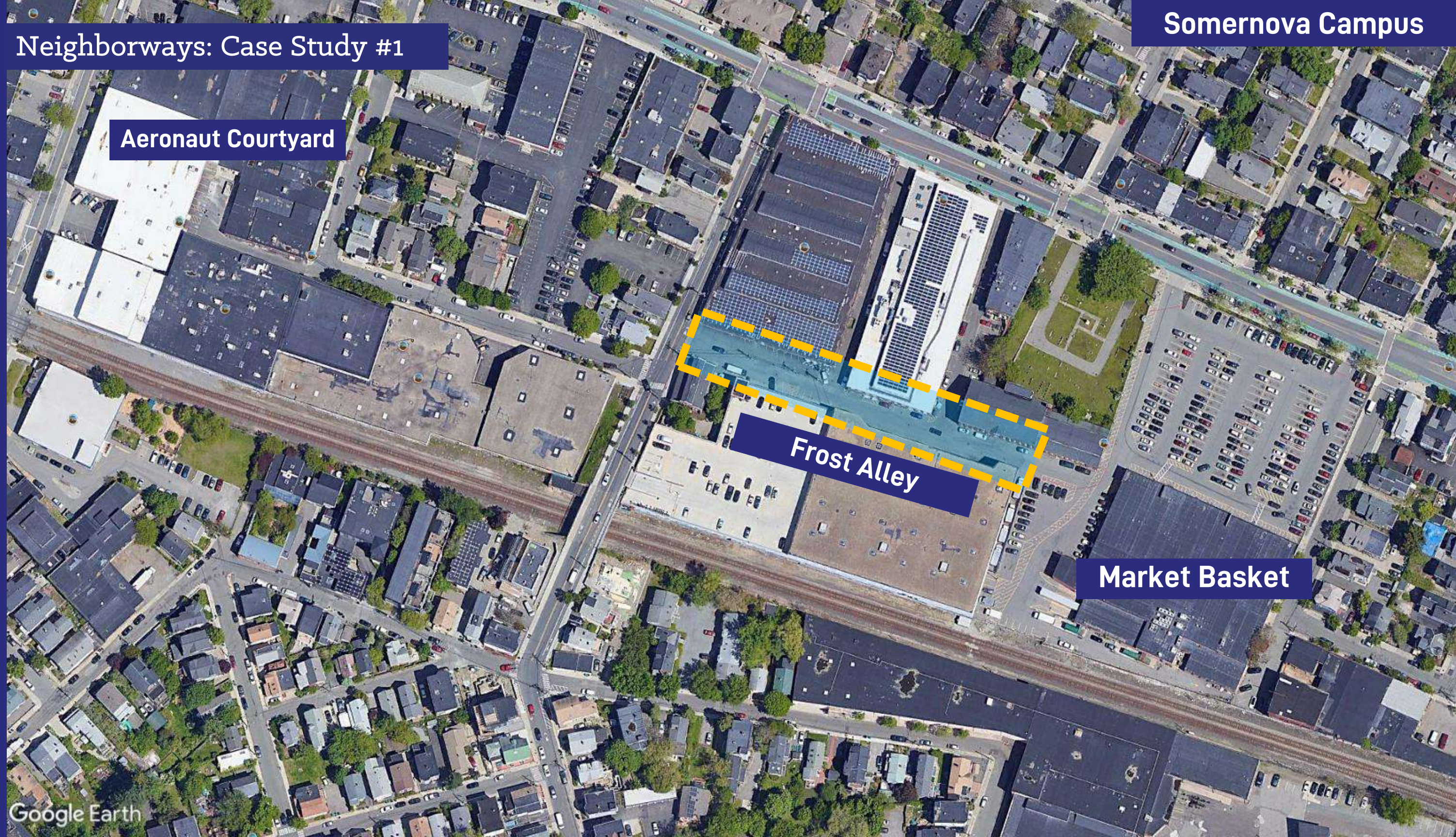
Neighborways: Case Study #1

Somernova Campus

Aeronaut Courtyard

Frost Alley

Market Basket



Attracting People to Under-Activated Districts and Spaces in Downtown

- Transforming a well-used cut-thru for people walking, biking, driving, deliveries into a destination in itself.

Origin

- Rafi Properties LLC / Somernova Campus
- Neighborways Design
- Principal Group

Location

Frost Alley,
Somerville, MA

Budget

- Planning, Design, Outreach
\$30,000
- Materials
\$20,000

Timeframe

- 2020 Phase 1: 2 to 6 months
- 2021 Phase 2:
6 months to 2 years



Connecting and Creating Destinations



Phase 1: DIY Self Watering Planters



Phase 2: Art, More Planters



Phase 2: Programming
Open Studios



Case Study

Attracting People to Under-activated Districts and Spaces in Downtown:
Frost Alley Somernova, Somerville, MA



Risks



Key Performance Indicators

Case Study

- **Partners:** Somerville Groundworks (watering / maintenance) Green and Open Somerville (Native Plant Experts, Local nurseries)
- **Covid-19 Impacts:** Cancelled Earth Day 2020 and 2021, Open Studios carefully planned



Partners + Resources



Covid-19 Impacts

Activation Strategies

Engagement

- Outreach and engagement with City, abutters, tenants
- Online and In-person

Traffic Calming and Placemaking

- Greenery
- Art
- Temporary Closures

Programming Potential

- Art Markets
- Urban Frisbee Golf
- Meetups
- Movie Nights

Attracting People to Under-Activated Districts and Spaces in Downtown





Neighborways Case Study 2



Attract and Empower through Art: Division Street Neighborways

Division Street Neighborway is one of the only streets connecting downtown Chelsea to the Waterfront.

Origin

Chelsea Prospers
Neighborways Design

Location

Division Street and
Winnisimmet Street
Chelsea, MA

Budget

2019 Phase 1 Design and
Materials: \$25,000

2021 Phase 3: Design and
Materials: \$70,000

Timeframe

2019 Phase 1: 6-9 months

2021 Phase 3: 3 months



Before



2019 Installation



Strategies

- Beautify
- Amplify
- Program



Case Study

Partners: Local Artists, Local hardware stores and Paint Suppliers, Local Community Builders

Covid 19: Event planning best practices, limiting capacity, scheduling volunteers, in person and online feedback



Partners + Resources



COVID-19 Impact

Attract and Empower through Art: Division Street Neighborways

Build synergy with existing programming and networks

Invest Local

- Artists
- Community Organizing and outreach

Programming

- Virtual and in person Walking Tours
- Chalk Art Saturdays
- Pop-up Markets

POP-UP FUN AT THE FOUNTAIN

Join us in Chelsea Square on Friday evenings this summer. We'll have an assortment of happenings from music to vendors to art activities. Stop by near the fountain between 6 pm and 9 pm.

We are looking for vendors. Follow the link to express your interest.

- May 21/raindate May 28
- June 4/raindate June 11
- June 18/raindate June 25
- July 2/raindate July 9
- July 16/raindate July 23
- August 6/ raindate August 13
- August 20/raindate August 27
- September 3/raindate September 10
- September 17/raindate September 24
- October 1/raindate October 8
- October 15/raindate October 22
- October 29/raindate November 5



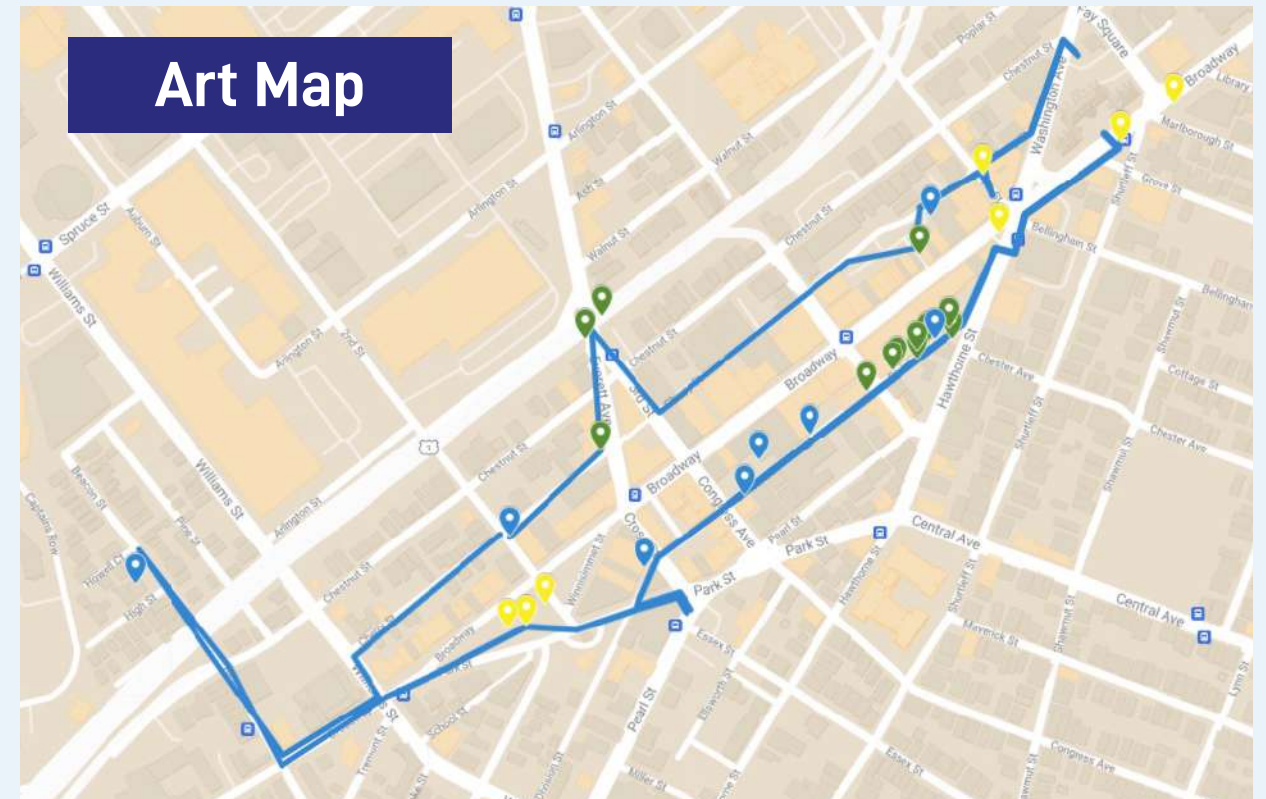
Case Study

Risks: Coordination and approvals with Private /Public Partnerships

Performance: Self organized walking tours, multimodal counts, feedback portals, requests for more!



Risks



Key Performance Indicators



2021 DRAFT Division Street Concept

Ribbons (weaving) concept:

- Green zones for safest sitting
- Colored and decorated borders with multicultural patterns
- Sinuous shapes delineate areas, encourage meandering flow
- Large vs smaller elements to read well at street level

DRAFT Winnisimmet Street Concept

Dinner and a Show

Green
Space

Theatre





Michelle Moon
Principal + Co-Founder
Civic Space Collaborative

Laws of Attraction: People like People & *how you get people to come back downtown*

Civic
Space
COLLABORATIVE

Laws of Attraction:
People like People

How do you
get the
people to
come back?



Laws of Attraction:
People like People

How do you
get the
people to
come back?

1.
Create an
approval
process for
public and
**private outdoor
space**

2.
Make spaces
safe,
comfortable,
and **welcoming**

3.
Create **fun**
places and
inviting places

4.
Promote your
awesome new
places in
downtown

5.
Make it easy to
walk and **bike**
to downtown

Promoting What's New in Downtown

- In 2021, municipalities and organizations should work to regularly promote the awesome new places in newspapers, eNewsletters, and social media to help bring people back downtown.

Origin

- City or Town
- Main Streets
- BID
- Chamber of Commerce
- Other nonprofits

Location

- Any downtown

Budget

- \$0 - \$1,000

Timeframe

- Target: Weekly / monthly promotion



Laws of Attraction: People like People

- Promote the awesome new places in newspapers, eNewsletters, and social media

Boston approves hundreds of permits for outdoor dining

Expand



By SCOTT ROBERTO / April 5, 12:00 AM

Outdoor Dining Is Back!



Eager diners, get ready for an al fresco bonanza at these inviting patios, decks and courtyards

Northampton reinstalls downtown barriers for outdoor dining

RYAN TROWBRIDGE, LENA DZIECHOWSKI
© POSTED MAR 30, 2021



BARRICADES TO ALLOW FOR OUTDOOR DINING
NORTHAMPTON

Cranes, public works crews, and colorful barricades lined the streets of downtown Northampton on Tuesday to allow for outdoor dining.

Snow may be in the forecast, but Berkshire outdoor dining is open for business

By The Berkshire Eagle Staff Apr 14, 2021



JP Centre South Main Streets
April 5 at 11:06 AM

Good news!



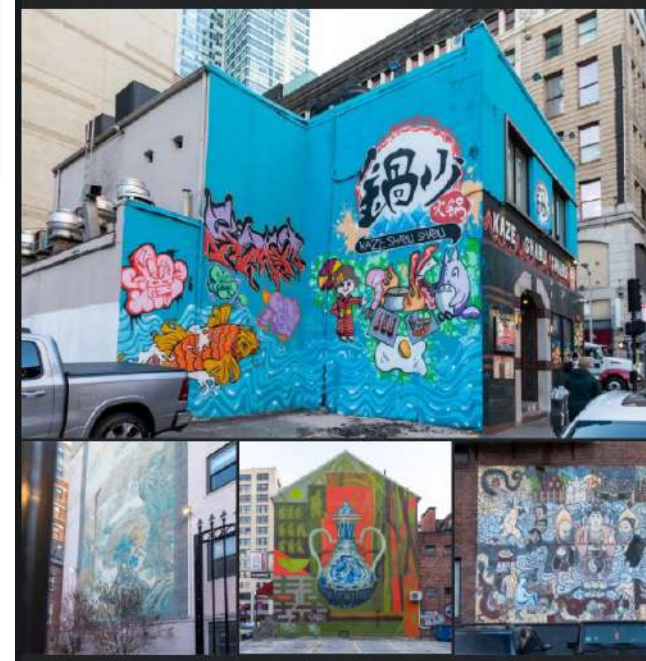
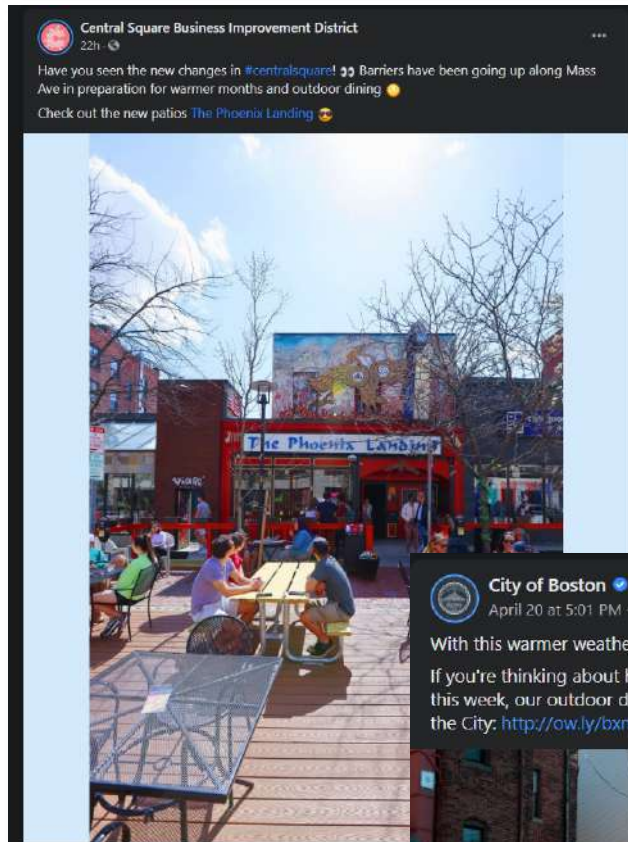
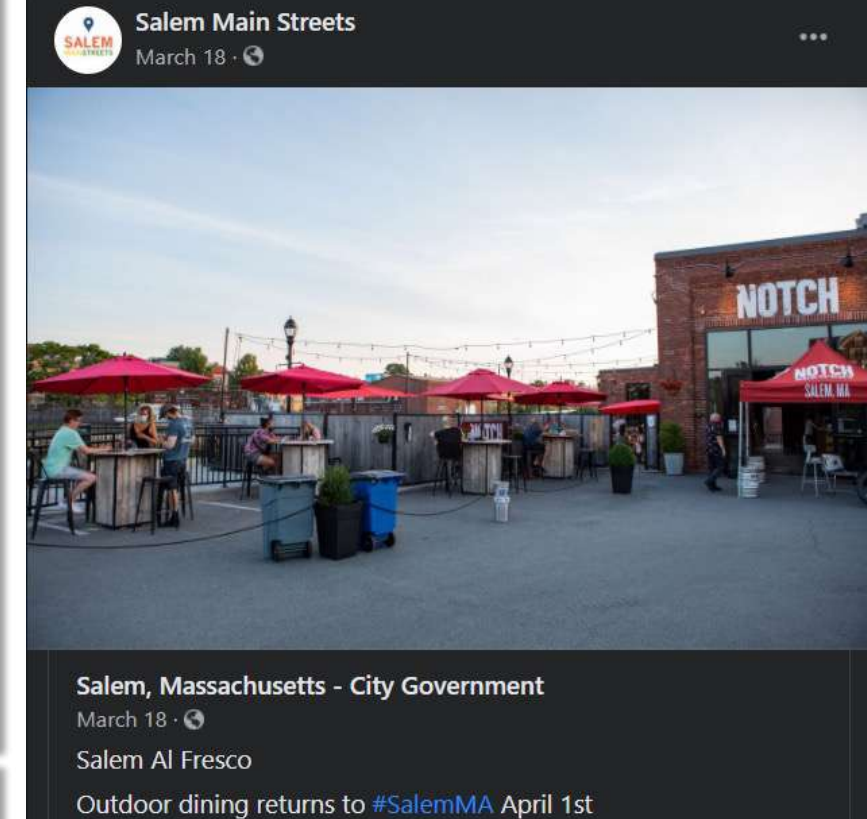
City of Boston
April 5 at 11:02 AM

Due to **#COVID19**, the City of Boston will temporarily allow retail businesses in neighborhoods to place a moveable table onto the public sidewalk for sales, and will also temporarily allow private fitness classes on City-owned parks for 2021.

Learn more: <http://ow.ly/lmaA50EgxnK>

Laws of Attraction: People like People

- Promote Downtown on social media
- Use your organization, local partners, local government, groups on social media (such as parent groups)
- Encourage individuals to post by using downtown hashtags



2 Comments 48 Shares

Laws of Attraction: People like People

- Promote the new places throughout the year

ROS Pre-order and Pick-up
Winter Farmers Market

Place your orders today!

roslindale.net/pre-order-for-the-farmers-market

 bostonmainstreetsfounda • Follow ...

 bostonmainstreetsfoundation This Sunday, 3/28 is the last day for the Winter Farmers Market. Use the link in the photo to see which vendors will be there and to place your order. Don't miss out! #ROSlove #ROSym #bostonma #communityfirst #localfirst #shopsma #shoplocasafely #dinelocal #smallbiz #bostonmainstreets #wherethelocalsgo

5w



 Liked by rosmainstreet and 8 others

MARCH 23

 Add a comment...


Post



 roslindalefarmersmarket • Follow ...
Roslindale Village Main Street

 roslindalefarmersmarket There are many smiles underneath these face masks—only two market dates left in the season. Please remember the first 30 minutes are reserved for our seniors and shoppers at risk and preorder when possible. #linkinbio #ROSlove #foodaccess #food #Boston #outdoors #weekendvibes #shoplocal #supportsmallbusiness #socialdistancing #facemask #farmersmarket #farmers #communitysupportedagriculture #bostonfoodies #roslindale #safetyfirst

24w

 brookwood_farm 🍌🍌🍌



53 likes

NOVEMBER 10, 2020

 Add a comment...

Post



 theteatrike • Follow ...
Roslindale Village Main Street

 theteatrike Roslindale Farmer's market is on point today. Come grab a fresh steeped cup until 1pm today #tea #teatrike #fall

24w



27 likes

NOVEMBER 7, 2020

 Add a comment...

Post

Budget & Timeline

What	Key Stakeholders	Low Estimate	Mid-range estimate	COVID-19 / Quick timeline
<ul style="list-style-type: none"> Create a city or town approval process 	<ul style="list-style-type: none"> Local government Planning / design consultant, as needed 	\$0	\$10,000	1-2 months
<ul style="list-style-type: none"> Scale drawings for approval process 	<ul style="list-style-type: none"> Business owners and architects 	\$0	\$1,500+	2 weeks - 4 weeks
<ul style="list-style-type: none"> Permits for outdoor seating Alcohol permits 	<ul style="list-style-type: none"> Business owners - apply Local government - approve 	<i>waved</i>	<i>waved</i>	2 weeks - 4 weeks
<ul style="list-style-type: none"> Materials for outdoor seating spaces – private or public <ul style="list-style-type: none"> seating, tables, edging, temporary ramp, umbrellas, etc 	<ul style="list-style-type: none"> Business owners Local government 	\$2,000	\$25,000+	2 weeks – 8 weeks
<ul style="list-style-type: none"> Insurance for new outdoor space 	<ul style="list-style-type: none"> Business owners 	\$0	\$1,000+	1 week – 4 weeks
<ul style="list-style-type: none"> Promote on social media + ad on social media 	<ul style="list-style-type: none"> Local government Main Street or BID organizations Chamber of Commerce Photographer Graphic designer Communications + marketing specialists 	\$0	\$1,000+	On-going
<ul style="list-style-type: none"> Newspaper articles + ad 	<ul style="list-style-type: none"> Local government Main Street or BID organizations Chamber of Commerce 	\$0	\$250+	On-going

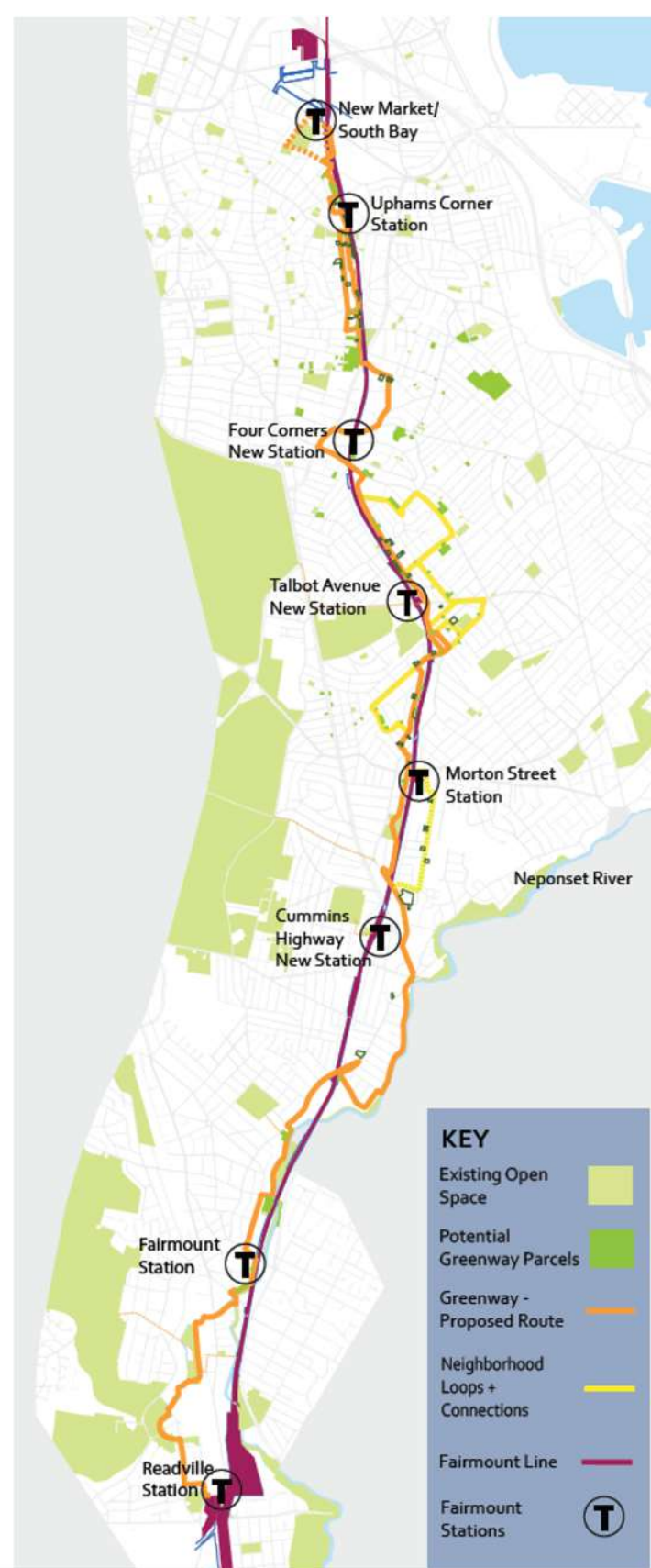


Wayfinding on Fairmount Greenway

- Getting people to downtown



NEIGHBORWAY



Fairmount Greenway

- This multi-site urban greenway links the Fairmount stations, open space, and other developing neighborhood amenities with an onstreet biking and walking route that loosely follows the Fairmount/Indigo Line

Origin

- Fairmount Greenway Task Force
- Neighborhood Associations
- DotBike + MAPC
- City of Boston Transportation Department

Location

- Fairmount, Boston MA
- Residential and commercial streets

Budget

- Approximately \$10,000

Timeframe

- Approximately 10 weeks



Fairmount Greenway



Four Corners 



2 min

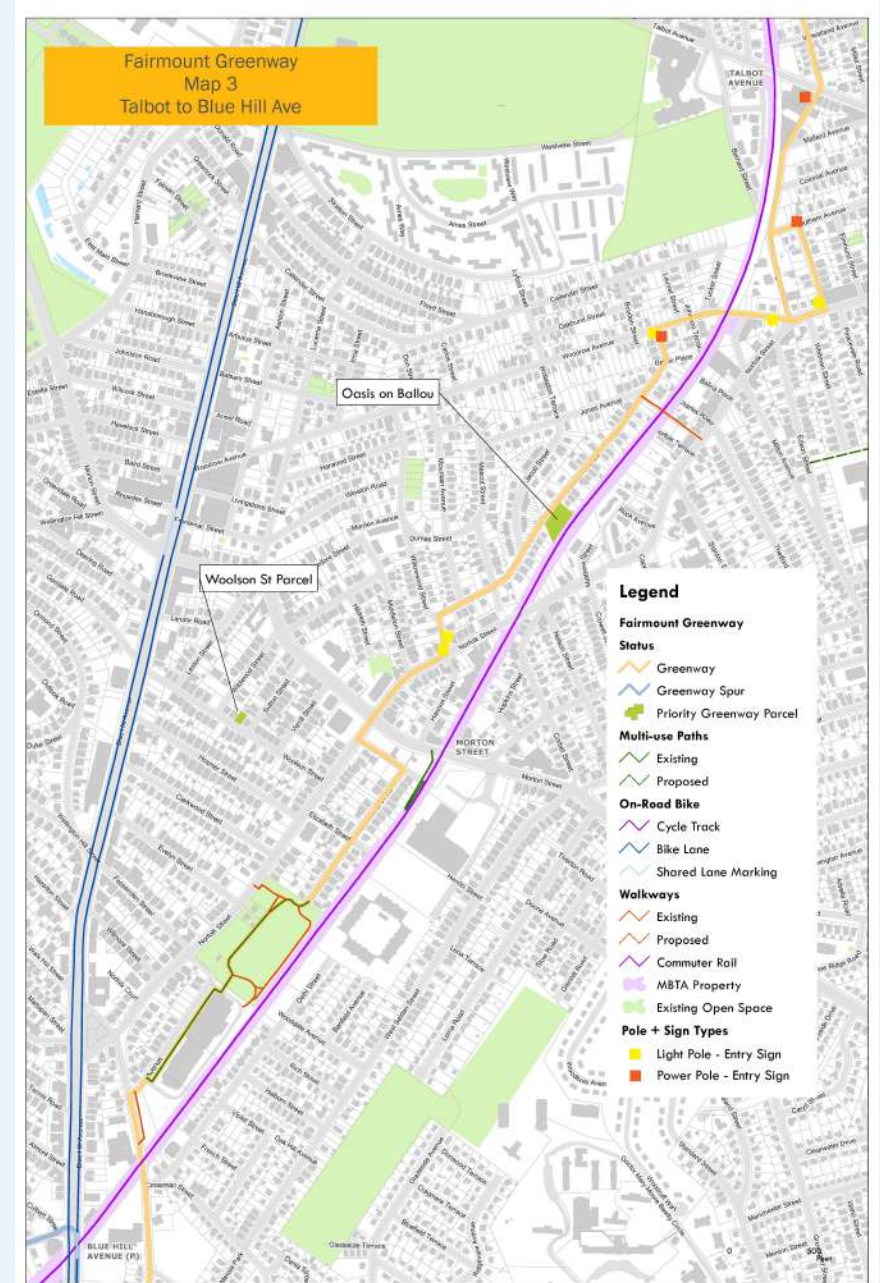
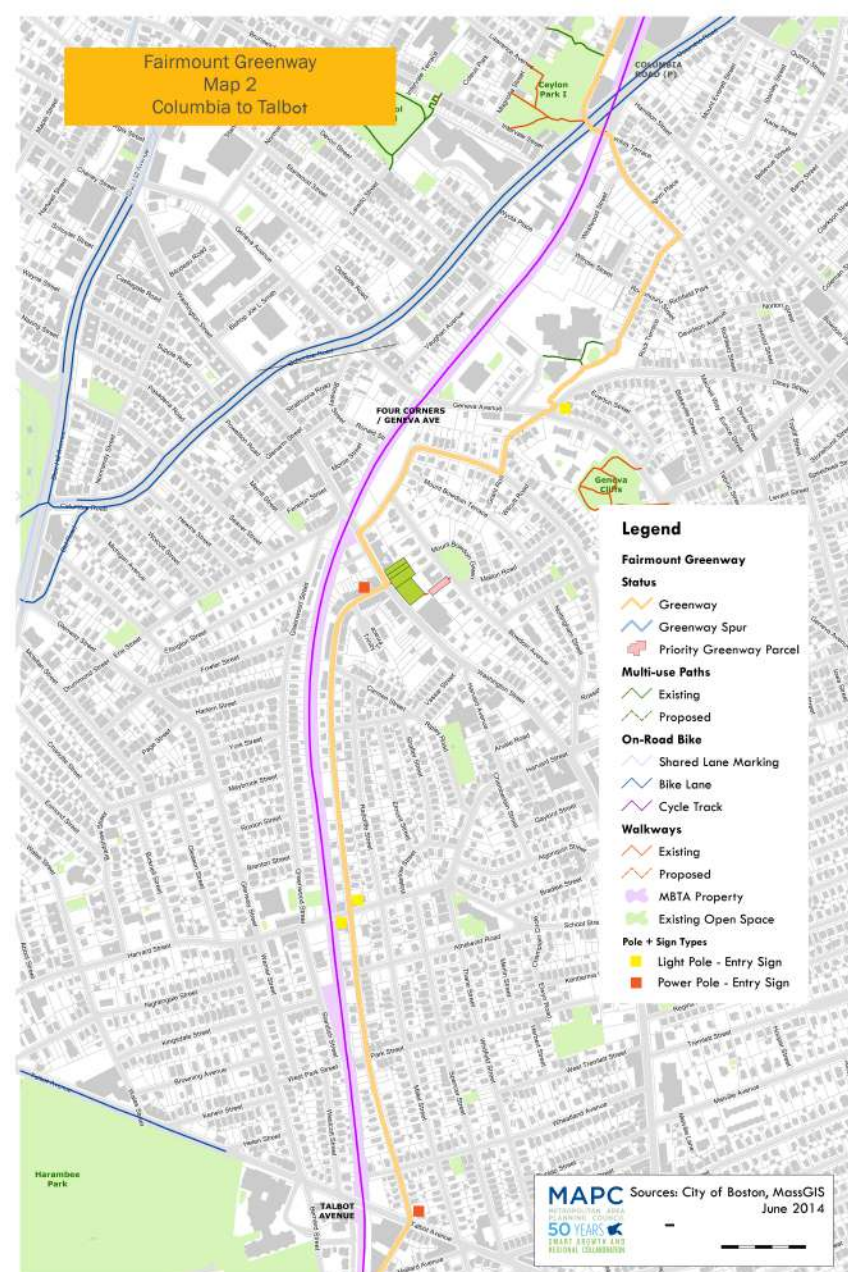
1 min

Mothers Rest Park



9 min

3 min



Ballou@Norfolk-North-PNG



Ballou@Norfolk-South-PNG



Harvard@Norwell-North-...



Harvard@Norwell-South-...



Park@Norwell-On_Fence-...



Talbot @ Norwell - North-...



Talbot@NewEngland-Sou-...



Washington@Norwell-So-...



Woodrow@Ballou North-...



Woodrow@Ballou South-...



Woodrow@NewEngland-S-...



Budget & Timeline

What	Key Stakeholders	Low Estimate	Mid-range estimate	COVID-19 / Quick timeline
<ul style="list-style-type: none"> • Sign design concept development • Sign location identification + mapping • 6-mile corridor 	<ul style="list-style-type: none"> • Fairmount Greenway Task Force • Neighborhood Associations • DotBike • MAPC • City of Boston Transportation Department 	\$3,000	\$6,000	4 weeks
<ul style="list-style-type: none"> • Final signs design <ul style="list-style-type: none"> • 12 x 18 inches • 12 signs • Sign location identification + mapping <ul style="list-style-type: none"> • 1.5 mile corridor 	<ul style="list-style-type: none"> • “ 	\$2,000	\$4,000	4 weeks
<ul style="list-style-type: none"> • Printing Corrugated plastic signs • 12 signs + test print) 	<ul style="list-style-type: none"> • Fairmount Greenway Task Force 	\$250	\$350	1 week
<ul style="list-style-type: none"> • Sign Installation 	<ul style="list-style-type: none"> • Fairmount Greenway Task Force • Neighborhood Association volunteers • DotBike volunteers 	\$100	\$500	1/2 day



Susan Silberberg
Principal

Laws of Attraction:
Using Pilot Projects to Build Long-term
Capacity and Sustainability

CivicMoxie

Host a block party to launch ground floor activation efforts and test collaborative efforts in downtown









BEER GARDEN

FOOD TRUCKS

LIVE MUSIC

-featuring-



Come celebrate the developing Theatre District in Downtown Worcester!

Right outside The Hanover Theatre at 551 Main St!

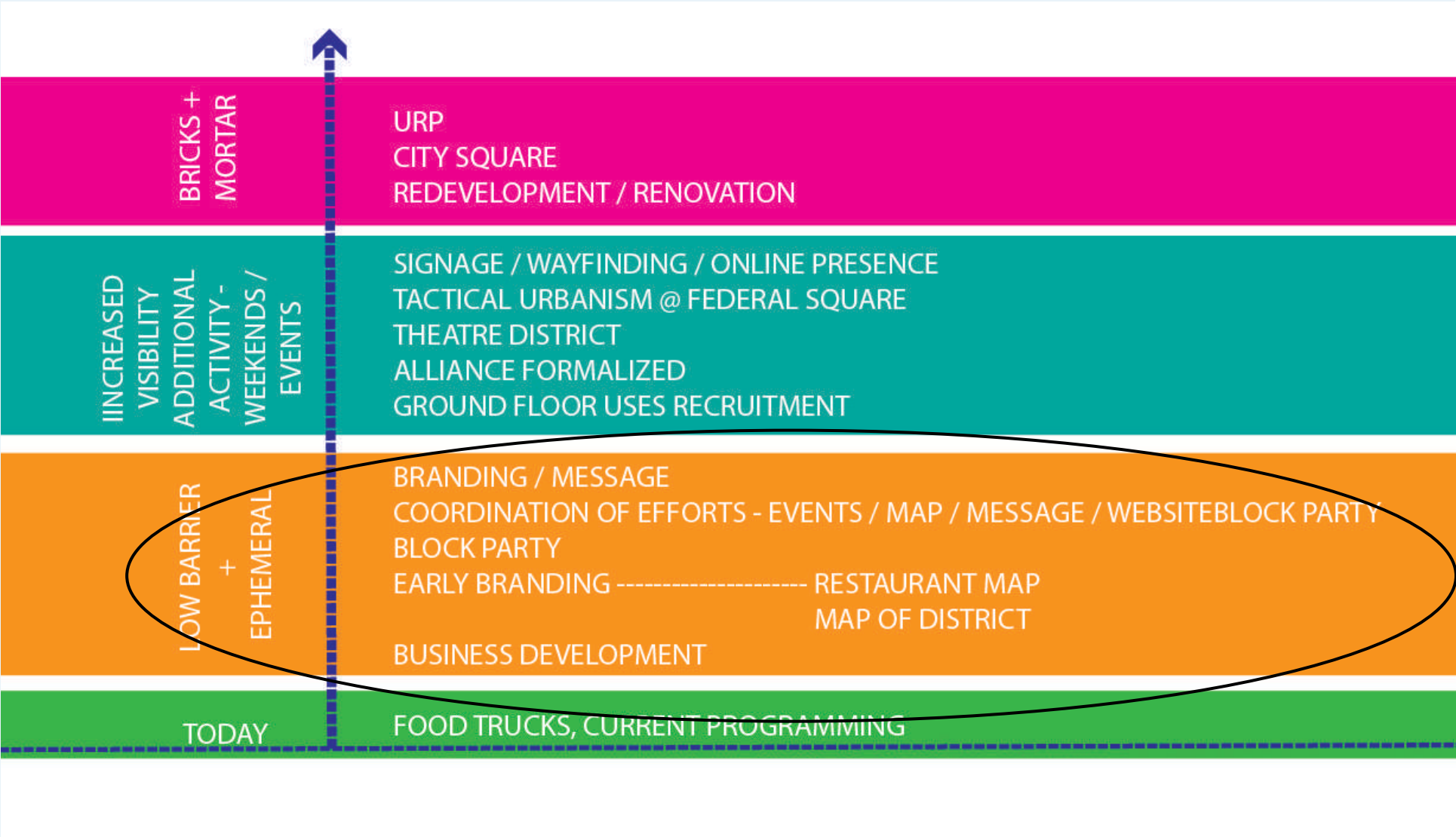
5:00-7:00pm

Immediately following the 4:30pm 551 Main St

Worcester, MA Downtown + Theatre District Ground Floor Uses Activation Plan

- MassDevelopment TDI Project
- *with collaboration from:*
 - City of Worcester
 - WBDC
 - Hanover Theatre

Kick-starting low barrier + ephemeral events

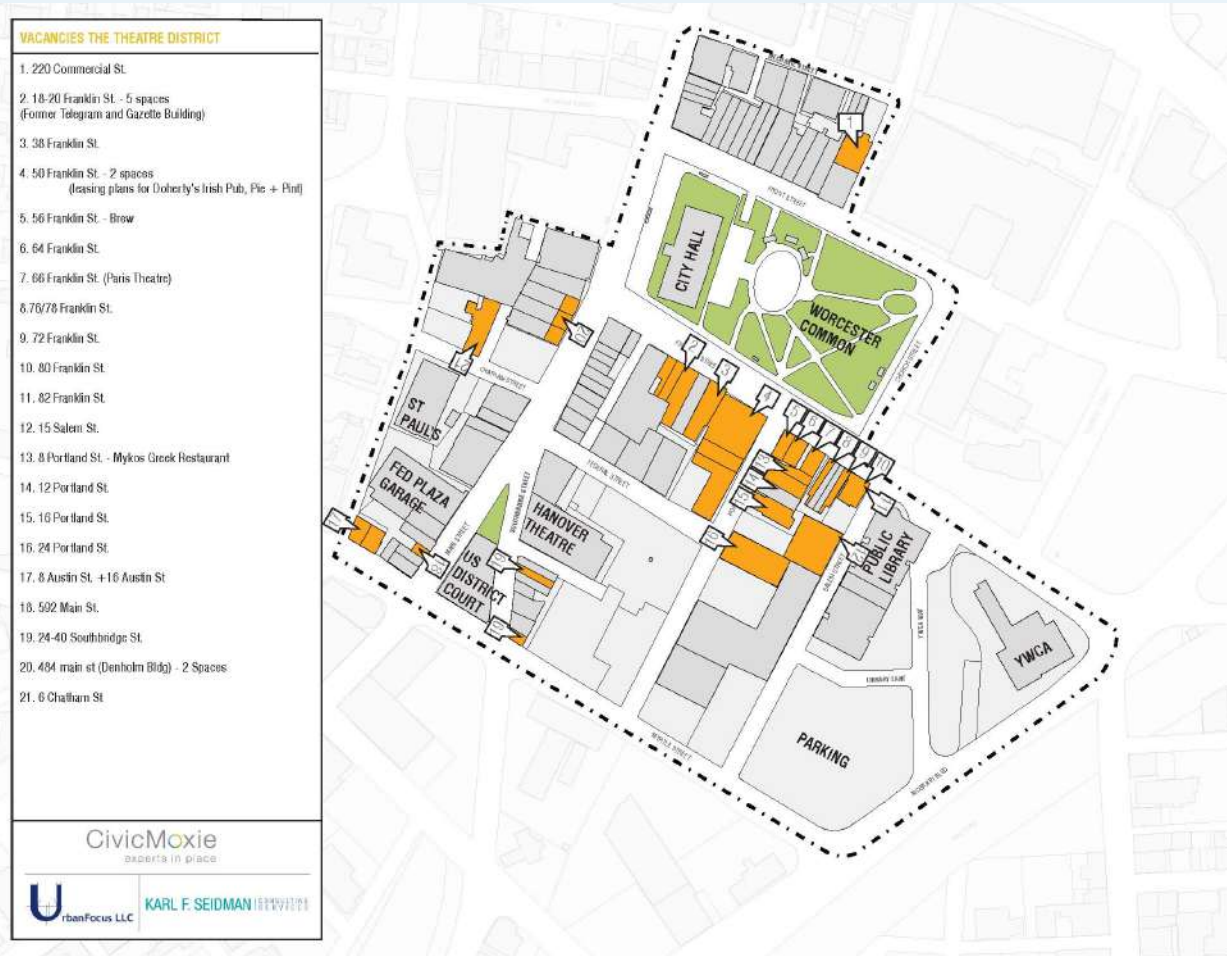


Case Study

- Downtown + Theatre District Ground Floor Uses Activation Plan



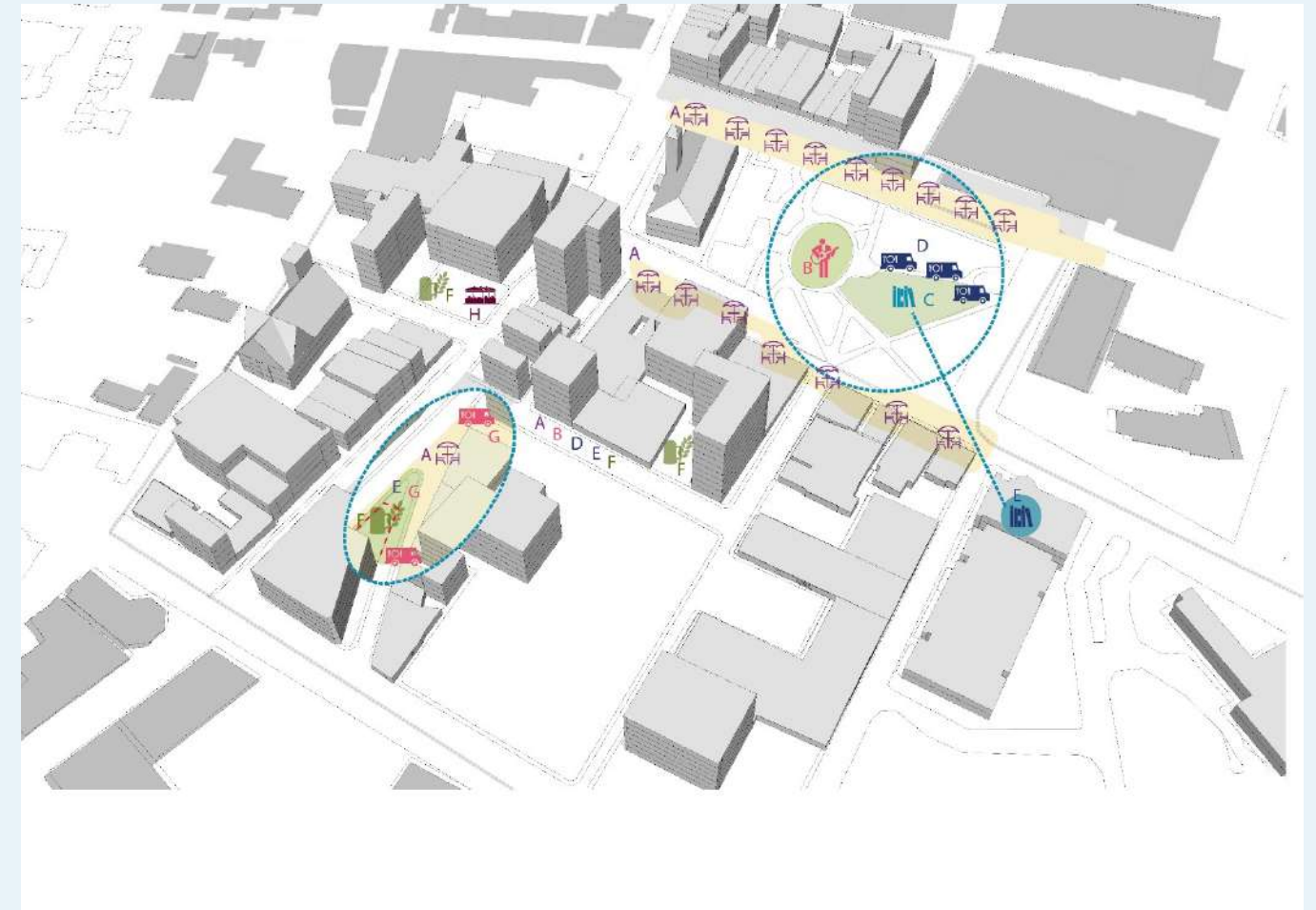
Vacant Buildings



Ground Floor Vacancies

Case Study

- Downtown + Theatre District Ground Floor Uses Activation Plan



Case Study

PLACEMAKING 1

Kit 1A: Federal Square Tactical Urbanism + Building Lighting

1 PLACEMAKING

KIT 1C: BLOCK PARTY

Recommended Beer Garden Sizes

SMALL
20 x 30
600 ft²
One Entrance and One Exit
Maximum Capacity: 80 People

MEDIUM
30 x 40
1,200 ft²
Two Entrances and Two Exits
Maximum Capacity: 171 People

LARGE
40 x 40
1,600 ft²
Two Entrances and Two Exits
Maximum Capacity: 228 People

PLAY PIECES

Table and Chairs	Person	Chair	Large Planter
Umbrella	Person	Chair	Medium Planter
Umbrella	Person	Chair	Trash Can
Umbrella	Person	Chair	Car
Umbrella	Person	Chair	Food Truck
Umbrella	Person	Chair	

6,005 Square Feet

74 ft

95 ft

SOUTHBIDGE STREET

Create it Yourself Instructions:

1. Select the best size suited for your block party
2. Determine the play pieces you wish to include
3. Cut out the play pieces
4. Use play pieces and your creativity to imagine and design what the block party would look like
5. HAVE FUN!



THE HANOVER
Theatre

AND MORE...



Case Study



Source: Hanover Theatre

Timeframe

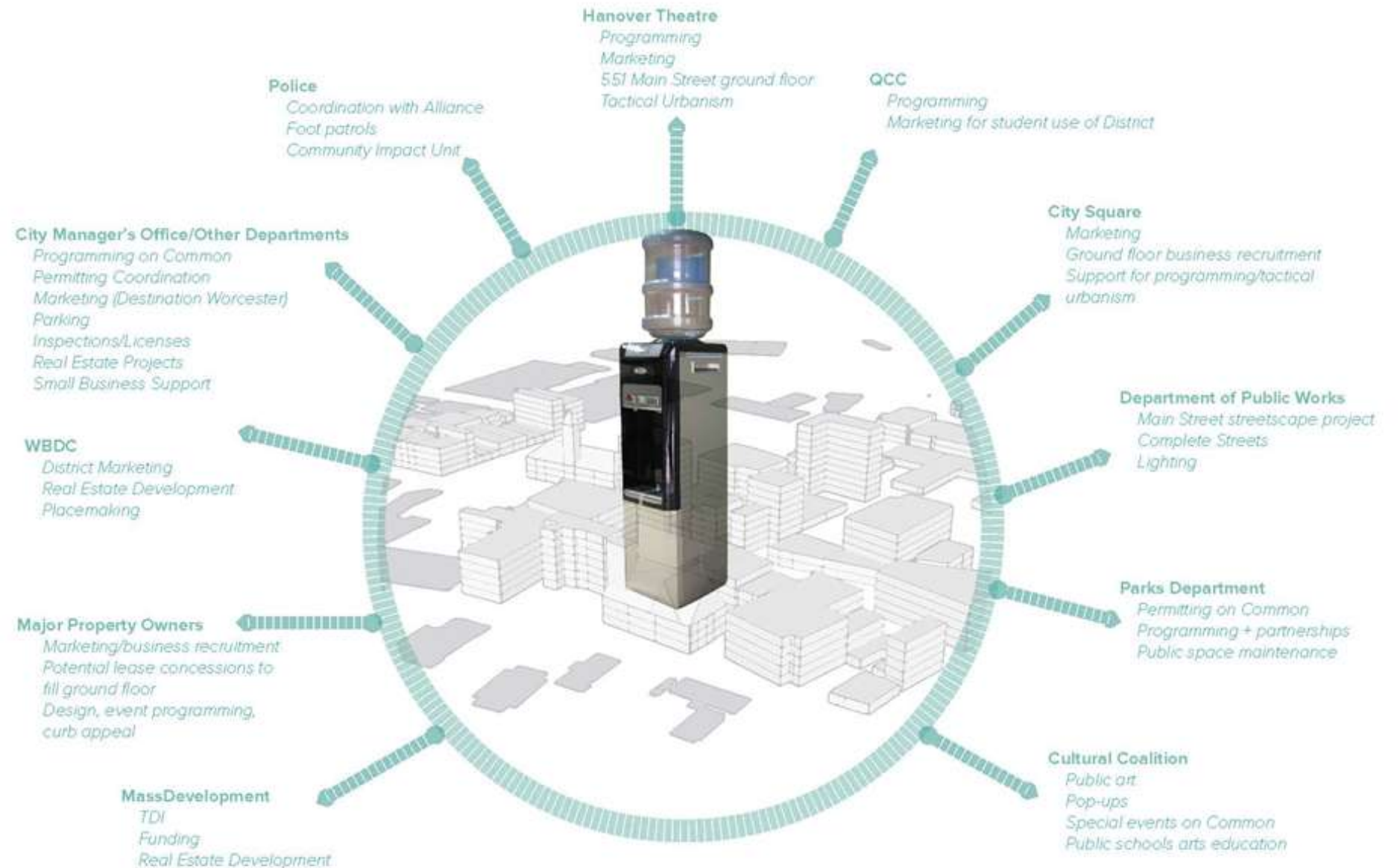
- Month 1 conceptual idea for project
- Month 2 partners on board, consultant TA to group
- Month 3 draft block party planning elements including budget sheet, scale plans, scale "cut and place" elements
- Month 4 final planning, partners, volunteers block party!

Budget

- Under \$10,000
- Food and drink was available for purchase (food trucks and beer garden)
- Permitting and equipment at streamlined costs
- Volunteers and paid staff partners for event staffing

Creating a Collaborative Framework: Aligning Interests

- MassDevelopment
- City of Worcester
- Hanover Theatre
- WBDC
- Theatre Alliance
- Quinnsigamond Community College
- Businesses
- Restaurants
- Others



COMMON "WATER COOLER" SPACE + PLACEMAKING CONTRIBUTIONS

Case Study

Risk

- Low turnout, failure to reach desired audiences
- Collaboration fractures (many partners, potential competing interests)
- As inaugural collaborative effort, failure could have long-term consequences for future work
- Budget – incorrect assumptions about revenue to offset expenses, failure to create long-term sustainable model (budget, capacity, interest)

Key Performance Indicators

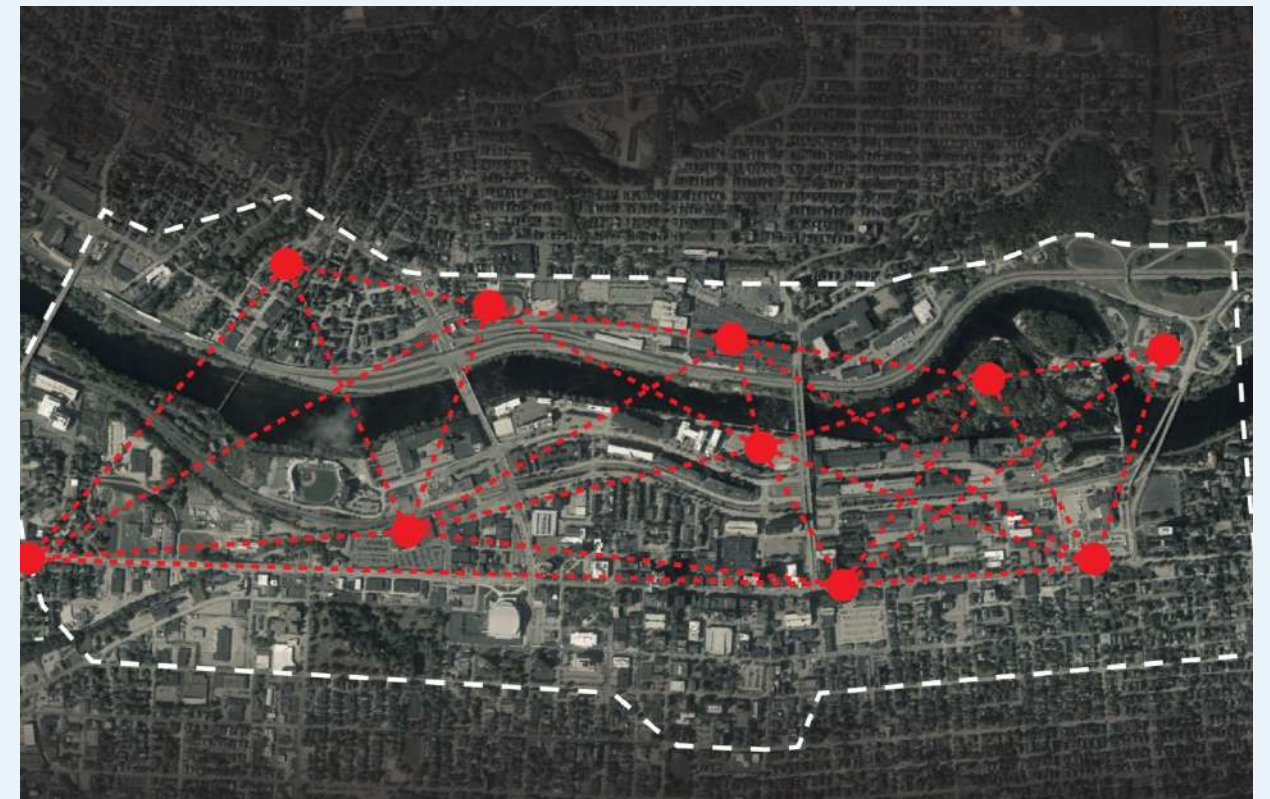
- Over 500 attended block party!
- More than 10 entities worked together
- Positive momentum – we can do this



Source: Hanover Theatre

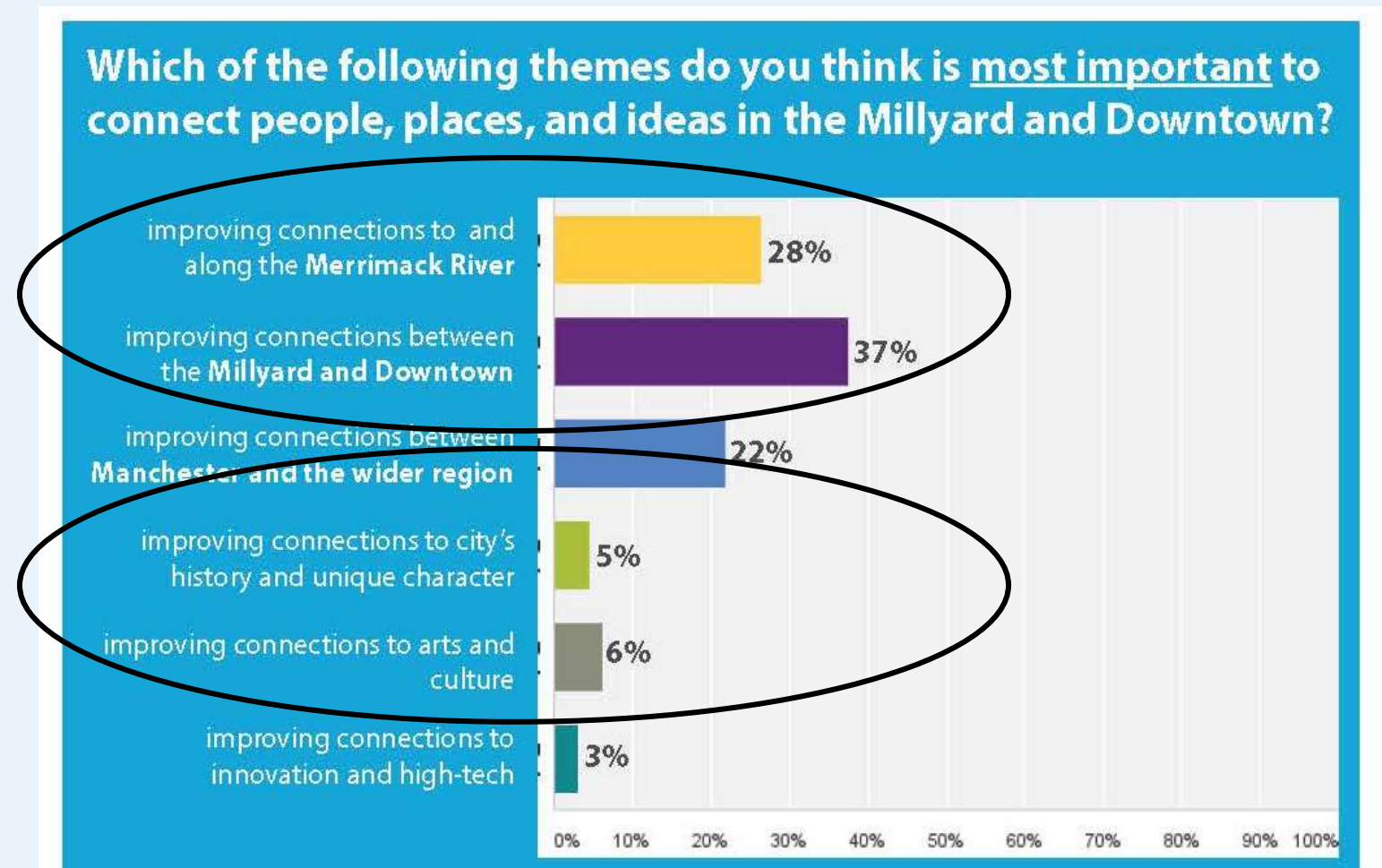
Case Study

Use a pilot project to attract customers to advance long-term vision and build “civic collaborative muscle”



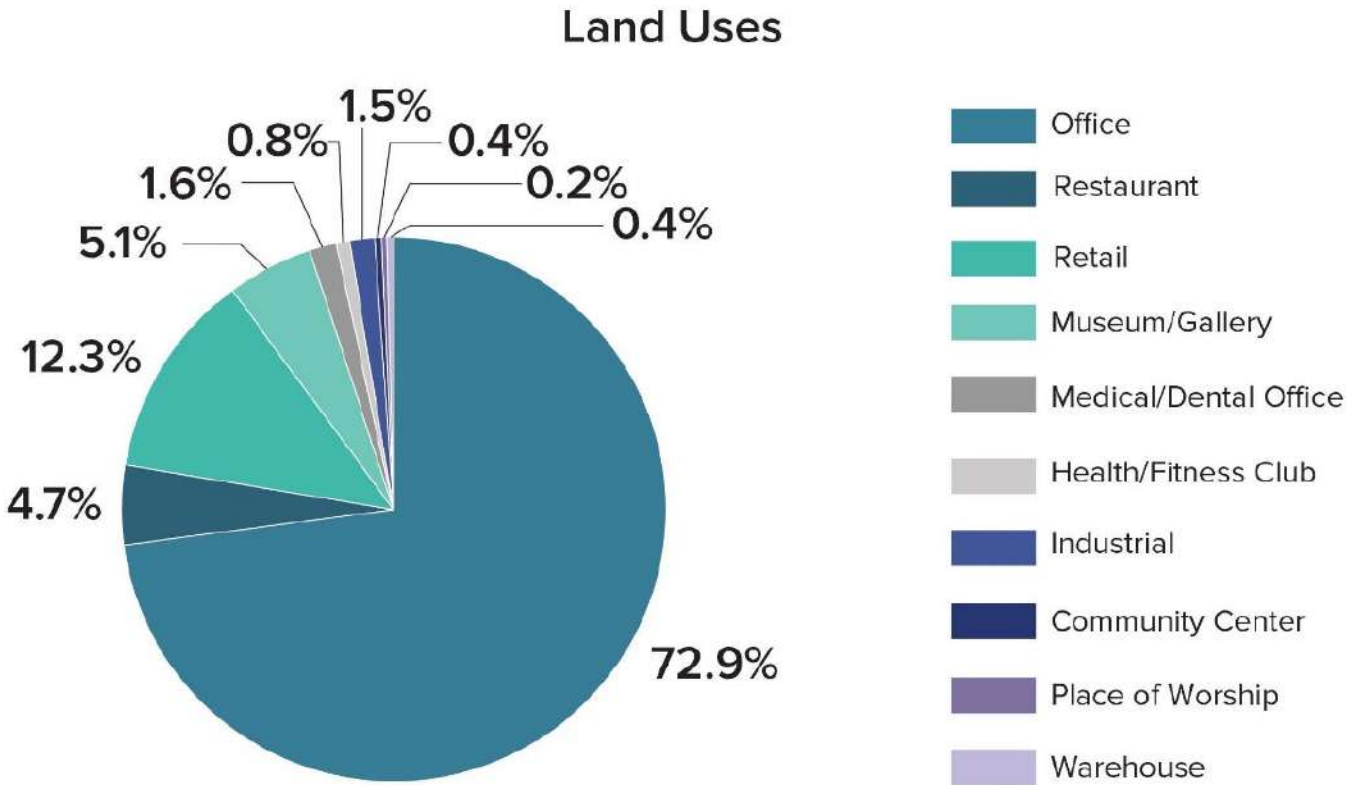
Manchester, NH Manchester Connects: Multi- modal Transportation and Land Use Plan

- Southern New Hampshire Planning commission
- *with collaboration from:*
 - 30-member Steering Committee
 - City of Manchester
 - Chamber of Commerce
 - University of NH
 - Millyard and other Owners
 - Amoskeag Millyard Museum
 - Downtown BID
 - many others





Case Study



The Loop Event Goals

- Move grassroots Steering Committee from Planning to Action – test flight
- Demonstrate impact
- Test assumptions about a key plan recommendation in real time
- Support increased momentum for the project
- Help launch new collaborations for programming
- Real time planning to provide resources and TA
- Create an “action kit” to assist client in future events



A
Bike Lane



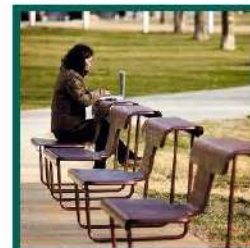
B
Bike Rack



C
Parklet



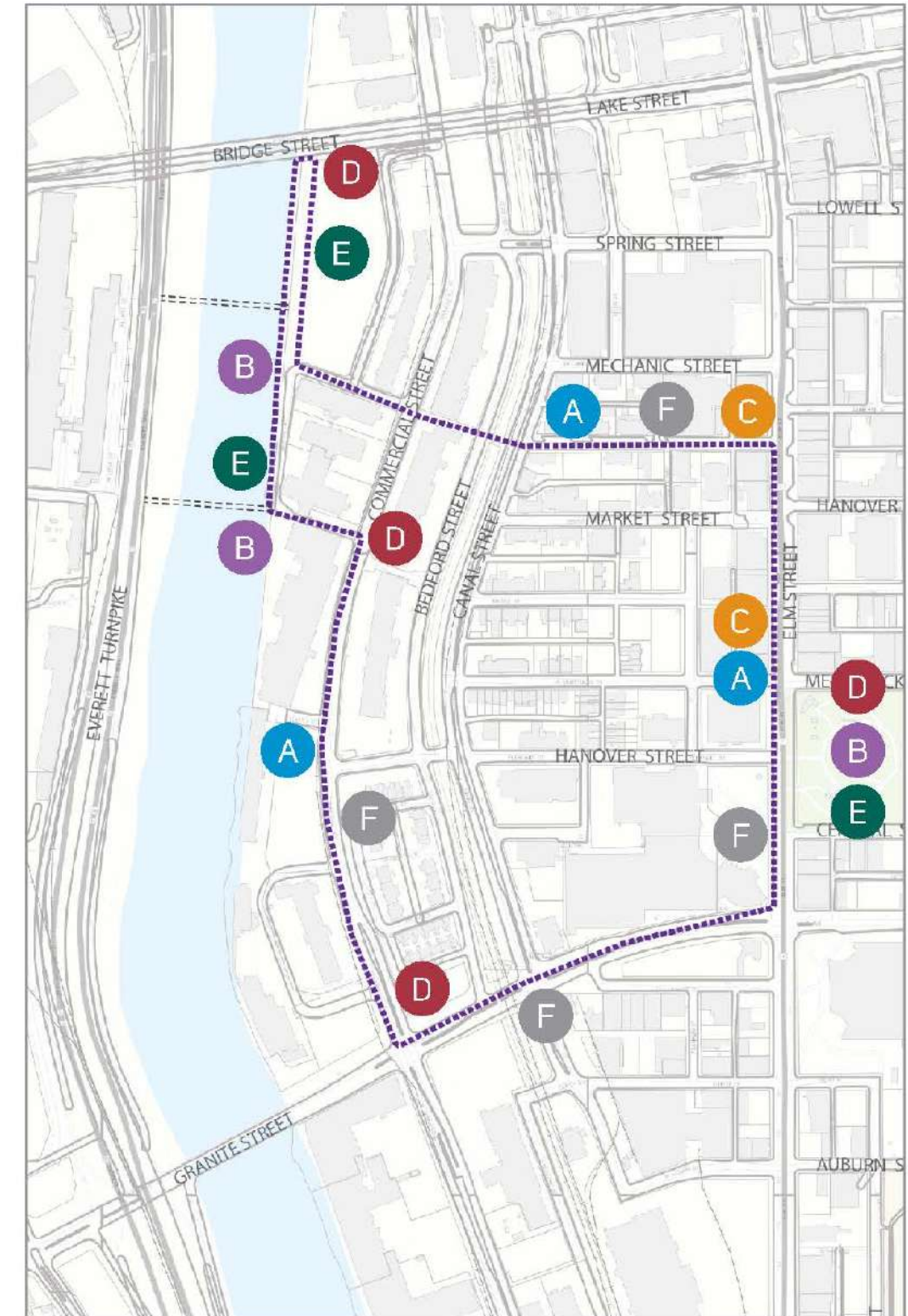
D
Public Art



E
Seating



F
Sidewalk Art



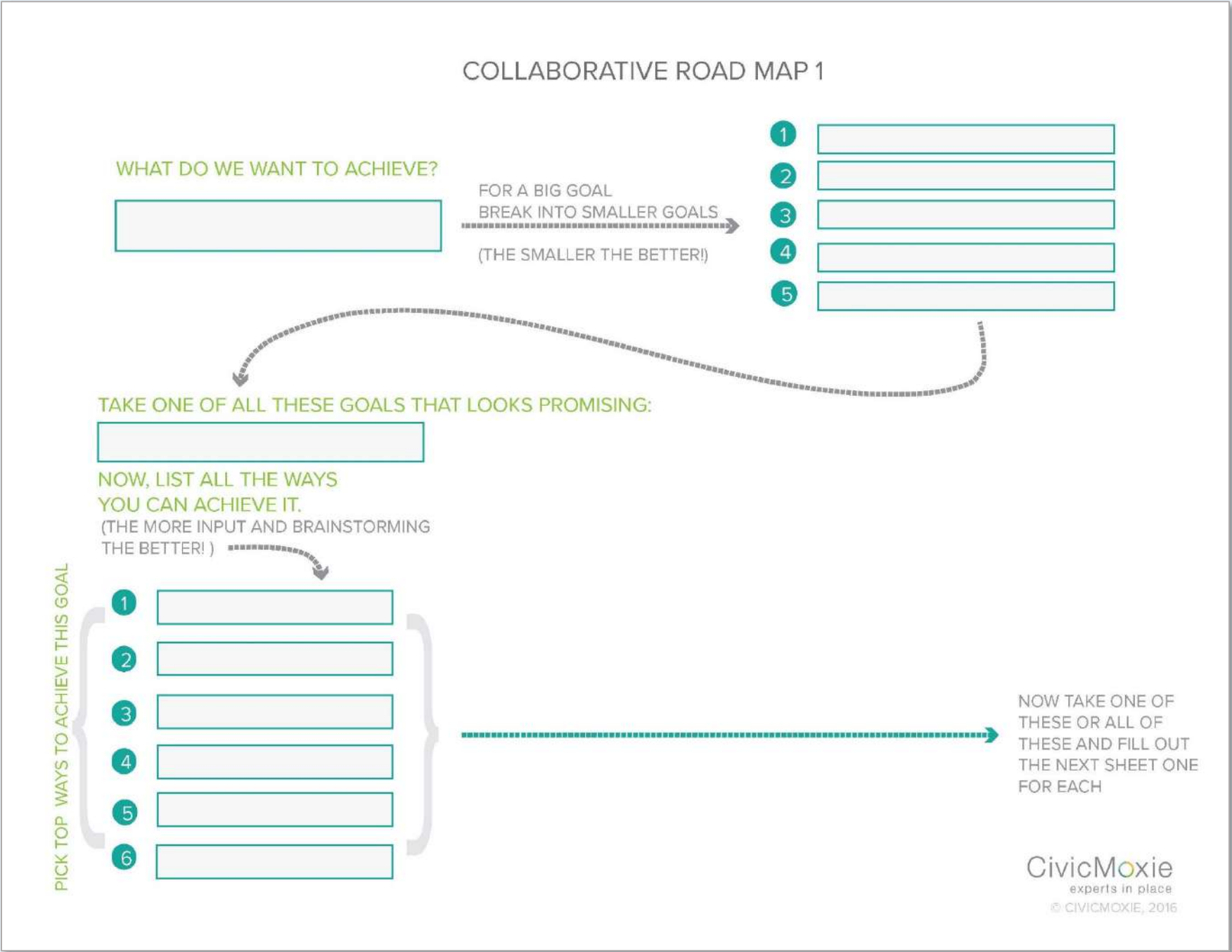
Aligning Interests

- SNHPC
- City of Manchester
- Manchester Connects
- University of NH
- NH Institute of Art
- Public Art
- Riverwalk Advocates
- Philanthropists
- Property Owners
- Businesses
- Restaurants
- Others



Source for all images: Manchester Connects

Creating a Collaborative Framework



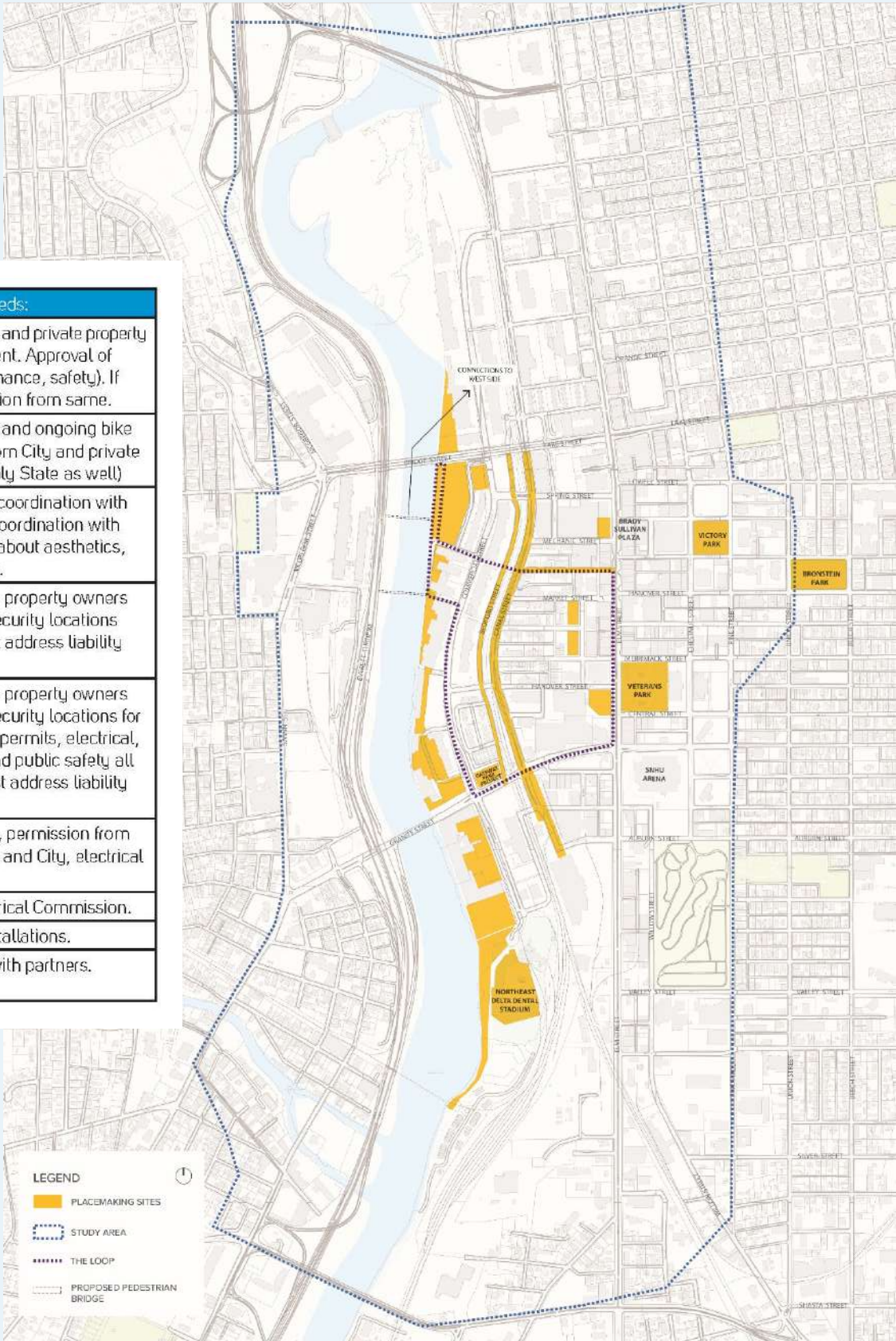
Building Capacity during Planning



KIT 1

ACTION KIT FOR THE LOOP + RIVERWALK

Loop Component:	Potential Permitting Needs:
A marked pedestrian pathway for sidewalks, cross walks, and the Riverwalk	Permission from the City and private property owners to paint pavement. Approval of paint materials (maintenance, safety). If State roadway, permission from same.
Marked bicycle lanes	Coordination with DPW and ongoing bike initiative, Permission from City and private property owners (possibly State as well)
Signage	Permission from DPW, coordination with wayfinding effort, and coordination with Public Art Commission about aesthetics, materials, responsibility.
Highlighted public spaces for gathering and public art	Permission from private property owners and City, storage and security locations for street furniture. Must address liability issues.
Event spaces	Permission from private property owners and City, storage and security locations for street furniture. Alcohol permits, electrical, water, data hookups, and public safety all require permission. Must address liability issues.
Innovative features or technology	DPW, Planning permits, permission from private property owners and City, electrical hookups, etc.
Historical Interpretation	Coordination with Historical Commission.
Public Art	Possible permits for installations.
Educational components (history, environment, etc.)	Requires coordination with partners.



Case Study



Source: Manchester Collects

Timeframe

- Month 1 conceptual idea
- Month 2 Chairs appointed to lead
- Months 3 -4 Partners recruited, activities, permits
- Month 5 PR and event

Budget

- Minimal budget
- Volunteers and paid staff from partnering organizations
- In-kind donations from organizations and City, alignment with other spending (public art funding)

Case Study

Risk

- Low turnout, failure to reach desired audiences
- Collaboration fractures (many partners, potential competing interests)
- As inaugural collaborative effort, failure could have long-term consequences for future work
- Budget – incorrect assumptions about revenue to offset expenses, failure to create long-term sustainable model (budget, capacity, interest)

Key Performance Indicators

- Low turnout, failure to reach desired audiences
- Collaboration fractures (many partners, potential competing interests)
- As inaugural collaborative effort, failure could have long-term consequences for future work
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MANCHESTER
C O N N E C T S

Attracting People Downtown: Planning for Near-term Impact and Long-term Sustainability

- HOW you plan is as important as WHAT you plan...building relationships and sustainable infrastructure for event programming and public space activation is important!

#1 Develop Clear Goals

- What do you want to accomplish in the next 3-6 months? For the longer term?

#3 Create a Collaborative Framework

- Who will lead it? What is decision-making structure? Name for effort?

#2 Seek to Align Interests

- Cast a wide net for potential partners and for aligned interests.

#4 Build in Technical Assistance where Possible

- Can your client move forward starting on day 1? Match their (or others') capacity with need. Give them a kick-start.



Source: Rebecca Disbrow

Thank You!

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