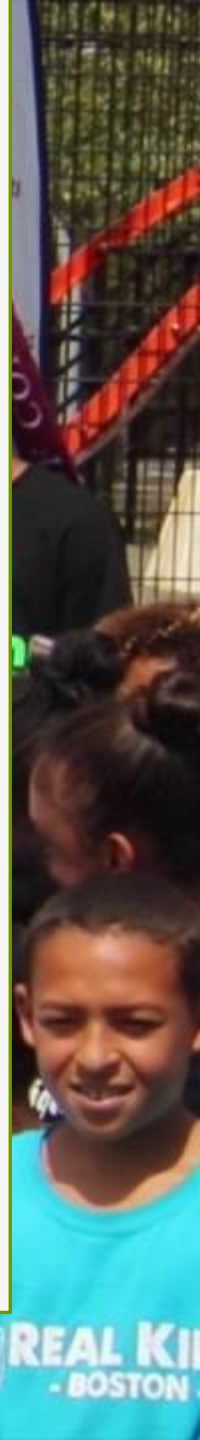




July-August 2018



“While Massachusetts youth enjoy their summer vacation, the Summer Nights Initiative offers recreational programs and extended hours at our pools and parks to provide a safe and fun place for all.”

Governor Charlie Baker, July 12, 2017

Summer initiative brings extended hours to some athletic facilities, Boston Globe, July 12, 2017

The Summer Nights Initiative is an example of the city and state “investing in our young people, the health of our young people, the safety of our young people,” Walsh said.

Mayor Marty Walsh

Summer initiative brings extended hours to some athletic facilities, Boston Globe, July 12, 2017



# Purpose

- Established in summer 2015, Summer Nights was created to:
  - Provide free youth-based programs for teens and young adults in urban areas experiencing high violence rates
  - Demonstrate commitment to urban youth development
  - Build community
  - Foster activities that promote healthy lifestyles
  - Promote shared stewardship of our parks



# 2017 by the numbers

- Program ran from July 11– August 17, 2017
- 3 DCR facilities
  - Moynihan Recreation Area, Boston
  - Lorber Playground, Jamaica Plain
  - Lake Park, Worcester
- 3 partner locations
  - Roberts Park, City of Boston
  - Boys and Girls Club of Lawrence
  - Camp Atwater, East Brookfield (Springfield Urban League)



# 2017 by the numbers

- 20 communities served
- 4 partners provided programming:

## The PIM Project

Summer Nights partner  
since 2015



## Score 4 More

Summer Nights partner  
since 2015



## Boys & Girls Club of Lawrence

2017 Summer Nights partner



## Springfield Urban League

2017 Summer Nights partner





# 2017 by the numbers



## 157 events

- 45 partner programs
  - Basketball, flag football, fitness, fishing
  - Arts & crafts
  - Dance, double dutch
  - Food & drinks, music, games & prizes
- 40 movie nights
- 72 extended pool hour programs at 11 pools and spray decks

# Communities Involved

## Partners

- Hyde Park – Moynihan Recreation Area
- Jamaica Plain – Lorber Playground
- Dorchester – Roberts Park (City)
- Roxbury – Melnea Cass Complex, Mission Hill Spray Deck
- Worcester – Lake Park
- Lawrence & Methuen – Lawrence Boys and Girls Club
- Springfield, Holyoke, Chicopee, Westfield, South Hadley – Urban League of Springfield

## Movies

- Hyde Park, Salisbury, Boston, Lowell, Fall River, Dorchester, Somerville

## Pools

- Everett, Malden, Hyde Park, Chicopee, Worcester, Mattapan, Lawrence, Roxbury, Fall River



# Connections with youth

- Total average attendance per event = 513
- Total average attendance per week = 1,026
- Total number of youth = 5,614 (includes repeats)
- Age range of participants = 5-24



# Goals for 2018

- Reach more youth!
- Work with private sector partners to insure continuity of this successful program through 2018 and beyond
- Continue to work with strong community partners to provide services through the entire summer break (Monday, July 9 – Friday, August 17)
- Extend the number of nights programming is offered
- Add more programming in more locations



# Ways to participate

All support is welcome, following are suggested options to consider

- Traditional sponsorships
  - Lead Partner
    - Underwrite or conduct programs, donate healthy products, offer creative hands on support
    - Three-year commitment @ \$100,000/year = \$300,000
  - Program Partner
    - Support the cost of specific programs
    - Three-year commitment @ \$25,000/year = \$75,000



# Ways to participate

All support is welcome, following are suggested options to consider

- In-kind partnerships
  - Nutrition partner
    - Food supply company or organization to provide on-site meals and/or healthy refreshments
    - Donate food weekly to program partners or provide monetary support to programs dedicated to providing refreshments
  - Equipment partner
    - Sports equipment manufacturer to provide necessary equipment for programs
    - Donate required equipment to program partners at the beginning of the summer or provide monetary support for the purchase of needed equipment

# Next steps

A partnership can take many forms. Please contact Jenny Norwood to discuss your ideas for supporting Summer Nights

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