



# Providence Innovation District Park

## Operations & Programming Update

June 22, 2022

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# Park & 195 District Mission

- Vibrant, high-quality open spaces have been a consistent recommendation in plans for the 195 District, helping to attract companies and tenants and adding value to surrounding real estate, including District parcels
- Biederman Redevelopment Ventures 2019 Management & Operation Plan
  - *“The park literally and figuratively ties together all of the new development activity as well as existing assets...(and is) the focal point of the District. That means the park must provide a great experience for its visitors—it must be clean, in good repair, safe, beautiful, and vibrant.”*
- 2016 HR&A Innovation District Plan
  - *“Place-making, public realm, and infrastructure improvements are essential to creating prosperous innovation districts that attract innovative and cross disciplinary firms and workforce.”*
  - *The Park “should aim to attract multiple layers of users to ensure consistent vitality and activation through programming, unlock value for real estate and community development, and undertake practical and achievable interventions in a densely built urban area to ensure that investments produce maximum effect.”*

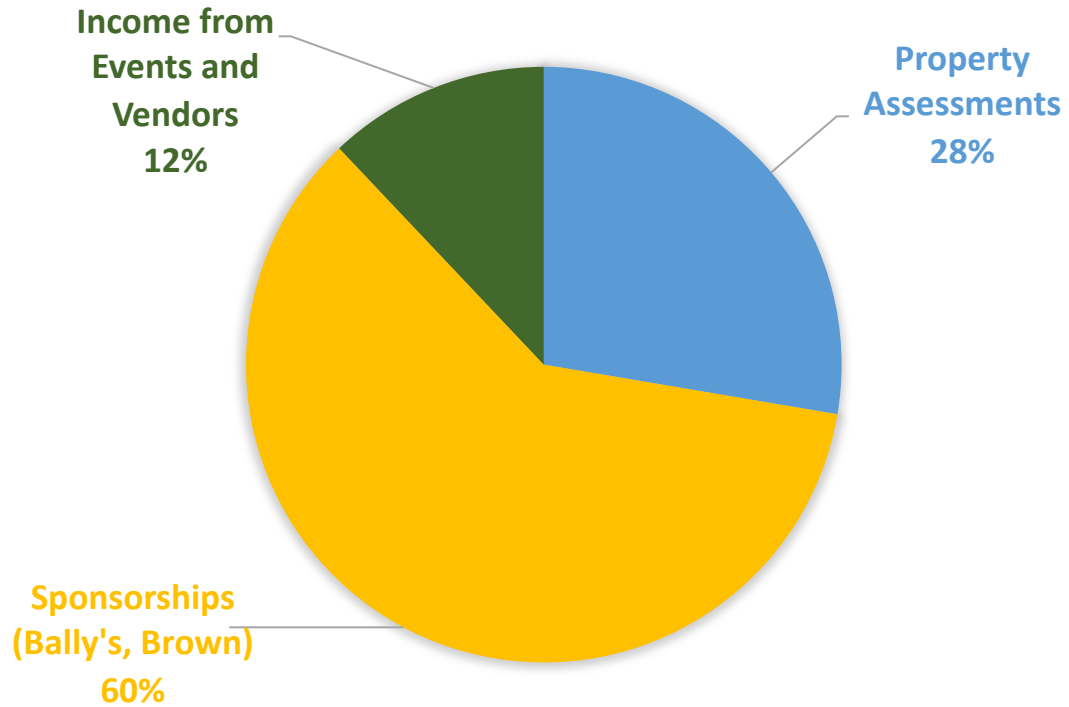


# Current Operating Principles

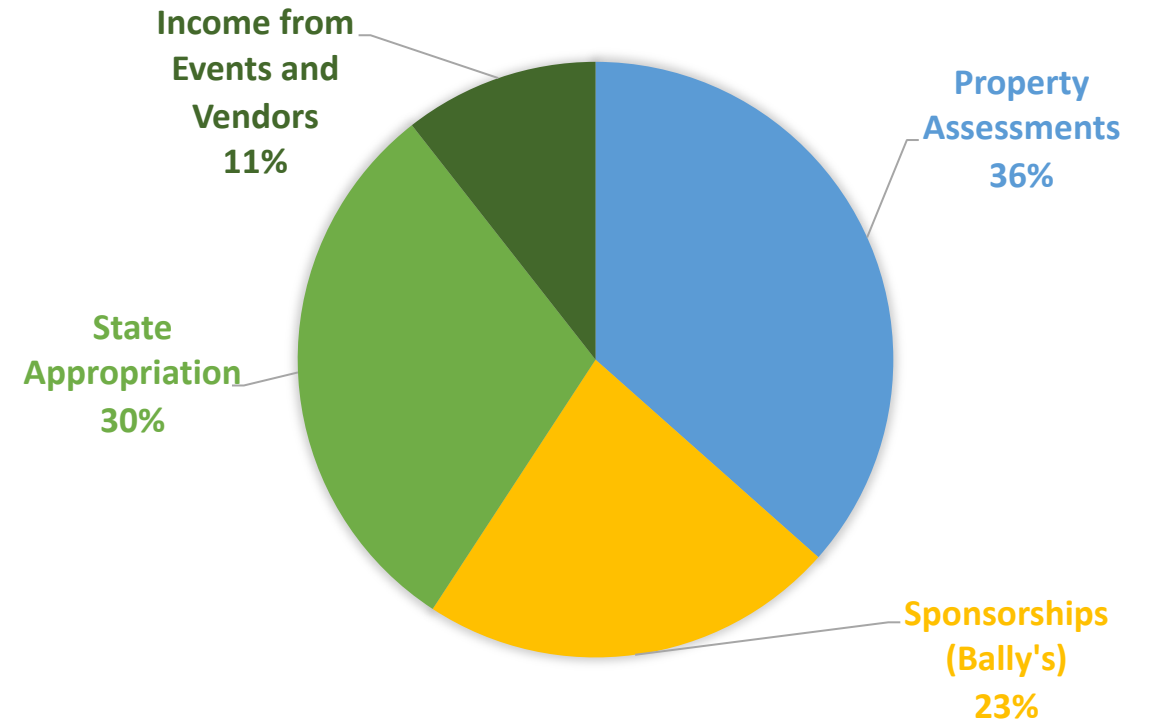
- Maintain high standard of maintenance
- Attract people to the space through activation and programming produced by partners
- Add infrastructure as funds are available to support operations and enhance user experience
- Establish and grow private revenue sources to secure financial sustainability of Park



# Park Revenue Sources



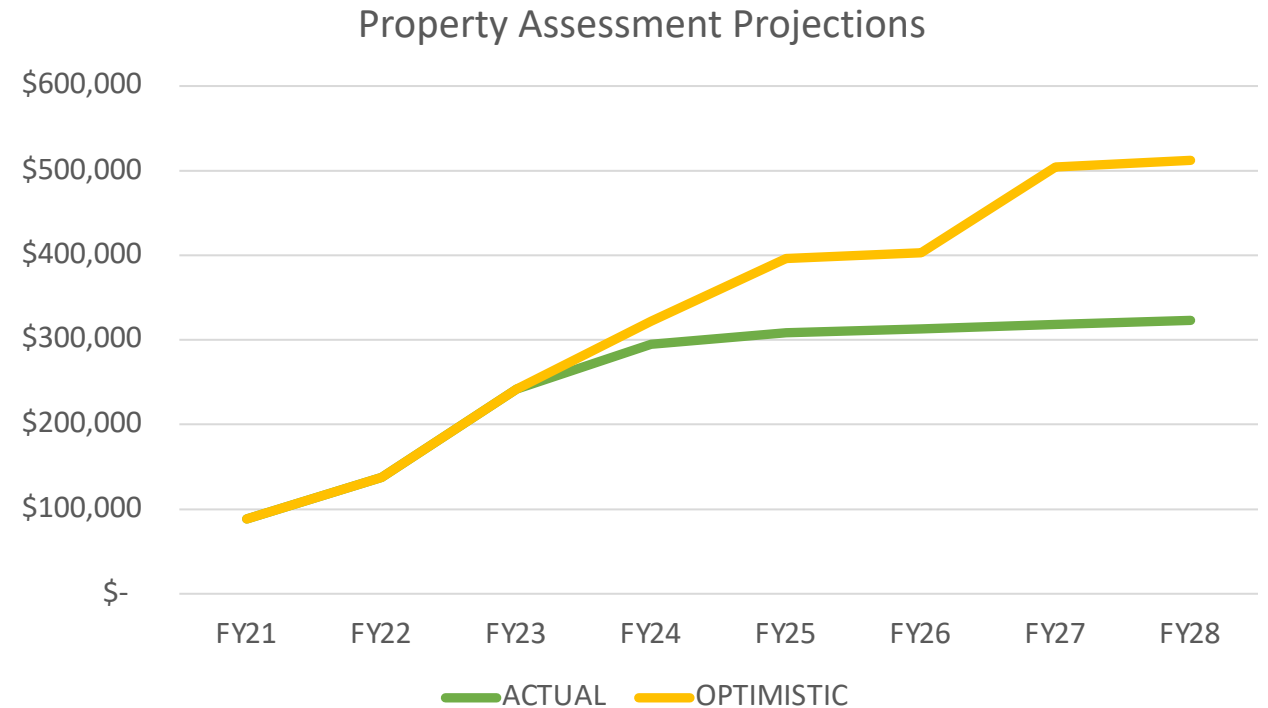
FY22



FY23

# Property Assessment Projections

- All District properties pay annual assessment to support Park operations
- Projections:
  - Actual: Projects completed or actively under construction
  - Optimistic: Actual projects plus Parcel 9, Parcel 2, and Parcels 8/8A



# Pavilion Community Event/Design Kick Off

- Over 100 people participated in event that included interactive activities and survey seeking feedback on park and pavilion project
- Online survey is open through end of June – access at [195district.com/pavilion](https://195district.com/pavilion)
- Full results of survey will be shared at future Commission meeting
- So far:
  - 40% of respondents live nearby; over 60% live in Providence
  - 65% of respondents visit park weekly or daily
  - Selected responses to “what do you like about the park?”:



*"I love everything ~ how open it is; the fresh air and sunshine; people watching; how beautiful its landscape is; how vast it is"*

*"It's a great space for community events. Like a hub in the city."*

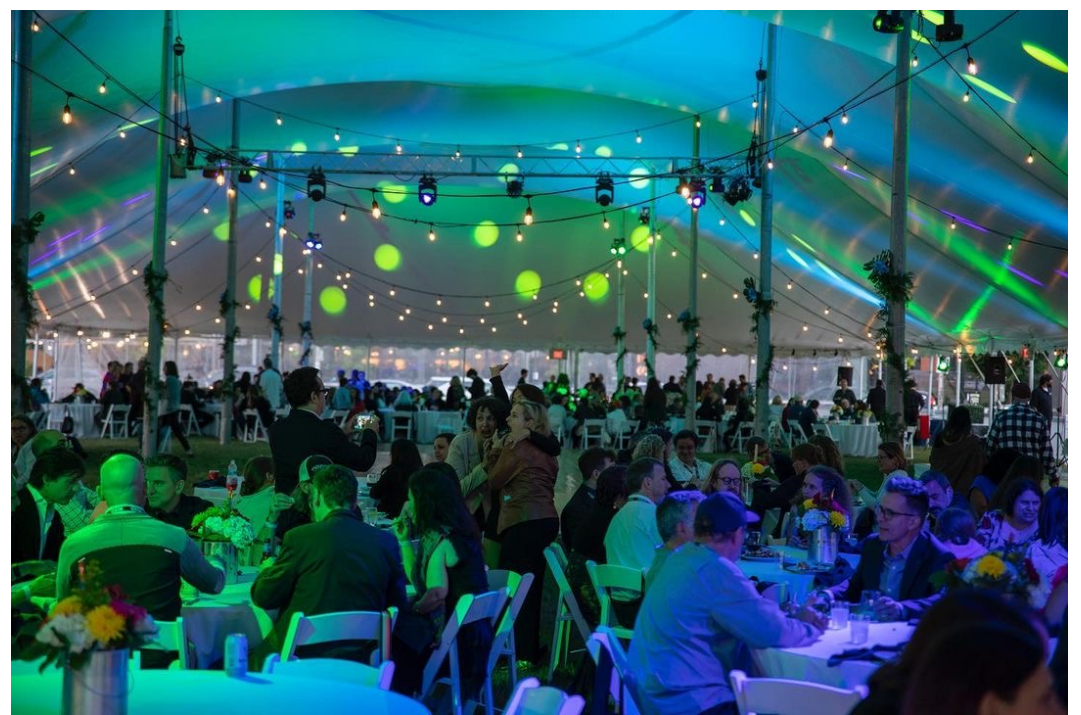
*"There is a great feeling of being a part of the city in the park."*

*"It is kept clean. It has a lot of nature and birds. It is an open area for me to drive my wheelchair."*

*"It's beautiful and pulls people from multiple places in the city"*

# Large-Scale Events

- **Rhode Island Pride**
  - New location for the festival was well received
  - 60,000 estimated attendance
- **RISD Alumni Weekend**
  - 4,000 estimated attendance
- **PVDFest Day: Artisan Market + World Music**
  - 8,500 estimated attendance
- **Flickers Rhode Island International Film Festival**
  - Upcoming August 11-13<sup>th</sup>



# Call for Curators and Programming

- Call for Curators
  - Seeking producers for April to December events and programming in the Park (rolling application deadline)
  - Prioritizes programming that creates accessibility to the Park by being free and open to the public
  - Free events can request small grants, funded out of remaining funds from 2017 Placemaking & Activation 195 Project Fund allocation
  - Have funded 10 proposals and 33 events so far
- Goal is for future programming to be self sustaining – income generated by large scale and private events and vendors will be put back into funding programming



# Recurring and Upcoming Programming

Event	Description
The Poet Will See You Now!	Interactive typewriter poetry
Jazz in the Garden	Local business showcase, picnic, and jazz event
The Guild Acoustic Series	Weekly Friday acoustic music at the Guild
Field of Artisans	Weekly Thursday artisan market
PechaKucha Night	Short form storytelling / presentations
Providence Drum Troupe	Weekly Tuesday performance in the park and on the bridge
RiotRI (Formerly Girls Rock!)	Fundraiser and community event
PVD World Music	Bi-Weekly music series featuring genres from around the globe
American Story Theatre Festival	Storytelling festival
The Rainbowbeard Show	Family and children's theatre performances
Fitness Programming	Barre, Workout, Yoga classes via partnerships with local businesses
Firstworks Presents: Phantom Notes	Theatre event where the audience moves throughout park
Xylophone and Marimba Workshop	Teacher led pop up interactive workshop

# Attendance Data

- New pedestrian counters installed in Park
- 4,342 average daily attendance for west side of Park

\*(Not including PrideFest totals)

May 20, 2022 → June 17, 2022

