



**Market  
on a  
Mission**



**THE MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM HAS AWARDED A \$1 MILLION GRANT FOR A COLLABORATIVE PROJECT LED BY BOSTON PUBLIC MARKET IN PARTNERSHIP WITH THE ROSE KENNEDY GREENWAY CONSERVANCY AND A BETTER CITY (ABC)**

**BOSTON (February 7, 2023):** The Massachusetts Office of Travel and Tourism (MOTT) has recognized a strategic initiative led by the [Boston Public Market](#) in partnership with the [Rose Kennedy Greenway Conservancy](#) and [A Better City \(ABC\)](#) with the award of a the \$1 Million FY2022 Travel and Tourism Season Extension Grant. The three partners will conceptualize and execute a marketing campaign aimed at increasing tourism travel to the region of Downtown Boston between the months of November and April. Selected as the sole proposal from the Greater Boston area, five other projects were awarded funding throughout the geographic tourism regions of the Commonwealth.

The Boston Public Market, the Greenway Conservancy, and A Better City, which oversees the Greenway Business Improvement District (BID), will team up for a landmark campaign with a regional impact that represents the promise of a walking city fulfilled, increasing activity, awareness, accessibility, and appeal of spending time downtown for residents and visitors. The campaign will focus on a New Englander truth: Boston is always in season. Pulling from facets of our city that residents already love, the campaign will focus on enlivening the area with key elements that share the color of a New England fall, winter, and spring.

"The Travel and Tourism Season Extension (TTSE) grants support regional marketing projects that promote travel and tourism attractions between the months of November through April, known as the 'shoulder season,'" said Massachusetts Office of Travel & Tourism Executive Director Keiko Matsudo Orrall. "We have an amazing state to showcase and these funds will enhance tourism recovery during this important part of the year."

"All three organizations support a wide web of New England businesses — ABC's breadth of members, the Market's long- and short-term vendors, the Greenway's artists and food trucks," said Cheryl Cronin, CEO of the Boston Public Market. "MOTT's support for our proposal shows an investment in the communities beyond our individual doors: the food entrepreneurs, artisans, and businesses of every kind that make the greater Boston region a worthwhile tourism destination."

This research-backed campaign will bring to life both pillar experiences and less well-known attractions on offer in the non-traditional shoulder seasons. The campaign will bloom through beautiful imagery and clever copywriting in digital and OOH ads as well as branded on-site assets, highlighting that this region isn't just for summer.

"Just as The Greenway reconnects Boston to its waterfront and neighborhoods to each other, it also connects people from across the City and around the world through diverse and robust public art and programing," said Chris Cook, Executive Director of the Rose Kennedy Greenway Conservancy. "This campaign will introduce new visitors to this incredible corridor of our city, filled with cultural institutions, world class restaurants and hotels, and one of a kind destinations like the Boston Public Market."

"Through collaboration, creativity, and community building, this campaign will bolster the vibrancy of Boston by highlighting the people, organizations, and spaces that help to make our downtown more inviting and exciting," said Rick Dimino, President & CEO of A Better City and Executive Director of the Greenway BID "Anchored by our renowned cultural institutions, hotels, restaurants, retail, and of course the Greenway and Public Market, Boston is a world-class destination any time of year."

Funded by the US Department of Commerce Economic Development Agency through the MA Executive Office of Housing and Economic Development, the TTSE Grant program supports projects that will have regional impact during the shoulder season November through April. Funding will be available through June 2025.

### **About Boston Public Market**

As a nonprofit organization, the **Boston Public Market Association** is a “Market on a Mission” to nurture local entrepreneurs who have barriers to fully participating in the Market, educate our visitors on the importance of a resilient and equitable food system, celebrate the bounty of all of New England, and cultivate a diverse community around food.

The Boston Public Market is an indoor, year-round marketplace featuring about 30 New England artisans and food producers housed under one roof offering fresh foods, prepared meals, crafts, and specialty items. Residents and visitors alike can find seasonal, locally sourced food from Massachusetts and New England, including fresh produce, meat and poultry, eggs, dairy, seafood, baked goods, specialty items, crafts, and prepared breakfast, lunch, and dinner options. Everything sold at the Market is produced or originates in New England, as the seasons allow.

<https://bostonpublicmarket.org/>

### **About The Greenway and the Greenway Conservancy**

The Greenway is a contemporary public park in the heart of Boston. The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway. The majority of the public park’s annual budget is generously provided by private sources.

<https://www.rosekennedygreenway.org/>

### **About A Better City**

**A Better City** represents a multi-sector group of nearly 130 business leaders united around a common goal: to enhance the Greater Boston region’s economic health, competitiveness, equitable growth, sustainability, and quality of life for all communities. By amplifying the voice of the business community through collaboration and consensus-building, A Better City develops solutions and influences policy in three critical areas: 1. transportation and infrastructure, 2. land use and development, and 3. energy and the environment. A Better City is committed to building an equitable and inclusive future for the region that benefits and uplifts residents, workers, and businesses in Greater Boston. A Better City also oversees the Greenway Business Improvement District (BID), an agreement that allows abutters to contribute directly towards Greenway costs, providing foundational support for maintenance, horticulture, and enhancements of the park.

<https://www.abettercity.org/>

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