



Edward M. Augustus, Jr.
City Manager

CITY OF WORCESTER

cm2017mar09035514

Attachment for Item #

8.4 C

March 14, 2017

TO THE WORCESTER CITY COUNCIL

COUNCILORS:

In response to City Council's request to generate more publicity about the City's crowdsourcing feature, I respectfully submit an update on the #Worcester100 Initiative, as received from Michael E. Traynor, Esq., Chief Development Officer, and forwarded for the information of your Honorable Body.

Late last year, I asked staff from the City Manager's Office and the Cultural Development Division to collaborate and create 100 days of events and programming on the Worcester Common to be held in 2017. To that end, we have solicited feedback and ideas from local businesses, developers, non-profit organizations, and the community at large to launch the #Worcester100 initiative. The initiative began with events on the Worcester Common Oval Ice Rink, and included a visit from the USA Luge Team, a Worcester Railers Day, Blizzard of '78 Party and an ice sculpting demonstration.

More events are planned this spring and summer, including running races, a plant sale and spring garden party, the Out to Lunch Summer Concert Series/Farmers' Market, a second farmers' market on Fridays starting in June, theatrical performances, and various festivals. Our outreach to date includes the use of social media, traditional media coverage, e-newsletter articles, crowdsourcing, and focus groups, and has resulted in the gathering of over 100 ideas and suggestions.

In the coming weeks, the staff from the City Manager's Office and the Cultural Development Division will assess the feasibility of the suggestions in an effort to bring



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crowdsourced ideas to fruition on the Common. With the planned events and more in the works, we will continue our promotions, outreach efforts, and collaboration to ensure a strong, year-long creative programming season.

Respectfully submitted,

A handwritten signature in black ink, reading "Edward M. Augustus, Jr." in a cursive script.

Edward M. Augustus, Jr.
City Manager



CITY OF WORCESTER, MASSACHUSETTS

Executive Office of Economic Development
Cultural Development Division

Michael E. Traynor, Esq.
Chief Development Officer

Erin I. Williams
Cultural Development Officer

To: Edward M. Augustus, Jr., City Manager
From: Michael E. Traynor, Esq., Chief Development Officer
Date: March 14, 2017
Re: Motion Lukes - February 28, 2017– The City Manager be and is hereby requested to generate more publicity about the City's crowdsourcing feature on its website asking for ways the City could use the Common.

You forwarded a request of the city council for an update on the status of the City's efforts to program the Common through crowdsourcing and other enterprises.

The Cultural Development Division, in collaboration with the City Manager's Office, has created the #Worcester 100 Initiative. Charged with creating 100 days of events and programming on the Worcester Common in 2017, staff went to work soliciting feedback, ideas, and brainstorming to create events and programming for the public to attend and enjoy.

The creative process has consisted of engaging local businesses, developers, non-profit organizations, and the community at large to launch the #Worcester100 Initiative. The initiative commenced with events on the Worcester Common Oval Ice Rink, and included a visit from the USA Luge Team, Worcester Railers Day, Blizzard of '78 Party and an ice sculpting demonstration.

The #Worcester100 campaign has utilized the following outlets to solicit ideas:

- Social media posts (70+ responses)
- Coverage by conventional media
- City E-newsletters
- Crowdsourcing through city's website
- Worcester Cultural Coalition promotion
- Focus groups (local creatives, neighboring businesses and organizations, and Leadership Worcester, among others)
- Event Planning Committee meetings (established to assist in this effort)

More exciting events are planned this spring and summer, including but not limited to a Craft Brew 5K race, the Regional Environmental Council's Plant Sale and a Spring Garden Party, the Out to Lunch Summer Concert Series/Farmers' Market, a second

farmers' market on Fridays starting in June, theatrical performances by the Worcester Shakespeare Company, and various festivals.

To date, we have gathered over 100 ideas from the crowdsourcing initiatives, as shown in the attachment. Next we will assess the suggestions for viability and work with local partners to develop these ideas further. With the planned events and more on the way, we will continue our promotions, outreach efforts, and collaborative approach to ensure a strong, year-long creative programming season.

Please advise if you have any questions or require additional information.

Sincerely,

A handwritten signature in black ink that reads "Michael E. Traynor". The signature is written in a cursive, slightly slanted style.

Michael E. Traynor, Esq.
Chief Development Officer

Event suggestions via Crowd Sourcing Platforms (including social media, media partners, focus groups, Public art town hall meeting, event planning committee, and E-citizen crowdsourcing)

- 1 After work concert series
- 2 Athletic competitions
- 3 Art Day with area artists from all mediums and interactive art
- 4 Arts Fair
- 5 Astronaut Fitness Competition
- 6 Autograph day for the Worcester Railers, Bravehearts and College Athletes
- 7 Backyard BBQ with lawn game competition
- 8 Beer and Wine festival
- 9 Book festival
- 10 Bourbon Festival
- 11 BMW car show
- 12 Caricature artists
- 13 City Camp Out
- 14 Chalk Art Festival
- 15 Chamber Orchestra/Ensemble event
- 16 Chili and Chowder Festivals
- 17 Chinese lantern festival
- 18 Clowns on the common
- 19 Cocktail competition
- 20 Collectors Fair
- 21 Comic Fest
- 22 Concerts
- 23 Cooking demonstration on the common
- 24 Cornhole tournament
- 25 COW Parade
- 26 Craft beer festival
- 27 Craft fairs
- 28 CrossFit competition
- 29 Dog owner meet ups with beer x6
- 30 Easter egg hunt
- 31 European style Holiday Market
- 32 Far from Eden concert
- 33 Farmers / producers market.
- 34 Fire exhibits
- 35 Fitness competition
- 36 Food Cookoff w/ local restaurants
- 37 Food truck festival
- 38 Foot Darts
- 39 Free clinic w/ UMass, Saint Vincent Hospital, and MCPHS University

- 40 Freedom Trail walks
- 41 Gatsby lawn party
- 42 Ghost Tour on the Common
- 43 Grandma cookoff - Abuelas-nonnis-grammys to celebrate their food and what they make
- 44 Green up day – Clean up
- 45 Halloween Parade
- 46 Historical tours with re-enactment at each location
- 47 HOPE Coalition summer block party
- 48 Human Video Game Tournament
- 49 Ice cream tasting event
- 50 Jam band concert
- 51 Kan Jam Tournament w/ live music
- 52 Keep tree lights lit year round, food trucks at night on summer evenings
- 53 Ketchups of the World: A Tasting
- 54 Kids' Day on the common
- 55 Kinsley Flood
- 56 Knockerball
- 57 Large scale outdoor summer concert
- 58 Light Installation
- 59 Little boat races
- 60 Local battle of the bands
- 61 Local vendor fair
- 62 Magic Show
- 63 Makers Fair
- 64 Mardi Gras parade
- 65 Merry-go-round
- 66 Movie Night series
- 67 Music Festival w/ relevant bands
- 68 New England Patriots day
- 69 November project pop-up workout
- 70 Obstacle course
- 71 Outdoor Music Festival
- 72 Paint Nite on the Common
- 73 Pajama Jam-Jam
- 74 Panning for Gold
- 75 Pet Rock Festival
- 76 Plein Air painting
- 77 Puppies on the common (Barks and brew)
- 78 Popup basketball
- 79 Pop-up Ping Pong Tables
- 80 Pop-Up Quincy Market
- 81 Pumpkin carving
- 82 Public Instruments
- 83 Red Sox Day on the common

- 84 Re-enactments -with historical museum
- 85 Relay for life around the common
- 86 Restaurant benefit
- 87 Rock Concerts
- 88 Roller skating/rollerblading on the common
- 89 Sasquatch Fashion Show
- 90 Secret Doors Display: A Portal for Every Occasion
- 91 Segway tours
- 92 Services fair for the community
- 93 Shakespeare on the common
- 94 Skateboard competition
- 95 Soccer Watch Parties - big screen TV's, food trucks - pivotal games (Costa Rica v. Panama, June 8th)
- 96 Something with fire ala water fire
- 97 Spike ball tournament
- 98 Sports equipment swap for kids
- 99 stART on the common
- 100 Tablet Tuesday: from hieroglyphics to iPads
- 101 Taste of Worcester
- 102 Tattoo Day
- 103 Volleyball
- 104 Walks downtown
- 105 Water exhibits
- 106 Water Balloon Toss
- 107 Welcome to Worcester showcase
- 108 Women of Worcester event
- 109 "Worcester calling" music festival
- 110 Worcester celebrities meet and greet
- 111 Worcester Railers promotional day
- 112 Weekly movies
- 113 Whiffle ball
- 114 World Cup Qualifier watch party
- 115 Yarn bombing
- 116 Yard Games