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**Objective #6: Programs and Events**

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*Draw people to the river with programs and events. The Feast already brings thousands of people to the neighborhood annually. Draw them to the river at other times with fun and exciting activities.*

**Short Term Actions**

- Organize an association of property owners from the riverfront area to encourage collaboration between businesses for joint marketing and improvements. Seek grant funding to offset start-up costs with the long-term goal of making the entity a dues collecting, self-sustaining non-profit. A key goal of the association should be to draw people to the river and to encourage businesses that will help expand employment options for local residents.  
*Lead Role..... Office of Tourism and Marketing*  
*Estimated Cost..... N/A*
  
- Explore the possibility of hosting free outdoor movie screenings, concerts, festivals, a farmers' market, and other events in Riverside Park and other riverfront areas. Identify local businesses to sponsor events.  
*Lead Role..... Office of Tourism and Marketing*  
*Estimated Cost..... \$10,000 per event (sponsored by local businesses)*
  
- Work with the organizers of the Feast to encourage extension of Feast activities to the mills and the riverfront. Held just blocks from the river, the Feast could be the most effective way to introduce the Riverwalk and other amenities to thousands of New Bedford and regional residents.  
*Lead Role..... Office of Tourism and Marketing & Mayor's Office*  
*Estimated Cost..... N/A*

**Medium Term Actions**

- Work with local property owners to install "RiverCams"—video cameras with live video feeds to the internet—at activity points on the river to raise awareness about the river.  
*Lead Role..... Planning Department & New Bedford Police Department*  
*Estimated Cost..... N/A (provided by property owner)*

- Pending availability of funds, develop programs for children and youth focused on local history and the Upper Harbor environment.  
*Lead Role..... Parks & Recreation Department with Planning Department*  
*Estimated Cost.....TBD*

**Long Term Actions**

- Should redevelopment activities create a substantial critical mass of businesses along the river, consider converting the property owners' association into a Business Improvement District (BID) with professional staff.  
*Lead Role.....NBEDC & Planning Department*  
*Estimated Cost.....TBD*