

**SAVOR THE SQUARE 2023:
CONNECTING PEOPLE TO HISTORY, CULTURE, AND COMMERCE IN NUBIAN SQUARE**

Savor the Square, Nubian Square’s seasonal open-air marketplace, will relaunch in April 2023 and build on the success of the past three seasons. We hope you will join us by collaborating on this exciting Nubian Square amenity.

Attendees enjoy this market for Covid-safe shopping, socializing, and entertainment in the heart of Roxbury. *Savor the Square* 2023 will feature seven themed events, expand its hours, and a broad selection of Black and Brown vendors for food, music/entertainment, fresh and locally-grown produce, arts/crafts, as well as pop-up events (book signings, food demonstrations, workshops/speakers) and civic resources.



Inclusive Approach to Addressing Documented Local Challenges

Savor the Square takes an inclusive approach to address documented challenges such as business development, wealth creation, and physical connections in three important ways:

1. Cultivating a Roxbury amenity that sparks positive energy and fun, encourages civic engagement, helps to jumpstart the civic and business revitalization of Nubian Square, and creates a buzz while also helping to improve the business climate and increase connections between Roxbury residents and visitors;
2. Supplying fresh, healthy, locally-grown and -produced food to Roxbury residents, helping to offset the acknowledged food desert; and
3. Activating a high-visibility public space with food, art, and entertainment, helping to bring more foot traffic and pedestrian vitality to Nubian Square.



Sanfara Anacaona Botanicals at Savor the

Savor the Square, is a joint project of The American City Coalition (TACC) and Roxbury Main Streets and implements recommendations from the *Nubian Square Market Analysis* (February 2020) in which residents

and businesses voice a strong need for Saturday and evening events. *Savor the Square* brings together existing brick-and-mortar businesses and entrepreneurial vendors into one marketplace located at the core of the business district. The market complements existing businesses by reducing leakage, increasing foot traffic, and introducing new customers and strategies that are, given current and future conditions, essential to the survival of existing businesses.

SAVOR THE SQUARE 2023 DATES

1. Saturday, April 29: 10AM-4PM
2. Saturday, May 20: NOON-5PM
3. Saturday, June 24: NOON-5PM
4. Saturday, July 22: NOON-5PM
5. Saturday, August 19: NOON-5PM
6. Saturday, September 16: NOON-5PM
7. Saturday, October 14: NOON-5PM

A Steering Committee (composed of members from Roxbury Main Streets, Roxbury Branch Boston Public Library, local business owners, and Roxbury residents) convenes at bi-monthly meetings to finalize programming and outreach to local farmers, artists, and arts and cultural organizations.

Outcomes: Savor the Square 2022

In 2022, *Savor the Square* expanded to seven monthly themed events from April to October. Each event was held between noon and 4 p.m., starting with Arbor Day in April and culminating with a Community Social to Honor Indigenous Peoples in October. All events were extremely well received by the Roxbury community and beyond.

TACC measured outcomes using exit surveys collected from market attendees; for market vendors, outcomes were measured using point-of-sales data and surveys. Overall, the outcomes reveal a demand and need for this culturally relevant programming that emphasizes community economic development in the heart of Nubian Square.

Key data points collected from the market attendees (using a tablet, paper copy, or QR code) indicate *Savor the Square's* growing impact and include:

- 69% of the approximately 2,500 attendees were residents from Roxbury, Dorchester, or the South End;
- 80.5% of attendees spent between \$10 and \$50;
- 81% indicated they would visit other businesses in Nubian Square after the event;
- 100% said they would return in the future to shop and/or dine in Nubian Square; and
- Net Promoter Score (NPS): 62.8 (a “great” score based on benchmarking standard across industries).

In addition to providing free vending opportunities to local entrepreneurs, on average TACC invests \$10,000 per *Savor the Square* event in local Black and Brown businesses. In 2022, this included:

- \$10,250 investment in Nubian Square brick and mortar businesses;
- \$8,800 investment in local musicians/performing artists; and
- \$37,000 invested in local BIPOC businesses (e.g., tables, marketing, photography).

Collaborate with Us/Contact Us

In 2023, *Savor the Square* will be held on seven dates at the Roxbury Branch Boston Public Library, 149 Dudley Street. As requested by attendees/vendors, hours will be extended from noon - 3:00 p.m. to noon - 5:00 p.m. Themes this season will include the annual Arbor Day (tree giveaway), Greater Roxbury Book Fair (celebrating local authors), Roxbury Family Day, Music Festival, annual Shop Local Day, and annual Social to Honor Indigenous Peoples. In 2023, the goal is to continue to expand the number of Black and Brown vendors participating and introduce new tools to support their operations, employ more local performers and musicians, offer farm fresh produce that can be purchased at low cost and with SNAP/EBT, and circulate more dollars in the local economy.

TACC, Roxbury Main Streets, and a multitude of community members, nonprofits, local businesses, and partners are looking forward to safely coming together and celebrating Nubian Square. We hope you will join us as an attendee, vendor, or partner.

We look forward to hearing from you. Please reach out to Carole Walton, Event Promoter at TACC, at carole_walton@tamcc.org or 857.308.3014.