



**SAVOR THE SQUARE 2024:
CONNECTING PEOPLE TO HISTORY, CULTURE, AND COMMERCE IN NUBIAN SQUARE**

Savor the Square, Nubian Square’s seasonal open-air marketplace, will relaunch in April 2024 and build on the success of the past four seasons. We hope you will join us by collaborating on this exciting Nubian Square amenity. Attendees enjoy this market for shopping, socializing, and entertainment in the heart of Roxbury. In 2023, STS launched the Greater Roxbury Book Fair, now a part of its annual event portfolio. STS 2024 will feature seven monthly themed events, expand its hours, and curate a diverse 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.



Saundra Greene, STS Vendor

SAVOR THE SQUARE 2024 DATES

1. **Roxbury Arbor Day** - Saturday, April 27, 10:00a - 5:00p
2. **Greater Roxbury Book Fair** - Saturday, May 18, 12:00p - 5:00p
3. **Roxbury Family Celebration** - Saturday, June 22, 12:00p - 5:00p
4. **Roxbury Cultural + Music Festival** - Saturday, July 27, 12:00p - 6:00p
5. **Peace, Love, and Hope Gospel Fest.** - Saturday, August 24, 12:00p - 5:00p
6. **Shop Nubian Square Day** - September 21, 12:00p - 5:00p
7. **Community Social to Honor Indigenous Peoples** - October 19, 12:00p - 5:00p

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.

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 2023

In 2023, *Savor the Square* expanded to seven monthly themed events from April to October. Each event was held between noon and 5 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:

- 75% of the approximately 3,000 attendees were residents from Roxbury, Dorchester, or the South End;
- 80.5% of attendees spent between \$10 and \$100;
- 90% 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): 75.1 (a “great” score based on benchmarking standards 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 2023, this included:

- \$10,500 investment in Nubian Square brick-and-mortar businesses;
- \$11,000 investment in local musicians/performing artists; and
- \$40,000 invested in local BIPOC businesses (e.g., tables, marketing, photography).

Collaborate with Us/Contact Us

In 2024, *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 noon - 5:00 p.m with one exception. *STS* will partner with the Roxbury Cultural District and Nubian Night. Themes this season will include the annual Arbor Day (house plant giveaway); Greater Roxbury Book Fair (celebrating local authors); Roxbury Family Day; Roxbury Cultural and Music Festival; Peace, Love, and Hope Gospel Festival; annual Shop Local Day; and annual community Social to Honor Indigenous Peoples. In 2024, 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, 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 attendees, vendors, or partners.

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.