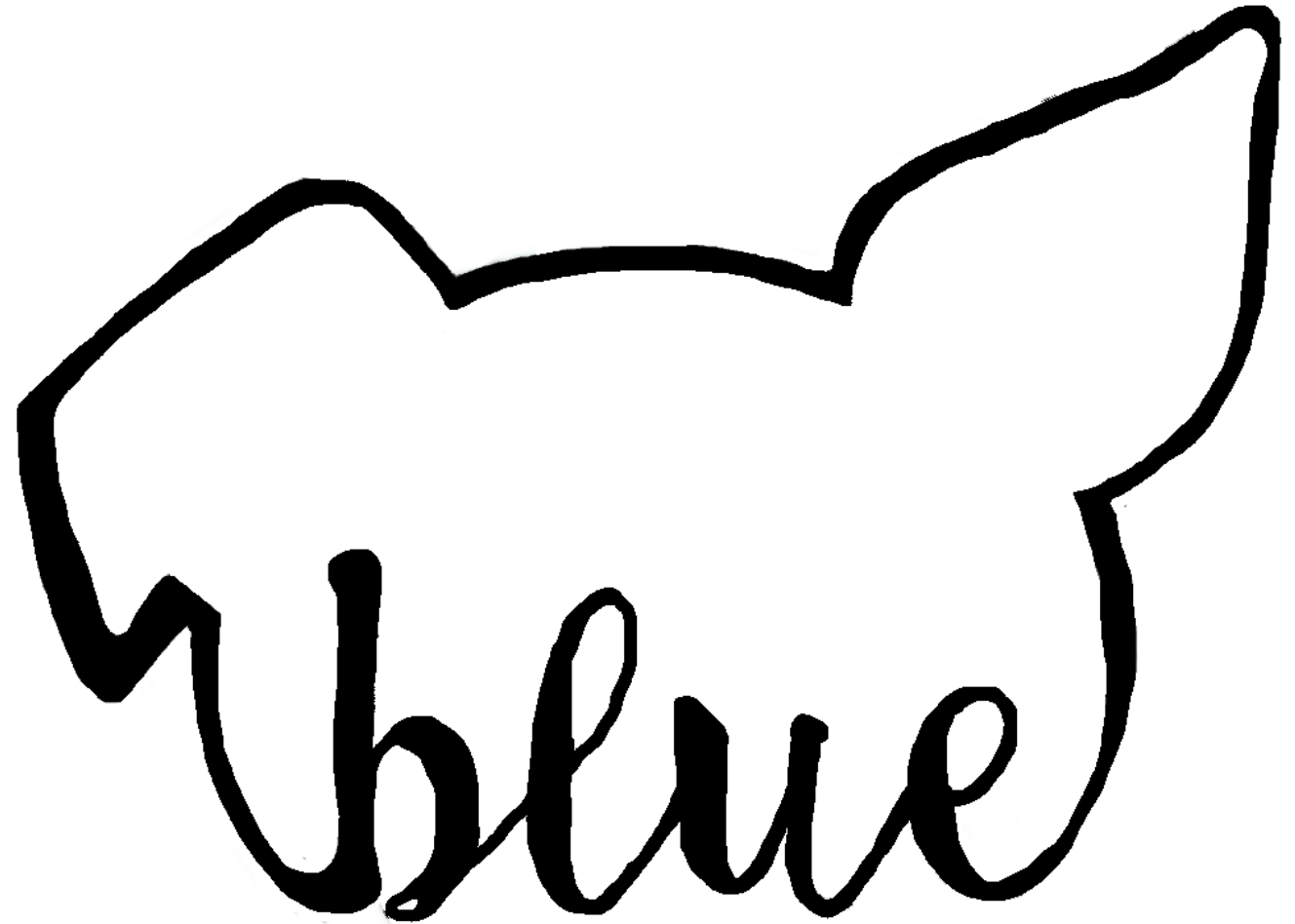


4TH WARD
RIVERFRONT
MARKET

#Think4thWard



PROJECT BACKGROUND

The Riverfront Innovation Fund (RIF) was designed to provide seed money for new Riverfront Recapture projects/programs. It is seeking to support innovative ideas that will generate revenue to sustain their mission, attract additional people to their parks and enhance their image.

The fund was established as a part of the organization's 2017-2020 Strategic Plan. The Board of Directors earmarked up to \$200,000 in reserve funds for RIF to be distributed between 2018 through 2020. Funds may be used to invest in, pilot, assess, and potentially expand revenue-generating enterprises and infrastructure ideas to support non-Riverfront funded activity.

GOALS

- Have revenue potential
- Show a return on investment
- Leverage existing programs
- Focus on young adults/professionals
- Be consistent with Riverfront's strategic plan
- Utilize riverfront parks in the winter

OUR PROPOSAL





4TH WARD RIVERFRONT MARKET

#Think4thWard

4TH WARD RIVERFRONT MARKET

Located on the riverfront at the historic Charter Oak Landing in the 4th Ward, the 4th Ward Riverfront Market is a gastro-market and pop-up hub that introduces creative food, drink and activities to the riverfront transforming it into a vibrant setting through all 4 seasons.



PRIME RIVERSIDE DINING & DRINKS

Through our partnership with Riverfront Recapture, the 4th Ward Market is the only location in Hartford able to offer prime riverside dining and beverages – taking advantage of our serene yet accessible location on Charter Oak Landing.

Enjoy food from our thoughtfully selected food vendors and pop-up bar serving fun concoctions made specifically for the 4th Ward.

Boaters will be able to access the venue via our fixed and floating dock – while pedestrians and bicyclists will have access to the location by road or riverside trail.

Additionally, we have parking available on-site.

EXPERIENCE THE 4TH WARD

In addition to our gourmet food trucks – pop into the market for an array of creative experiences including paint nights, farm to table & tiki events, yoga, workshops and of course the 4th Ward Market!



4TH WARD AFTERDARK

What would the 4th Ward be without music? Check out the 4th Ward after dark and relax to the sounds of a local band or our curated playlist of past favorites. The 4th Ward is proud to be Hartford's only summer destination on the water.

Grab some friends and come on down.



What would food and music be without games? Stop on down to the 4th Ward for a game of corn hole with your friends or make new friends when you arrive! Corn hole not your game? Rent a kayak for an hour or for the day and enjoy some solitude on the river. Have kiddos with you? Take advantage of the community playscape- only a short walk up the riverside trail.

4TH WARD AT PLAY

4TH WARD RIVERFRONT MARKET

Be sure to join us once a month for our 4th Ward Riverfront Market – featuring food and goods vendors from across the region.



4TH WARD WINTER PARK



Why abandon the riverfront during the winter? 4th Ward introduces the 4th Ward Winter Park. Enjoy tasty beverages and warm conversations with friends and family in our Igloo Village.

Our heated inflatable igloos are the ideal location to relax and watch our amazing Connecticut River ice flows or enjoy the serenity of a fresh snowfall.

OUR CASE FOR PROGRAMMED OPEN SPACE

- 41% decrease in level of depression among urban adults living near greened vacant lots.
- 83% of Americans believe they personally benefit from local parks
 - 1/2 People who live within a half-mile of a park tend to exercise more than people who lack park access.
 - 25% increase in park use due to organized activities in low-income neighborhoods.

*Source: THE CASE FOR OPEN SPACE | ULI Building Healthy Places Initiative | ULI Sustainable Development Council

OUR CASE FOR PROGRAMMED OPEN SPACE

- Parks that offer team sports activities, exercise classes, and other organized events are **much more** likely to be attended and used than those that do not include such offerings.
 - Organized activities in parks can increase park use by as much as **25 percent in low-income neighborhoods**, where parks tend to be used less than parks in high-income neighborhoods. Research on Programming in Parks
 - In a nationwide study on parks, programming and marketing activities were associated with **37 percent and 63 percent more hours** of moderate to vigorous physical activity per week, respectively.

*Source: THE CASE FOR OPEN SPACE | ULI Building Healthy Places Initiative | ULI Sustainable Development Council



ANTICIPATED OUTCOMES

104

Days Open

Thursday – Sunday
May – October for
Year One

312

**Programmed
Activities**

Ranging from Happy
Hours to Brunches, Pop
Up Dog Parks, Markets,
Concerts, Dance &
Fitness Classes and
much, much more.

20k

**People
Engaged**

And we're just getting
started

CHARTER OAK LANDING

4TH WARD RIVERFRONT MARKET

Be sure to follow us online

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