

# MEASURING ZONE 3 IMPACT

Measuring Activation + Community Investment Through Creative Programs, Events, Retail Experiments and Public Art Along Western Ave (2015-2022)



	2015	2016	2017	2018	2019	2020	2021	2022	TOTAL
Unique Zone 3 Events / Programs	2	10	11	15	10	11	9	10	78
Event / Program Days	14	106	139	68	136	5	61	86	615
Restaurant Residencies at 182 Western	n/a	n/a	n/a	6 Months	6 Months	12 Months	12 Months	6 Months	-
Public Art Installations	0	5	6	4	7	5	3	5	35
Art Sales	\$0	\$15,170	\$7,754	\$1,586	\$130	\$0	\$0	\$0	\$24,640
Participating artists, musicians, performers and other creative professionals	30	73	159	180	195	109	133	325	1,204
Participating Allston-Brighton based artists / musicians	0	9	10	12	17	8	6	5	67
Participating Allston-Brighton based community groups + small businesses	0	10	2	14	18	6	4	11	65
Investment in Artists, Musicians, Performers, and other creative professionals	\$0	\$39,569	\$180,590	\$51,849	\$60,985	\$36,054	\$31,850	\$59,400	\$460,297
Total Aeronaut Allston Sales	n/a	No Data	\$105,830	\$249,231	\$222,205	\$0	\$117,577	\$113,939	\$808,782
Estimated Investment in Physical Properties	\$250,000	\$67,667	\$0	\$350,000	\$10,400	\$0	\$3,000	\$3,000	\$684,067
Total Zone 3 Program Spending	\$84,000	\$92,485	\$262,643	\$248,962	\$204,178	\$169,287	\$209,908	\$217,000	\$1,488,463