



PANDEMIC RECOVERY OFFICE

Hospitality, Events, and Tourism Placemaking Final Report

Submitted by State of Rhode Island Pandemic Recovery Office

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<https://pandemicrecovery.ri.gov>

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Hospitality, Events, and Tourism Placemaking

Project Identification Number: 10014

Pandemic Recovery Office Approval Date: June 22, 2022

Project Completion Date: February 28, 2025

Funded Amount: \$3,000,000

Expended Amount: \$2,946,581

Project Expenditure Category: 6.1 Revenue Replacement: Provision of Government Services

Project Overview: There are certain events and activities that have a ripple-effect impact for local businesses, as well as improve consumer confidence and drive new traffic to regions. During the pandemic, many of these events and activities were paused, canceled, or modified. Tourism destinations were hit hard by stay-at-home orders and other pandemic-related requirements.

The *Hospitality, Events, and Tourism Placemaking* project provided \$2.9 million in grants to support clean and safe placemaking, attraction development, and event programming. Eligible activities included upgrading public or shared outdoor dining space; maintaining and improving public spaces, main streets, and outdoor performance/events venues; and supporting outdoor performances, food festivals, and seasonal events.

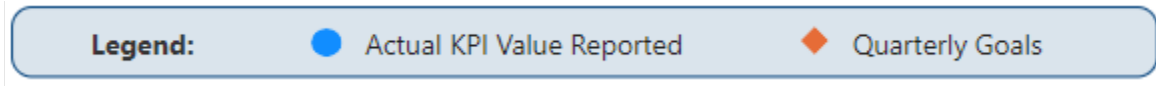
The Rhode Island Commerce Corporation (Rhode Island Commerce) awarded a small number of grants totaling \$150,000 for large-scale projects, such as renovations to and programming for outdoor performance venues, while most grants were under \$75,000.

Financial Overview: All program payments can be found on the [Pandemic Recovery Office's website](#) by filtering the "Project" box for "Hospitality, Events, and Tourism Placemaking." The project did not exhaust the project budget, with \$53,419 remaining for other SFRF eligible uses.¹ The table below shows planned expenditures by fiscal quarter and actual expenditures by fiscal quarter:

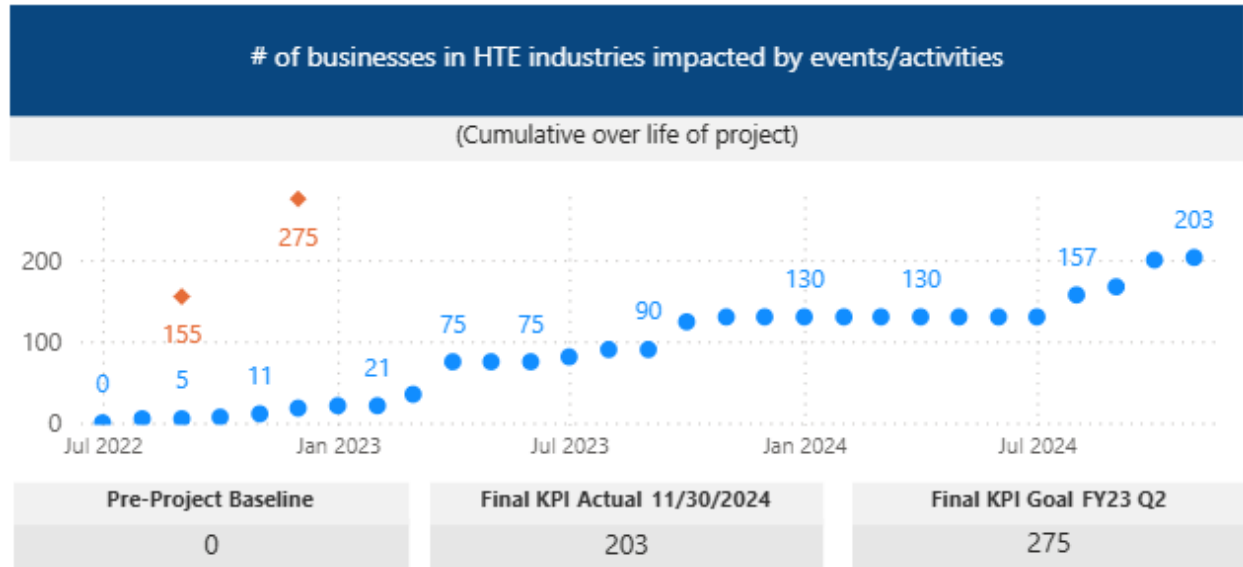
Fiscal Year Quarter	Planned Expenditures	Actual Expenditures
FY 2022 Q4	\$2,640,392	-
FY 2023 Q1	\$359,608	\$221,356
FY 2023 Q2	-	\$626,718
FY 2023 Q3	-	\$613,197
FY 2023 Q4	-	\$583,503
FY 2024 Q1	-	\$194,845
FY 2024 Q2	-	\$42,632
FY 2024 Q3	-	\$315,237
FY 2024 Q4	-	\$(1)
FY 2025 Q1	-	\$129,200
FY 2025 Q2	-	\$219,911
FY 2025 Q3	-	\$(16)
Total	\$3,000,000	\$2,946,581
<i>Note:</i> A single audit fee applies to all State Fiscal Recovery Fund projects and accounts for \$900 of planned expenditures and \$884 of actual expenditures in the above table.		

¹ The revised Fiscal Year 2024 Budget allowed unspent funds for this project to be reallocated to the *Hospitality, Tourism, and Events Placemaking Phase II* project.

Key Performance Indicators: The following are the key performance indicators based on quarterly goals and monthly data collections.



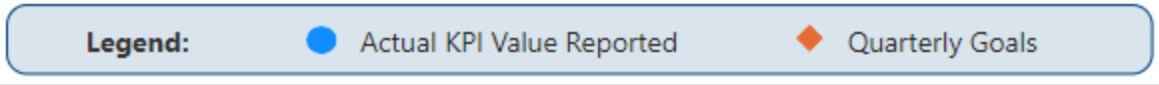
1. Number of businesses in the hospitality, tourism, events industries impacted by events/activities based on grantee estimates (reported via survey data)



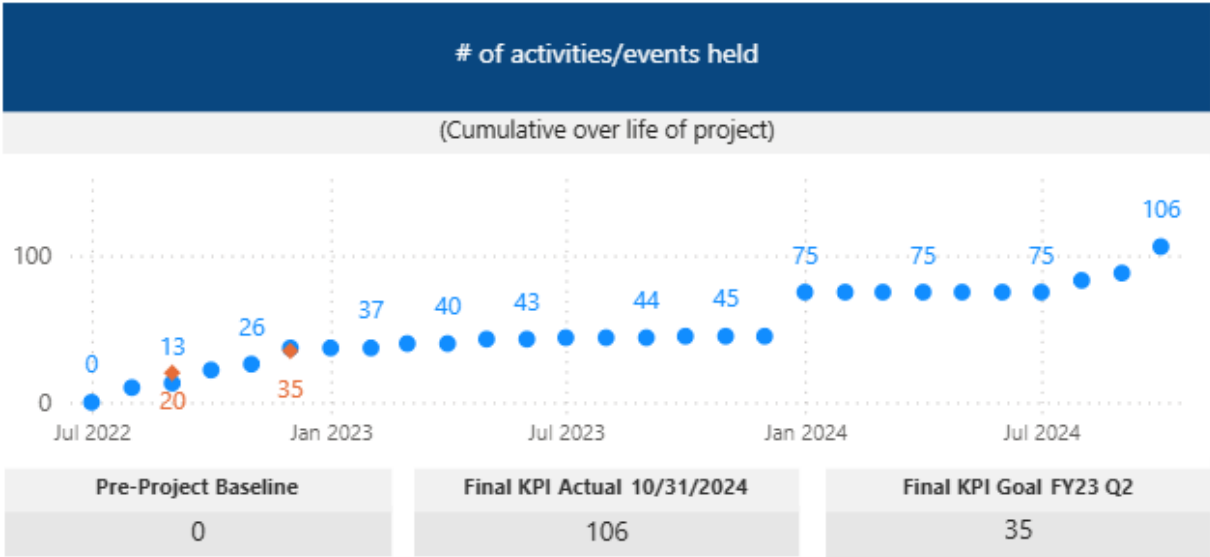
2. Number of customers/individuals participating/taking advantage of the event/activity based on grantee estimates (reported via survey data)²



² Reported attendees are not unique.

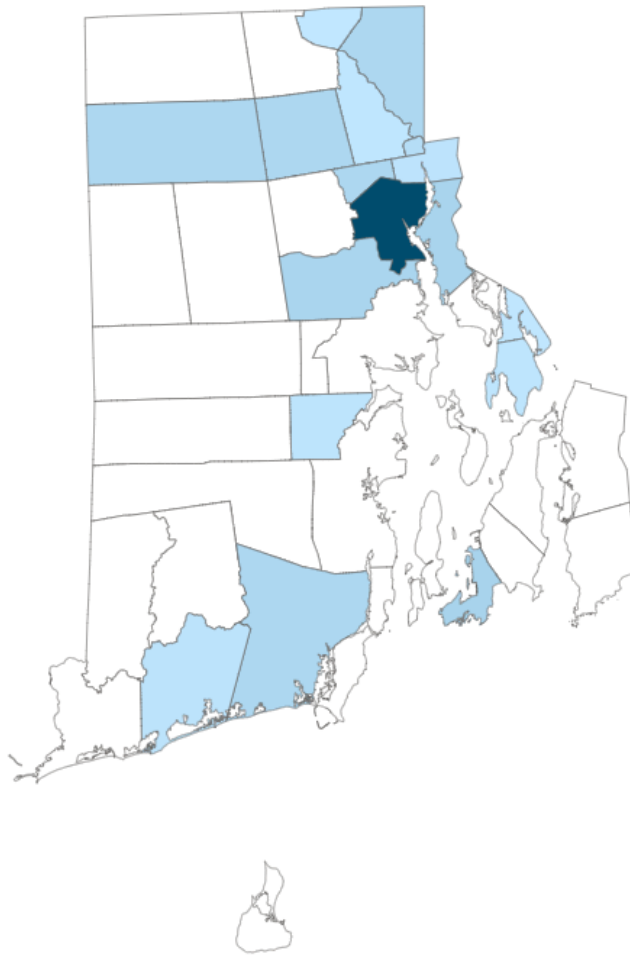


3. Number of activities/events held (reported via survey data)



Demographics: The map and table below show the distribution of grants by location.

Distribution of HTE Placemaking Grants by Municipality



Payee	Municipality	Sum of Amount
BALLET RHODE ISLAND	PROVIDENCE	\$20,000
BLACKSTONE VALLEY TOURISM COUNCIL	CENTRAL FALLS	\$24,969
CITY OF CENTRAL FALLS	CENTRAL FALLS	\$72,150
CITY OF CRANSTON	CRANSTON	\$150,000
CITY OF EAST PROVIDENCE	EAST PROVIDENCE	\$162,357
CITY OF PAWTUCKET	PAWTUCKET	\$25,000
CITY OF PROVIDENCE	PROVIDENCE	\$37,500
CRANSTON CARES	CRANSTON	\$20,000
CRESCENT PARK CAROUSEL PRESERVATION	EAST PROVIDENCE	\$14,680
DIRT PALACE PUBLIC PROJECTS	PROVIDENCE	\$87,442
DOWNTOWN PROVIDENCE PARK NETWORK	PROVIDENCE	\$20,000
EAST GREENWICH CHAMBER OF COMMERCE	EAST GREENWICH	\$41,216
FEDERAL HILL COMMERCE ASSOCIATION	PROVIDENCE	\$158,199
FIRSTWORKS	PROVIDENCE	\$158,880
FRIENDS OF LINDEN PLACE	BRISTOL	\$34,292
GROW SMART RI	PROVIDENCE	\$35,231
HOPE STREET MERCHANTS ASSOCIATION	PROVIDENCE	\$95,971
ISLAND MOVING COMPANY	NEWPORT	\$77,275
NEWPORT CONTEMPORARY BALLET	NEWPORT	\$20,000
NEWPORT COUNTY DEVELOPMENT	NEWPORT	\$88,355
PARTNERSHIP FOR PROVIDENCE PARKS	PROVIDENCE	\$61,691
PROVIDENCE FOUNDATION	PROVIDENCE	\$132,000
PROVIDENCE WARWICK CONVENTION AND VISITORS BUREAU	PROVIDENCE	\$39,997
RHODE ISLAND ZOOLOGICAL SOCIETY	PROVIDENCE	\$59,951
ROGER WILLIAMS PARK CONSERVANCY	PROVIDENCE	\$27,564
SOUTH COUNTY TOURISM COUNCIL	CHARLESTOWN	\$50,000
THE AVENUE CONCEPT INC	PROVIDENCE	\$152,499
THE EMPOWERMENT FACTORY	PAWTUCKET	\$19,979
THE WILBURY THEATRE GROUP	PROVIDENCE	\$59,235
TOWN OF CUMBERLAND	CUMBERLAND	\$149,616
TOWN OF GLOCESTER	GLOCESTER	\$149,824
TOWN OF LINCOLN	LINCOLN	\$26,320
TOWN OF NORTH PROVIDENCE	NORTH PROVIDENCE	\$150,000
TOWN OF SMITHFIELD	SMITHFIELD	\$150,000
TOWN OF SOUTH KINGSTOWN	SOUTH KINGSTOWN	\$150,000
TOWN OF WARREN	WARREN	\$20,000
WATERFIRE PROVIDENCE	PROVIDENCE	\$113,505
WOONASQUATUCKET RIVER WATERSHED COUNCIL	PROVIDENCE	\$75,000
WOONSOCKET NEIGHBORHOOD DEVELOPMENT	WOONSOCKET	\$15,000
Total		\$2,945,697

Rhode Island Commerce distributed surveys to businesses in the vicinity of *Hospitality, Events, and Tourism Placemaking* events. Of the 267 businesses that responded, 74% are in the hospitality, tourism, or events industries. Two-hundred and sixty-five of the businesses are considered small businesses (i.e., those with fewer than 500 employees), and over half of the businesses positively impacted by the events have fewer than 10 employees. Of the 267 businesses that responded, 114 self-identified as minority- or women-owned enterprises.

Awardees who used the funding to hold events also tracked event attendance. There were almost 300,000 attendees across all events as indicated in the table below.³

Placemaking Events by Awardee with Reported Attendance		
Awardee	Event	Reported Attendance
Blackstone Valley Tourism Council	Pirates on the Blackstone	650
City of Central Falls	Fourth of July Celebration	1,000
	Salsa Nights	3,000
	Central Falls Food Truck Festival	800
City of East Providence	City of East Providence Cultural Feasts	16,955
	Intertribal Powwow	300
City of Pawtucket	Cape Verdean Festival	7,900
Cranston Cares	Night Market Series	10,000
Crescent Park Carousel Preservation Association	Summerfest	9,227
	Great Townie Pumpkin Fest	1,230
	10/19/24 Parade	2,200
	Movies in the Park	659
Downtown Providence Park Network	Meet Me Downtown - A Concert Series in Burnside Park	550
East Greenwich Chamber of Commerce	Cornhole Tournament	250
	Holiday Parade	3,000
	Music on Main Stroll	400
	Small Business Saturday	250
	Taste of East Greenwich	2,000
Federal Hill Commerce Association	Al Fresco on the Hill & Summer Fest	42,500
Festival Ballet Providence	Art in the Park Festival	400

³ Reported attendees are not unique.

Placemaking Events by Awardee with Reported Attendance		
Awardee	Event	Reported Attendance
FirstWorks	Bill T Jones Performance	1,535
	Le Patin Libre	550
	Summer Beats Concert Series	3,362
	Urban Carnevale	50
Grow Smart	Main Street Walking Tours	100
Island Moving Company	Newport Dance Festival- August 2022	745
Newport Contemporary Ballet	Newport Dance Festival- July 2024	842
Roger Williams Park Conservancy, Inc.	Hello to Fall Concert Series	650
The Avenue Concept	Three Nights of Light	500
The Empowerment Factory	8th Annual Healthy Living Community Event	1,200
The Providence Foundation	Lumina: A Month-Long Celebration	100,000
Town of South Kingstown	300th Anniversary Celebration	200
Town of Warren	Summer Outdoor Concert Series	4,000
	Summer Outdoor Movie Series	500
	Community Take It Outside Night	500
Waterfire Providence	Clear Currents Paddling Night	50,000
Wilbury Theatre Group	Fringe Fest	20,000
Woonasquatucket River Watershed Council	Art Open House	125
	Cricket Field Tree Planting and Cleanup	25
	Gallery Night Providence Art Tours	68
	Greenway Tour with Downtown Conservancy	19
	Haunted Halloween Movie Night at Riverside	40
	In-Water Cleanup Promenade & Kinsley	2
	Johnston High School/Public Bulb Planting and Beautification	9
	Olneyville Festival	200
	Olneyville Square Beautification	23
	RI Housing Fall Festival	70
	Smithfield Education Center Volunteer Day	13
	YouthBuild Providence Volunteer Event	24
Total		288,623