

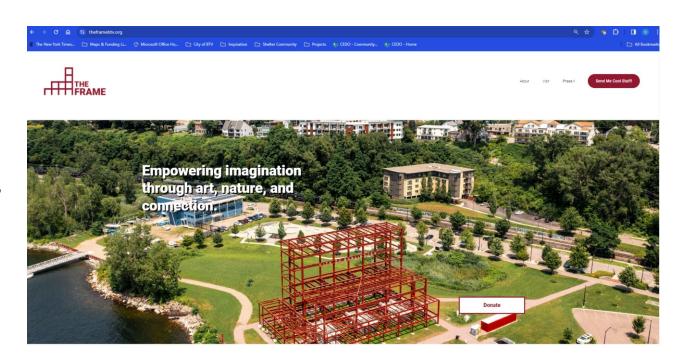
Friends of The FRAME: 2023 Programming & Activations

Phase 2 Vision

Next Steps

Friends of The FRAME

Organized to facilitate the sustained use of The Frame as an inclusive, everevolving public space, Friends of The Frame endeavors to present high-quality public programming, support ongoing stewardship, and empower local creativity in all of its forms.



Friends of The FRAME PILOT

the City is interested in piloting the Friends of Frame concept that has been proposed to provide dedicated and ongoing support of the FRAME as a public amenity and destination. Friends of FRAME is an independent entity that is organized to support and advance the community offerings, activities and special projects at the FRAME. The pilot phase will allow Friends of FRAME to build a foundation of relationships and sponsors and programming experience at the FRAME with financial and staff support from the City. At the same time it will provide the activation and programming approved by the City to celebrate this new chapter at the Moran site and build support for future phases.

Friends of The Frame / City of Burlington Contract, 7/11/2022

FRAME Pilot & Better Places grant

Free public amenities

- + Bench swings, including a wheelchair accessible swing
- + WiFi hotspot
- + Picnic tables
- + Public restroom pilot with Burlington-based Wasted*

Art & activation

- + Illuminated "The FRAME" signage
- + Comprehensive historical information panels
- + Interactive community chalkboard
- + "Blue Alchemy" art installation
- + All-ages lawn games

Infrastructural support

- + Shipping container for secure onsite storage
- + Packed gravel path network
- + Custom temporary event fence system















FRAME Pilot - Events & Community

Movie Nights at The FRAME

- + 11 scheduled events, 6 rainouts
- + When weather was nice, the typical crowd was 50-100+
- + Food & beverage vendors
- + BCA team assisted with projection and sound
- + No security incidents
- + Learned a lot!

Blue Alchemy Opening

- + ~50-60 people over the course of the evening
- + Live music (sound was actually pretty good)
- + First event with no BCA assistance

Heartsong Aerial Arts Pop-Ups

Joy Riders & Vermont Skate Society Meetups

Betty's Bikes

Lease with BPRW











Friends of The FRAME: 2023 Programming & Activations

Phase 2 Vision

Next Steps

Phase 2 Vision - Taking the Frame from 'Safe' to Spectacular

Goals:

- Improve accessibility and enjoyment for all ages and abilities
- Create opportunities for yearround activation of the Frame and waterfront
- Strengthen connectivity with adjacent destinations and park spaces
- Build upon what people are already doing at the Frame
- Introduce new public amenities that compliment those in nearby areas

PHASE II CONCEPTUAL DESIGN & SCOPING MVVA TEAM PROPOSAL

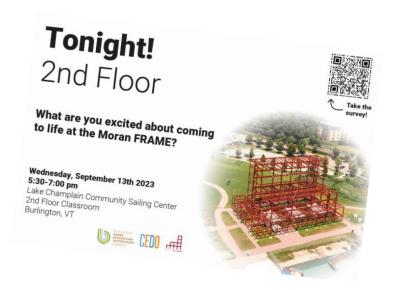
We would be honored to work with City Project Team to create a public realm that elevates the experience of the Frame and secures a bold transformation of Burlington's northern waterfront park system. Thank you for considering our team and please let us know if you have any questions about our proposal.

Yours Truly,

Matthew Urbanski, Principal Michael Van Valkenburgh Associates, Inc.

Phase 2 Vision – Public Engagement

Public Meeting – September 13, 2023 (50+) UVM Design Innovation Class BHS City & Lake Semester Class Post Card & Online Survey



Survey Distribution

ONLINE	PRINT
Postcard QR Code	Miller Center
Front Porch Forum	Leddy Arena
CEDO Website	ONE Community Center
MVVA Instagram	Fletcher Free Library
FoTF Social Media	645 Pine
Seven Days Ad	King Street Youth Center
QR Code On-site	Leddy Beach Bites
	Movie Nights at the Frame

DDINT

Phase 2 Vision – Public Engagement: Postcards

Imagine a place with...

What are you excited about coming to life at The Moran Frame? Check off your favorites & leave a comment on the back of this card. Results will be shared with the Design Team and at the first Public Meeting later this year!















Waterfront Seating Public Art

Water Play

Waterfront Grilling Unique Open Space











Fun for All Ages

Views up High

Vendors/Markets

Fun for All Seasons Concerts/Theater











Restrooms/Pavilion Connections

More Plantings

Neighborhood Park Fun for All Abilities

Postcards Returned

Phase 2 Vision – Public Engagement: Postcards

After years of planning, Burlington's opportunity to make The Moran Frame one of the most spectacular public spaces in the country begins now, and we want to hear from you! Is there an experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments.

Swimming Pool that

is free for public

Please + Thank Ja

access -



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Park, or wherever more practical. Vermont has plenty of ski lifts expertise and on attraction like this would attract Visitors, making The Trip To and From the Waterfront Unique and alleviate cartraffic down there.



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country begins now, and we want to hear from you! Is there an experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments.

After years of planning, Burlington's opportunity to make The

Moran Frame one of the most spectacular public spaces in the

place to long at by in the water by all ages. green space , for for for fourty in all scarner, North Buch has some expect of this. Edible should level + laver interestry plantings preserving victors, Ice starting but the put a state back pack revers the put of the put of the sentent rather to the sentent of the

travelled area + I ale. Lifequends for swimming value over a see the second for surround to water play. Now wither are partite the highlest and public account, of at loave fact and to preach a company to the second of event, it'll priviledry porte

After years of planning, Burlington's opportunity to make The Co. S. A.

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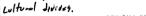


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Emphanize interest that roushes

After years of planning, Burlington's opportunity to material Moran Frame one of the most spectacular public spaces in country begins now, and we want to hear from you set there: incorporated? Use the space below to submit your comments.

Make it a place that found

people together to play, relat,

engages there and connect.

accress follo-Economic and



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Development Office, City Ha 149 Church Street, Rm 32 Burlington, VT 05401





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TAKE ANUAUTAGE OF THE STRUCTURE

TO HAVE SOME GREAT VIEW POINTS

SKASONS IMPORTANT TO BRING

MORE PROPLE TO FINDLY TIKE

WATER FRANT - ALL YEAR ROUND!

FUN FOR ALL ACKS AND ALL

BRING LIFE TO AN EMPTY

STRUCTURE

Waterfront cafe - seabing food + drink trucks



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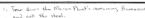
I'd like the City To research the feasibilt

of a "ski-lift" running from a top the Moran

To a Tower located somewhere in Ballery

experience missing along the waterfront that you'd like to see

incorporated? Use the space below to submit your comments.



. Make a bio diverse fearning center with paths leading through a mixter of Sculpturel + labelled gardens which include examples of native grasses, Flowers, ground covers, etc. + fruit trees and edible bushes.

- I am hornfred by the lack of local children and adults who still know so little about "Nature" plants, especially the healthy edible varieties! Thanks

After years of planning, Burlington's opportunity to make The



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Starting to enjoy the exelitor structure but would love to have a screen for

outdoor movie occurring and releat # of food trucks avrilable

> There are so many tolented artists in town and public art is always enjoyable Winter time stating- net facter but similies to Rochfieles Center risk - protected from cold winds of the lake some low.

Thenk you for requesting input. All Comm - love from Bust needed

Moran Frame one of the most spectacular public spaces in the

experience missing along the waterfront that you'd like to see

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Community & Economic Development Office, City H 149 Church Street, Rm 32 Burlington, VT 05401



After years of planning, Burlington's opportunity to make The Moran Frame one of the most spectacular public spaces in the country begins now, and we want to hear from you! Is there an experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments. I appreciate the custicity of this

process! Accessible space is derviced

shall vendoted sounds good,

as does custive gardens,

view. good to think about

areas of the waterfront Pak.

and happe a walk day with a

sonating that complinets other

hartet space for year- wand



DROP OFF OR MAIL T Community & Economic Development Office: City H 149 Church Street, Rm 32

> Burlington, VT 05401 THE PRAME



CEDO

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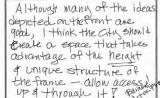
It should be a place where all people feel welcome and can enjoy the space.



DROP OFF OR MAIL T Community & Economic Development Office, City Ha 149 Church Street, Rm 32 Burlington, VT 05401



Moran Frame one of the most spectacular public spaces in the country begins now, and we want to hear from you! Is there an experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments.





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So much potential. I love Friends of Frame! Check out the Ithace Farmer's Morket - Permanent Vendor Space & covered ... means no/less hassle for vindors and all-weather for nearly access!



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Development Office, City H 149 Church Street, Rm 30 Burlington, VT 06401



After years of planning, Burlington's opportunity to make the VT OS4
Moran Frame one of the most spectacular public spaces in the country begins now, and we want to hear from you! Is there a experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments.

We need to create something

already available along

the beautiful waterfront

unique that isn't



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Community & Economic Development Office, City Ha

> 149 Church Street, Rm 32 Burlington, VT 05401



Phase 2 Vision – Public Engagement: Online Survey

https://thj79m9ottl.typeform.com/to/RuOuLpFr

502 (and counting) Online Survey Responses

1 What are you most excited about coming to life at The Frame?

Choose as many as you like



Grilling & Picnic

Celebrations

A Waterfront



c Park Paths Connected to Adjacent Neighborhoods



p Moments of Connection for All Ages & Abilities









F Site-Specific Art & Moments of Expression

Multi-Seasonal

Appeal



G Interactive Water Features (Non-Lake)



H Unique Open Spaces with Panoramic Views



Engage with the

Lake

Play Spaces for All Ages and Abilities



J Being Elevated Up into the Frame & Landscape



к Food & Beverage Vendors/Markets



L Concerts & Performances, Day or Night



M Park Pavilion with Restrooms & Information



N Connectivity with Surrounding Park Spaces

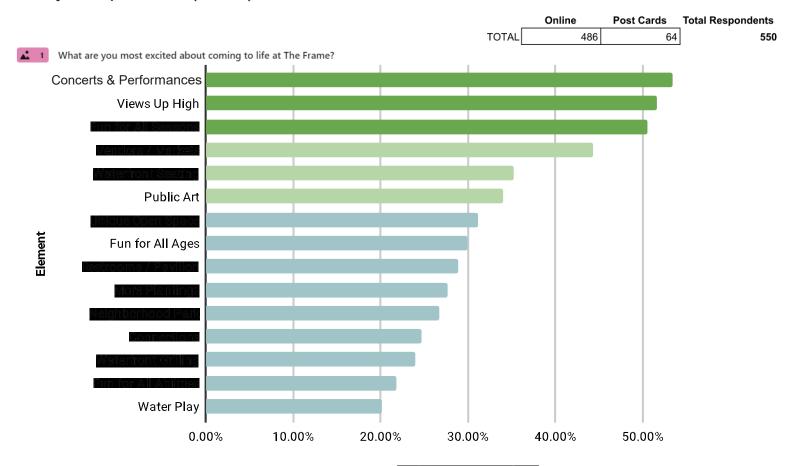


o Integration of The Frame & Landscape

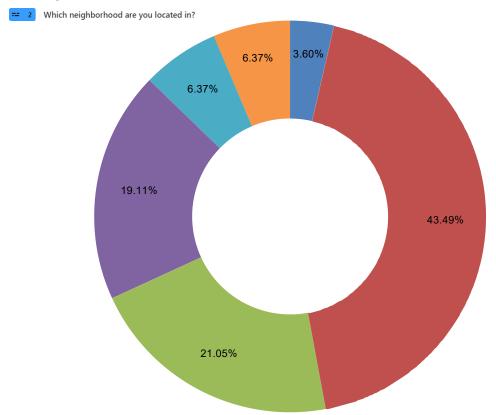


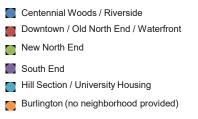
P Other

Survey Responses (550+)



Survey Respondents by Neighborhood

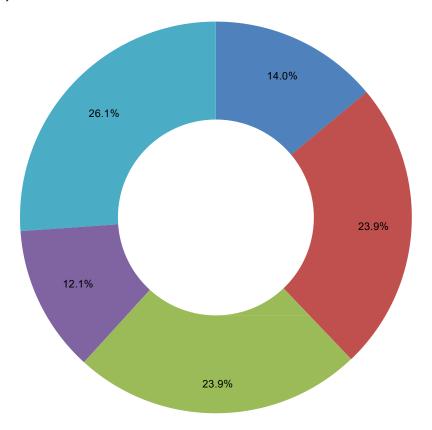


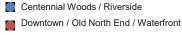


Note: This information was only available for online survey responses, not the postcards (so about 12% of the total respondents are omitted).

Main Takeaway: The most responses were from Downtown, the Old North End, and the Waterfront. These neighborhoods are represented almost 2:1 compared to their population percentage of Burlington.

Burlington Population by Neighborhood (2020)





New North End

South End
Hill Section / University Housing

Census data showing the % of Burlington's population in each neighborhood.

This is intended as a comparison tool to show how closely our "Burlington-based Survey Respondents by Neighborhood" percentages align with the actual population distribution in a certain neighborhood.

Note: This information was only available for online survey responses, not the postcards (so about 12% of the total respondents are omitted).

Main Takeaway: We received a disproportionately high number of responses from the South End.

Phase 2 Vision



JOIN US
Public Open
House
February 8th
3pm - 5pm

Burlington
City Arts
2nd Floor

Friends of The FRAME: 2023 Programming & Activations

Phase 2 Vision

Next Steps

- Phase 1B
- Friends of The FRAME
 Programming & Activations
 Phase 2 Capital Campaign

Explore feasibility of Phase 2 vision

Phase 1B

Phase 1B is a near-term construction phase. The scope of work is a response to lessons learned over the past two years and public feedback gathered during 2023 and is intended to dovetail with the scope proposed for Phase 2.

FOCUS: the ability to <u>host a variety of public events & performances</u>, and <u>vendor infrastructure</u>.

Other items that Phase 1B is likely to include:

- + Connections / anchor points for the large-scale inflatable movie screen
- + Demolition of the "shelves" on the existing concrete pedestals & other misc. concrete repairs
- + A seasonal overhead cover system for vendor areas
- + Water connection(s) at vendor areas
- + Structural steel modifications @ Level 1 to accommodate portable stage at ground level
- + Paved connection to the Burlington Greenway
- + Clean up / Safety at boat hoist and water's edge

Friends of The FRAME: Programming & Activations

Contract with Friends of Frame to provide programming & activations for the next two summers, including:

- Movie Nights
- + Live Performances
- + Public Art & Placemaking
- Marketing & Engagement
- + Public Restrooms in partnership with **Wasted***(Burlington-based startup providing sustainable waste management solutions)

Friends of The FRAME: Phase 2 Capital Campaign

- Friends of The FRAME, with the support of the City, would hire an experienced fundraising consultant, or team of consultants, to develop and implement a capital campaign strategy. This would include a private fundraising effort and grant writing effort.
- Friends of The FRAME would facilitate and host a private "speakeasy-style" experience for potential donors and/or project champions to review conceptual design materials (physical model, renderings, cost estimate, precedent images, diagrams, etc.)
- Prioritize finding "project champions" early on. These would generally be influential, well-connected individuals that may or may not be potential donors themselves. Some may be eventual partners (e.g. Higher Ground). This will help further legitimize the campaign and build momentum before any formal asks are made.
- + We would present the complete vision when courting donors, but we will also be able to communicate the "standalone" value of certain components. Breaking down the project this way, while largely unrealistic in terms of construction phasing, can make the full project value more digestible.
- + Anticipated timeline of 12-18 months (January 2024 July 2025)
- + Goal = raise enough capital to support the construction of, at a minimum, the "Essential Elements" of the Phase 2 concept

Long-Term Management Structure



KEY COLLABORATORS

DRAFT Budget Summary

Sources

Phase 1A Remaining	\$500,000
ARPA Infrastructure	\$600,000
CDBG	\$100,000
Frame Pilot Remaining	\$4,000

Uses

Friends of The FRAME 2024 & 2025	\$65,000
Phase 1B	\$600,000
Phase 2 Capital Campaign Feasibility Study	\$40,000
Phase 2 Project	\$499,000

Total \$1,204,000

Total \$1,204,000

