

A-Wreath-of-Franklin 2025
Community Arts & Pop-Up Initiatives Report

*Celebrating Creativity, Community, and Economic Vitality in Downtown
Franklin*

Prepared by the Town of Franklin Department of Arts, Culture, and the
Creative Economy in partnership with the Franklin Cultural District and
Franklin Cultural Council

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Cory Shea, Director of Arts, Culture & The Creative Economy
cshea@franklinma.gov

2nd Annual A-Wreath-of-Franklin

As part of the Town of Franklin’s growing pop-up arts initiatives, the 2025 *A-Wreath-of-Franklin* program demonstrates how creative, temporary programming can strengthen both community connection and downtown economic vitality.

Through the collaborative efforts of the Franklin Cultural District, Franklin Cultural Council and the Town’s Department of Arts, Culture, and the Creative Economy, and local partners, *A-Wreath-of-Franklin* builds on ideas first explored through the 2025 Arts & Culture Symposium—showing how pop up arts-based experiences can help downtowns adapt to today’s retail landscape, where visitors seek memorable, engaging places rather than simply places to shop.

By activating storefronts and public spaces with community-designed wreaths, pop-up arts programming, and a seasonal market featuring more than 20 local vendors, the second annual *A-Wreath-of-Franklin* transformed downtown into a festive, walkable experience that encouraged residents and visitors to linger, explore, and support local businesses.

This report shares the program’s development, impact, and key outcomes, highlighting how coordinated pop-up arts initiatives can spark economic activity, deepen community pride, and position Franklin as a vibrant cultural destination.



Figure 1. 'Facebook Banner Ad'

Program Overview

Event Description and History

A-Wreath-of-Franklin is a community-driven holiday program that transforms downtown Franklin into a festive, walkable gallery of creativity each winter. Launched in 2024, the program features community-designed wreaths displayed throughout storefronts and public spaces, and alongside pop-up arts events and a seasonal market that showcase local artists and makers.

Purpose of *A-Wreath-of-Franklin*

The program was designed to bring residents together, support local makers and businesses, and demonstrate how small, temporary creative initiatives can drive economic, cultural, and social impact.

Growth from Year 1 to Year 2

From its first year, the program expanded in scope and scale. In 2025, community wreaths were complemented by pop-up arts events hosted throughout downtown and a holiday arts market at THE BLACK BOX with over 20 local vendors. This layered approach allowed for broader community participation and increased foot traffic downtown, creating a richer and more engaging experience for residents and visitors.

Goals and Objectives

- Engage residents and community members in creative placemaking
- Support the local creative economy by providing opportunities for artists and makers
- Activate downtown Franklin during the holiday season to boost retail and tourism
- Strengthen community connections through volunteer involvement and collaborative programming

Community Engagement

A-Wreath-of-Franklin invites participation at multiple levels: creating wreaths, hosting pop-up events, volunteering for installations, and attending markets and activities. This hands-on approach ensures that community members play an active role in shaping the program and experiencing its impact firsthand.

Creative Economy Support

The program highlights the work of local artists, makers, and cultural organizations, creating income opportunities while fostering connections between creative professionals and the broader community.

Downtown Activation and Seasonal Placemaking

By turning storefronts, public spaces, and key venues into temporary hubs of art and culture, the program encourages exploration, foot traffic, and extended visits downtown. Seasonal placemaking through wreath displays and pop-up markets transforms everyday spaces into vibrant, festive destinations.

Alignment with Town Priorities

A-Wreath-of-Franklin supports Franklin's broader goals in multiple areas:

- **Arts & Culture:** Promotes creativity, public engagement, and cultural programming.
- **Economic Development:** Drives local commerce by connecting residents and visitors with shops and markets.
- **Community Wellbeing:** Fosters social cohesion, pride, and participation through collaborative projects.
- **Downtown Vitality:** Activates streetscapes, encourages visitation, and strengthens Franklin's identity as a dynamic, welcoming town.

This integrated framework positions *A-Wreath-of-Franklin* as a model for how arts, culture, and community collaboration can drive meaningful economic, social, and cultural benefits in a small town.

Planning & Implementation

The 2025 *A-Wreath-of-Franklin* program represents a coordinated effort led by the Director of the Town of Franklin’s Department of Arts, Culture, and the Creative Economy (DACCE), with invaluable support from community partners across the Cultural District.

This multi-layered initiative through marketing to volunteer coordination, vendor recruitment, and scheduling of events across downtown, the DACCE guided each aspect of the program to ensure a cohesive and engaging experience.

Planning Timeline & Staff Capacity

Planning for the 2nd Annual *A-Wreath-of-Franklin* began in June with the DACCE emailing Cultural District businesses/community partners that participated in the first program, to ‘save the date,’ for December for the 2nd annual, *A Wreath of Franklin*.

In July the DACCE started to prepare program design, timeline development, interdepartmental coordination, partner outreach, vendor onboarding, volunteer coordination, and on-site execution. The extended planning period allowed the program to scale intentionally, respond to partner availability, and ensure clear communication and logistics leading into the event weekend.

Staff involvement increased during the final six to eight weeks prior to the event, particularly around vendor support, volunteer scheduling, final logistics, and coordination across multiple locations. This sustained planning effort was essential to delivering a smooth, well-organized program that met community expectations and aligned with Town goals for engagement, accessibility, and downtown activation.

Overall Programming & Activities

- Community wreath display program (and online voting component)
- Community activities across the District
- Vendors and artisans at the Pop-Up Arts Market
- Thematic programming at participating restaurants and businesses
- Accessibility and inclusivity considerations

Pop-Up Arts Market Planning & Vendor Coordination

As the second year of *A-Wreath-of-Franklin* approached, sustaining the momentum of Franklin’s “pop-up arts initiatives,” first explored at the Arts and Culture Symposium in fall 2025, was a

central priority. To create a vibrant and engaging market, it was essential to include a diverse range of pop-up arts vendors.

Beginning in July, the DACCE issued a formal call for participation, inviting local artists, makers, and creative entrepreneurs to join the pop up arts market. This early outreach enabled careful coordination of vendor offerings, ensuring the market showcased the breadth of the community’s creative talent while aligning with the goals of the broader pop-up arts program.

A key component of the initiative was the planning and execution of the Pop-Up Arts Market itself, which required thorough preparation and clear communication. DACCE managed all aspects of the process, including issuing the call for vendors, confirming applications, creating and enforcing vendor agreements, and maintaining ongoing communication regarding logistics, setup, marketing expectations, and event-day operations.

These steps ensured a professional, equitable, and well-organized experience for participating artists while safeguarding the interests of the Town and its partners.

[visit Appendix A for examples].



To officially kick off the second annual *A-Wreath-of-Franklin* pop-up arts market, the DACCE invited Senator Rebecca Rausch, Representative Jeff Roy, and Franklin Town Councilors to “ring” a giant ceremonial bell, marking the start of the market. Following this celebratory moment, the Director addressed community members, sharing remarks that highlighted the program’s goals, celebrated local artists and vendors, and emphasized the importance of community engagement in supporting downtown vitality.

“...When you choose to shop local, you’re doing more than purchasing a gift. **You are choosing the kind of community you want to live in. You are saying yes—to creativity, to collaboration, to neighbors supporting neighbors. Thank you for choosing Franklin, for showing up, and for investing in the people who make this town vibrant...**” Cory Shea, Director of Arts Culture and the Creative Economy, a portion of the opening remarks for the 2025 pop up arts market.

This opening moment set a celebratory tone for the day, signaling the start of a lively market featuring more than 20 artisan vendors and complementing the broader downtown holiday activations.

By combining ceremonial recognition with community participation, the program reinforced Franklin’s identity as a vibrant, creative, and welcoming town while encouraging residents and visitors to explore, shop, and engage with the local creative economy.



Marketing & Messaging

Department Coordination and Community Engagement

Marketing & Community Messaging | *A-Wreath-of-Franklin* - Theme “Franklin Welcomes the World.”

The Franklin Cultural Council played an important role in shaping the theme for the 2025 *A Wreath of Franklin*, connecting it to the Town’s broader summer 2026 World Cup campaign, **#FranklinWelcomesTheWorld**.

All community-created wreaths reflected this theme, incorporating global, cultural, and celebratory elements that tied the holiday programming to Franklin’s year-round efforts to engage residents and visitors.

By aligning the wreaths with a larger, town-wide marketing initiative, the program not only created a cohesive experience for participants but also demonstrated a strategic approach to long-term community engagement.

This type of coordinated, themed programming builds meaningful connections between residents, local businesses, and cultural partners, and positions Franklin to leverage creative events for sustained economic and cultural impact.

In House Design

All marketing materials and outreach messaging were developed in-house by the DACCE, with the exception of the wreath logo, which was designed by Allegra Printing which was sponsored by the Franklin Cultural Council.

The DACCE created all other campaign materials, including invitations for community members to design wreaths, outreach to encourage local businesses to host displays, and recruitment of volunteers to install and organize displays throughout downtown. This included digital graphics, social media assets, weekly E-blast visuals, printed signage, wayfinding materials, and event-related promotional content. Staff managed the full marketing process, including creative direction, graphic design, scheduling and coordination with community partners to amplify messaging.

Producing these materials internally ensured brand consistency across platforms, allowed for timely updates as programming evolved, and reduced the need for external design or marketing services. This approach maximized reach while maintaining fiscal responsibility and supported strong community awareness and participation in the program.

The DACCE developed a dedicated program website for *A-Wreath-of-Franklin 2025*. The site included:

- Wayfinding maps of downtown and event locations
- Listings and links to all participating businesses and pop-up vendors
- Event photos documenting wreaths, market activity, and community engagement

This resource served as both a promotional tool and a reference for residents, visitors, and program partners.

[2025 A Wreath of Franklin Program Website.](#)

[See examples in Appendix B]

Economic & Creative Economy Impact

The following financial snapshot outlines the resources leveraged to deliver *A-Wreath-of-Franklin*, highlighting both direct expenditures and conservative estimates of in-kind staff contributions that enabled the program's success.

In-Kind Contributions & Community Engagement

In-kind contributions reflect the value of time, expertise, and labor that Town staff provide to a program without additional cash expenditure. Even when program coordination is part of regular job duties, documenting these contributions highlights the full scope of resources the Town invests to ensure a program's success.

For *A-Wreath-of-Franklin*, the DACCE provided extensive in-kind support, including planning, marketing, volunteer coordination, vendor management, and collaboration with community partners—contributions that were essential to the program's overall success.

Program Planning & Coordination

- Organized all community volunteers and managed scheduling for setup, breakdown, and on-site support
- Hosted three subcommittee planning meetings to align stakeholders, volunteers, and partners
- Managed Pop-Up Arts Market logistics, including vendor agreements, communications, floor plans, drop-off areas, and event-day coordination

Event Design & Logistics

- Designed the program layout at The Black Box; including placement of all vendor spaces
- Coordinated physical setup and breakdown of the event in challenging winter conditions
- Oversaw collection, installation, and downtown display of 31 community wreaths
 - Coordinated wreath drop-off at the Director's office
 - Installed all community wreaths downtown, creating an engaging visual display for residents and visitors
 - Documented and uploaded photos and locations to the website for online voting, engaging the community in the selection of "Fan Favorite" wreaths

Marketing, Data Collection & Community Engagement

- Created and maintained the *A-Wreath-of-Franklin* program website, hosting; Served as the central hub for all program information, digital promotion, and participant engagement.
 - Vendor profiles linked to individual websites (and linked to the weekly E-blasts + tagged on social media)
 - Community program listings and times
 - Social media content and photos for each event
 - Online voting portal for community wreaths
- Managed social media campaigns (Instagram, Facebook, stories, and grid posts) and E-blasts [starting in July throughout December].
 - Grid posts and story content for each vendor and event
 - Cross-promotion with community partners
 - Consolidated all posts and event listings on the program website for easy public access.
- Generated several targeted surveys to gather data and insights for this report:
 - Cultural volunteers and community partners
 - Arts Pop-Up Market vendors
 - Community engagement partners
 - General public attendees

Estimated Value of In-Kind Contributions:

The DACCE along with supporting volunteers, provided extensive planning, coordination,

and creative work, which significantly reduced the cost to the Town while ensuring a high-quality community experience. The table below summarizes these contributions:

Task	Hours	Estimated Value
Program planning & coordination (July–December)	120–150	\$4,200–\$5,250
Vendor & volunteer coordination	30–40	\$1,050–\$1,400
Marketing & social media (digital + print)	45–60	\$2,025–\$2,700
Website development & management	30–40	\$1,350–\$1,800
Wreath logistics & installation	20–30	\$800–\$1,200
Survey design & data collection	15–20	\$600–\$800

Total In-Kind Value: \$10,025–\$12,150

Direct Program Expenditures

- Total cash spent by the Franklin Cultural Council and the Department of Arts, Culture, and the Creative Economy: **\$761**
 - Printing banners and posters
 - Logo design (Allegra)
 - Photo booth backdrop
 - Bottled water for volunteers
 - First aid kit

Return on Investment

- For every \$1 of direct cash spent by the Town, the program leveraged nearly \$20 in program value, demonstrating extraordinary efficiency and maximizing impact for the Cultural District, community engagement, and the creative economy.
- Demonstrates:
 - Efficient use of public funds

- Activation of the Franklin Cultural District
- Support for creative economy and local vendors
- High community engagement (400+ attendees at the library pancake breakfast, 31 community wreaths, online voting, and Pop-Up Arts Market)
- Data-driven insights gathered via targeted surveys for volunteers, vendors, community partners, and attendees

Snapshot Explained:

Direct cash expenditures were limited to essential materials and safety needs (\$761). In-kind contributions—including months of planning, vendor coordination, marketing, website development, volunteer management, and event logistics—added an estimated \$10,025–\$12,150 in program value.

Total program value of \$10,786–\$12,911 ÷ \$761 in cash = ~14–17x leverage, conservatively described as “*nearly \$20 for every \$1 spent*” to emphasize the high return on minimal public investment.

This ROI reflects both financial efficiency and community impact, as the event engaged local residents, promoted small businesses, activated the Cultural District, and strengthened the creative economy.

Meals Tax Revenue – December Year-Over-Year Comparison

- **FY25 (December):** \$378,233
- **FY26 (December):** \$379,840
- **Change:** +\$1,607

Analysis:

December meals tax revenue increased slightly year-over-year, rising by \$1,607, which represents an approximate 0.4% increase. This modest growth suggests that restaurant activity in Franklin remained stable during the holiday season, with spending levels comparable to the previous year.

While not a major jump, maintaining steady revenue is a positive indicator of consistent local dining activity and visitor engagement, especially as Franklin continues building cultural programming and downtown events to support local businesses.

Economic & Creative Economy Impact

Factoring in Feedback

Anecdotal feedback from downtown businesses reinforces the program’s economic impact. One business shared with the DACCE that ‘sales more than doubled compared to Small Business Saturday’, highlighting the event’s ability to drive significant customer traffic and revenue for local merchants.

The Pop-Up Arts Market featured 21 (originally 24 three last minute cancellations), local vendors and was a key component of the 2nd Annual *A-Wreath-of-Franklin* program. Of those, 11 vendors shared sales information, reporting collective sales of \$2,155.

Importantly, no vendor fees were charged for participation. This was intentional to reduce barriers for local creative businesses, supporting their growth and providing a launching pad for future opportunities within Franklin's cultural and economic ecosystem.

Price points ranged from \$3–\$50, supporting broad community participation and making the market accessible to residents of all ages. Based on average item pricing, the market likely facilitated over 100 individual transactions, illustrating both cultural engagement and tangible economic impact in downtown Franklin.

This demonstrates the program's dual impact as both a cultural activation and an economic support mechanism for local creative businesses. Even with partial reporting, these figures highlight the tangible benefits of the event in driving foot traffic, engaging residents, and providing a platform for small business growth in downtown Franklin. **[See survey results in the appendix C]**

Comparing the *A-Wreath-of-Franklin* Pop-Up Arts Market to Similar Events **Franklin Pop-Up Arts Market Results (2025)**

- Vendors Participating: 21 (11 reported sales)
- Total Reported Sales (partial): \$2,155
- Price Range of Items: \$3–\$50
- Estimated Transactions: 100+
- Vendor Fees: None charged
- Aim: Community access + creative opportunity

Typical Arts Market Benchmarks **Small/Community Arts Markets**

- Vendor sales typically range \$1,000–\$5,000 per vendor depending on traffic and item pricing.
- Price points are often \$10–\$75 per item.
- Artists estimate 30–100 sales per event in strong community settings, often with supplemental foot traffic from other local events.

Source Examples (industry norms):

- Regional craft markets often report 30–45% of foot traffic making a purchase.
- Arts markets tied to festivals or holiday events generally exceed standalone markets in volume due to bundled traffic.

Key Points of Comparison

Vendor Participation

- Franklin's market featured 21 local creatives, which aligns with mid-size pop-up events.
- Markets directly tied to larger festivals often attract 30–50+ vendors, so Franklin's participation is strong for its scale and budget.

Sales Volume

- Total reported sales of \$2,155 (from 11 respondents) is a partial figure:
 - If extrapolated across all 21 vendors at similar rates, the market's true impact likely exceeds \$4,000+.
 - For smaller cultural markets, that's a typical or above-average outcome, especially when entry barriers (like vendor fees) are removed.

Pricing & Transaction Behavior

- Franklin's item pricing of \$3–\$50 reflects a community-accessible market, not a high-end artisan fair.
 - Lower price points increase accessibility and transaction volume.
 - Many established artisan markets price items \$15–\$75, suggesting Franklin's market was positioned to maximize participation and accessibility.

Vendor Fee Structure

- No vendor fees remove one of the biggest barriers small creatives face.
 - For comparison, many markets charge \$25–\$50+ per booth, which can reduce net sales.
 - Franklin's approach supports emerging makers and builds long-term engagement.

Economic Ripple Effects

- Anecdotal business feedback (e.g., doubled sales compared to Small Business Saturday) aligns with national research showing arts markets:
 - Attract cross-street traffic
 - Boost local dining and retail revenue
 - Promote exploratory shopping

What This Comparison Shows; even though Franklin's Pop-Up Arts Market had a modest sales tally from partial reporting, and operated on a smaller scale than major artisan fairs, it performed well relative to its design:

- High accessibility for vendors and shoppers
- Encouraged broad community engagement

- Supported local business traffic
- Demonstrated potential for growth

This aligns with national trends that show arts markets tied to community programs and cultural events can be powerful drivers of downtown activation and creative economy development. Often more so than standalone markets because they bring in event-driven foot traffic and social engagement.

Compared to typical arts market benchmarks, the Franklin Pop-Up Arts Market delivered solid outcomes for a mid-scale, community-focused event. Lower vendor barriers and accessible price points supported broad participation, while anecdotal feedback and estimated transaction levels illustrate its complementary economic benefits. This positions the event not just as a cultural activation, but as a strategic economic support mechanism for creative makers and downtown retail activity, consistent with successful models seen in similar community markets nationwide.

Community Engagement

As part of the post-program debrief the DACCE invited community members to complete participation surveys to capture feedback and inform future planning.

Five targeted surveys were distributed via email to specific groups: a Community Partnership Survey, a Volunteer Organizing/Event Coordination Survey, a Vendor Feedback Survey, a Downtown Business Survey, and a Community Shopper/General Participation Survey.

Collectively, these surveys provided insights into the experiences of residents, volunteers, vendors, and business partners, highlighting the ways in which the program fostered engagement, creativity, and collaboration throughout downtown Franklin.

Participating businesses reported measurable increases in activity compared to a typical Saturday. One local restaurant shared that they experienced 10% more business, while a retail business reported an increase of 96% over a typical Saturday.

These figures demonstrate that *A-Wreath-of-Franklin* is more than a seasonal celebration—it is an effective community-driven initiative that successfully draws people downtown, encourages exploration across multiple businesses, and converts cultural participation into real economic impact. The variation in increases also highlights how different sectors benefit in different ways, reinforcing the program's role as a flexible and powerful tool for supporting Franklin's local economy and small businesses. **[See appendix for survey results appendix C].**

2025 Pop-Up Arts Market Vendors:

[A Tale of Two Candles](#)

Applause

[BananaSlugArt](#)

[Book A Break](#)

[By Yoella Zima](#)

[Crafting and Creating with Christina](#)

[Dandelion Days Studio](#)

Franklin Books

[Good Whimsical](#)

[J Bell Ceramics](#)

Jack in the Box 3D Design

Joanie's Girl

[Everyday Monsters](#)

[The Moonlight Chef](#)

[Margaret L. Munson](#)

[New England Witchcrafts](#)

[Old Exit 17 Farm](#)

[One Creative Life](#)

Peace Bee and Rainbow Song Henna

Sandie Husby

[Tianna Crafts](#)

Community Partners

Our community engagement extended throughout the Franklin Downtown and Cultural District, going beyond the Pop-Up Arts Market to include free or low-cost activities hosted by local partners. Residents and visitors were invited to “drop in” to these programs, creating interactive opportunities throughout the day.

Downtown storefronts also showcased community-created wreaths (or created their own wreath to be included on the ‘fan favorite voting’), with wayfinding signs and QR codes enabling the public to vote for their favorites.

This year, the Franklin Fathers group won Fan Favorite, highlighting the creativity and community spirit the event inspires. Together, these initiatives strengthened connections between local businesses, cultural organizations, and residents, drawing the community into the heart of the Cultural District.

Birchwood Bakery + Kitchen
Franklin Public Library
Franklin Historical Museum
Franklin United Methodist Church
Franklin Father’s Group
Creative Corner Studio
C&C Ice Cream
The Franklin Children’s Museum

The Black Box
The Little Shop of Olive Oils
JK Catering
Franklin Kitchen Center
Pete’s Nerd Emporium
The Rome
Through the Looking Glass
IFixPhones

[See Appendix D. for full program schedule].

Wreath Installation Locations

[Fiori & Fern](#), 138 E Central Street
[Birchwood Bakery & Kitchen](#), 17 E Central Street
[Franklin United Methodist Church](#), 82 W Central Street
Franklin Historical Museum
Franklin Public Library
[Dean Bank](#), 21 Main Street
[JK Catering](#), 5 W Central Street

[IFixPhones](#), 15 E Central St
[The Little Shop of Olive Oils](#), 9 Main Street
[The Rome](#), 4 E Central Street
[Rockland Trust](#), 58 Main Street
[Teddy Gallagher's](#), 30 Main Street
[Through the Looking Glass](#), 11 E Central Street
The Black Box

Wreath Community Creators

Audrey Datri
Book A Break
Children's Museum
Department of Recreation
Franklin Children's School
Franklin Fathers Group
Franklin Garden Club
Franklin United Methodist Church
Friends of the Franklin Library
Department of Arts, Culture + Creative Econ.

Julie Coroni
Lincoln Street School
McCann-Laino Family
Peg Munson, Artist
Sons and Daughters of Italy
Synergy HomeCare
Allegra in honor The Franklin Food Pantry
Warrior Family Books For NICU
nicuwarriorfamily.com

Volunteer Involvement and Partnerships

The 2025 *A-Wreath-of-Franklin* program was powered by an extraordinary group of volunteers whose creativity, care, and persistence brought the project to life. From designing and assembling wreaths to installing displays, supporting pop-up events, and helping artists and vendors inside THE BLACK BOX, our volunteers created a welcoming, festive experience that truly reflected Franklin's collaborative spirit.

We are especially grateful to Raye Lynn Mercer, who generously agreed to host the Pop-Up Arts Market at THE BLACK BOX in between wildly successful holiday productions, making space for local artists during one of the busiest times of the year. We also extend a heartfelt thank you to Marcie DiChiara and the team at the Franklin Downtown Partnership, whose collaborative marketing and outreach elevated the program's visibility and helped bring new visitors into downtown.

We are also grateful to John Ristaino, Chair of the Franklin Cultural Council, for thoughtfully championing this initiative and ensuring it was included in the Franklin Cultural Council's programming budget, helping make the program possible. And the Franklin Cultural District Committee for sharing their marketing platform through weekly E-blasts and online social media presence supporting all of the mechanics of the program.

As a small, staff-of-one department, the Department of Arts, Culture, and the Creative Economy deeply appreciates the time, creativity, and heart that our volunteers and community partners contributed. Their dedication not only supported local artists and businesses but also helped foster the sense of connection and collaboration that defines Franklin's vibrant cultural community.

Thank you to the Franklin Cultural Council, the Franklin Cultural District Committee and the Franklin Downtown Partnership for making this program possible.

Our Volunteer A-Wreath-of-Franklin Sub Committee

Pandora Carlucci, FCD

Sue Cass, FCD

Marcie DiChiara, FDP

Nicole Horseman, FCC

John LoPresti, FCD

Kayla Nisbet, FCC (and event photographer)

Lisa Oxford, FCC

Caryn Parnell, FCC

Lisa Piana, FDP

Swati Rao, FCC

John Ristaino, FCC

Roberta Trahan, FCD

Beyond the names listed, the spirit of *A-Wreath-of-Franklin* was carried by an even wider circle of support. Volunteers' spouses, partners, family members, and friends showed up—not only to shop from our vendors, but to lend extra hands at the end of the day, moving furniture, taking out trash, packing supplies, and helping artists break down their booths. These behind-the-scenes efforts are often unseen, but they made the event possible. It was a true community effort, reflecting the collaborative spirit that defines Franklin and the work of the Franklin's cultural volunteers.

Challenges & Lessons Learned

Planning and Timeline Constraints

The planning for the 2025 *A-Wreath-of-Franklin* took place during a particularly busy period for the Town of Franklin's cultural organizations. Staff and volunteers were simultaneously managing ongoing Franklin Cultural Council grant cycles, supporting the Arts & Culture Symposium through the Franklin Cultural District (and Franklin Cultural Council), and participating in the Franklin Downtown Partnership Harvest Festival. This created significant demands on all organizations staff and volunteer capacity.

To better distribute responsibilities in future years, it will be important to delegate specific project elements to subcommittee chairs. Expanding leadership roles within organizations will allow for more focused oversight, smoother coordination, and a stronger, more sustainable program.

Budget Limitations

- A \$5,000 reduction to the Department of Arts, Culture and the Creative Economy marketing budget meant that promotional resources for this event were extremely limited.
- As a result, marketing relied heavily on digital channels, volunteer promotion, and in-house creative assets, including social media content, signage, and print materials.

Community Participation Challenges

- Encouraging public engagement in creating community wreaths remained a challenge in its second year, with 31 wreaths entered, the same as the inaugural year. Efforts to increase participation included clear instructions, pre-event communications, and in-person engagement.
- Vendor engagement in promoting the event via social media was limited; despite shared posting outlines, hashtags, and event locations, only 1–3 vendors actively contributed to digital outreach.

Physical and Environmental Challenges

- Hosting the event at The Black Box required extensive volunteer setup and breakdown, raising concerns about volunteer burnout given the overall busy timeline.
- Outdoor signage was impacted by winter weather, with cold temperatures and wind causing signs to fall or blow over, highlighting the need for more weather-resistant materials or alternative signage strategies for future events.

Vendor and Program Adjustments

- Last-minute vendor cancellations affected the Pop-Up Arts Market, necessitating on-the-fly adjustments to layout and programming.
- Adjustments were made throughout the day to ensure smooth flow of both the market and community wreath display, demonstrating flexibility and real-time problem-solving by staff and volunteers.

Key Lessons for Future Events

- Start marketing and vendor outreach earlier and ensure contingency plans for social media promotion
- Consider enhanced volunteer scheduling and rotation to prevent burnout during busy program periods.
- Explore weather-resilient signage solutions and alternative placement strategies for outdoor materials.

- Continue developing strategies to increase community participation in wreath-making, potentially including pre-event workshops or incentives.
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Proposed Improvements for Year 3

- **Increase community engagement:** Offer pre-event workshops or “wreath-making kits” to encourage higher participation and grow the number of community wreaths in the display.
- **Improve physical logistics:** Use more weather-resistant signage and secure placements for outdoor materials; optimize setup/breakdown workflow at indoor venues like The Black Box.

Timeline Recommendations for Planning

- **Start planning earlier:** Begin outreach to vendors, partners, and volunteers in June–August to accommodate busy fall schedules..
- **Volunteer scheduling:** Establish a clear volunteer rotation plan several months in advance to reduce burnout.

Program Expansion or Refinement Ideas

- **Expand participation opportunities:** Adding ‘festive’ community engagement activities (a trolley ride and pop-up art installations) to complement the wreath program.
- **Creative economy tie-ins:** Offer workshops as well as pop-ups that showcase local artists, connect to Franklin’s creative economy, and provide opportunities for future business growth.

Leadership or Subcommittee Opportunities

- **Wreath Program Chair:** Recruit a volunteer or community member to oversee wreath collection, display, and engagement.
- **Vendor/Pop-Up Subcommittee:** Form a small team to coordinate logistics, agreements, and promotion for vendors.
- **Marketing & Outreach Lead:** Assign a volunteer to manage social media, email campaigns, and signage to strengthen promotion.

Long-Term Vision for A-Wreath-of-Franklin

- **Cultural district activation:** Establish the event as an annual cornerstone that brings residents and visitors to downtown Franklin while highlighting local artists and businesses.
 - **Creative economy support:** Use the program as a launchpad for small creative businesses, supporting growth without financial barriers.
 - **Community-building tradition:** Build a recognized holiday tradition that encourages intergenerational participation, volunteer engagement, and collaboration between municipal departments, cultural institutions, and local businesses.
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Closing statement of impact and gratitude

The 2025 *A Wreath of Franklin* was a resounding success, bringing together community members, artists, businesses, and volunteers in a coordinated celebration of creativity, commerce, and collaboration.

The layered approach—featuring community wreaths, pop-up events, and a holiday arts market—created a vibrant, walkable experience that engaged residents, attracted visitors, and supported local businesses throughout downtown.

Continued investment in programs like *A-Wreath-of-Franklin* is essential for sustaining this momentum. Temporary creative activations provide measurable economic benefits while fostering long-term community connections, encouraging residents to shop local, and positioning Franklin as a cultural destination. Arts and culture play a critical role in building social cohesion, strengthening local identity, and creating shared experiences that bring people together in meaningful ways.

We are deeply grateful to the volunteers, community partners, artists, and businesses whose dedication and creativity made this program possible. Their contributions not only enriched the holiday season in Franklin but also laid the foundation for future initiatives that will continue to connect the community, support downtown, and showcase the power of arts and culture in creating a vibrant, thriving town.

Appendix

A. Planning & Implementation

Figure A1. Pop Up Arts Market Vendor Partnership Agreement
Figure A2. Mock Up of the Pop Up Vendor Layout at the Blackbox Theater
Figure A3. Community Members Involved in the planning and implementation of the program itself.
Figure A4-A5 Call for 'Artists + Vendors' social media + 'Call for Community Wreath Creators'
Figure A6 Text Shared via email with Pop Up Artisans for the Market

B. Marketing and Messaging

Figure B.1 Constant Contact sent out July 31st with the Cultural District Eblast
Figure B2. program and website imagery.
Figure B3. Consistent Language on three websites: Franklin.gov, franklinculturaldistrict.org and the program website itself, A Wreath of Franklin 2025 <https://www.franklinma.gov/1174/2025-A-Wreath-of-Franklin>
Figure B4. *Visit #AWreathofFranklin to see more examples of community engagement.*
Figure B5. Printed Cultural District Guide Article

C. Economic and Creative Impact

C. 1 Survey Feedback

D. Community Engagement

C.2 Community Engagement Schedule
Figure

Fig A1.1. **As stated in the Department of Arts, Culture and the Creative Economy Department report in FY26 - this work related directly to,**

'Building Tier Two | Infrastructure & Relationship-Building.

"The second tier centers on artisans and small businesses, cultivating trust, consistency, and engagement. This involves building relationships, supporting workflow adherence, and ensuring that participants have the guidance and confidence to follow through on opportunities. These efforts create a reliable foundation for long-term involvement in town initiatives.

Tier Two focuses on creating meaningful opportunities for artisans and fostering partnerships that strengthen Franklin's creative economy. The Department of Arts, Culture, and the Creative Economy, together with cultural volunteers, works directly with local makers and small businesses to connect them with programs and festivals that expand visibility and sales.

For example, at the June 2025 Strawberry Stroll, the department applied for and received a \$2,500 festival grant from the Massachusetts Cultural Council, which funded a free, drop-in arts activity organized with the Franklin cultural volunteers.

By being physically present and accessible during events, the department and volunteers engage the community, build trust, and encourage participation; while allowing visitors to spend money on other

offerings such as food, artisan goods, and local services. Supporting local festivals in this way provides a direct boost to Franklin’s economy, including increased meal tax revenue, while also encouraging broader participation in cultural activities.” *See appendix for full statement.*

Impacts

Free activities help attendees stay longer and explore more areas of the festival, such as local restaurants, cafés, and retail vendors.

Meal Taxes Increase: Attendees visiting local eateries contribute additional sales tax revenue to the Town.
FY2023 709,173 [No Porchfest/ No Department of Arts]

FY2024 742,108 [Department of Arts is on the scene! & Launch of Porchfest]

FY2025 753,930

FY2026 191,094 as of 9/30/2025

***9/30/2024 [FY25 we had received 182,553 - We’ve generated \$8,541 more than last year at that time. (FY26 October revenue numbers until November 24th)]**

Local Businesses Benefit: Visitors are more likely to spend on food, beverages, and other goods throughout the festival footprint.

Community Engagement & Inclusion: Free activities make festivals accessible to a larger demographic, building goodwill and encouraging repeat attendance in future years.

Community Capacity and Strategic Collaboration

By applying for grants to support events organized by other volunteer groups, the department expands community capacity without overextending its own resources. This approach strengthens existing festivals and programs that already have an audience, showing that collaboration, rather than competition, creates a bigger impact for the town and its residents.

By combining free engagement opportunities with paid local offerings, Franklin fosters a virtuous cycle: attendees are drawn to events, local businesses generate revenue, and the Town benefits from increased sales and meals tax collections—all while reinforcing Franklin’s reputation as a vibrant cultural and creative hub.”

Figure A 1.

Pop Up Arts Market Vendor Partnership Agreement

“A-Wreath-of-Franklin Pop-Up Arts Market | Vendor Partnership Agreement

Terms & Conditions

Eligibility: Vendors must feature handmade goods, artisanal products, or creative services aligned with the event’s community and cultural focus.

Food & Beverage: Due to a partnership with an existing food vendor, outside food and beverage sales are not permitted at this market.

Space Assignment: Vendor spaces will be assigned by our volunteer coordinator.

Setup & Cleanup: Vendors are responsible for setting up and cleaning their designated space. All materials must be removed by the end of the event. Leave no trace.

Insurance: Vendors are responsible for securing and maintaining their own liability coverage. The Town of Franklin, the Franklin School for the Performing Arts, Inc. (including THE BLACK BOX), and all event partners are not liable for loss, theft, injury, or damage of any kind.

Liability & Legal Requirements

Hold Harmless & Indemnification: The Vendor agrees to indemnify, defend, and hold harmless the Town of Franklin, the Franklin Performing Arts Co. (THE BLACK BOX), their officers, employees, volunteers, agents, and event partners from and against any and all claims, damages, losses, liabilities, costs, or expenses (including attorney’s fees) arising out of or related to the Vendor’s participation in this event.

Liability Waiver: Participation is at the Vendor’s own risk. The Town of Franklin and event partners assume no responsibility for accidents, injuries, or property damage involving the Vendor, their staff, or guests during setup, breakdown, or event hours.

No Guarantee of Sales: The Town of Franklin and event partners do not guarantee sales, attendance, or visitor traffic. Vendors keep 100% of their sales, and are not being charged a vendor fee to participate.

Compliance With Laws: Vendors must comply with all local, state, and federal laws, including any required permits, licenses, tax obligations, and safety regulations.

Safety Requirements: All displays, equipment, and merchandise must comply with fire, safety, and accessibility rules. Event staff may require adjustments to any setup deemed unsafe.

Right to Remove Vendor: Event organizers reserve the right to remove, reassign, or deny participation to any Vendor who violates event policies, behaves inappropriately, or creates a safety concern.

Cancellations : If the event is canceled due to weather or unforeseen circumstances, we will encourage the community to visit and shop from Vendors via the links listed on our program website. The Town of Franklin and event partners are not liable for cancellation or failure to perform due to circumstances beyond their control, including weather.

Agreement By signing below, the Vendor acknowledges that they have read, understood, and agree to all terms and conditions listed above.

Vendor Signature: _____ **Date:** _____

Printed Name: _____

Town of Franklin Representative: _____ **Date:** _____.”

Figure A2. Mock Up layout of the Artisan Vendors at the Black Box theater.

Pop Up Arts Market 2025 Map in the Black Box

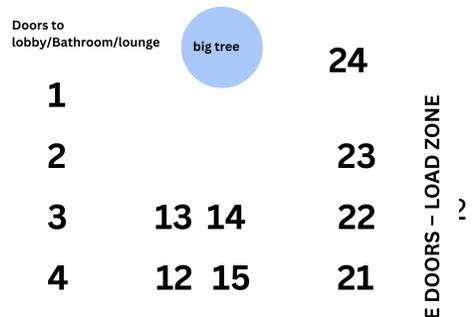


Figure A3. Community Members Involved in the planning and implementation of the program itself.

- Marcie DiChiara , FDP
- Sue Cass , FCD
- John LoPresti, FCD
- John Ristaino, FCC
- Caryn Parnell, FCC

- Swati Rao, FCC
- Lisa Oxford, FCC
- Kayla Nisbet , FCC
- Roberta Trahan, FCD
- Pandora Carlucci, FCD
- Lisa Piana, FDP
- Nicole H, FCC



Figure A4-A5 'Call for 'Artists + Vendors' social media + 'Call for Community Wreath Creators'

Figure A6 Text Shared via email with Pop Up Artisans for the Market:

"A Wreath of Franklin 2025 | Event Overview

Event Name: A Wreath of Franklin

Date: Saturday, December 13th, 2025

Time: 8:30AM – 6pm (actual event 11am-4pm)

Location: THE BLACK BOX, 15 West Central Street, Franklin, MA

Vendor Drop-Off & Parking Instructions — A Wreath of Franklin

Vendor Drop-Off: The Blackbox will be open at 8:30am to begin the drop off and set up process. We ask that you please drop off your merchandise, table, display materials, etc. Please make sure you pull up to the left side of the building to access the double doors (drop off zone) where you can unload your materials (see visual PDF in the email). We'd like to make sure we can fit in 2 vendors at a time during this process.

If there is a line in the 'drop off zone,' you also may also park in the BLACKBOX parking lot during

unloading/drop off, and then move your car once you've unloaded.

Volunteers will be onsite to assist, but please make sure you are able to move and manage your own merchandise as needed.

After Drop-Off:

Once you've finished unloading, we kindly ask that you **move your vehicle** to one of the designated parking areas to ensure easy access for attendees and other vendors:

- **Rockland Trust area** (near Main Street)
- **Davis Thayer School lot**
- **Dean College parking lot**
- **Municipal Parking lot**
- **Franklin Historical Museum**

This will help keep the event area clear and walkable for guests while ensuring convenient parking for everyone involved.

1. Setup Guidelines

- Tables and Displays: Bring your own table(s) and display stands.
 - We do not have access to hang things on the walls.
 - We will have access to chairs
- Electricity: Bring extension cords and power strips if you require power. Limited outlets are available, so plan accordingly. + a device to accept payments for your goodies! ○
- **Internet:**
 - We'll share the BLACKBOX wifi onsite – Plan B is to set up your phone as a hotspot - see details below:
 - How to Set Up a Hotspot on Your Phone:
 - iPhone:
 1. Open Settings > Cellular > Personal Hotspot (or Settings > Personal Hotspot).
 2. Turn on Allow Others to Join.
 3. Share your Wi-Fi name and password with customers.
 - Android:
 1. Go to Settings > Network & Internet > Hotspot & Tethering > Wi-Fi Hotspot.
 2. Turn on the hotspot and set up a network name and password.
 3. Share the credentials with customers.
- **Trash Policy:** Vendors are responsible for all their own trash and items. Please leave the space as you found it.

The START! 11am:

Once everyone is inside of the theater space setting up, we'll close the lobby doors to build a little anticipation! At 11am we've invited our town councilors to come and 'ring the bell' to kick off the event, we'll open the doors and the fun will begin!

During the Event:

We'll have some of our volunteers onsite if you are running into any logistical issues, there are bathrooms located in the lobby. The BLACKBOX lobby will be set up as a cute/cozy lounge; food and beverages will be for sale here. We'll also have a series of BLACKBOX performances popping up throughout the day, as well as festive music playing.

Take Down Process: Starting at 4pm

At the end of the event, we'll wrap up our programming and break down materials. We ask that you move your vehicle after you have finished packing up all of your belongings to avoid a bottleneck, and you may pull your car up to the same location drop off was earlier that morning.

Suggested Packing List

- Table
- Extra lights (battery tap/string lights)
- Trash bags
- Tablecloth
- Painters tape, or duct tape
- Display stands or racks (freestanding; wall mounting is not allowed)
- Extension cords and power strips (if electricity is needed)
- Mobile device and charger
- Payment tools (card reader, cash, cash box, phone for hotspots)
- Decorations for your table/display
- Signage (pricing, business name, social media, etc.)
- Extra water and snacks (always good to have).”

B. Marketing and Messaging

Figure B1. Cultural District Eblast via Constant Contact July 30th. Email Link: <https://conta.cc/4ojmOKD>



Figure B2. program and website imagery.

B3. Consistent Language on three websites: Franklin.gov, franklinculturaldistrict.org and the program website itself, *A Wreath of Franklin 2025*, franklinma.gov/1174/2025-A-Wreath-of-Franklin

"December 13th, 11am-4pm, Downtown Franklin annual 'A-Wreath-of-Franklin! [Click here for program website!](#) Get ready to experience the magic of the holidays with Franklin's newest seasonal tradition—A Wreath of Franklin! Presented by the Franklin Cultural Council, the Franklin Cultural District Committee, Franklin Downtown Partnership and the Department of Arts, Culture, and the Creative Economy, and our incredible community partners, this festive initiative celebrates local talent, small businesses, and the joyful spirit of the season.

Shop Small & Local

Browse a beautifully curated selection of handcrafted goods from local artists, makers, and small businesses—perfect for gift-giving or treating yourself. [Celebrate at our second Pop-Up Arts Market at the Blackbox.](#)

This year's *A Wreath of Franklin* theme — "Franklin Welcomes the World" — celebrates our community's warmth, creativity, and global connection. As our neighbors at Gillette Stadium prepare to host international soccer games next summer, Franklin is embracing the same spirit of unity and celebration that brings people together from across the globe.

The Community Wreath Display

Community Wreath Program | Drop off Wreath Info: December 1st-5th
Parmenter School, 235 Wachusett Street at the main entrance.

Drop off is in the main lobby during municipal business hours:
Mon, Tue, Thurs 8am-4pm, Wed 8am-6pm, Fri 8am-1pm.

Post Municipal Business Hours -- Little table by the front door.

A Look Back on 2024 First - "A- Wreath-of-Franklin" Programs

[Example of 2024 Community Wreaths](#) (Voting has since closed, with the winners being [Greco Design](#))

[2024 Interactive Wreath Map](#)

[Examples of community programs that took place in 2024.](#)

2024 was the inaugural A-Wreath-of-Franklin Program!

A-Wreath-of-Franklin | Stories of the Season. Celebrate community, creativity, and the spirit of Franklin with the inaugural "A-Wreath-of-Franklin" program, brought to you by the Franklin Cultural Council, Franklin Cultural District, local businesses, and the Department of Arts, Culture, and the Creative Economy.

[Parking in Downtown Franklin](#)

[Dining & Drinks Suggestions!](#)

[Click here for our community programs!](#)

Thank you to our community partners for supporting the inaugural A-Wreath-of-Franklin event! Performers, artists, and business owners—your collaboration and dedication are truly appreciated. Together, we are weaving a tapestry of creativity and connection that enriches Franklin's traditions and strengthens our community spirit."

B4. Visit #AWreathofFranklin to see more examples of community engagement.



B5. Printed Cultural District Guide Article

C. Survey Highlights:

Downtown Business Responses:

“Did your sales increase during the December 13th event compared to a typical weekend?”

All three businesses that participated in answering the survey stated YES

“Your feedback and any sales information you choose to share help us measure the economic impact of these events, demonstrate their value to partners and funders, and continue offering low- or no-cost opportunities for artists and small businesses. If comfortable, please estimate your sales increase (approximate dollar amount or percentage):”

First business Response - 10%

Second Business Response - 96%

Third Business Response - 166%

Volunteer Organization Responses:

“What did you enjoy most about volunteering for this event?” “The joy and community from this even was palpable. Seeing shoppers step into the magical black box space with the twinkly lights was so cool to see. It was incredibly busy for the first hour or two and steady thereafter. In bopping around to some of the other locations I got to see how busy the rest of the town was and the magic was definitely spread throughout town. After Santa comes to the common at the first part of the month, December is really quiet so this event really puts a bang on the calendar.”

“What improvements or suggestions do you have for future cultural events or volunteer

Coordination?” “The Cultural District Committee did not have a defined event role. Cultural District Committee filled in at set up and clean up. Walked from business to business for most of event. The streets were rather empty.”

“Maybe we could try the Train Ride with Santa again. In the past (30 years ago), we ran two trips with Santa, Elves, and children with parents/guardians holding special tickets. When they left the train, the children followed Santa to a location where Photos with Santa happened and other activities were available. (MBTA conversations need to start ASAP.)”

Artisan Vendor Responses:

“Did you make any sales at the event?”

All 11 vendors that answered the survey shared that yes, they made sales.

“Did participating without a vendor fee impact your ability to take part?”

All vendors answered yes.

“What could be improved for future events?”

“Yes I did amazing and would love to be able to participate in your events again if possible as I did better than I normal do in a craft fair.”

“It was very well attended and loved that there were so many new people that I met and talked to.”

“I would love to participate in future events with you as I had a lot of fun with the event.”

“Thank you for making this a free event and about the arts for us as it was alot of fun for us to attend and be able to walk around and network with other crafters there.”

“Potentially more vendor space, where feasible. It’s honestly difficult to offer much criticism, as the event was beautifully run. That said, at this particular fair I did need to limit some product offerings due to table space, and I had at least one customer looking for an item they’d seen at a previous event. I completely understand that Black Box has physical constraints and that there may not be much flexibility without a different venue. Looking ahead, I do plan to expand my product line next year, and additional space (if ever possible) would be wonderful.”

“Where do I begin? The event was expertly executed. The mood, the music, it was all so lovely. I’m already looking forward to next year, especially with ideas for adding even more holiday dressing to my booth. Everything felt thoughtful, orderly, and well organized. More importantly, the customers who attended seemed genuinely engaged and excited to shop, which is no small thing to cultivate. A good fair really comes down to the organizers and the culture they build, and A-Wreath-of-Franklin was a complete gem. I very much look forward to returning next year, as well as participating in other Franklin events.”

“I was impressed by how well planned and organized the event was. I think it was helpful to incorporate additional programming (live music, bar) to bring folks in and provide reason to linger. There’s nothing I’d recommend the organizers do differently in the future.”

"I would start this earlier (at like 9:30 or 10am) and make it 4 hours instead of 5. The lighting was a tad dark - I wouldn't do full lights as the ambiance was good, but it was a little dark for seeing products as clearly."

"This was fantastic and I would love to do this again!"

D. Community Engagement - Full schedule of events spanning across the District

9am-12pm | FREE COAT GIVE AWAY - [Franklin United Methodist Church](#), 82 W Central Street

10:30am | PANCAKE BREAKFAST - Franklin Public Library, 118 Main Street, Franklin, MA. Pancakes and Pajamas! "Keep your jammies on and join us for a cozy pancake breakfast, hot cocoa, and holiday music with Jamie Barrett! What better way to celebrate the warmth of the season than in the coziest way we can think of!" No registration required.

10am-2pm | JK CATERING - [JK Catering](#), 5 W Central St. Pop-up Collab with [C&C](#) - 10-2pm for a Holiday Pop-up during the [@franklinculture](#) 2nd Annual A-Wreath-of-Franklin Event in Downtown Franklin! Live Cotton Candy Spinning with C&C Ice Cream, Guided Gallery selling Watercolor & Acrylic cards, bookmarks & more! SpongeBob Meet & Greet (11-1pm), New Board Book collection for Warrior Family Books For NICU, free cupcake decorating kits for the first 30 kids from Bear's Bakery

11am-4pm | FREE PHOTOSHOOT - [Franklin Kitchen Center](#), 22 E Central Street. "FKC is offering a FREE professional Winter Holiday photoshoot. This photoshoot will include a Winter Holiday setting backdrop with studio lighting. We will be providing FREE digital files of the photos as well as offering low cost high quality prints." [\[Click here to take a peek at the photoshoot\]](#)

11am-3pm | FRANKLIN HIGH SCHOOL MUSIC DEPT. STUDENT POP UP CONCERT - [Birchwood Bakery + Kitchen](#), 17 E Central Street. 11-11:30AM Madison + Maddie Flute, 12:12:30PM Myra + Hasini Voice. 12:30-1PM Emily + Sarah Clarinet, 1:30-2PM Jack, Francis, Benett, Evyn Jazz, 2-2:30PM Keith + Alex Cello, 2:30-3PM Lillian + Linnea Violin/Viola

11am-4pm | Apres Ski Lounge + Live Musical Performances - At the BLACKBOX | 15 West Central Street. Cocktails & cozy lounge inside the lobby of the BLACKBOX + Pop-Up Performances at the [BLACKBOX](#) featuring snippets of the upcoming HUMBUG + Franklin's Carolers led by the talented Tim Ayres-Kerr

11am-4pm | POP-UP ARTS MARKET - Pop Up Arts Market | BLACKBOX, 15 W Central Street Over 20 vendors featured in our 2nd-A-Wreath-of-Franklin Pop Up Arts Market! [See the next page where we list all our vendors].

11am-4pm | MINIATURE TRAIN EXHIBITION - Franklin Historical Museum, 80 W Central Street Train Station Exhibition created by Franklin resident, Scott Mason. Listen on to Mason chat about his project on [Franklin Matters, here](#).

11am-4pm | Give-Away + Live Music - The Little Shop of Olive Oils , 9 Main Street. Live acoustic music & 'Passport to the World' Giveaway

1pm & 1:30pm | **DECORATE FAUX WREATH** - Children's Museum of Franklin| 157 Cottage St | [Register here!](#) We have a limited supply of wreaths, but want to spread the joy as far as we can. One wreath per family. This event is included with entry to the Museum at no additional charge. Museum passes can be purchased, or membership applied, upon arrival.

2-4pm | **TAYLOR SWIFT BIRTHDAY PARTY (REGISTRATION REQUIRED)** - [Creative Corner Studio](#), 21 East Central Street, Franklin, MA. Happy Birthday Taylor Swift! "Stop by the studio to celebrate the one and only Taylor Swift. We will be creating a TSwift themed painting, lead by local artists and TSwift enthusiasts, Allie and Cassie. We will also be making friendship bracelets, having eras cupcakes, and jamming out to our favorite songs!" Visit Creative Corner Studio website for registration & more details! (\$35)

4pm | **HOLIDAY STORY & SING-ALONG** - [Franklin United Methodist Church](#), 82 W Central Street. The Holiday Story & Sing-a-along is scheduled for 4pm. [The Franklin Fathers Group](#) is providing the readers and working with the library to pick out stories. Mark Hardt will be accompanying the singing. Holiday cookies, hot chocolate, and coffee will also be served.

D. Community Engagement, Figures D1-D3. Digital Community Engagement

Visit Our Community Spaces!

- Creative Corner Arts Studio
- The BLACKBOX
- The Franklin Historical Museum
- The Franklin Methodist Church
- The Franklin Public Library
- Pete's Nerd Emporium

11-11:30AM
Madison + Maddie
Flute

12:12-30PM
Myra + Hasini Voice

12:30-1PM
Emily + Sarah
Clarinet

1:30-2PM
Jack, Francis,
Benett, Eryn
Jazz

2-2:30PM
Keith + Alex
Cello

2:30-3PM
Lillian + Linnea
Violin/Viola

12.13.25
FRANKLIN HIGH SCHOOL MUSIC DEPARTMENT POP-UP STUDENT CONCERT

@BIRCHWOOD BAKERY + KITCHEN 17 E CENTRAL ST

A-WREATH-OF-FRANKLIN 11AM-4PM
POPPED UP IN THE FRANKLIN CULTURAL DISTRICT/DOWNTOWN FRANKLIN MA

FRANKLIN HISTORICAL MUSEUM
"It took thousands of hours of research and precision modeling to create three large, models of the center of Franklin, circa 1832, clustered around the railroad tracks that connected the community to nearby towns and faraway cities. The models are an exact representation of the structures that once existed from just west of the present-day Del Cate Conservation land to beyond the present day Mill Store (image above). The models include hundreds of structures in 1/87 scale (HO scale), tiny motor vehicles and people and an as yet unknown number of tiny pigeons(!), all modeled from photographs and architectural plans, where available, by master modeler Scott Mason.

For this special free event (DONATIONS ENCOURAGED), the Museum will be open during its regular hours, 10-1 on Saturdays and 1-4 and Sundays, extended hours (until 5 pm) during A-Wreath-of-Franklin on Saturday, Dec. 13

AND EXTENDED HOURS DURING THE SCHOOL VACATION WEEK [The Museum is working to be open from 1-5 on Dec. 25 to 31 – verify hours at the Museum Website before coming]. Franklin Historical Museum

Franklin Historical Museum, 80 W Central Street

Figure D.4 Printed Wayfinding of Community Schedule for A-Wreath-of-Franklin; dropped off at community partner locations, and printed in the BLACK BOX window.

Figure D5. Printed Wayfinding for Artists Vendors of where to load/unload for the pop-up arts market venue.

8am-12pm | FREE COAT GIVE AWAY
Franklin United Methodist Church, 82 W Central Street

10am-2pm | CATERING POP-UP COLLAB
86 Galtledge, 8 W Central St
Pop-up Collab with **CS&C** - 10-2pm for a Holiday Pop-up during the 22nd Annual A-Wreath-of-Franklin Event in Downtown Franklin
Live Cotton Candy Spinning with **CS&C** Ice Cream, Guided Gallery, selling Watercolor & Acrylic cards, bookmarks & more! Spongetops Meet & Greet (10-1pm)
New Board Book collection for Warior Family Books For NICU. Free cupcake decorating kits for the first 30 kids from Bear's Bakery

10:30am | PANCAKE BREAKFAST

FRANKLIN WELCOMES THE WREATH

PLAN YOUR DAY

A-Wreath-of-Franklin 2025

SUGGESTED PARKING DURING THE EVENT AFTER UNLOADING

UNLOADING, 8:30AM-10AM (11AM START TIME)
END OF PROGRAM LOADING 4-5:30PM

DAVIS THAYER
CLEAN SOLAR
ROCKLAND