

ARSENAL YARDS

In early March 2025, Citixen Joy and 1 Hour Party, Inc. combined efforts to activate a 4,444 square foot vacant restaurant at Arsenal Yards in Watertown, MA.

Challenge: Arsenal Yards solicited a fresh idea to engage potential retail customers or lessees at an available indoor spaces during a typically idle winter season.

Solution: Together, the producers pitched a pilot event to Arsenal Yards rooted in intergenerational, familial engagement. The event featured a variety of activities for children and highlighted vendors of color. By offering four ticket packages that accounted for typical household sizes, a single purchase covered an entire family for ease of use during checkout.

Results: The proof of concept, dubbed, 1 Hour Play Date, captured 1 Hour Party's ethos of connecting busy professionals who happen to be parents via unique meetups. Families with an average size of 2.6 members attended at a 95% rate relative to registration.

"My son and I really enjoyed the event. It was great to meet other local families, and he made friends with some other similar aged boys pretty quickly. We especially enjoyed facepainting and the party games. I thought the activities and welcoming atmosphere were worth it!"

1 Hour Play Date Attendee

1 HOUR
PARTY