

# KENDALL CENTER

## 2024 Programming Overview



# AGENDA

- Our Locations
- Programming Categories
- Our Partners
- Update! Public Art!
- 2023 Programming Review
  - Kendall Plaza
  - Urban Park
- 2024 Programming Plan
- Danny Lewin?
- Looking to the future:
  - Pioneer Room
  - MBTA HH
  - Center Plaza

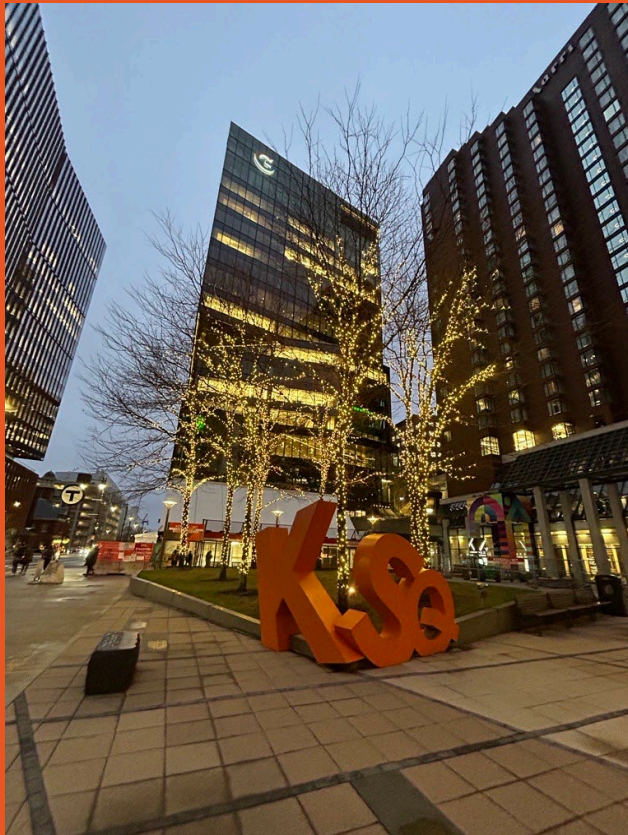


# LOCATIONS

URBAN PARK



KENDALL PLAZA




355+325 MAIN LOBBY



# LOCATIONS

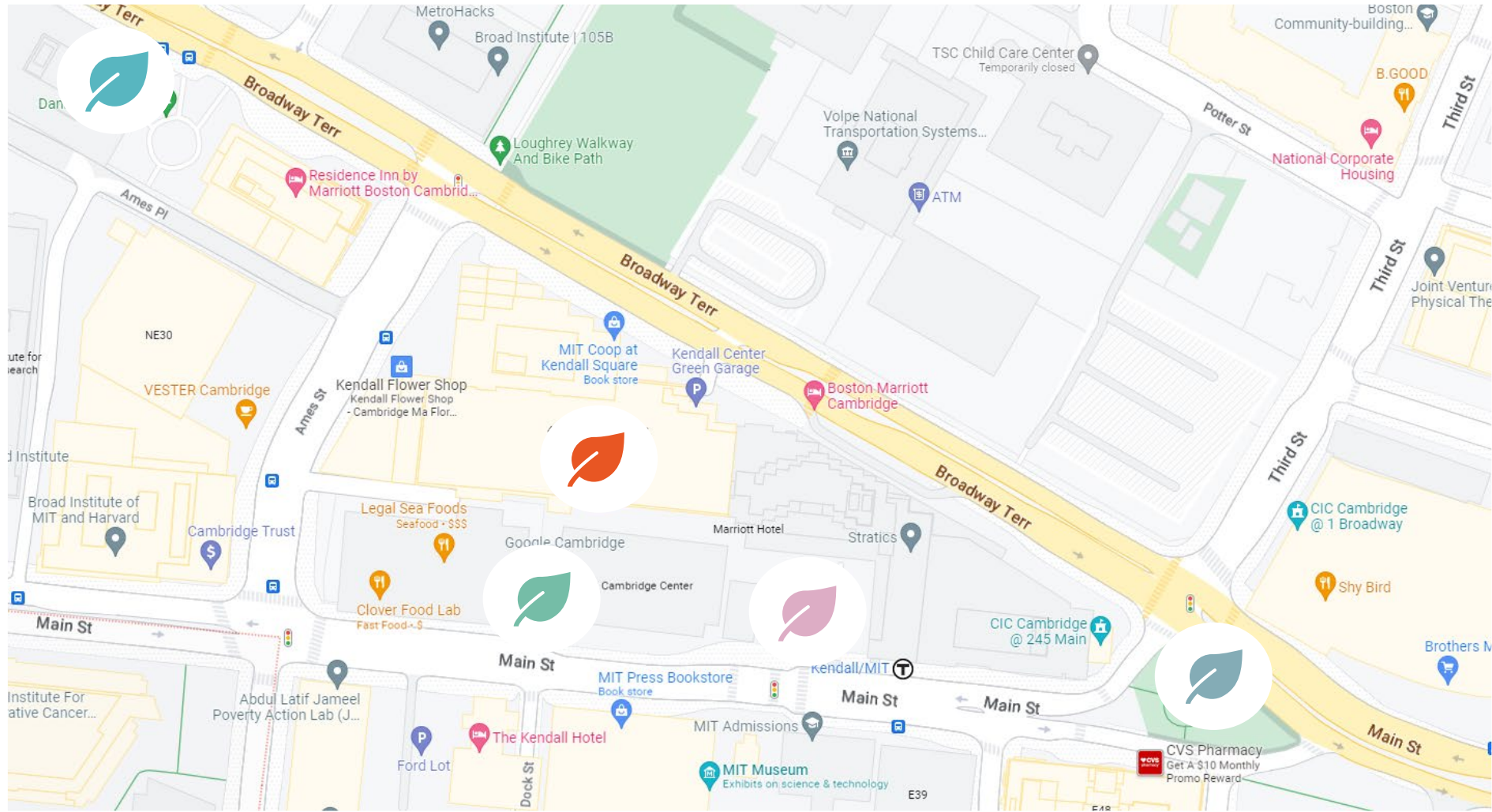
 Danny Lewin Park

 Urban Park

 355+325 Lobby

 Kendall Plaza

 Galaxy Park



# PROGRAMMING CATEGORIES



**Art**



**Charity**



**Community Partnerships**



**Education**



**Fitness**



**Food & Beverage**



**Performing & Visual Arts**



**Sustainability**

# PARTNERS



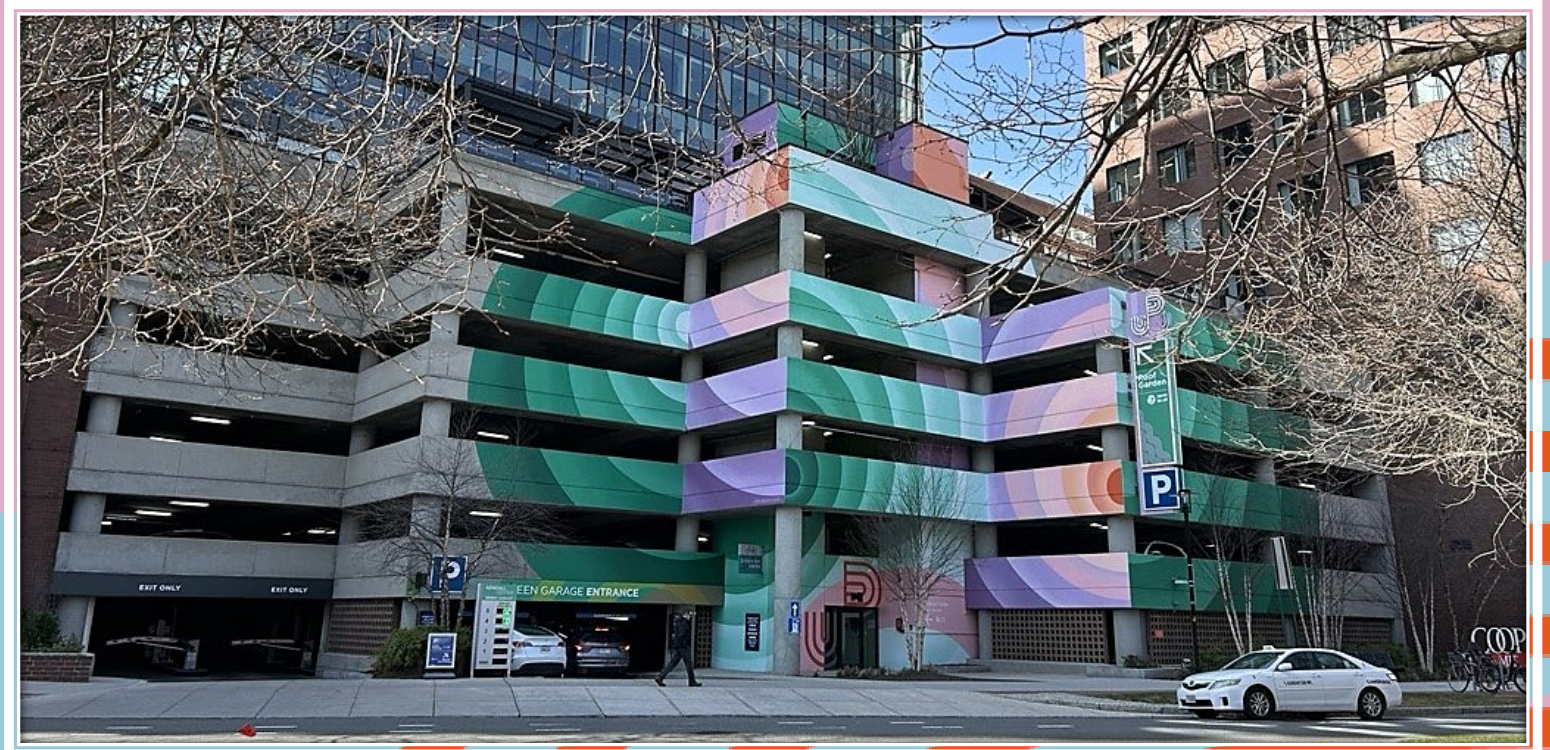
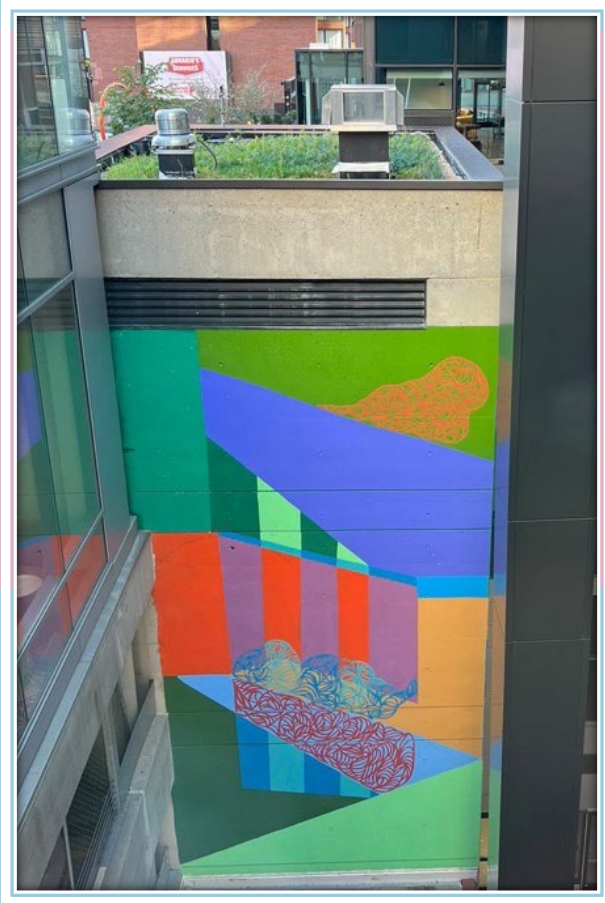
CAMBRIDGE ARTS



BUILDING A BETTER FUTURE, TOGETHER



# UPDATE! PUBLIC ART



# UPDATE! URBAN PARK ARTIST RECEPTION

August 2023

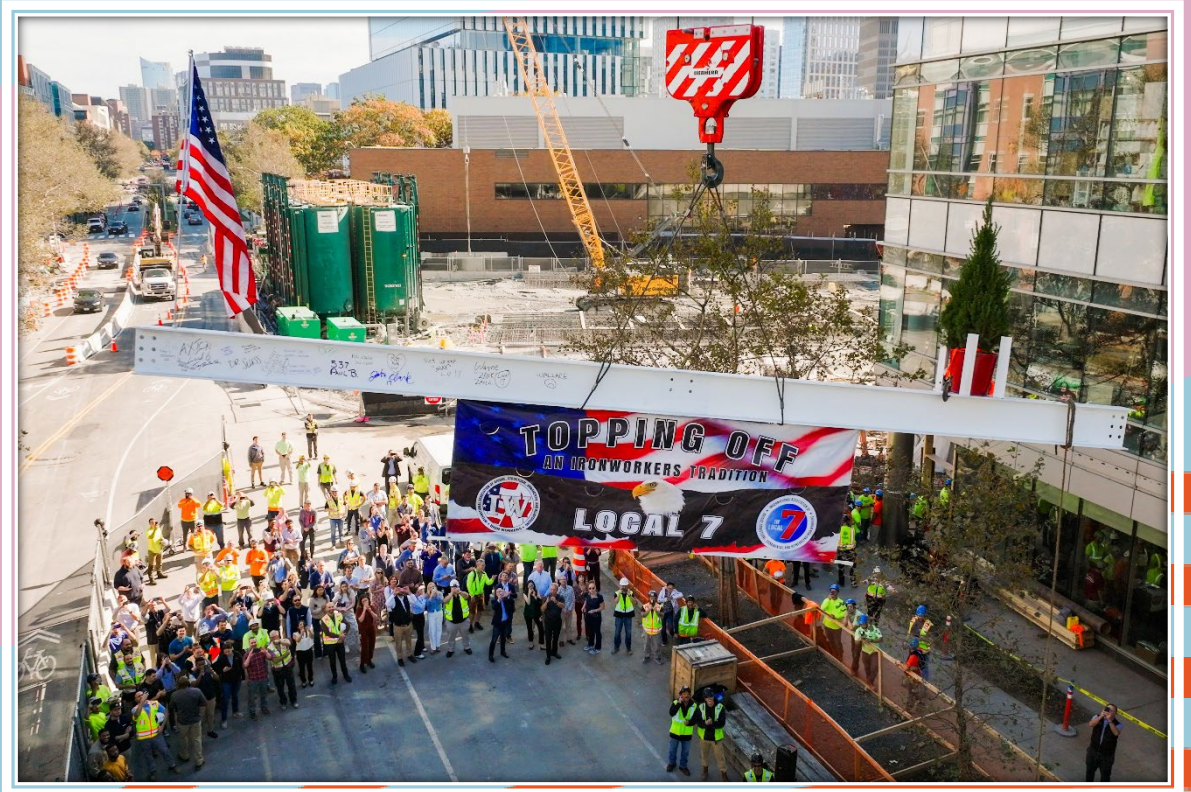




# UPDATE! Kendall Construction

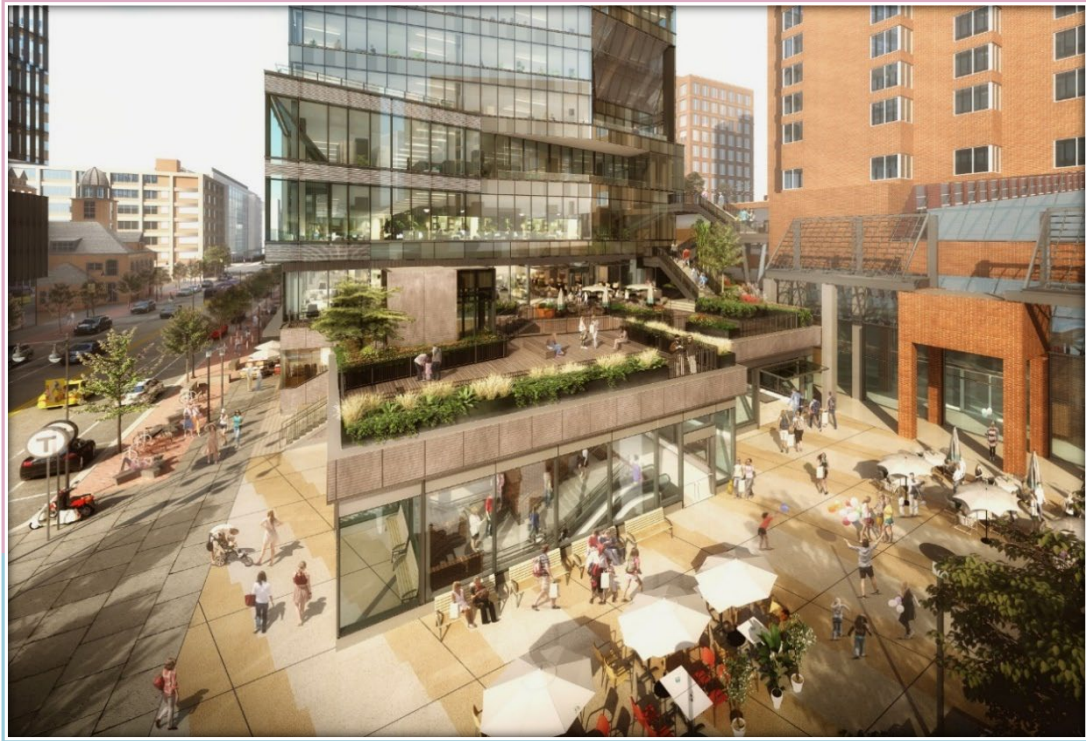


MARCH 2023: BXP LIFE SCIENCES CENTER KICKOFF



NOVEMBER 2023: 300 BINNEY TOPPING OFF

# UPDATE! MBTA Headhouse

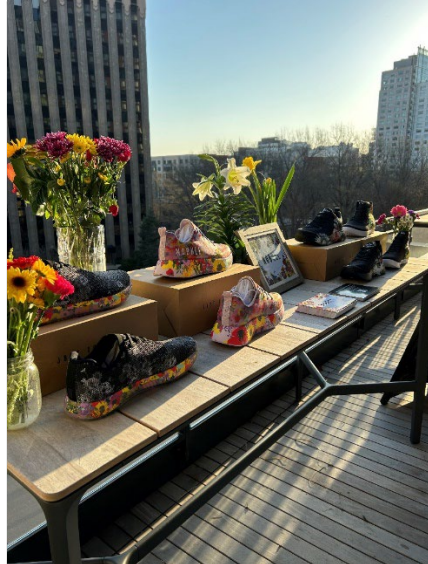


# URBAN PARK 2023 PROGRAMMING RECAP



## Sustainability

- Earth Day Event
- Bike to Work Events
- Community Garden
  - Weekly Check-In's
  - Harvest Days + Produce Stand
  - Event Pop-up's



## Fitness

- HIIT Fitness
- Yoga Classes
- Dance Classes
- NOBULL Pop Ups



## Education

- Cooking Classes
- Food Pop-up's



## The Arts

- Live Music
- Paint & Sip classes
- Craft & Crunch classes

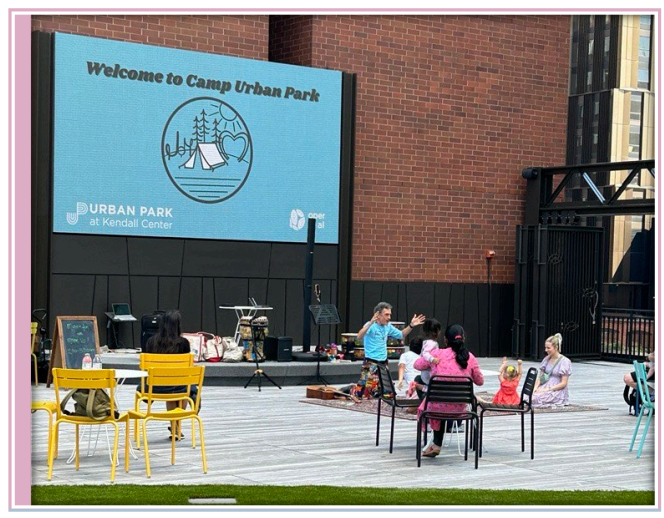


## Community

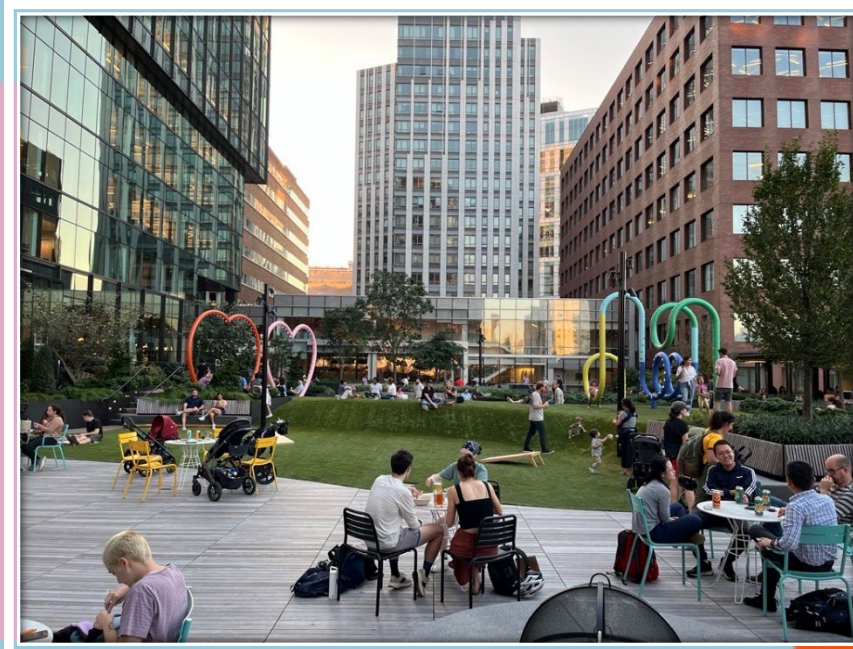
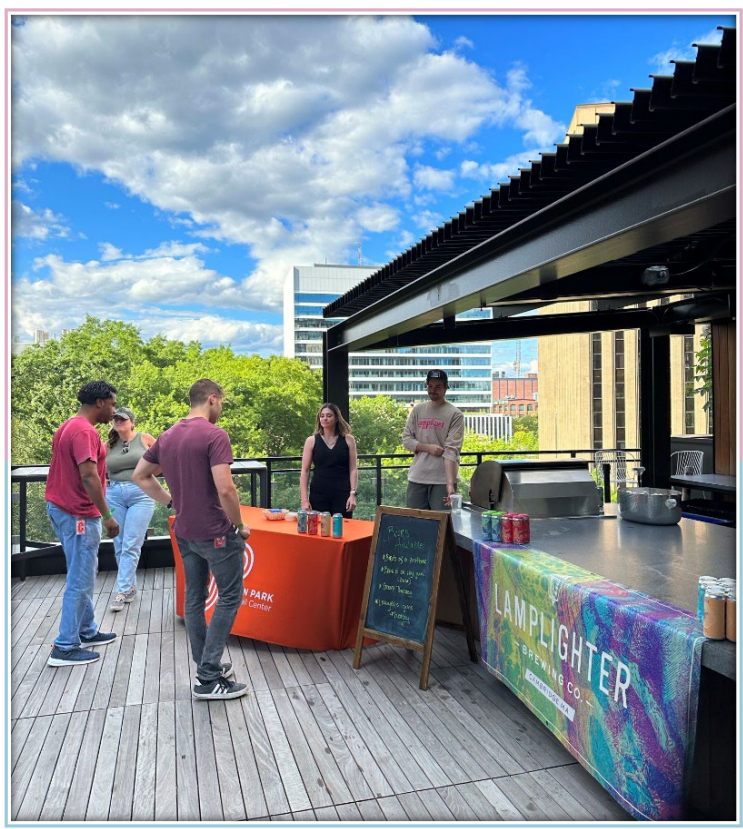
- Camp Urban Park
- Summer Saturdays
- Spook Saturday
- Charity Beer Gardens

**2023 Community Partners:** Green City Growers, CorePower Yoga, InnerCity Weightlifting, Chef Joe Gatto, Berklee, Del's Lemonade, Honeycomb Creamery, Stacey Peasley, Club Passim, Community Arts Cambridge, and more!

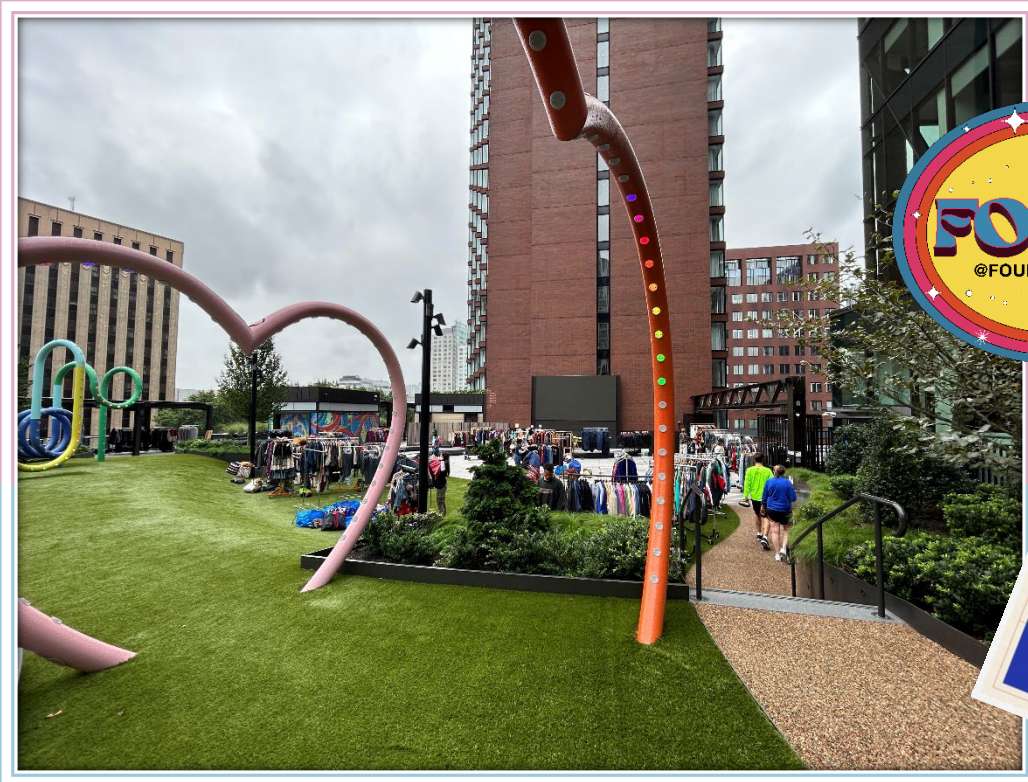
# 2023 PROGRAMMING CAMP URBAN PARK & Summer Saturdays



# 2023 PROGRAMMING CHARITY BEER GARDENS



# 2023 PROGRAMMING FOUND @ Urban Park



325 Main Street, Cambridge

# FOUND

## At the Urban Park

**Rooftop Vintage Market**

**SEPT 30<sup>th</sup>**

11:30 - 5:30 PM

Vintage + upcycled clothing, goods & shops

Complimentary admission at [www.Tickets.Found.Boston](http://www.Tickets.Found.Boston)

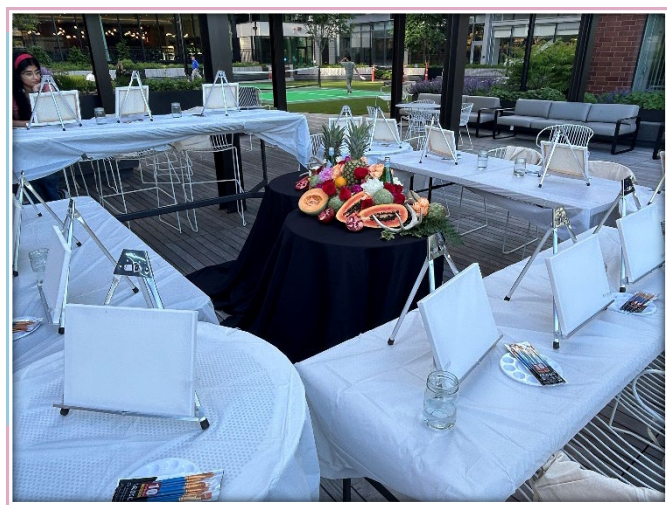
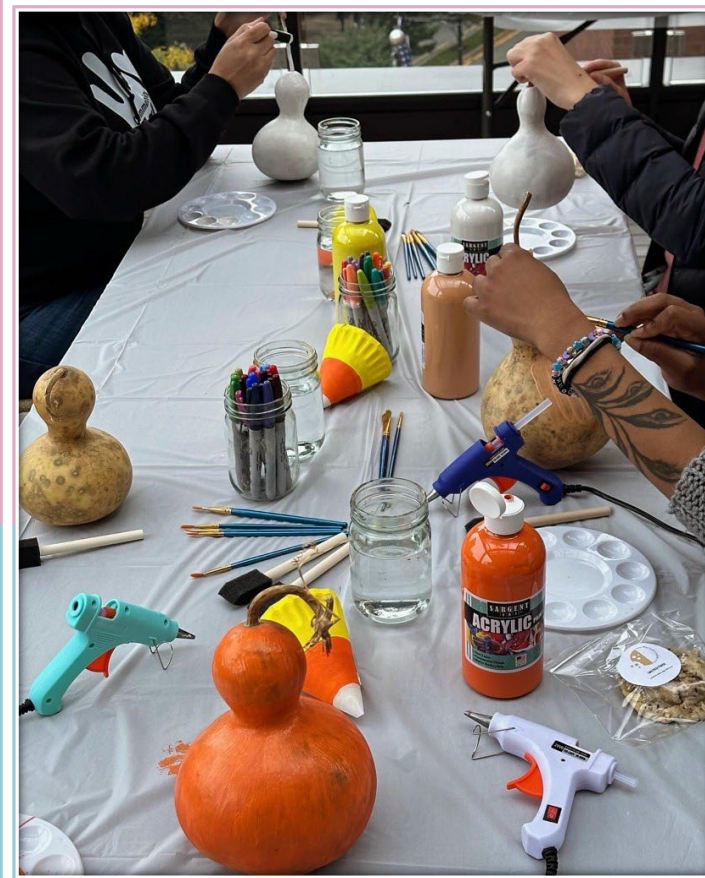
SHOP SUSTAINABLY

SHOP SMALL

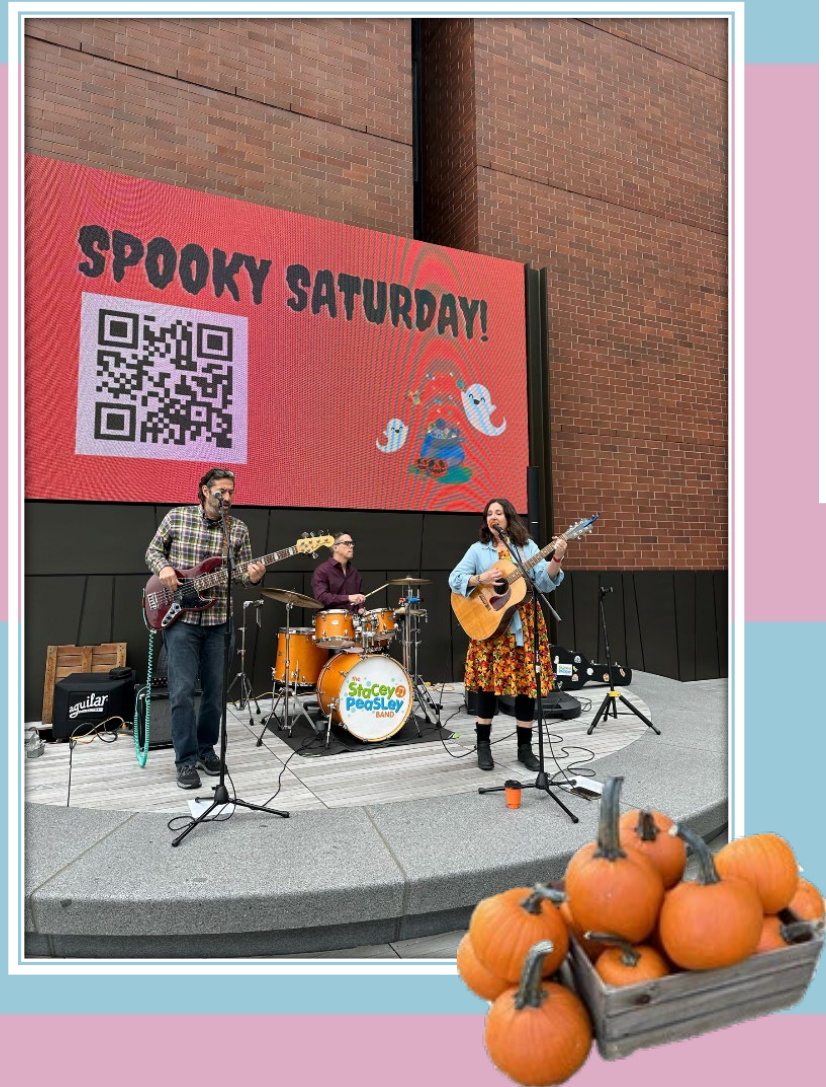
SHOP STYLISH

A graphic of a calendar page with a grid. A blue arrow points from the 'FOUND At the Urban Park' event title to the date 'SEPT 30th' in the calendar grid. A small photograph of the heart-shaped sculptures is also placed within the calendar grid.

# 2023 PROGRAMMING CAC PROGRAMMING



# 2023 PROGRAMMING SPOOKY SATURDAY





# 2024 UP PUBLIC PROGRAMMING

## February

- Black History Month Poster Exhibit + Public Reception (355-325 Lobby)

## April

- Earth Day Plant Pop Up (355-325 Lobby)
- Green City Growers Farmer Visits (UP)

## May

- Bike to Work Events
- Art Partnership w/Louisa Bertman
- Transportation Survey (Various)
- LGBTQ+ Poster Exhibit + Reception (355-325 Lobby)

## June

- Berklee College Concert Series
- CAC All Ages Dance Classes
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness Series
- Joe Gatto Cooking Classes
- Summer Solstice Garden Party
- Yoga Series
- Charity Beer Garden
- CAC Craft & Crunch
- Summer Saturdays Movie Nights
- LGBTQ+ Poster Exhibit + Reception (355-325 Lobby)

## July

- Berklee College Concert Series
- CAC All Ages Dance Classes
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness
- Joe Gatto Cooking Classes
- Yoga Series
- Charity Beer Garden
- CAC Craft & Crunch
- Summer Saturdays Movie Nights

# 2024 PUBLIC PROGRAMMING

## August

- Berklee College Concert Series
- CAC All Ages Dance Class
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness Series
- Joe Gatto Cooking Classes
- Yoga Series
- CAC Craft & Crunch
- Charity Beer Garden
- Summer Saturdays Movie Nights

## September

- Berklee College Concert Series
- CAC Kids Craft Nights
- CAC All Ages Dance Class
- Charity Beer Garden
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness Series
- Joe Gatto Cooking Classes
- Yoga Series
- Summer Saturdays Movie Nights
- Hispanic Heritage Month Poster Exhibit + Reception (355-325 Lobby)

## October

- Urban Park Oktoberfest
- CAC Halloween Craft Night
- Spooky Saturday
- CAC All Ages Dance Class

## November

- Food Drive (355-325 Lobby)

## December

- Toy Drive— Charity TBD (Multiple Locations)
- Winter Fest with “Live” Ice Sculpture, Hot Cocoa, People’s Choice (Multiple Locations)

# PROMOTION

## Community Partnerships

- CIC Lobby Media Wall
- Innovation Trail Cross Promotion
- KSA
  - Newsletter
  - Open Space Mtg.

## Signage & Wayfinding

- Captivate Elevator Ads
- Main Street Stairwell
- Main Street Wayfinding Column
- UP Media Wall
- 355-325 Main Lobby Split Flap Sign

## PR, Social Media & Website

- Office Client Notifications
- Facebook, Instagram, Twitter
- Influencer Collaborations
- Kendall Center Website
- Press Releases Promoting Signature Events

# SOCIAL MEDIA OVERVIEW 2024

## Current Social Media Following

- Instagram: 2207 (up **39%** from April 2023)
- Twitter: 762
- Facebook: 192

## 2024 Social Media Goals

- Continue consistent posting promoting events & programming, amenities, and area retailers/partners
- Timely engagement with followers and community partners
- Cross-promotion with community partners
- Increase social audience/followers

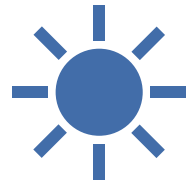


# 2024 Construction Milestones



## Danny Lewin Park

- Construction starting Spring 2024\*



## Pioneer Room (355 Main Street)

- Open Summer 2024\*



## BXP Life Sciences Center

- 290 Binney topping off Fall 2024\*



## 300 Binney

- Project completion Winter 2024\*

## MBTA Headhouse

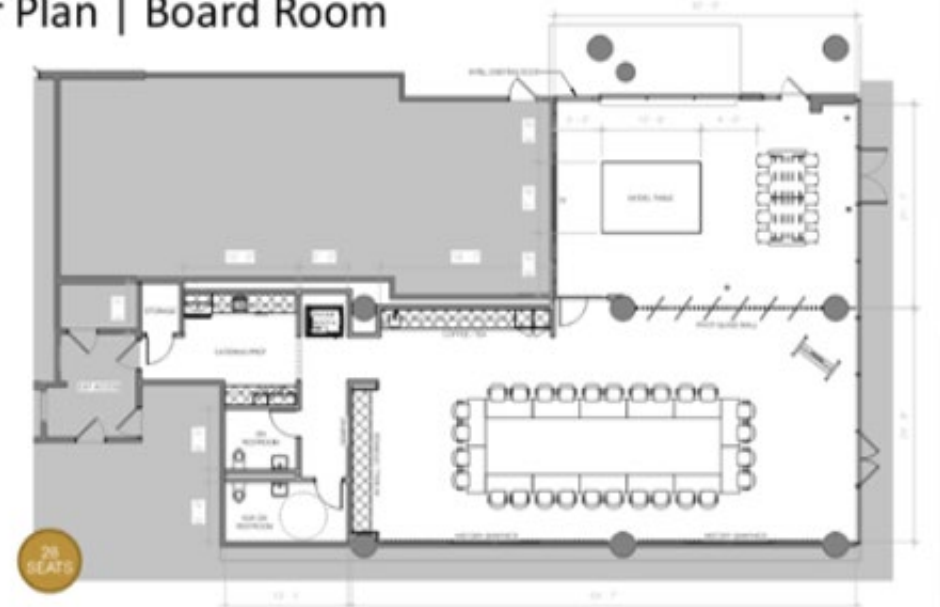
- Temp Tunnel open Summer 2024\*

\*Dates are subject to change due to construction progress and schedules.

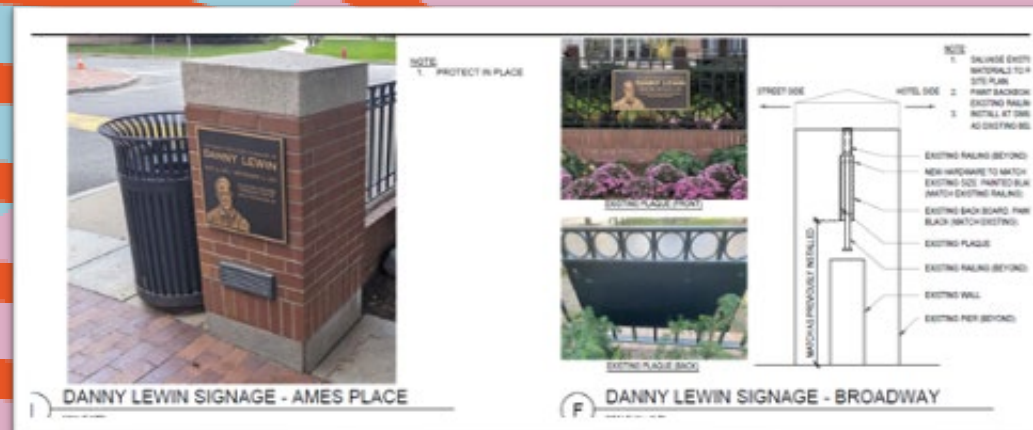
# LOOKING TO THE FUTURE! Pioneer Room



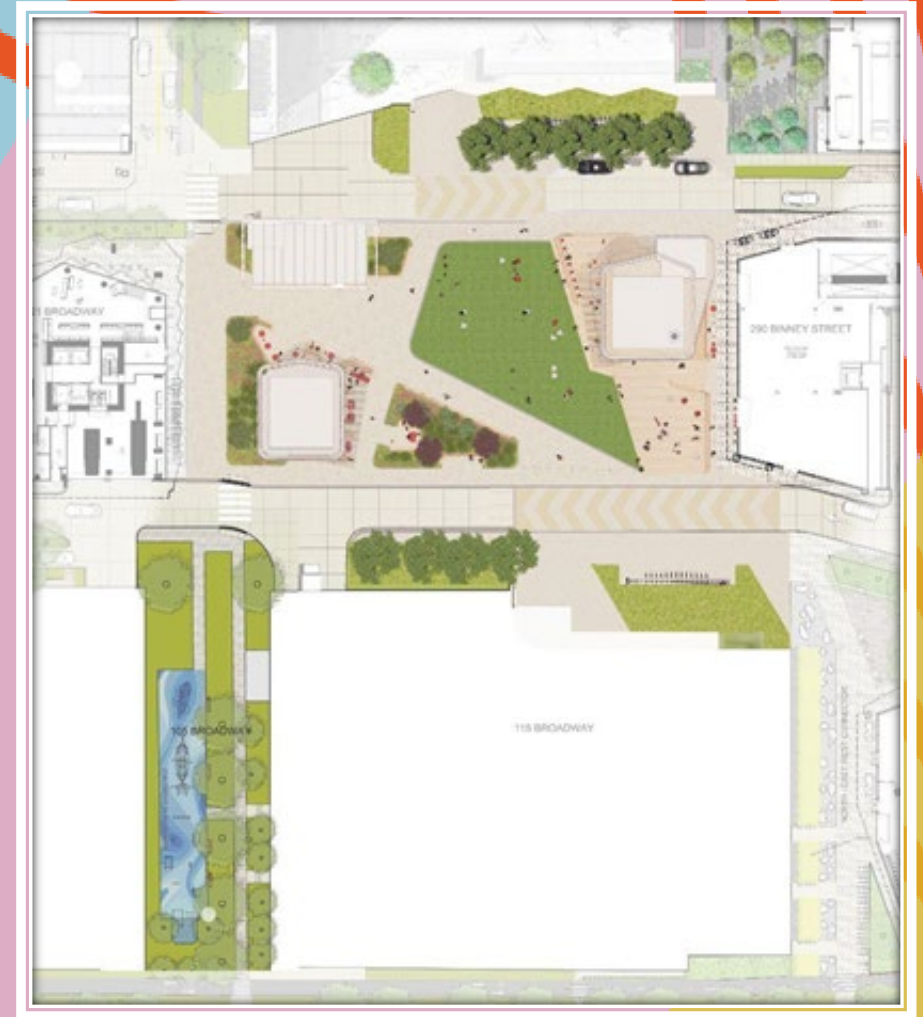
Floor Plan | Board Room



# LOOKING TO THE FUTURE! Danny Lewin Park



# LOOKING TO THE FUTURE! Center Plaza



\*Design not finalized.



THANK YOU!