

KENDALL CENTER

2024 Programming Overview



AGENDA

- Our Locations
- Programming Categories
- Our Partners
- Update! Public Art
- 2023 Programming Recap
- 2024 Programming Plan
- Looking to the future:
 - Pioneer Room
 - MBTA HH & Kendall Plaza
 - Future Open Space



LOCATIONS

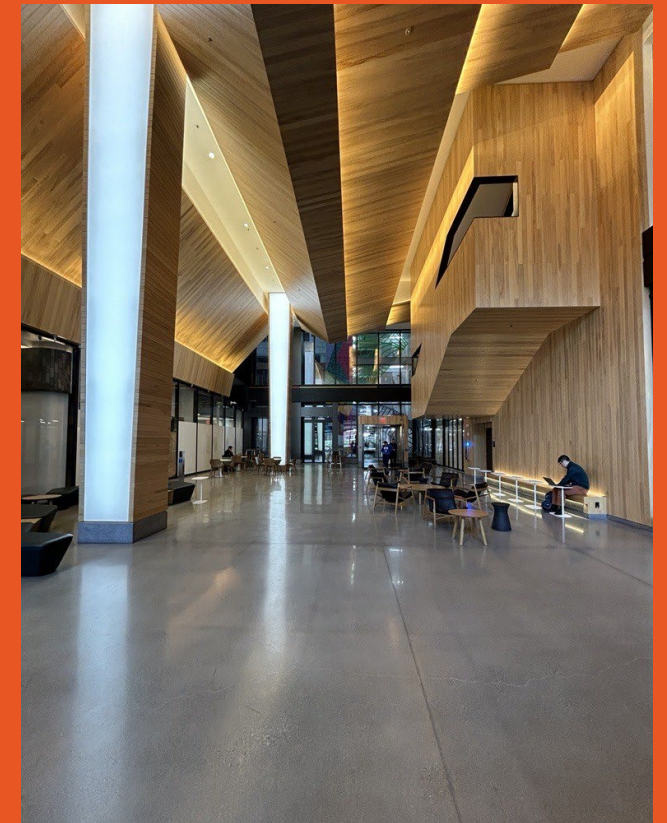
URBAN PARK



KENDALL PLAZA




355+325 MAIN LOBBY



LOCATIONS

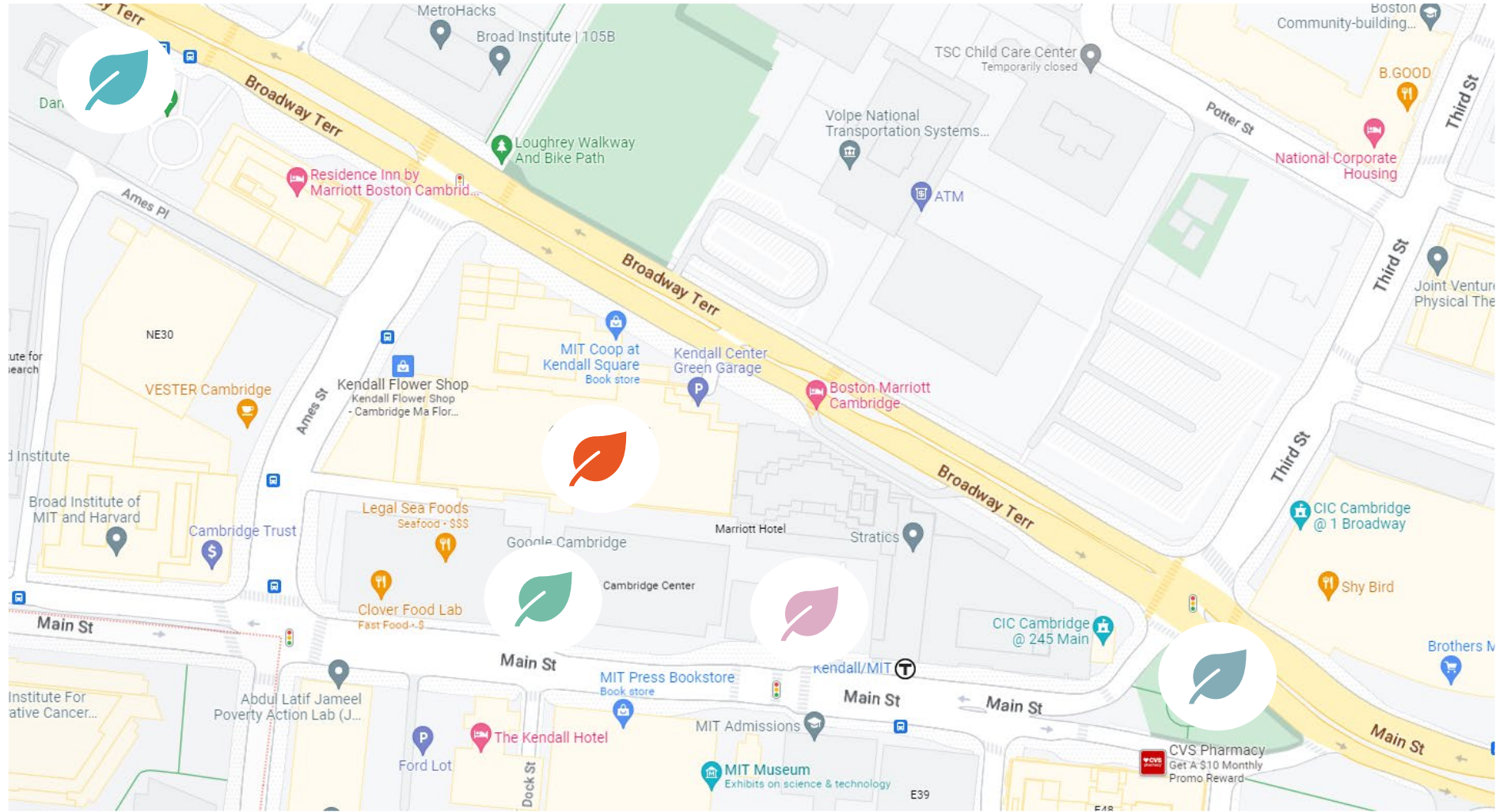
 Danny Lewin Park

 Urban Park

 355+325 Lobby

 Kendall Plaza

 Galaxy Park



PROGRAMMING CATEGORIES



Art



Charity



Community Partnerships



Education



Fitness



Food & Beverage



Performing & Visual Arts



Sustainability

PARTNERS



CITY OF
CAMBRIDGE



LAMPLIGHTER
— BREWING CO. —

corepower YOGA®



CAMBRIDGE | ARTS



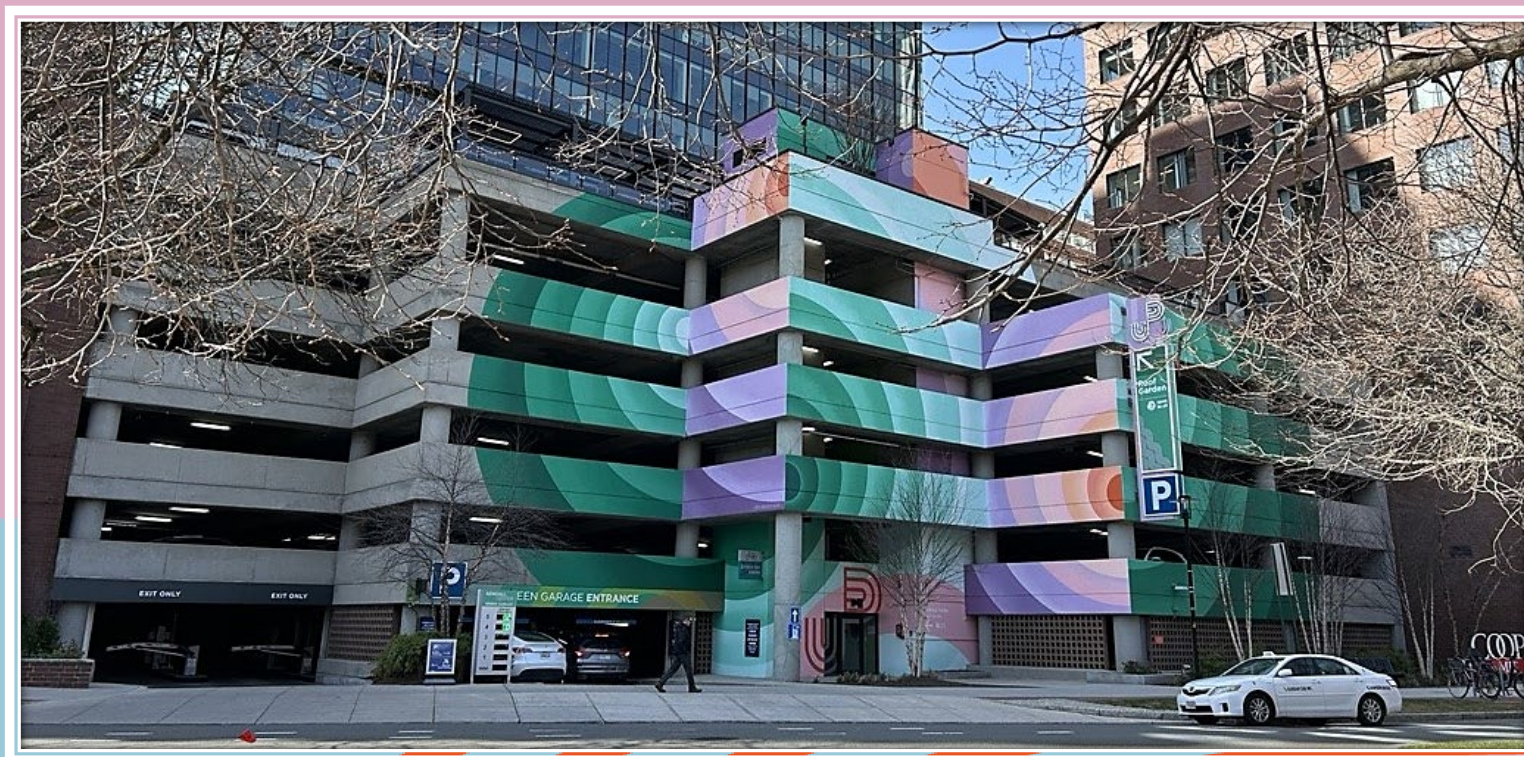
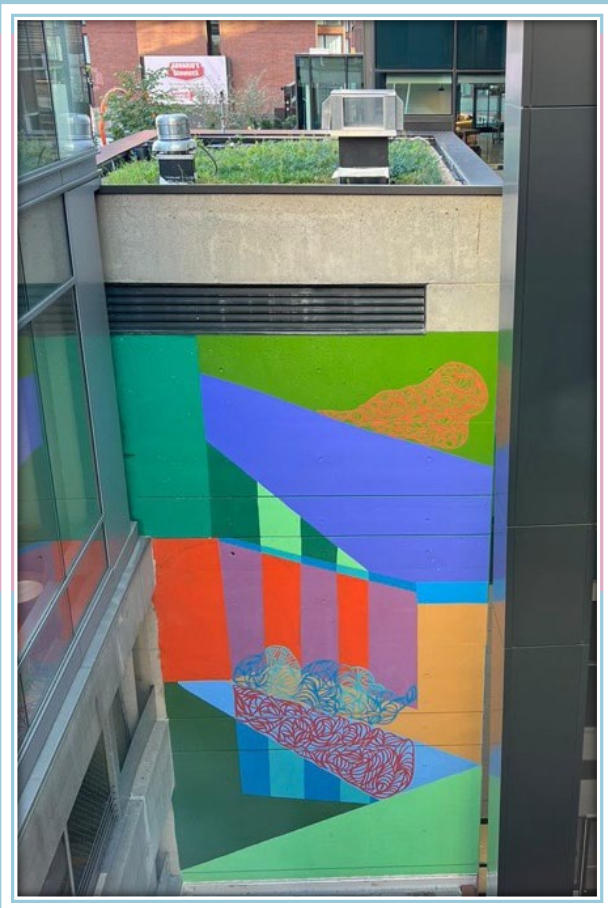
PER
SCHOLAS



club Passim



UPDATE! PUBLIC ART



UPDATE! URBAN PARK PUBLIC ARTIST RECEPTION

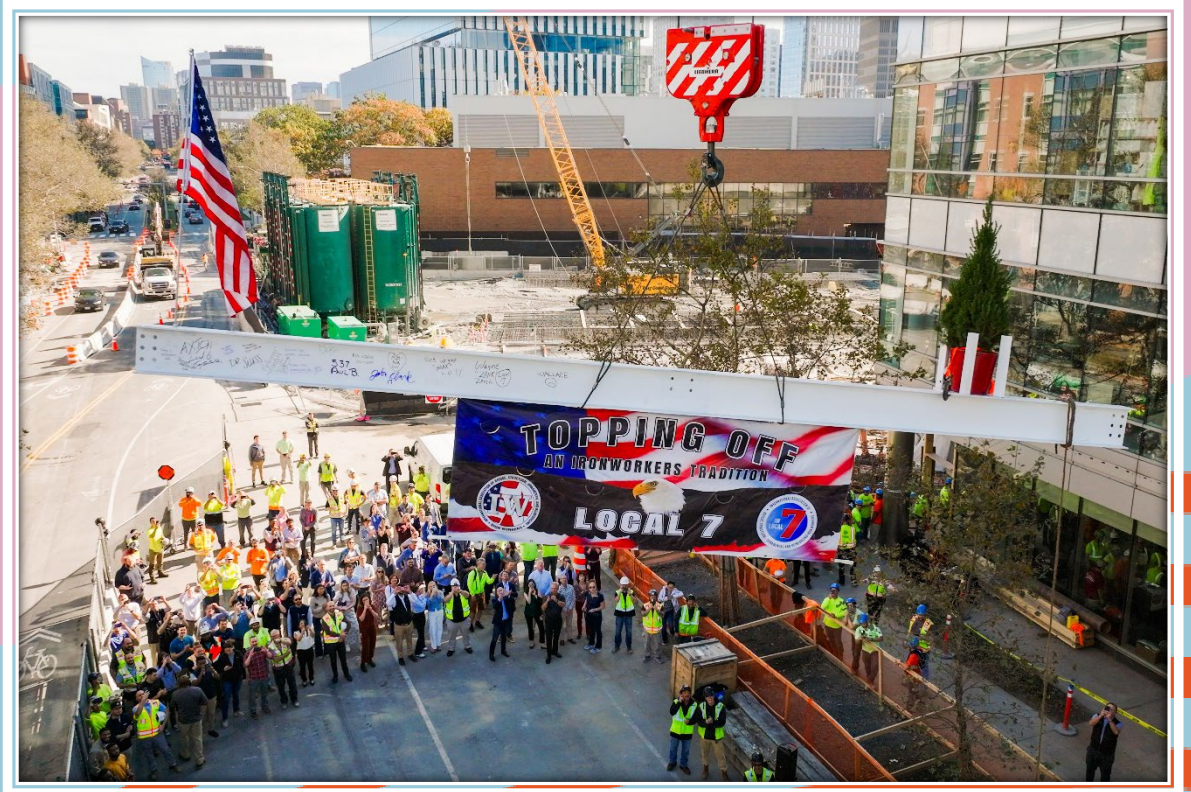


***August 2023**

UPDATE! Kendall Construction

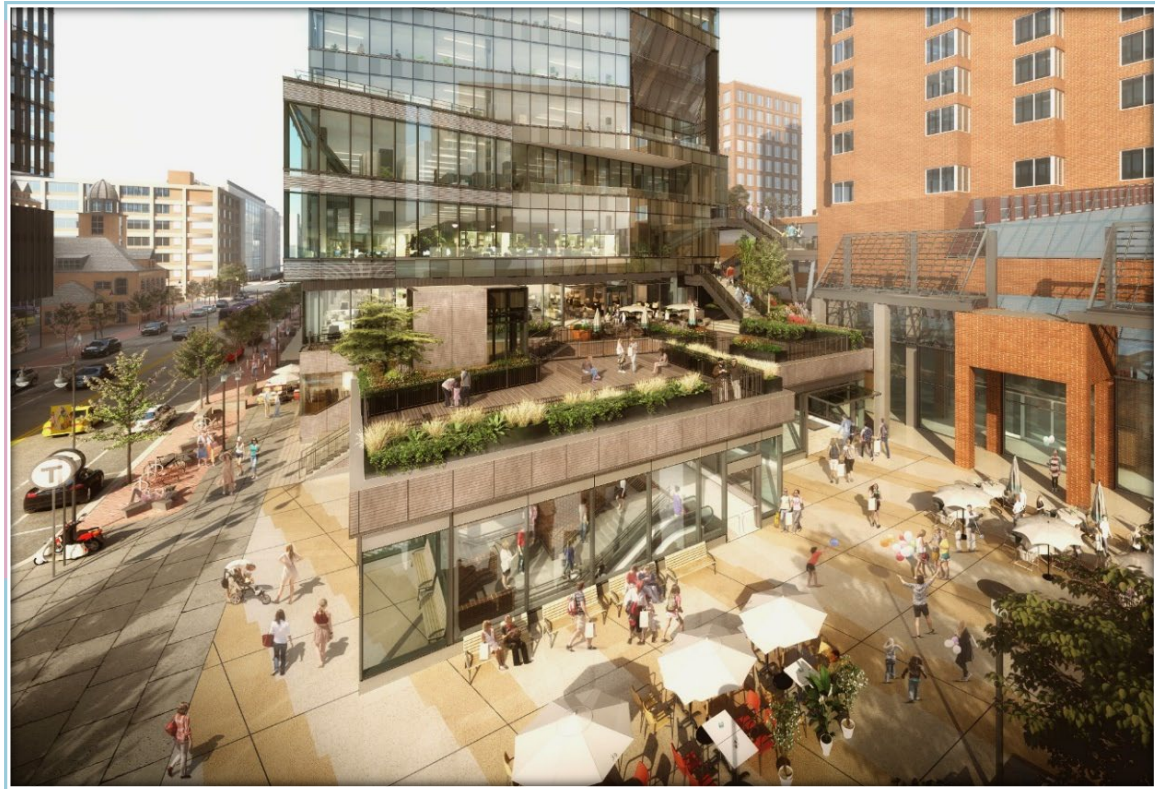


MARCH 2023: BXP LIFE SCIENCES CENTER KICKOFF



NOVEMBER 2023: 300 BINNEY TOPPING OFF

UPDATE! MBTA Headhouse

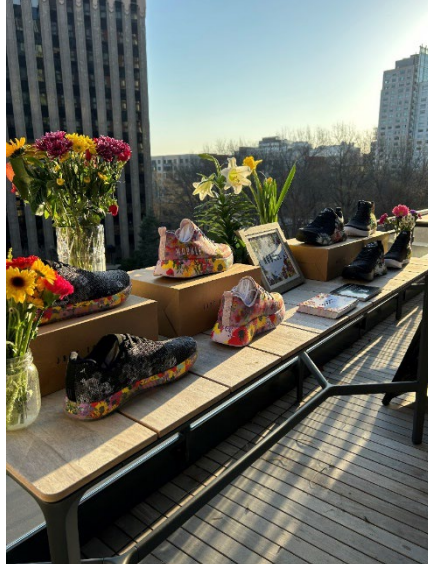


URBAN PARK 2023 PROGRAMMING RECAP



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

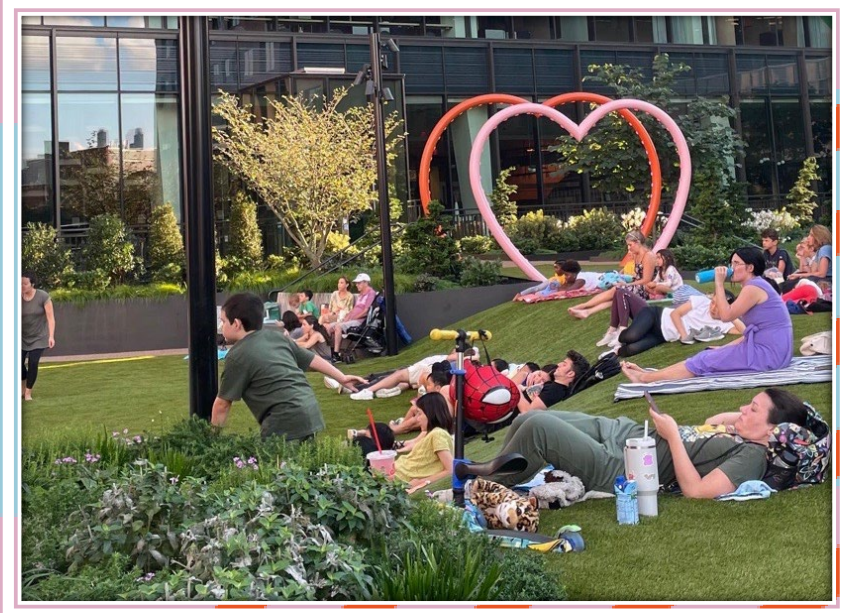
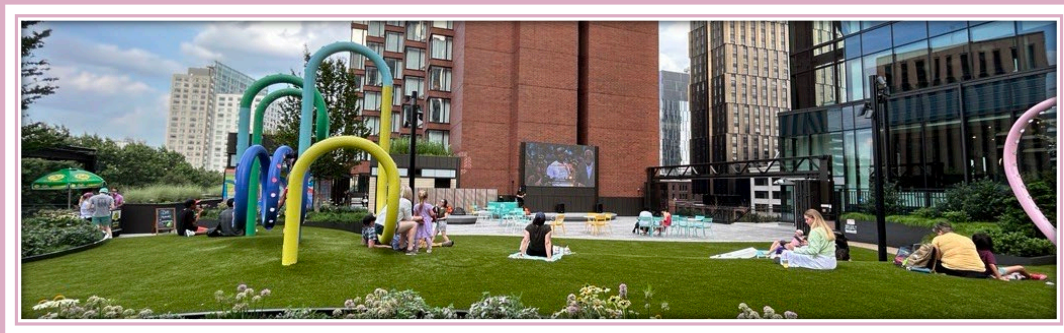
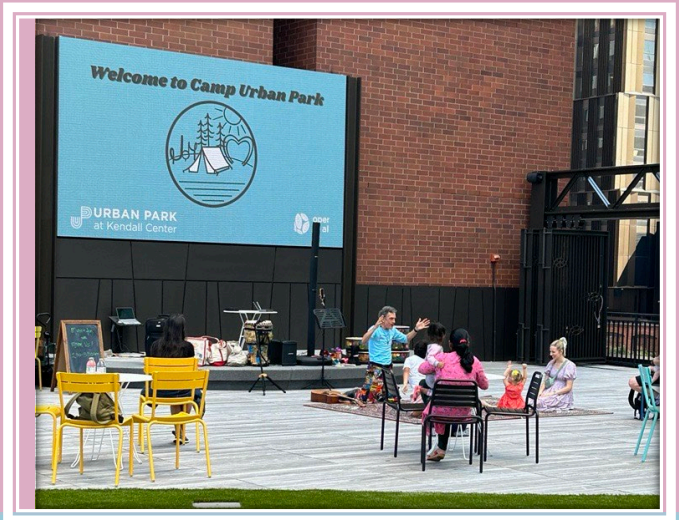


Community

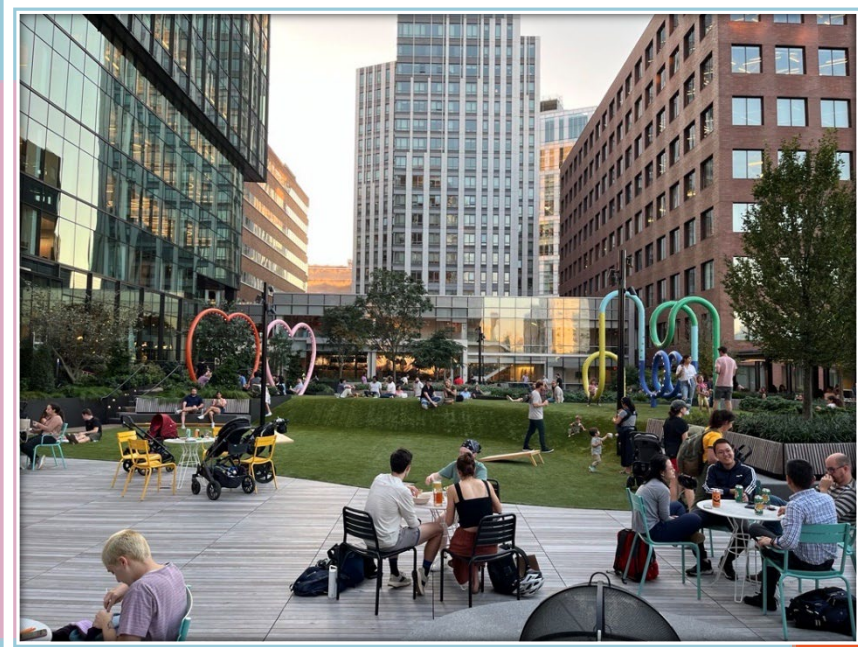
- Camp Urban Park
- Summer Saturdays
- Spook Saturday
- Charity Beer Gardens

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!

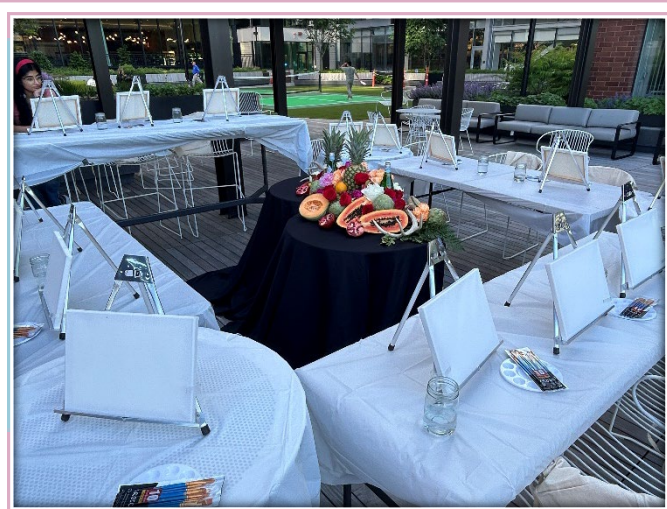
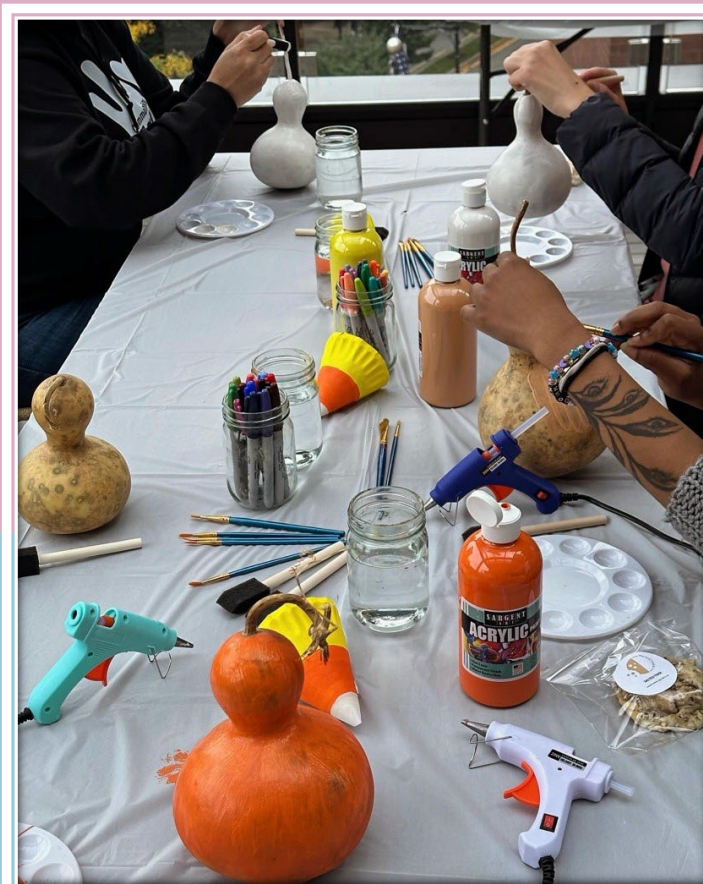
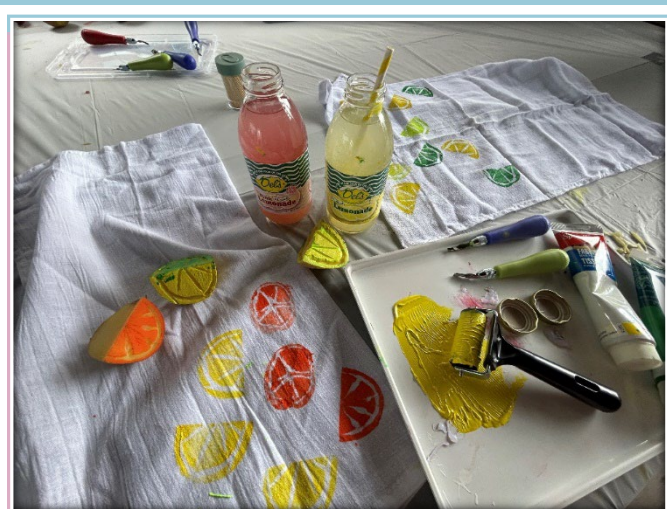
2023 PROGRAMMING CAMP URBAN PARK & Summer Saturdays



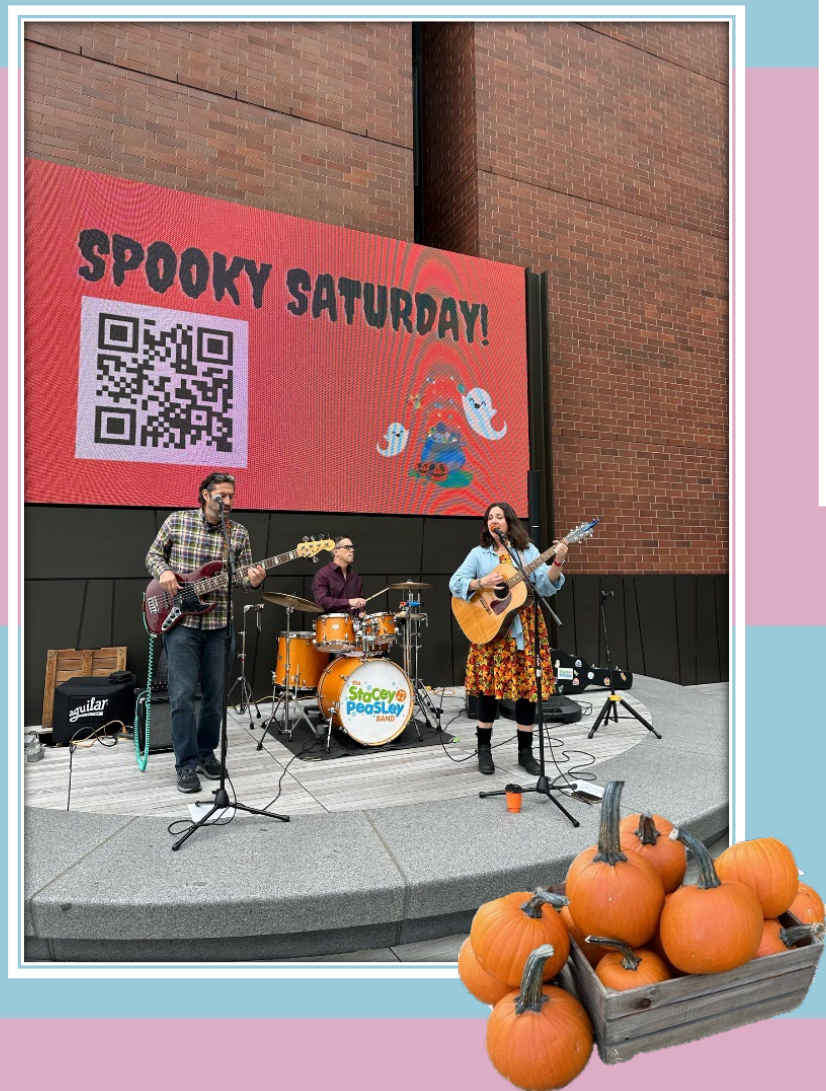
2023 PROGRAMMING CHARITY BEER GARDENS



2023 PROGRAMMING 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: 2188 (up **37%** 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

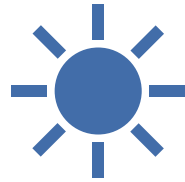


2024 Construction Milestones



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

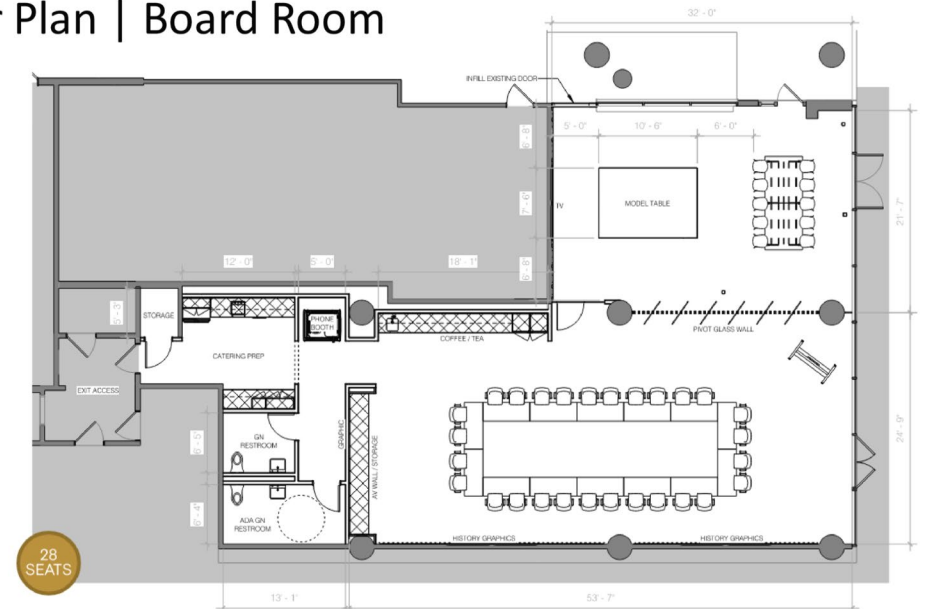
- Temp Tunnel open Summer 2024*

*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!


Future open space



*Design not finalized.


LOOKING TO THE FUTURE!

Danny Lewin Park



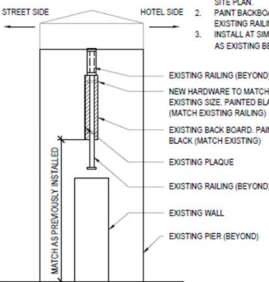
I DANNY LEWIN SIGNAGE - AMES PLACE
SCALE: 1" = 1'-0"

NOTE
1. PROTECT IN PLACE



F DANNY LEWIN SIGNAGE - BROADWAY
SCALE: 1" = 1'-0"

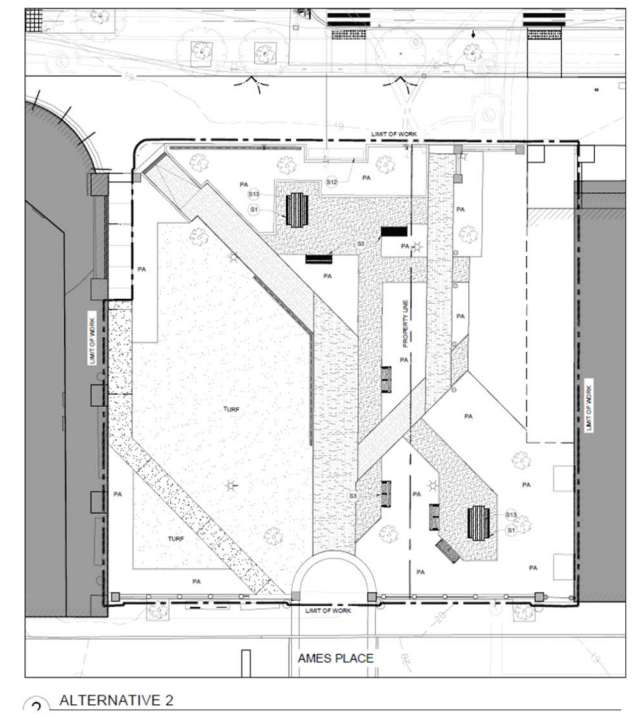
NOTE
1. SALVAGE EXISTING PLAQUE AND MATERIALS TO RELOCATION PER SITE PLAN.
2. PAINT BACKBOARD TO MATCH EXISTING RAILING.
3. INSTALL AT SIMILAR ELEVATIONS AS EXISTING BELOW RAILING



STREET SIDE HOTEL SIDE

EXISTING RAILING (BEYOND)
NEW HARDWARE TO MATCH EXISTING SIZE (PAINTED BLACK (MATCH EXISTING RAILING))
EXISTING BACK BOARD (PAINTED BLACK (MATCH EXISTING))
EXISTING PLAQUE
EXISTING RAILING (BEYOND)
EXISTING WALL
EXISTING PIER (BEYOND)

MATCH AS PREVIOUSLY INSTALLED



THANK YOU!