

KENDALL CENTER

2023 Programming Overview



AGENDA

- Our Locations
- Programming Categories
- Our Partners
- UP-dates!
 - Urban Park (UP)
 - Public Art
- 2022 Programming Review
 - Kendall Plaza
 - Urban Park
- 2023 Programming Plan
- UP Ahead! Kendall Public Market

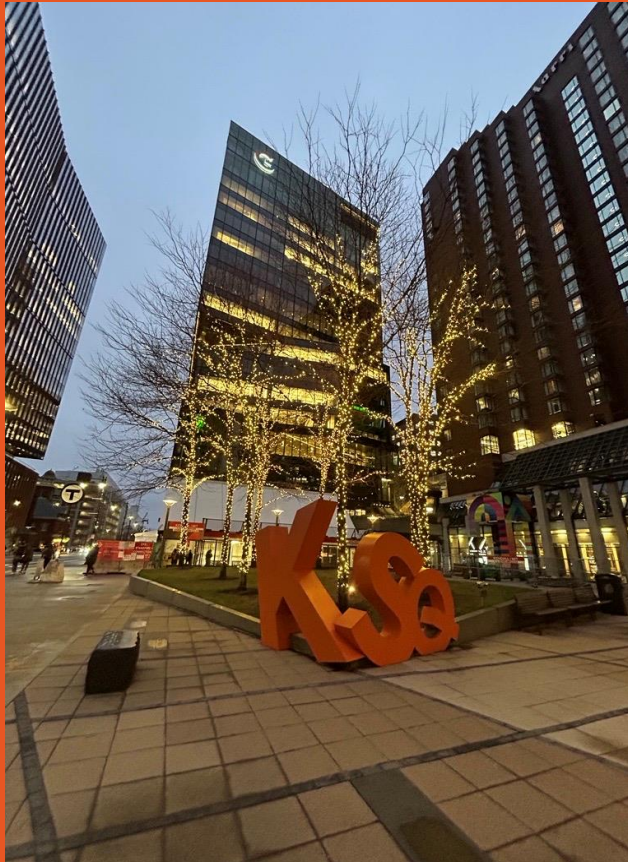


LOCATIONS

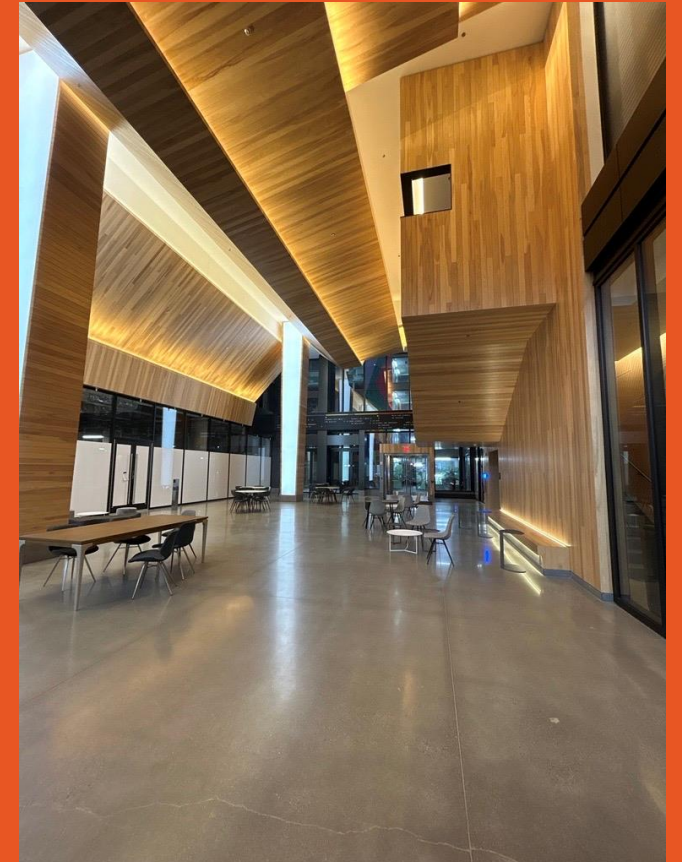
URBAN PARK



KENDALL PLAZA




355+325 MAIN LOBBY



LOCATIONS

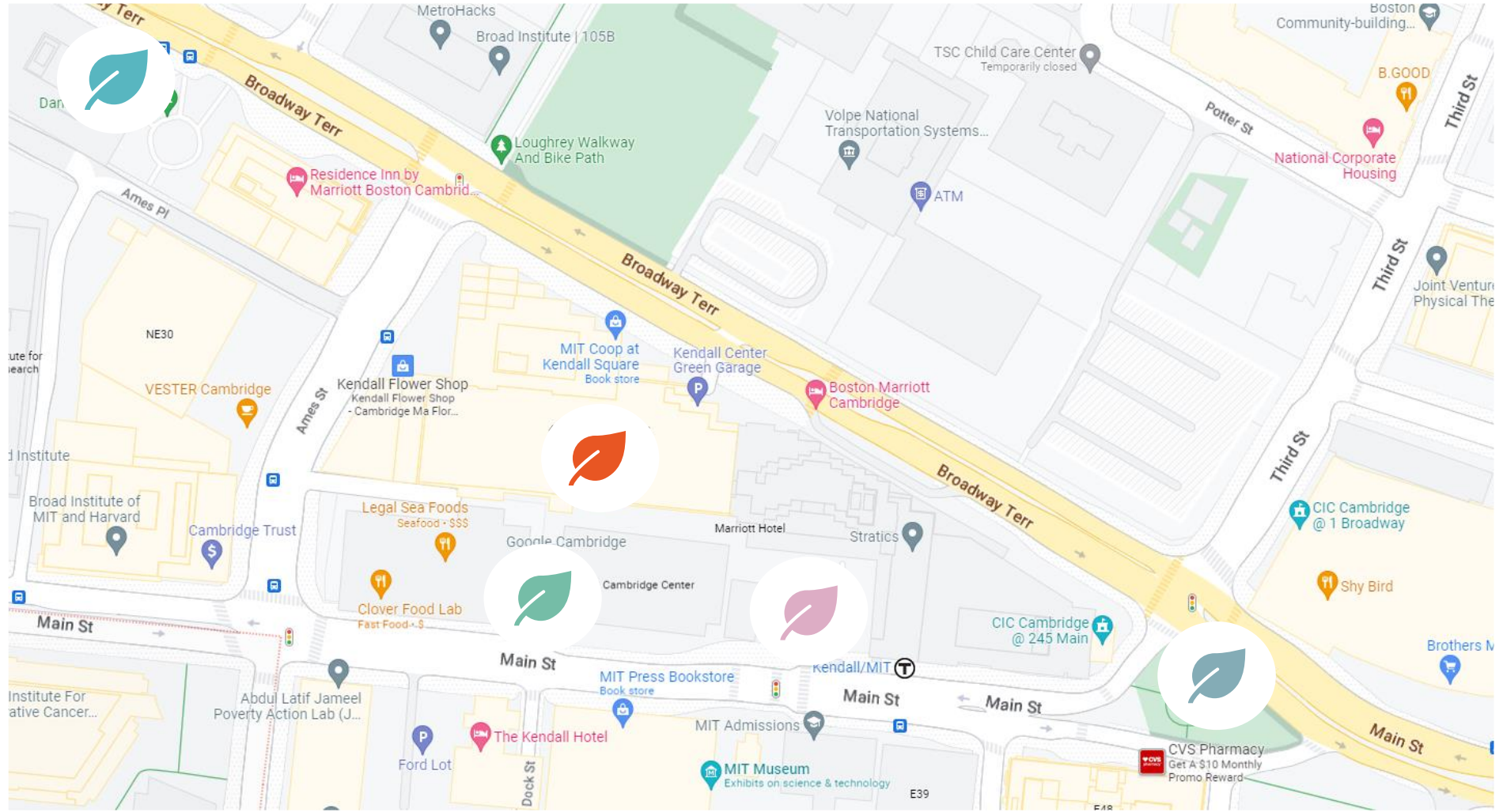
 Danny Lewin Park

 Urban Park

 355+325 Lobby

 Kendall Plaza

 Galaxy Park



PROGRAMMING CATEGORIES



Art



Charity



Community Partnerships



Education



Fitness



Food & Beverage



Performing & Visual Arts



Sustainability

PARTNERS



NOBULL



corepower YOGA



CAMBRIDGE ARTS



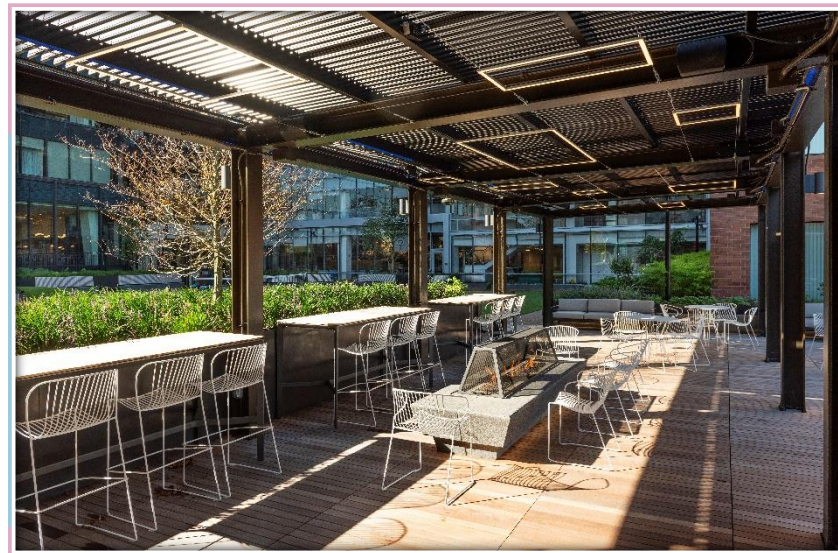
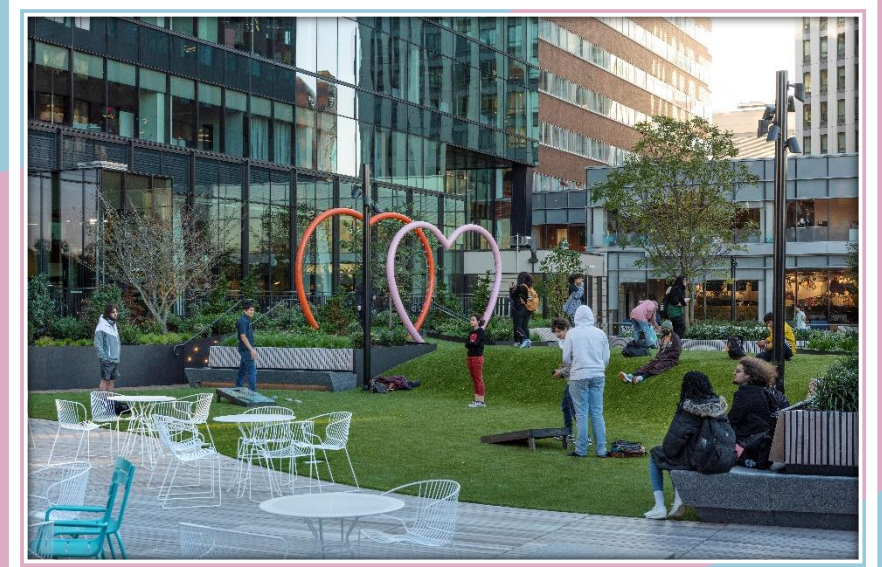
club Passim



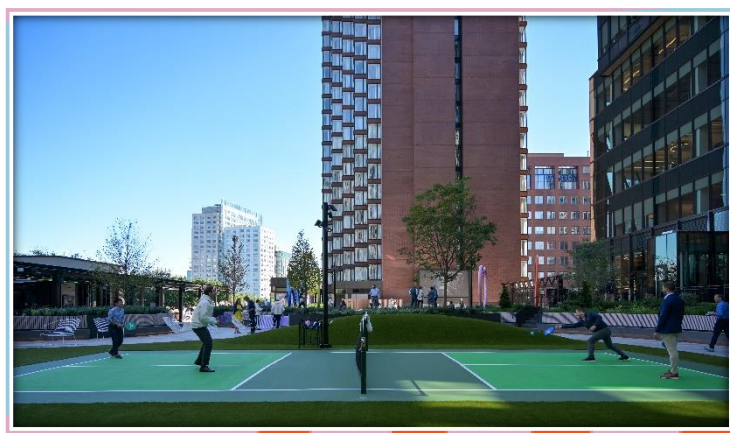
TEDx Cambridge
x = independently organized TED event



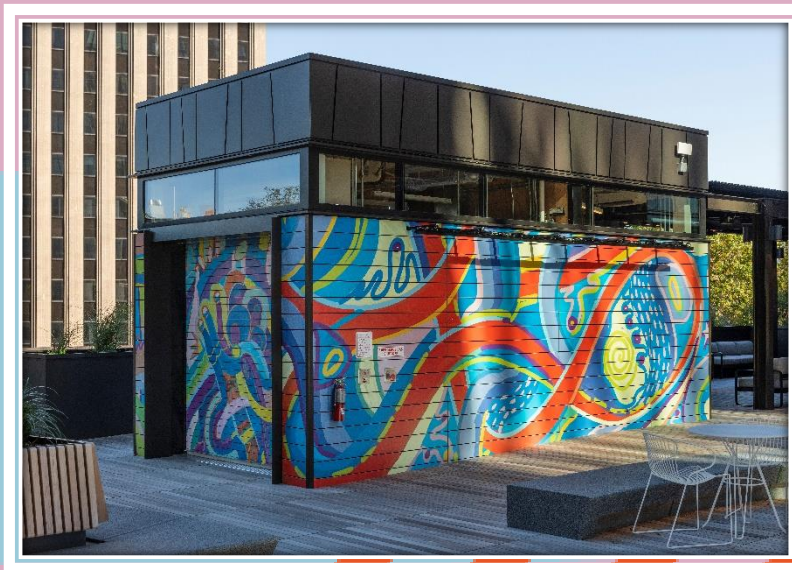
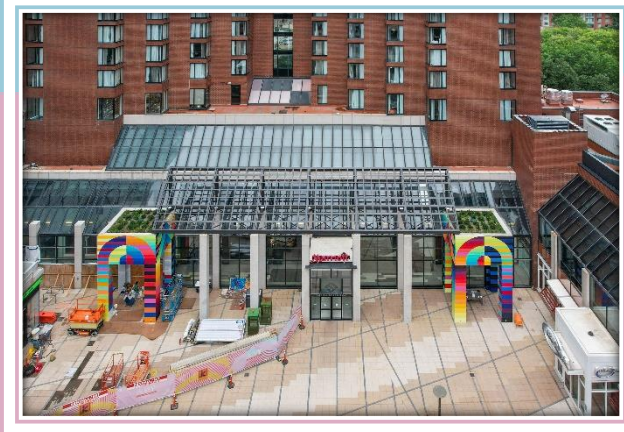
UPDATE! URBAN PARK



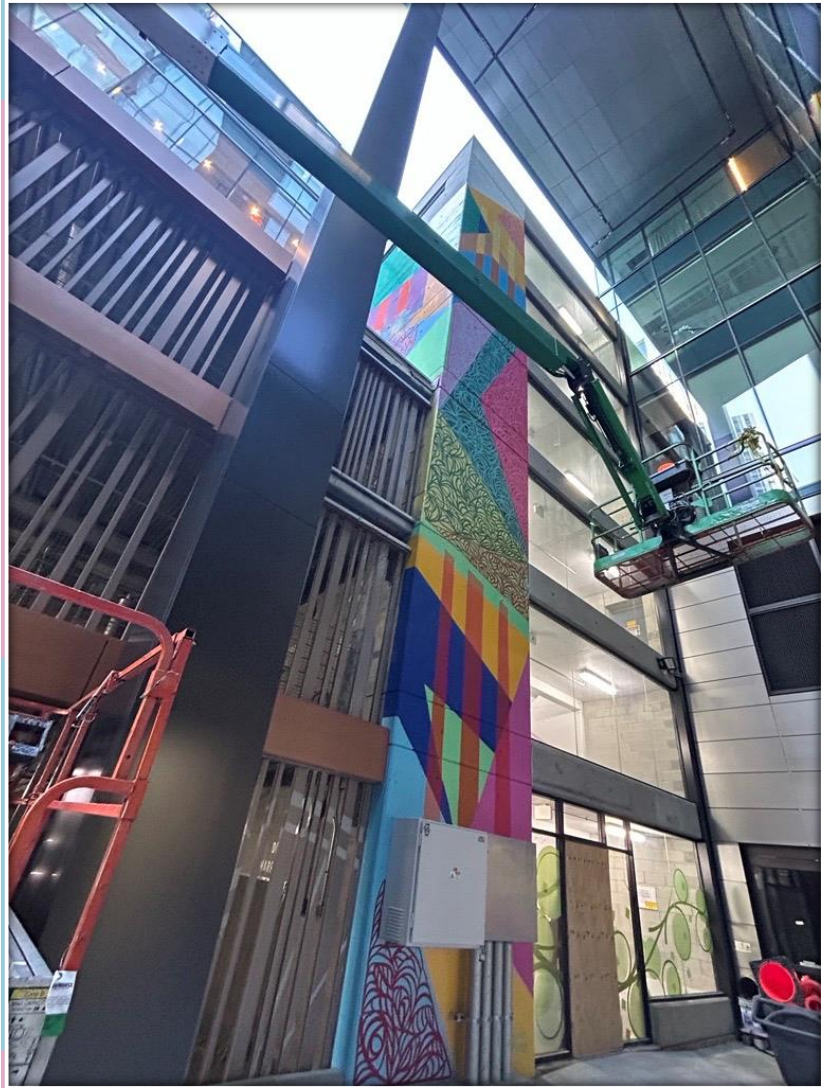
UPDATE! URBAN PARK RIBBON CUTTING



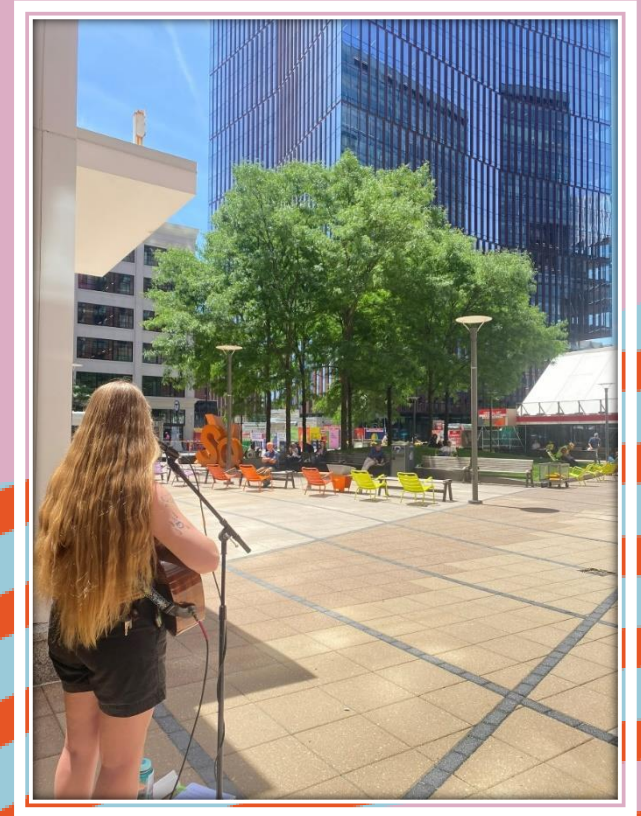
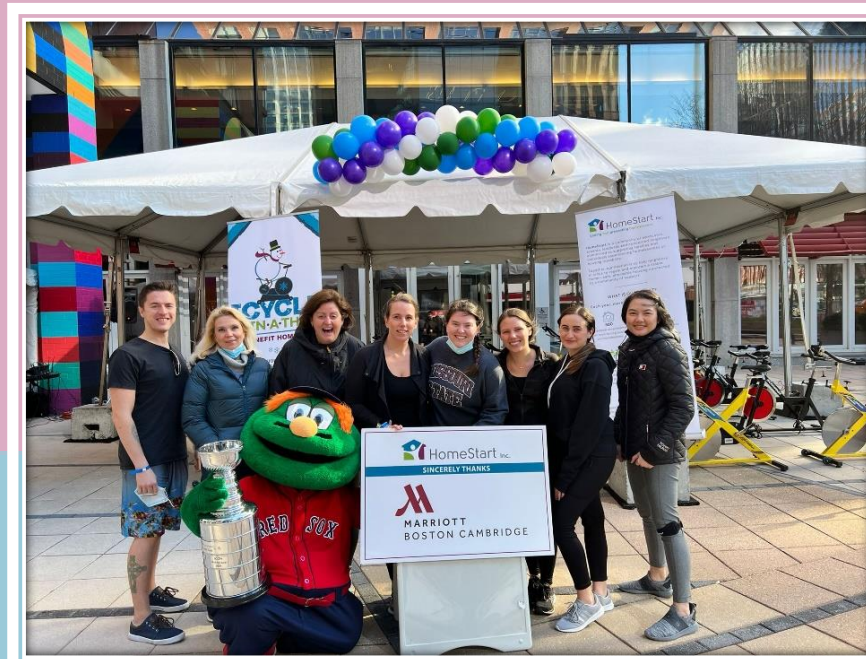
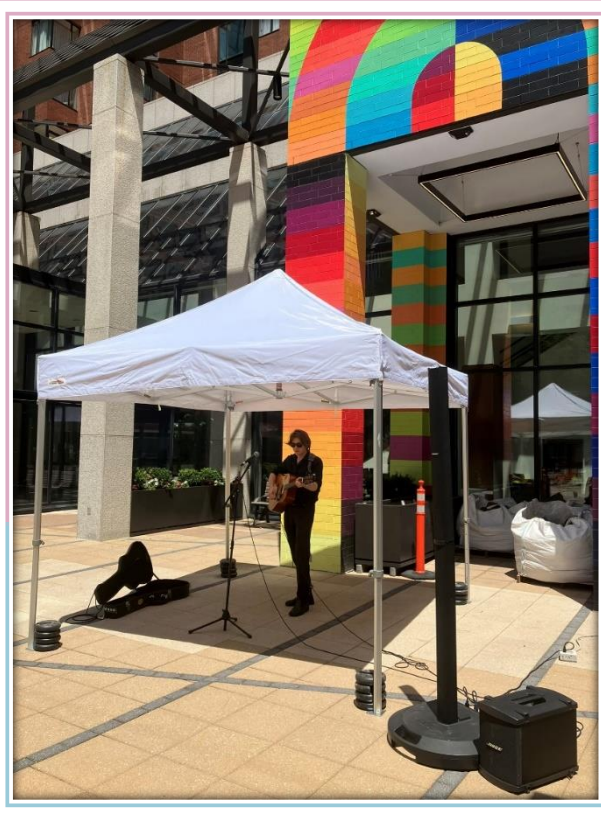
UPDATE! PUBLIC ART



UPDATE! PUBLIC ART



KENDALL PLAZA 2022 & 2023 PROGRAMMING

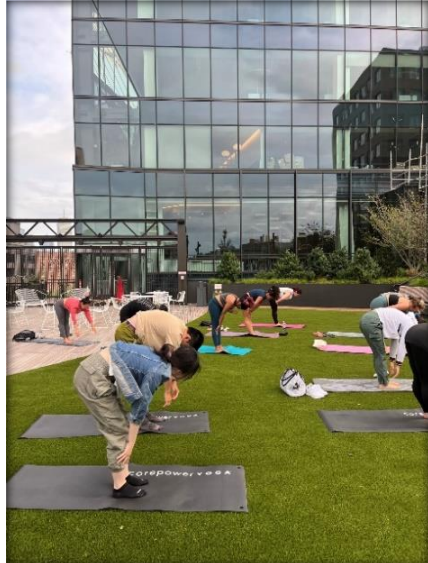


URBAN PARK 2022 PROGRAMMING RECAP



Sustainability

- Community Garden
 - Weekly Check-In's
 - Harvest Days + Produce Stand
 - Event Pop-up's



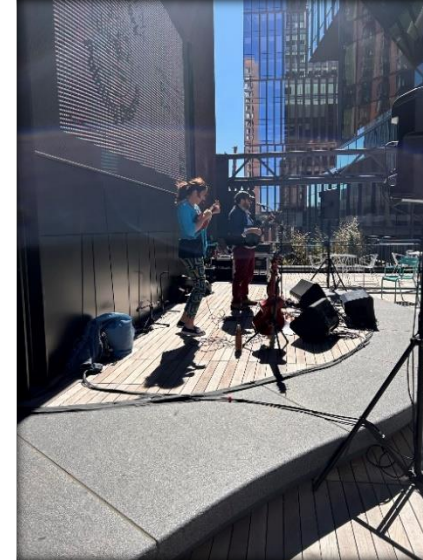
Fitness

- HIIT Fitness
- Pickleball/Volleyball
- Yoga Classes



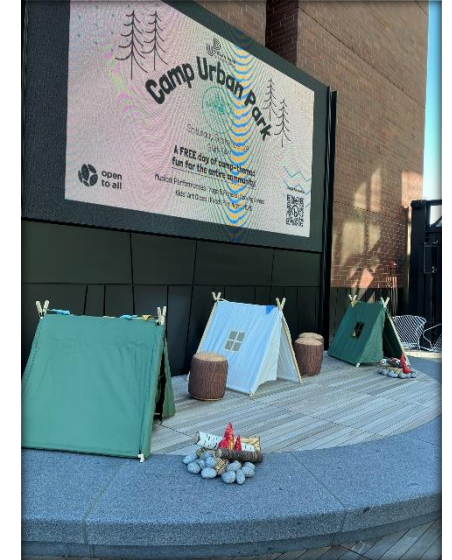
Education

- Cooking Classes
- Food Pop-up's



The Arts

- Live Musical Performances
- CAC Public Art Reception

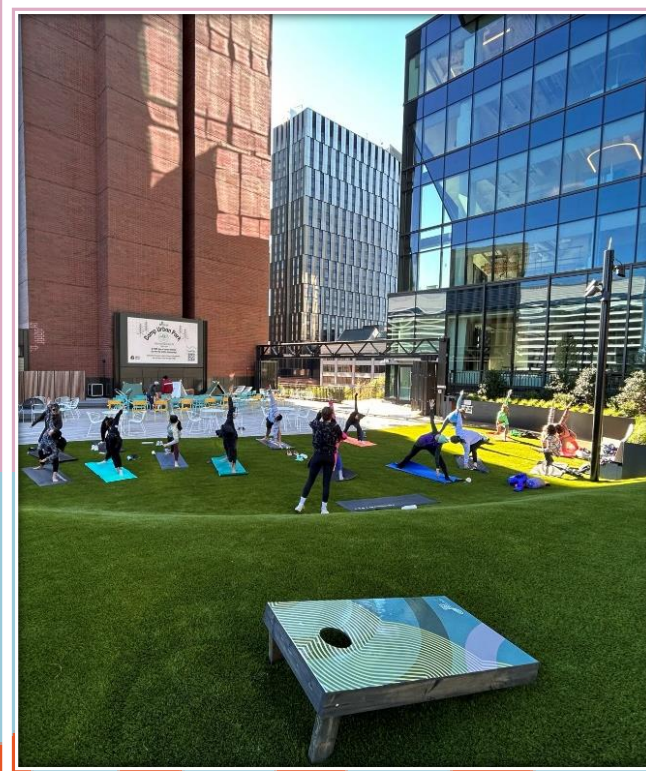
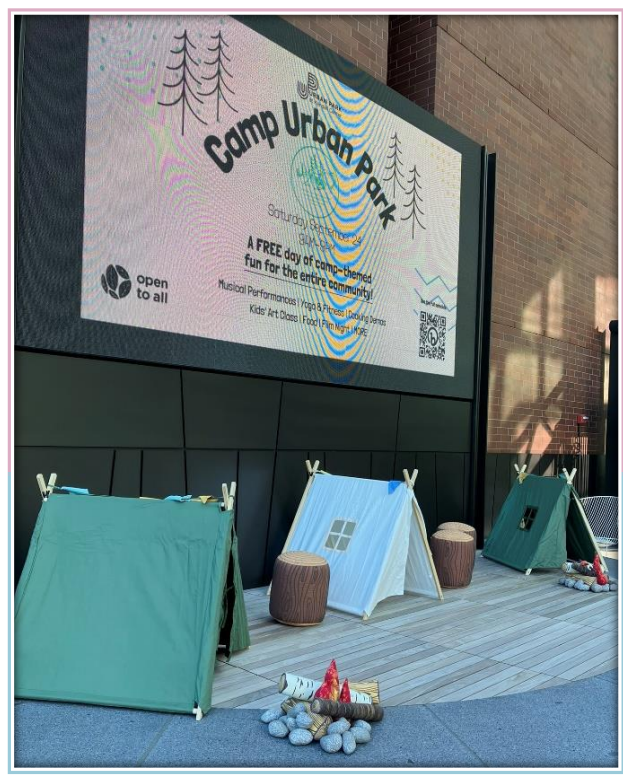


Community

- Camp Urban Park
- ULI Opening Event

2022 Community Partners: Green City Growers, CorePower Yoga, Wellable, InnerCity Weightlifting, Chef Joe Gatto, Roxy's Grilled Cheese, Honeycomb Creamery, Vanessa Trien, Club Passim, Community Arts Cambridge, and more!

2022 PROGRAMMING CAMP URBAN PARK



2023 UP PUBLIC PROGRAMMING

February

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

March

- Green City Growers Farmer Visits (UP)
- St. Patrick's Day "Lucky Treat" Public Pop Up (355-325 Lobby)

April

- Earth Day Plant Pop Up (355-325 Lobby)
- Floral Fitness Series with "NOBULL"

May

- Art Partnership w/Louisa Bertman
- Transportation Survey (355-325 Lobby)
- UP Art Reception + Tour

June

- Berklee College Concert Series
- CAC Children's Dance Classes
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness Series
- Joe Gatto Cooking Classes
- Juneteenth Event (Google)
- Summer Solstice Garden Party
- Yoga Series

July

- Berklee College Concert Series
- CAC Children's Dance Classes
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness
- Joe Gatto Cooking Classes
- Yoga Series

2023 PUBLIC PROGRAMMING

August

- Berklee College Concert Series
- CAC Kids Craft Nights
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness Series
- Joe Gatto Cooking Classes
- Yoga Series

September

- Berklee College Concert Series
- CAC Kids Craft Nights
- CAC Paint & Sip Classes
- Club Passim Lunch Concerts
- HIIT Fitness Series
- Joe Gatto Cooking Classes
- Yoga Series

October

- Beer Garten/Oktoberfest
- CAC Halloween Craft Night
- Spooky Movie Night

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
- Kendall Plaza Transit Screens
- Main Street Wayfinding Column
- UP Media Wall
- Future Opportunities:
 - Main St. Digital Screen
 - 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 2023

Current Social Media Following

- Instagram: 1,590
- Twitter: 746
- Facebook: 165

2023 Social Media Goals

- Consistent posting promoting events & programming, amenities, and area retailers/partners
- Expanding reach of posts through paid “boosts”
- Cross-promotion with community partners
- Increase social audience/followers



LOOKING TO THE FUTURE!

KENDALL

PUBLIC MARKET



THANK YOU!

