

SUMMARY OF FEEDBACK
Harvard Square Retail Meeting
Arts & Entertainment
May 10, 2006

Issues & Concerns	Happenings
<ul style="list-style-type: none"> • Other cities are luring street performers away from Harvard Sq • Low number of street performers decreases foot traffic • Street performers less likely to choose Harvard Sq. if foot traffic is low 	<ul style="list-style-type: none"> • Tourism Board has purchased advertising on outside of city buses • New farmer's market on Oxford & Kirkland • License Commission granting more outdoor dining and reviewing cap on number of liquor licenses in City • New, family/child-centered brochure from HU's Community Affairs Office • HSBA planning significant increase in outdoor concerts, performances, outdoor theater • Harvard's Planning Office survey of faculty, staff, students and alums on how they view Harvard. Sq. • DPW increased plantings and planning for additional beautification projects • 1 Brattle Sq. Developer planning park renovations in front of 1 Brattle Sq. • MBTA planning upgrades to T station in Fall 2006
NEEDS	IDEAS
<ul style="list-style-type: none"> • Increased tourism; more tour buses • Integrated resource list; Whose role is it? • Better, more advertising of Sq. activities, i.e., Lumen Eclipse (TV screens above Office for Tourism booth) • Electronic bulletin boards for advertising & events promotion • Coordination of Sq & HU activities on a monthly basis • Separate ad campaign for HU employees • Incentives for new retailers • Cross promotion of events • Research other methods from other cities • Better signage/directional signs to prominent venues in and around the Sq. 	<ul style="list-style-type: none"> • Advertise unique stores, products, performances, theaters, entertainment in Harvard Sq • Close Arrow Street, Oxford & Kirkland, or Oxford & Everett for fairs, farmer's markets, festivals, special events • Create Buttons, Tee Shirts, etc. to promote Harvard Sq. with a Slogan "H. Sq: Be There Or Be Square" to be worn by Street Performers • Read William H. Whyte's book about vitality in urban spaces • Get urban planning students involved • Form working groups or committees to handle specific topics; HSBA and other stakeholders could take a lead role; strong leadership for committees • Research what draws customers • Integrate way-finding with empty store fronts • Use of banners for demarcation zones