



# HARVARD SQUARE KIOSK & PLAZA WORKING GROUP

March 15, 2018



# VISION

The Kiosk and Plaza are flexible and dynamic community assets that enhance the everyday life of Harvard Square, attract a broad range of people, and act as platforms for community gatherings, including civic, artistic, and social activities.

# OPERATIONAL GOALS

- The Kiosk and Plaza each foster valuable daily uses and accommodate various forms of activation for specific periods
- A portion of the Kiosk provides information for visitors and notifies passersby of events in the area
- A portion of the Kiosk continues the legacy of selling print news
- The operation of the Kiosk and Plaza is financially self-sufficient and draws from a range of revenue streams

# PROPOSED KIOSK USES

## Daily uses:

- Visitor Information Center
- News (and coffee) vending
- Interior flex space with community reading room / café seating / stools

## Temporary uses:

- Performance
- Art exhibit
- Collection of clothing/food donations
- Small lecture/roundtable style event (ex: book talk)
- Sampling of products
- Historical exhibit

# PROPOSED PLAZA USES

## Daily uses:

- Seating areas
- Table games

## Temporary uses:

- Performance
- Interactive installations (ex: public piano; artistic sculpture/seating)
- Family-oriented activities (ex: storytelling; face painting)
- Tabling for community groups
- Outdoor markets (selling books, art, and/or food)

# HOW DOES IT HAPPEN?

## Staffing

- Offsite management (coordination, scheduling, planning)
- Onsite staffing (daily uses, execution of programming)
- Site maintenance, security, and cleaning



# HOW DOES IT HAPPEN?

## Revenue streams

- Ticket sales (walking tours and other local events)
- Vendor sales (pop-up or permanent)
- Sponsorship of ongoing events and programming (e.g. River Festival)
- Advertising (appropriately scaled)



# HOW DOES IT HAPPEN?

- City issues RFP seeking Operator to oversee Kiosk operations and programming in the Plaza
- Advisory Committee appointed by City Manager provides ongoing recommendations about Kiosk and Plaza operations







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6:15  
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NATIONAL & FOREIGN PUBLICATIONS

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CASH

WITNESS

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