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