



## Programming Manager

The Shaker Square team is looking for a partner to help accelerate and deepen its programming at the Square. The Vision [plan](#), A New Era for a Cleveland Classic, speaks to the need to ‘invite’ the surrounding neighbors to the Square on a daily basis and to ‘inspire’ those in the broader community to visit more often. This requires daily activity that taps into the energy and talents of merchants and residents in the neighborhood.

In year one of ownership, the team put on a monthly Summer on the Square series after the North Union Farmer’s markets. The events were well attended and demonstrated that quality programming keeps people engaged who are at the Square and draws the community to the Square. In Year two, we switched to every other Thursday night live music at the Square. These were standalone events, and the consistently large turnout demonstrated that the community is looking for reasons to convene and live music is a draw!

The SHSQ team strives to create a calendar of everyday activities that can build over time, ultimately creating a buzz and a sense that ‘we should head to the Square because there is always something going on!’ From yoga in the park to mariachi music sponsored by Coyocan to weekly entertainment for kids to a CIM classical music trio outside Café Indigo, we want to create a reason to come to Shaker Square. *The goal is for Shaker Square to be all things to all people, just NOT at the same time!*

Activity will increase the feeling of safety in the neighborhood. It has been proven that where there are people relaxing, reading, working and kids playing, there is an increased sense of well-being. Events signify permanence, investment and stability, all critical elements to attracting philanthropic and private investment.

Alongside regular programming, we would like to put on one signature event initially. Retaining and building on the Winter Holiday event is a good start and we are open to ideas for a second larger event at the Square.

## Scope of Work

The SHSQ team would like to partner with an individual or firm that will curate programming at the Square, that will do the following:

- Understand the Square’s physical amenities and culture
  - Availability of greenspace and useable interior spaces
  - Create an environment where people feel comfortable relaxing, reading, working, and playing
- Engage with Shaker Square merchants to ensure they are an integral part of the everyday programming at the Square

- Business owners at the Square, old and new, have a strong commitment to the health and success of the Square. Several of them have expressed interest in participating in events hosted at the Square.
- Several of them have a calendar of events for their businesses that we should make the most of.
- We believe that the business owners at the Square will be interested in participating if there is logistical support and marketing for pop ups and other activities
- Engage with area (Shaker Blvd, Larchmere, Buckeye, and North and South Moreland) business owners, residents and community groups
  - The goal here is twofold: understand the existing events in the area and how we can complement (and not compete with) them, and offer the Square as a venue if larger space is needed to scale events
- Engage with private sector and larger non-profit groups
  - Learn how we can complement existing initiatives and activities
  - Coordinate with community partners and groups to facilitate community classes and activities while offering the Square as a venue
  - Potentially secure sponsorships
- Develop a calendar of activities
  - Ideally the Square would be activated consistently at least three days a week
    - Activities can be as simple as face painting or a juggler in the green near the Montessori school to live music on a patio or a street musician wandering the Square
    - It would be good to have one somewhat larger event a week that is consistent – Thursday or Friday night bands worked well with more variety of performers
  - We are open to a ramp of activities and a varied list of activities, some of which will be brought in, and others curated with the merchants
- Programming could be scaled back through the Fall and Winter but would be interested in ideas to continue to have small scale happenings during the slower months in collaboration with the businesses
- Plan one signature event, likely building on our Holiday event of the past two years
- General planning and coordination
  - Marketing in collaboration with ownership, business owners, and other partners
  - Secure necessary permits and insurance
  - Contract with vendors

In addition to the above, we are looking for someone or a team with the following:

- Good communication skills
- Proven marketing experience
- Available during evenings and weekends



The Shaker Square vision plan emphasizes the importance of this work that will create an authentic, community driven, experience at Shaker Square. It needs to be ‘inviting’ for the neighborhood while also ‘inspiring’ enough to draw people back to the Square who will support the merchants. We see this work as integral to establishing a New Era for a Cleveland Classic.

If you are interested in this engagement, please email [bperry@clevelandnp.org](mailto:bperry@clevelandnp.org) with a brief letter of interest and we will plan a time to meet.