

Carlyle Vitality Initiative

Action Plan December 2015 – December 2016

December 2015

Activation/Events:

- Pour-Over Pop-Up: Coffee cart and music on the “Play Me” piano at the entrance to the Duke Street Concourse, one morning weekly during commute (three proposed dates in December)
- Sponsor Santa at the European Holiday Market

January-March 2016

Activation/Events:

- Continue Pour Over Pop-up event, pending success in December

Key Tasks:

- Execute Memorandum of Understanding with Carlyle Community Council for John Carlyle Square
- January 2016 City Council Funding Appropriation. This appropriation is for tasks and programming to be completed over the remainder of FY 2016.
- Launch Wi-fi in the Square
- Prep work for holiday lights implementation in the fall
- Prep work for Carlyle banners
- Prep work/research for purchase of self-directed public realm activation: Tables, chairs, umbrellas, giant games

April-October 2016

Activation/Events:

- Carlyle Canteen - Monthly Lunch/Music event, Carlyle Square, 1st Thursdays.
- SquareMeal - Monthly Happy Hour/Music event, Carlyle Square, 3rd Thursdays.
- Scrimmage in the Square - Monthly Game Day (Pick-Up Kick-Ball) Carlyle Square, 2nd Tuesdays at lunchtime
- Workouts in the Square - Continuation of pilot program from Fall 2015 pending interest; Morning/evening workouts provided by local gyms and studios
- Ongoing visits by Mobile Art Lab
- Summer Twilight Series (potential re-branding) in JC Square (summer months)
- Alexandria Movies Under the Stars (potential re-branding)

Key Tasks:

- Installation of self-directed public realm activation: Tables, chairs, umbrellas, giant games
- Banner installation
- Holiday lights installation
- Explore options/process for re-naming of Eisenhower Avenue Metro Station

December 2016

Activation/Events:

- European Holiday Market Kick-Off Event: Music, Food and Mulled Wine to celebrate the opening of the European Holiday Market

Future Programming for Further Exploration (Mid-Term)

Pop-Ups in Lobbies or Vacant space

- Culture Café: Quarterly Pop-Up Restaurants and culture showcase in empty restaurant with PTO Affinity Groups
- Start-Up Kitchen: Rotating Pop-Up Restaurant showcasing culinary competition winners
- Unplugged Speaker Series: Edgy networking + creative speaking events
- Pop-Up Makers Space: Pop-up in vacant space partnering with TechShop and PTO Makers Faire liaison

Future Programming for Further Exploration (Long Term)

Build on Pop-up Program

- Lobby Art Cafés for Unplugged Series (and other events)
- Innovation Week: A week long Carlyle celebration of innovation (in conjunction with PTO showcase) with daily programming such as 3-D printing, App and Video Gaming Competition, Pitch Competition, Unplugged Panels, Competition for Culinary Arts, Made Here Pop-Up Shop, Mini Makers Faire for kids.