



# The Space



SHADE  
PERGOLAS

BAR &  
FOOD

LAKEFRONT  
PLAZA

WATER &  
RESTROOMS

COVERED  
SEATING

STAGE

COMMUNITY  
BLACKTOP

SKATE  
RENTAL  
CONTAINER

ADDITIONAL  
PARTNER  
STORAGE  
CONTAINERS

MAIN  
ENTRANCE

BIKE  
PARKING

# Programming Goals

**Prototype a range of the specific programmatic uses** that appear in the master plan vision

**Bring significant numbers of diverse people** to the site through the season

Proactively engage partners whose **mission and audience engage populations that have historically felt less welcomed**

Foster partnerships with a **diverse range of organization types and scales**

**Directly solicit feedback from partners and participants about the site and their vision**

**Experiment with events of various intensities and scales**, from informal gatherings to events of various scales

**Directly engage people in shaping in the space** through hands-on and participatory opportunities

Create platforms for **economic opportunities** for artists and businesses, and organizations or entities to host events

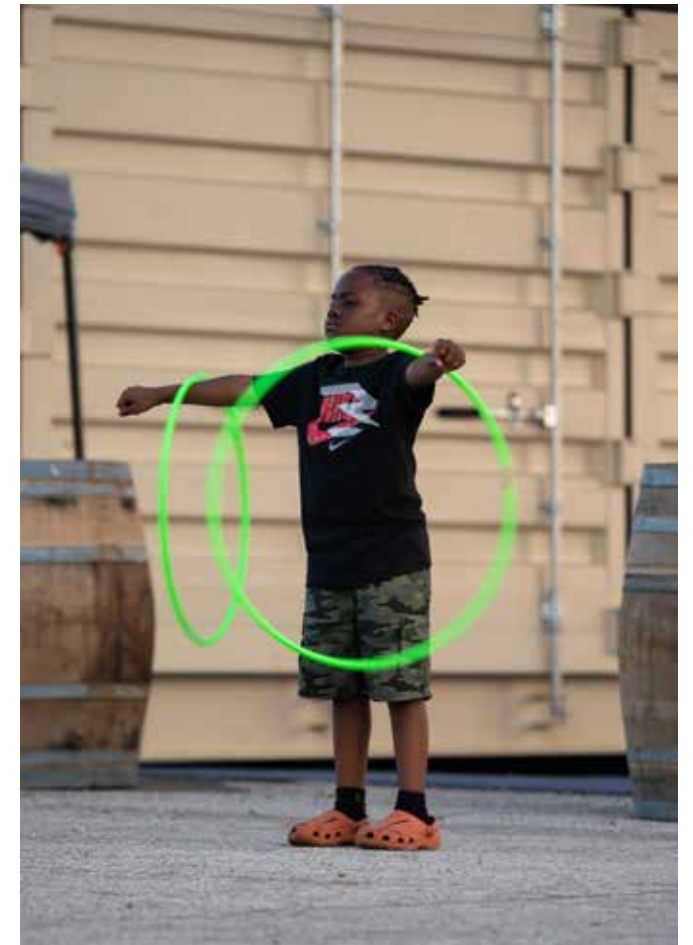
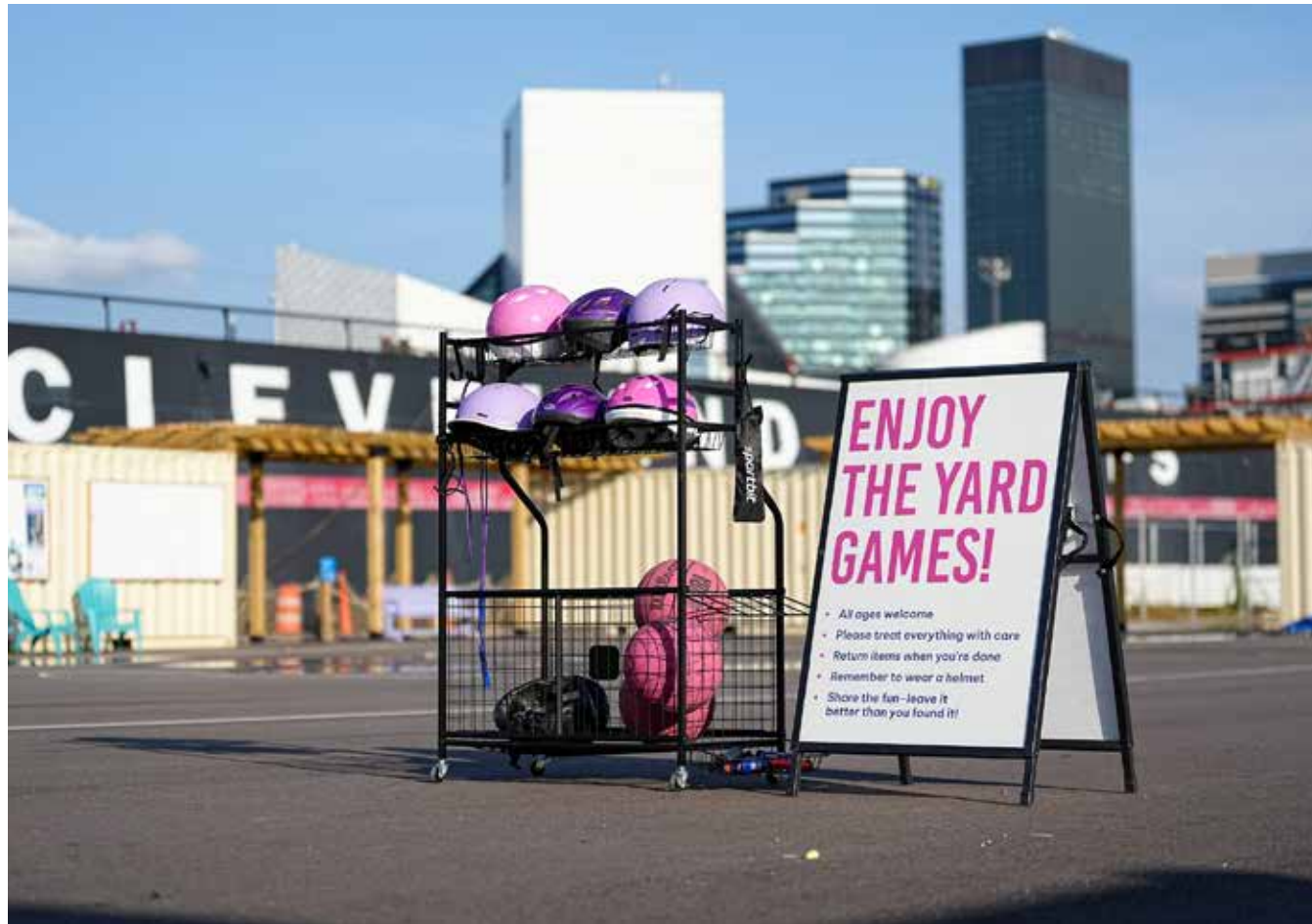
# The Elements

## Furniture



# The Elements

## Play



# What we achieved, Together!

## Attendees

In it's inaugural summer, the North Coast Yard welcomed

**25,000+**  
**attendees**



North Coast Yard has celebrated

**20+**  
**birthday parties**  
ranging from 6 to 65 years  
old

and has become **a venue for celebrations** - including happy hours, annual parties, family reunions and anniversaries.

# Programming Flagship Events

## Light up the Lake 4th of July

North Coast Yard Signature  
Event

**+2,000 estimated attendees**  
**15 partners**



## Street League Skateboarding / MGK Day Takeover

External Event Partner  
**+9,000 estimated attendees**

## Labor Day Launch Airshow Event

North Coast Yard Signature  
Event

**+3,000 estimated attendees**  
**over 3 days**  
**10 partners**



# What we achieved, Together!

## Partners

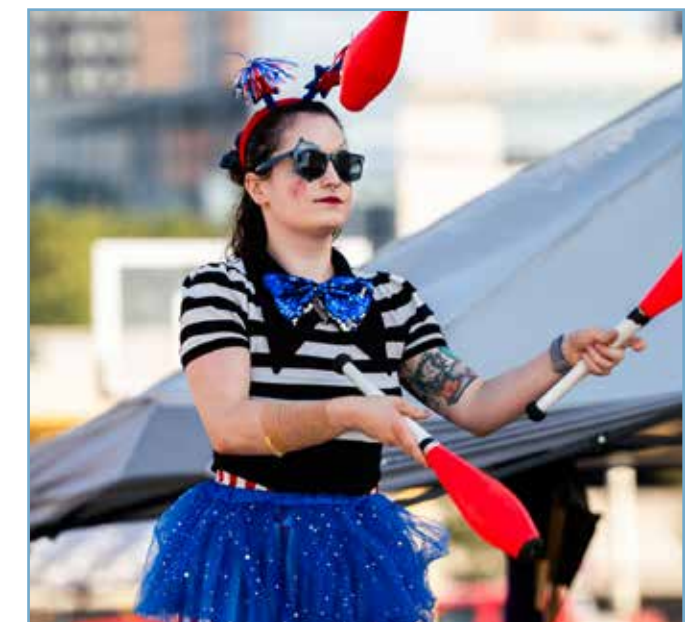
Partners represented

**17 different neighborhoods**  
(over half of all Cleveland neighborhoods) and five surrounding suburbs  
(Lakewood, Shaker Heights, Highland Heights, South Euclid, and Parma).



We have over **70 partners** and counting to date

Partners range from individual artists, to small local businesses, to major institutions, and they're helping deliver programming, food/beverage, and other amenities.



# Partnerships

## Food and Beverage

### Soul Republic

served as the inaugural vendor at the Yard operating the Yard Bar and providing rotating food menus Thursday - Sunday featuring

Zanzibar Soul Fusion, Angies Soul Cafe, The Vegan Club, and Barrel and Boar Smoked BBQ



The Yard Bar  
**sold 1,825 beers**  
in partnership with  
**4 local breweries**  
Collision Bend, Market  
Garden, Masthead, and  
Great Lakes Brewing



OPEN DAILY FROM DAWN TO DUSK

# FREE WEEKLY PROGRAMMING

**FOOD**

THURS & FRI 5-9PM  
SAT & SUN 11AM-9PM

**BAR**

THURS & FRI 5-9PM  
SAT 3-9PM

Rotating brewery takeovers starting with Collision Bend. More to come!

## MON

**PICK-UP STREET SOCCER**  
6-8pm | 16+  
Starting June 16<sup>th</sup>, the Ohio City Soccer Club will host pick-up futsal at the Yard.

## TUE

**OPEN YARD**  
No programming, no pressure. Bring your own gear—balls, blades, rackets, snacks—and enjoy the Yard your way.

## WED

**BASKETBALL WEDNESDAYS**  
6-9pm  
June 18<sup>th</sup> - July 23<sup>rd</sup>  
Join P-League for fun & competitive tournaments.  
July 30<sup>th</sup> - Sept. 24<sup>th</sup>  
Register with Hermes for upcoming 3x3 co-ed league.

## THU

**SOUND & SOUL THURSDAYS**  
5-7pm  
**Live Music & Happy Hour**  
Rotating performances by Sierra Delaine, Lex Moda, and Hannah Tramonte through Rock Hall's Artist in Residency Program.  
Angie's Soul Food Café Serving the Best Soul Food.

## FRI

**ROLLIN' AT THE YARD**  
6-9pm  
**Burgers & Skates**  
Pop-up roller skating rink with free skate rentals provided by Rollin' Buckeyez. Cleveland Breakfast Club will be serving all the burgers and beats provided by DJ Ivory.

## SAT

**2<sup>ND</sup> SATURDAYS**  
June 14<sup>th</sup>, July 12<sup>th</sup>, August 9<sup>th</sup>  
Bring the family to experience the lakefront in a new way through a monthly themed series of fun and interactive community events from 4-8pm  
**3<sup>RD</sup> SATURDAY SOCCER**  
June 28<sup>th</sup>, July 19<sup>th</sup>, Aug 23<sup>rd</sup>  
Join America Scores for a pop-up soccer clinic for kids from 3pm - 7pm

## SUN

**SOUL FOOD SUNDAYS**  
11am-9pm  
Join us at The Yard for soul food for lunch or dinner with Zanzibar Soul Fusion.

## FREE PLAY

**EVERY WEEKEND**  
11-9pm  
We'll roll out yard games, wheels, and activities for all ages to play and enjoy!

**JULY 4<sup>TH</sup>**

**LIGHT UP THE LAKE FIREWORKS PARTY AT THE YARD! 5-10PM**



[NORTHCOASTYARD.COM](http://NORTHCOASTYARD.COM)

These programs run **June 13<sup>th</sup> - August 31<sup>st</sup>**  
Meet us at:  
515 Erieside Avenue



Over 600 people gathered for Ohio City Soccer's Men's Kickout, celebrating Cleveland's diversity with players from immigrant and refugee communities and dozens of languages spoken throughout the season.



P-League lit up the Yard with 56 streetball games and a viral following, bringing together +1,200 players and fans across the season.



Sound & Soul Thursday's with Rock Hall brought 3 of their artist-in-residence to the site, with styles ranging from acoustic to spoken word.



Advocate Skateworks hosted 6 Friday skate camps, teaching 52 kids aged 4-12 the basics of skateboarding on a variety of custom ramps and obstacles.

# Partner Snapshot: Rollin' at the Yard with Rollin' Buckkeyez



# Partner Snapshot

## Rollin' at the Yard

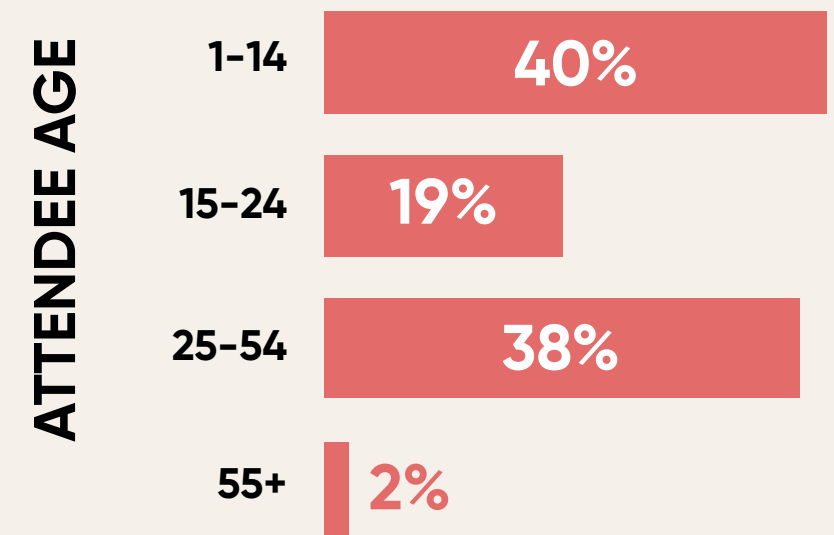
**Rollin' at the Yard** popped up every **Friday 5pm-8pm** from **June through mid September**.

They hosted **12 events over 3.5 months**, providing free skate rentals, pads and helmets, and built a **safe, accessible space for people of all ages and abilities** to roll at the waterfront.

**+800**  
pairs of skates rented  
over **3.5 months**



Attendees ranged in age from **3 to 68** years old, with **40%** under the age of 14

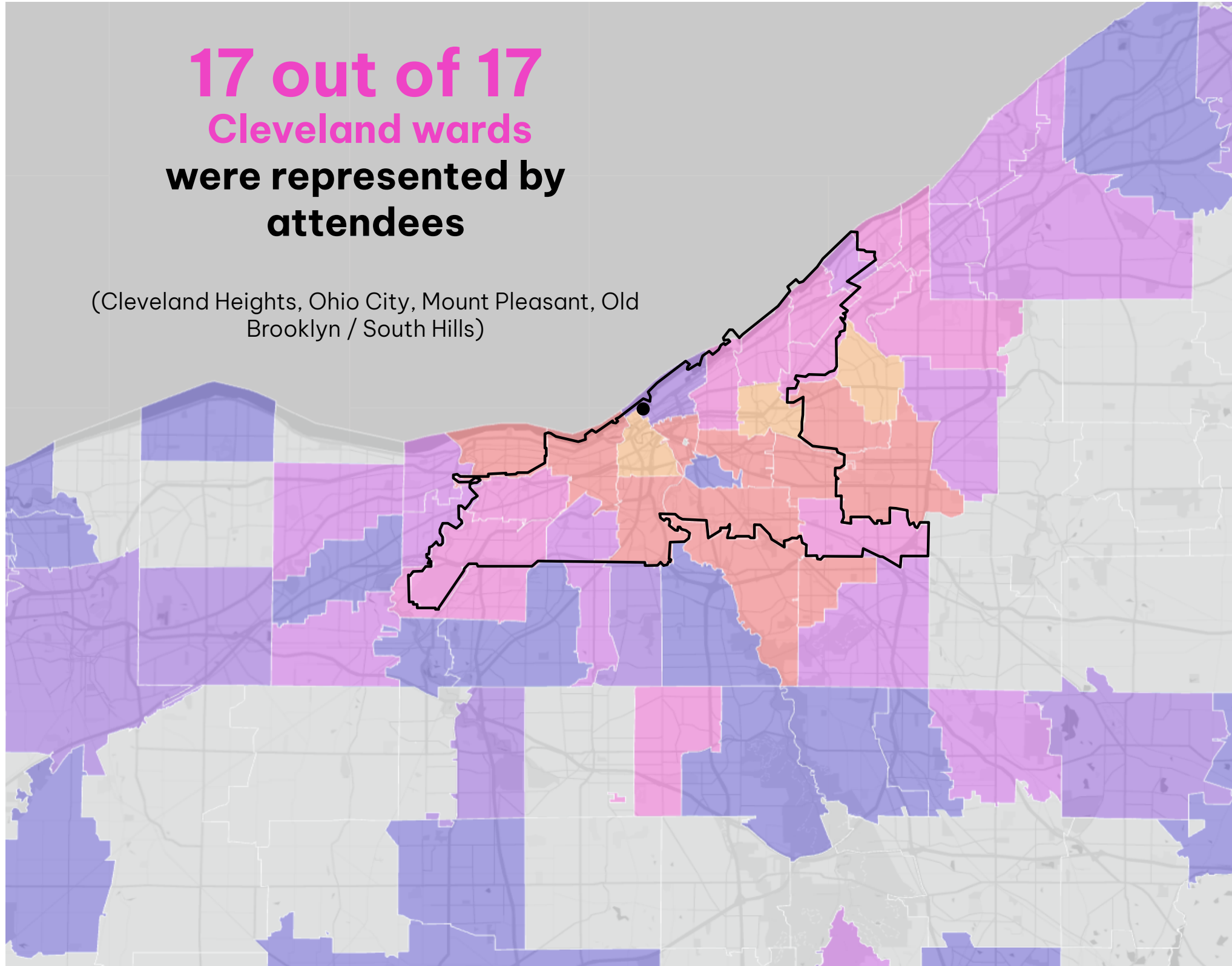


# Partner Snapshot

## Rollin' at the Yard

**17 out of 17**  
**Cleveland wards**  
**were represented by**  
**attendees**

(Cleveland Heights, Ohio City, Mount Pleasant, Old Brooklyn / South Hills)



**Attendees came from**

**425**  
**different zip codes**  
**across the country,**  
**representing**

**18**  
**different states**

(CA, WA, CO, TX, TN, GA, FL, KY, VA, MD, PA, NY, NJ, MI, IL, IN, OH)



## What people are saying!

Great idea for the city! Me and my family have been there 3 times so far! Soulful Sunday, Friday skate night, & Thursday live music. I love the beautiful view of the sunsets. The decor is super cute. The jump ropes, chalkboard, basketball hoops, hula hoops, big bikes...**family fun plus there's a food truck and a mini bar for the adults** All in all a great family fun day. I hope they find a way to carry this into the fall/winter season!

- L Evans (Attendee, Google Review)

CLEVELAND NEEDS TO DEVELOP ITS LAKEFRONT. **North Coast Yard is a great first step toward this by showing the public why we need to build.**

- Harrison Whittaker (Attendee, Google Review)

We have an officer ... said he was "blessed to see people dressed in their cultural clothes being welcomed to join a game of ball with open arms". He said that it's something you just don't see on the streets, but there at The Yard, **everyone is welcomed and no one is an outsider.**

-Rebecca Lloyd (Security Partner, LEMS Group)

Having lived here most of my life **I am not sure I have ever witnessed a group so dedicated to something that should help the city make great** strides for the development that has always seemed like a carrot on a stick, like my entire life we have waited for something special on the Lakefront.

- Robert Parken (Contractor, Builtwell Carpentry)

So fun! As a parent, I loved it for my daughter, Julie... The adults' attitudes and welcoming demeanor is what STANDS OUT to me. Thank you ALL for that! **The location is SO COOL!!!!!!!!!!!! I want to use it to our advantage and maybe do some fun things downtown this summer when the hour long session is over...**

- (Parent, Advocate Skate Camp)



# weekly programming

06/01/26 to 09/20/26

**NORTH  
COAST  
YARD**

**MON**

**FUTSAL SOCCER (MEN'S) WITH CLEVELAND SOCCER FOUNDATION**

**TUES**

**FUTSAL SOCCER (WOMEN'S) WITH CLEVELAND SOCCER FOUNDATION**

**WED**

**P-LEAGUE BASKETBALL (MEN'S + WOMEN'S)**

**THU**

**HAPPY HOUR W/ LIVE MUSIC + PAINT AND SIP CLASSES  
BREAKDANCE PERFORMANCES WITH 10K MOVEMENT  
BAR OPEN WITH WATER PLAY + PLAY KIT**

**FRI**

**ROLLIN' AT THE YARD WITH FREE SKATE RENTAL  
SKATEBOARDING LESSONS + SKATE PARK  
BAR OPEN WITH WATER PLAY + PLAY KIT**

**SAT**

**FREE FAMILY ART CLASSES  
NATIVE PLANTS + GARDENING WORKSHOP  
BAR OPEN WITH WATER PLAY + PLAY KIT**

**SUN**

**WELLNESS SUNDAY WITH PILATES + ZUMBA CLASSES  
BAR OPEN WITH WATER PLAY + PLAY KIT**

[www.northcoastyard.com](http://www.northcoastyard.com) | 515 Erieside Ave