



APRIL REVIEW

2016

100 High Street
Boston, MA



EXECUTIVE SUMMARY

Amenity Center Use: *Denotes First time use*

- **April 2016**
 - 4/4 Daytime Rental: kitchen, lounge, roof deck as one – Zurich – Half Day: \$500
 - 4/12 South Station Training Room – TRO – Half Day : \$0
 - 4/19 Boardroom – Daintree – Half Day: \$100
 - 4/21 Boardroom – Hartford – Full Day: \$200
 - 4/22 Boardroom – Hartford – Full Day: \$200
 - 4/25 Full Amenity Center – Daintree – Half Day Rental: \$900
 - 4/28 Boardroom – Daintree – Half Day Rental: \$100
 - 4/28 Full Amenity Center – Michael Page – Nighttime Rental: \$0
 - 4/29 Congress Training Room – Zurich – Half Day Rental: \$500
 - 4/29 Boardroom – TRO – Half Day Rental: \$100
- 5 tenants reserved the 5-Star Amenity Center in April 2016.
- The total revenue brought in from amenity center rentals (excluding after hours operating costs and security details) for the month of April: \$2,600.00

Amenities:

- Republic Fitness Corporate Discount:
Estimated 50 customers from 100 High Street with a partnership start date of 5/1.

- Fooda:

Vendor	Meals Sold
Red-Eyed Pig	67
Bytes Café	34
Sunset Grill	66
Boston Indian Kitchen	53
SA PA	55
Daddy Jones	27
Chicken and Rice Guys	116
Kakkoi	33

April 2016 Summary:

- New 2016 programs implemented:
 - Weekday Getaway Series
 - Gordon's Pop Up Bar
 - Ben & Jerry's Pop Up Ice Cream
 - Weekly Yoga
- Weekday Getaway Series:
 - Due to scheduling with Republic we put our weekday getaway series on hold for the month of April. It will return in May.
- Gordon's Pop Up Bar:
 - On Thursday's from 4:30pm-8:00pm Gordon's Liquors, a local liquor store, sets up a bar in the amenity center. This month there was a great turnout.
 - Gordon's serves beer, wine and soft drinks. All prices are under \$5, and they accept cash and credit.
 - In terms of numbers, below is what they have recorded so far. This is just credit card sales but they stated the cash income was similar each night.
 - 3/24/16- \$213.75
 - 3/31/16- \$328.80
 - 4/14/16 \$150.40 (rainy day)
 - 4/21/16 \$465.50
- Ben & Jerry's Pop Up Shop
 - Ben & Jerry's sets up and sells every other Friday.
 - After their second month of serving, numbers will be calculated.
- Weekly Yoga
 - Trial yoga classes were offered to tenants of the building in April at a variety of different times and days to find the best day and time that works for people. We have landed on Wednesday's at 12pm.
- Red Sox Opening Day Party
 - We celebrated the Red Sox Home Opener with an afternoon of hotdogs, pretzels, popcorn, and root beer floats. We had the game streaming on the projector in the training room and had our photo booth set up as well. We had about 500 tenants come through.
- Run Club Informational Meeting
 - As we prepare for summer weather and our second year of run club we held a run club informational meeting.
 - About 30 tenants showed up/showed interest in run club with appearances from new tenants Placester and TRO.
 - Run Club will begin the first week of May.
- Earth Day
 - For Earth Day we put together an 'Earth Day Giveaway Bag' for the first 300 tenants to stop by the amenity center.
 - The bags were 5-Star branded tote bags with 100 High branded water bottles and air plants inside as well as 'plant a tree' vouchers. Tenants really loved these giveaway bags.
 - In addition to the giveaway bags there were posters explaining our 2015 recycling stats and LEED information
 - We also had a poster explaining the amenity center's new composting program.
- Last Friday
 - We surprised tenants with free cold brew coffee compliments of our coffee provider, Boston Bean Coffee. They poured over 200 cups.
 - We also set up our popcorn machine for 'popcorn Fridays'