



**YEAR IN REVIEW**

**2015**

**100 High Street**

**Boston, MA**



# EXECUTIVE SUMMARY

**Amenity Center Use:** *First time use*

- **September:**

- 9/9 Boardroom – Hartford – half day
- 9/15 Congress – Zurich – full day
- 9/16 Congress – Zurich – full day
- 9/ 22 South Station – Customer Service Training (5-Star) – full day
- 9/23 South Station – Republic Fitness Lunch & Learn – 1 hour
- 9/24 Bar/lounge area – ORC Breakfast (thank you breakfast for construction)
- 9/30 Congress – ORC – full day
- 9/30 Full Amenity Center – CBRE GI Broker Event –Evening
  - *Total usage September: 8 reservations*

- **October:**

- 10/1 Congress– SunGard – full day
- 10/7 Full Training Room– Fragomen – 2 sessions 10-11am & 11:30am-12pm
- 10/20 South Station– CBRE GI – full day
- 10/ 22 South Station– CBRE U – half day
- 10/26 & 10/27 South Station– One Medical Group Flu Shots – full day
- 10/28 Full Amenity Center – Zuora - Grand Opening/Welcome to the building event
- 10/29 Full Amenity Center – 5-Star - Grand Opening Event
  - *Total usage October: 7 reservations*

- **November:**

- 11/4 Full Training Room – Fragomen – 3 Sessions = half day
- 11/9 Kitchen/Bar/Lounge Area – Zurich – half day
- 11/12 Boardroom – Hartford – half day
- 11/17 Full Amenity Center – Fragomen – half day
- 11/18 Congress – Hartford – half day
- 11/19 Full Amenity Center – 5-Star Movie & Game Night – Evening
  - *Total usage November: 6 reservations*

- **December:**

- 12/3 Kitchen/lounge/bar – Duane Morris – Evening \*Holiday Party
- 12/8 Boardroom – Force Management – full day
- 12/9 Boardroom – Force Management – full day
- 12/11 South Station – Allied Minds – half day \*complimentary
- 12/11 Full Amenity Center - Fragomen – evening \*Holiday Party
- 12/15 Kitchen/Bar/Lounge – Daintree – half day \*Holiday Party
- 12/16 Full Amenity Center – 5-Star building holiday party – half day
- 12/17 Kitchen/Bar/Lounge – Zurich – half day \*Holiday Party
- 12/17 Kitchen/Bar/Lounge – TRO Jung – half day \*Holiday Party
- 12/18 Full Amenity Center – ITG – half day \*Holiday Party
- 12/22 Kitchen/Bar/Lounge – Zuora – half day \* Holiday Party
  - *Total usage December: 11 reservations*

**Notes:**

- The 5-Star Amenity Center has averaged 8 reservations/events per month since opening in September 2015.
- With giving each company a complimentary first time use of the space, charges for the amenity center didn't start taking place until November.
- 11 tenants in total have reserved the amenity center since its opening, 5 have been repeat customers. The 5 tenants that have reserved the amenity center multiple times are: Zurich, Zuora, Fragomen, The Hartford and Force Management. Their statistics are below:
  - Fragomen: 4 total uses in 2015
  - Zurich: 4 total uses in 2015
  - Zuora: 2 total uses in 2015
  - Force Management: 2 total uses in 2015
  - The Hartford: 3 total uses in 2015
- 17 tenants did not reserve the 5-Star Amenity Center in 2015.
- The total revenue brought in from amenity center rentals (excluding after hours operating costs and security details) is: \$4,550.00

**Amenities:**

*Manicube:*

- As of December 22, we have 117 customers at 100 High Street, out of 500 women in the building, about a 25% trial rate. We are averaging about 5 bookings per visit right now.

*Republic Fitness Corporate Discount:*

- Estimated 50 customers from 100 High Street with a partnership start date of 5/1.

*Fooda:*

<b><i>Vendor</i></b>	<b><i>Meals Sold</i></b>
<b><u>October</u></b>	
SA PA	54
Boston Burger Company	69
North East of the Border	54
Pennypackers	37
Sunset Grill	48
Stir It Up Cuisine	55
Boston Indian Kitchen	56
Bonapita	35
<b><u>November</u></b>	
SA PA	15
Boston Indian Kitchen	44
Boston Burger Company	50
Yoki Japanese Sushi Bar 46	
Sunset Grill	50
Sons of Shephanie's	59
Del Sur	33
Bytes Cafe	21
<b><u>December</u></b>	
Mela Cafe	49
Chili Mango and Lime	52
Boston Burger Company	38
Sunset Grill	55
Teri-Yummy	38
North East of the Border	43

Total meals sold in 2015: 1,001

## **Breakdown by Month:**

### **April 2015:**

- Fragomen Worldwide officially moved in on the 2<sup>nd</sup> and 3<sup>rd</sup> floors.
- The Green Monster and 'T' Ball sphere sculptures were installed and revealed during our Red Sox Opening Day Party.
- During our Opening Day party we gave out '100 High Street' branded baseball hats in line/designed to look like red sox hats. They were a tremendous hit! We raffled off 4 red sox tickets to tenants of the building, offered baseball themed snacks and had a live stream of the game in the lobby.
- For Earth Week, Eversource set up in the lobby sharing information about MassSave. The property's trash vendor, Republic Services was here to speak about the buildings' single-stream recycling program.
- 100 High Street branded umbrellas became available for rent in the lobby. Tenants hand over their building ID in exchange for an umbrella and switch them back upon their return.
- Management and leasing team of 100 High Street participated in Gary Hankins full day 5-Star training.

### **May 2015:**

- May is National Employee Health and Fitness Month. 10 Health and Wellness organizations (including Equinox, Core Power Protein Shake and Zico Coconut Water) participated in our health and fitness month actives. Activities ranged from informational tables with samples set up in the lobby to free yoga and kick boxing classes offered at the building and complimentary classes offered at surrounding gyms and studios.
- May is also National Skin Cancer Awareness Month. The Melanoma Foundation of New England set up in the lobby to provide free skin scans to tenants.
- May 11-May 22 was the CBRE Cares New England Food Drive as a building, we collected 30lbs of food.
- The 100 High Street Run Club started weekly runs on Wednesdays. Tenants from Fragomen, ORC, and Zurich make up the majority of the group. There were 50 in attendance at the informational meeting and about 25 who attended the first run.
- Construction on the 9<sup>th</sup> floor for the 5-Star Amenity Center began.

### **June 2015:**

- 6/5 was National Doughnut Day. In honor of this we gave out mini 100 High Street doughnuts to tenants. We also marketed this as a 'Meet and Greet with your 100 High Street 5- Star Manager'. We set up the 5-Star marketing materials in the lobby and Emily was there to answer questions and share information on the soon-to-be completed 5-Star Center. We ordered 300 doughnuts and there were none left over. This was a great way for Emily to get in front of tenants so they could put a face to the e-mail address, especially since the space wasn't completed yet.
- 100 High Street hosted a blood drive on 6/24 sponsored by The Red Cross. 14 donors were processed and 13 units of blood were collected. This saved up to 39 lives. There were 7 first time donors.
- We completed a full building evacuation Fire Drill in under 15 minutes. We handed out 5-Star Branded sunglasses and mini water bottles to tenants as they exited the building.
- We planned a surprise ice cream social for the tenants after the fire drill. We put up marketing posters in the lobby and on Captivate screens in the elevators for tenants to see on their way in from the fire drill. During the surprise ice cream social, we raffled off a 100 High Street branded cooler with speakers, beach towel, Frisbee and beach ball.

### **July 2015:**

- 100 High Street started a walk club which takes place on Wednesdays at 12pm.
- Manicube began servicing tenants at 100 High Street. They make weekly visits on Wednesdays and service appointments from 10am-4pm at the tenants' expense.
- With the 5-Star Amenity Center being almost completed, we offered tenants the chance to view the space as is. We offered weekly tours of about 5 people with branded hardhats. Tenants were able to see what was to come and ask any questions they might have about the space and reserving it.
- 100 High Street offered free CPR training for all tenants of the building. This was provided by The Red Cross. We had 16 participants who are all now officially CPR certified.
- 5-Star Surveys were sent out to tenants of 100 High Street. The survey was meant to gauge the overall interest of tenants of 100 High Street and find out what they wanted to see come to the building especially once the 5-Star Center was complete. We had 60 responses. We also used completion of the 5-star survey as incentive by entering those who submitted them into a raffle.

### **August 2015**

- 20/20 Onsite Optometry parked their bus outside 100 High Street in August. They are a mobile optometry bus who offer onsite eye exams. This was not a free services but rather a convenience. They accept most insurance.
- Boston Krav Maga offered a free lunch n' learn sharing basic self-defense tips. We had about 15 people sign up.
- Emily put 100 high street on the social media map by creating a facebook, twitter and Instagram account. The twitter account is a great way to get quick info regarding the building out to tenants whether it be in an emergency or information about events. We received great feedback on this.
- 100 High Street participated in the 2015 CBRE Global Investors Scholarship program. Two winners were selected.
- We held an 'End of the Summer Fiesta' as one of our last events to be held in the lobby as we were making our move into the 5-Star Center. It was also a chance for Jenn, who had just joined us as Senior Property Manager, to get in front of, and meet, some tenants.

### **September 2015**

- We opened the doors to our newly finished 5-Star Center right after Labor Day of 2015. In our September Newsletter, we offered current tenants of the building a 'New User Special' where their first time use of the amenity center would be free. We did this in hopes of getting as many tenants as possible in the space and familiar as possible.
- Since we do not have a fitness facility on-site we've partnered with Republic Fitness, which is a block away. They have offered 100 High Street tenants a corporate discount. We also had them come to the amenity center and put on a nutritional lunch n' learn.
- In September, 100 High hosted its first Thursday Night Happy Hour. We had Grand Ten Distillery come in to do a sampling. We had about 300 tenants stop by.

### **October 2015**

- In October, 20/20 Onsite offered eye exams as a convenience to tenants.
- 100 High partnered with One Medical Group to give out free Flu Shots. 100+ shots were distributed in 2 days.
- Brick Boston, a CrossFit gym right across the street from 100 High set up a table in the lobby this October giving out free 2 week trial passes to their gym. Since 100 High Street does not have a fitness facility, we've partnered with a couple different gyms to show tenants there are plenty of convenient options in the area.
- In October, 100 High Street launched Fooda in the amenity center. October was a trail month and ended up being very successful. Fooda brings in different restaurant vendors every week to serve lunch out of the amenity center at the tenants' expense. They serve to tenants on Tuesdays and Wednesdays. They serve to about 80 or so tenants a day.
- In honor of the amenity center interior and exterior being officially complete, we threw an official 'Grand Opening Party' for tenants of the building to see and enjoy the space. This event was Oktoberfest themed and had Harpoon Brewery serving beer in addition to a caterer serving Oktoberfest themed snacks.
- Boston Bean, our coffee provider, brought in one of their deluxe coffee machines to sample some specialty drinks to tenants they also brought their coffee cakes. We marketed this as our first "Breakfast Club". They served close to 300 tenants.

### **November 2015**

- In the November Newsletter, a 'Did You Know' section shared information about the building that existing and new tenants might not know such as: 100 High Branded umbrellas for rent, our shoe shine located in the atrium, where the security office and mail room are located, bike storage information, amenity hours, etc.
- 100 High held their first Movie & Game Night in November. We offered movie themed snacks, had Golden Tee, Pac Man and the Ping Pong Table out as well as board games. In the training room we screened Tommy Boy. We had close to 100 tenants attend.
- Services that continued in November included:
  - Manicube on Wednesdays
  - Fooda on Tuesdays and Wednesdays
  - Republic Fitness Corporate Discount
- On November 9<sup>th</sup>, 100 High Street submitted for LEED Certification from the U.S. Green Building Council.

### **December 2015**

- In December, the 5-Star Amenity Center hosted 9 holiday parties for 100 High Street tenants. 4 were first time uses of the space (free of charge).
- 100 High Street, in conjunction with CBRE Cares New England, hosted a Toys for Tots toy drive; close to 100 toys were collected at this site.
- We held our second Breakfast Club sponsored by Boston Bean who brought their Cold Brew keg and coffee cakes.
- We held our second blood drive since taking over the building. 28 people signed up to donate and 26 pints of blood were collected.
- We proudly announced that 100 High Street achieved LEED Silver Certification from the U.S. Green Building Council this year.

- A tenant holiday party was held in the Amenity Center, and it was a huge success. We offered a hot chocolate and coffee bar and plenty of desserts. Branded mugs with hot chocolate and candy canes were on display as the giveaway; more than 350 tenant employees were in attendance.
- Services that continued in December included:
  - Manicube on Wednesdays
  - Fooda on Tuesdays and Wednesdays
  - Republic Fitness Corporate Discount