5-Star Center Q’s

* Are events being held on a weekly/daily basis, is it more monthly, do you find yourself hosting more events put on by tenants rather than put on by the building? Does this completely depend on location and building demographic?
* What is your most successful way of marketing each event? We were thinking about having a calendar in the amenity center once it’s built, either something along the lines of a chalkboard or white board, or throw something up digitally on a TV or large captivate screen. Does anyone have something like this in place?
* Tickets: shows, sporting events, etc. How is this done? Does it vary at each building? Do you purchase in bulk and resell? Or is it simply where you direct people where to go when they’re searching for tickets?
* Catering/beverages: I’m sure this varies in each building. Do some places have an exclusive catering/bartending company they use? Or did you hire a bartender and serve alcohol under the buildings own liquor license. Does anyone find one way more effective than the other
* Does anyone sell tickets for events that are being held at your specific building/amenity center, or is everything basically free? If things are being sold what form of ticketing are you using, i.e. Eventbrite or something like that? Or just through you as a manager?
* Something that’s come up here has been dishware once the center is built. We’ll be having a roof deck therefore we won’t want any glass to be out there. Do most places buy standard dishware for tenant use? Is it more disposable items such as to-go coffee cups and paper plates and plastic silverware? Does this vary in each building?
* Are there standard amenity center rules and regulations posted for common areas, training rooms, conference rooms, and kitchen and roof deck?
* How do you deal with tenants using roof deck for their own use in terms of alcohol-Assuming it’s our deck but they want to use it say every Friday for “beer Fridays” they’d have to supply their own form of insurance? How is this done at other sites? Have other managers come across this issue?