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Thank you for joining the webinar will begin in just a moment.

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OK, Jerry I think we're ready to begin.

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Thank you, Susie.

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Good afternoon everyone. We hope everyone enjoyed their St Patrick's day yesterday. And so much different than years past, there were some signs of normalcy and safe celebrations that all enjoyed which was great to see.

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On behalf of all New Yorkers and our president and CEO Fred Dixon. We welcome you to our sixth installment of our all in NYC webinar series with this one's topic, a big moment for tech meetings.

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As a reminder, these webinars take place on the third Thursday of every month at 2pm Eastern Time and focus on our meetings recovery effort.

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Each month we bring you a new topic related to the meetings industry and features select members to update you on their individual services venues, or hotels.

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We look forward to bringing you fresh content and updates, each month through the summer. Please join us once again in April for our next topic. Meet the many sides of Brooklyn.

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We do hope you tune in every month. If there are topics you want to hear about please reach out to a member of our team.

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Today, as you spend time with us, you'll learn about the current real time reopening efforts of New York City, as well as up to date information regarding meeting restrictions future outlook and our ongoing recovery.

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Before we begin, Should you have any questions feel free to type them into the q amp a field if time permits, will have a chance to answer any questions at the end of all the presentations.

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Additionally, NYC and company is striving to be more accessible during our webinars, the zoom platform is accessible by screen reader and captioning. If you'd like to turn your closed captioning off, you can do so at the bottom of your screen.

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Next, q&a button you'll see live transcript. Once you click on that you'll be able to hide captioning.

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We will also be providing a full transcript of this webinar, along with the recording in our follow up email you'll receive within the next few days.

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Now more than ever, it's important for NYC and company to connect build and strengthen relationships with all of you. We know that communication is key to the success of our industry, and we are the conduit between you and our NYC and company members

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as we partner together, focused on rebuilding New York City, and our industry. Now we'll jump right into it.

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And yc and companies the official destination marketing organization for the five boroughs of New York City. We advocate for convene and champion New York City's tourism and hospitality organizations, and are at the forefront of bringing the best meetings

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and events in the world, to New York City to our global sales team, and our marketing platform, make it NYC.

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As always NYC and companies here to assist with sourcing suggestions and how to best navigate the city or resources it's extended not only to hotels but restaurants attractions, then us and our convention center.

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Best of all our services are 100% complimentary, and we're here simply to make your booking experience as easy as possible in our city. Now more than ever we are here for you.

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Now on the coven 19 updates. Let's start with these guidelines and yc is happy to announce increased capacities and loosening of certain restrictions throughout our hospitality industry.

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some of them include.

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As of the end of February, arenas and stadiums, that can hold 10,000 people or more were able to reopen to 10% capacity. This actually increase the 20% just today.

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Starting on April 1 guests in attendance must have a negative PCR tests within 72 hours to attend. We're face coverings maintain social distance and assigned seating will be mandatory announced last month.

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Indoor family entertainment centers will reopen at the end of March of 25% capacity and outdoor amusement parks early April at 33% capacity.

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As of this past Monday March 15 NYC venues and hotel meeting spaces are permitted to be a 50% capacity, with no more than 150 people per that, which includes social events, along with business meetings.

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Also, you're happy to report as of tomorrow, Friday March 19 indoor dining will be, will reopen at 50% capacity. This will be the restaurant industry's largest capacity, increase permitted in our city since the pandemic began.

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that locals, try staters and our delegates to take advantage of well in our city. Now for the state travel advisories with hospitalizations continuing to drop into continued administration of the coven 19 vaccine being widely distributed nationally.

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We are happy that eligibility in New York State now extends the age of 60 and older healthcare personnel, teachers, and childcare transit workers grocery store workers.

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Building Services workers, as well as our restaurants workers delivery drivers and our colleagues that are working in a heart cells are all eligible for the vaccine, great news.

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It's the goal of President Biden, as well as Mayor de Blasio to have all Americans including all New York or New Yorkers vaccine eligible by late spring and exciting step forward.

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We're also very happy to announce that as of April 1, our quarantine policy will be lifted for all domestic travelers, allowing for visitors to travel freely in and out of New York State in the city.

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Again, an exciting step for it and progress being made for international visitors as as US policy, the quarantine is still in place, listed here are some highlights of the requirements.

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These and other important resources and information are always available on our website. In addition to sending these to you after the presentation. Our team is available to review, each with you one.

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Well we are thrilled to see these new hospitality friendly policies in place, we as an industry must remain vigilant in an effort to keep our community safe.

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We continue to monitor these developments closely, and I'll be covering more in a bit on how NYC is ensuring safety, through our stay well pledge. Now on to information and resources, all the NYC guidelines are conveniently available on NYC.

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go. com forward slash coven 19, including overall resources, the New York forward phases, along with what to know now many if not all of New York City businesses have adopted standard operating procedures, joining together to reconnect the city that day

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and we all love and to remind visitors that public health is the most important thing.

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As I mentioned, our stay well pledge. In addition to these adopted procedures, we've developed the stay well NYC pledge inclusive of transparent so to ensure that every New Yorker and visitor knows that the city is aligned on best in class cleaning standards,

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the pledge ensures everyone's well being is paramount right now, and that it's a community effort, and that we are one of the safest cities from public health perspective, it will also help the city's more than 400,000 tourism and hospitality employees,

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return to work safely.

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You may have seen our revitalization campaign platform, all in NYC. That helps New Yorkers. And you represent heart again, connect with the city we all love and reminds all of us that New York City remains the greatest city in the world that deceptively

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Now what's open in NYC businesses across all five boroughs are working toward a common goal to welcome back guests, employees, and the community at large, while ensuring everyone's health and safety.

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As you think about your next event. We are happy to remind everyone that not only are large number of our hotels open, but our parks and museums are open, and many other attractions such as the Empire State Building observatory.

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Top of the Rock. The Highline, the edge of Hudson Yards, but the Botanical Gardens in Brooklyn. The Bronx Zoo and numerous sightseeing cruises focusing on Liberty Island viewing the most famous attraction in NYC.

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The Statue of Liberty also one of my favorites and most iconic the boathouse in Central Park will reopen the end of this month for lunch brunch private events as well as their famous Robo rentals, welcome news is the weather warms and vibrancy continues

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to return to our city. There's a lot to see and do in NYC right now.

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With so much positive momentum over the last month. I'm happy to share even more success stories happening in NYC. On February, 28, the 78th annual Golden Globe Awards demonstrated our industry's versatility, over the last year by conducting their own

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hybrid award ceremony coast to coast saturday night live alone, Tina Fey and Amy Poehler play the role of dual hosts broadcasting from NYC and Los Angeles respectively.

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They presented from the beautiful rainbow room with essential workers and first responders serving as audience members. The production was a testament to meeting planners hard work over the last year, as the Golden Globe production feature breakouts dual

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presentations, fun or fun interruptions from family members, and of course the elusive. You're on mute.

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In addition to the Golden Globes we were thrilled to see the Apollo Theater being showcased this past Sunday. During the Grammy celebration, and then participating virtually as well.

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Continuing with continuing with good news. A new survey by app go inside affirms that Americans working from home, are eager to return to in person meetings and conventions, the survey finds that even after adapting to the new digital workplace 81% of

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professionals who attended in person meetings before the pandemic Miss doing so, it would be just as likely if not more likely to attend in person conferences in the future.

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The survey echo similar findings from our April 2020 survey, demonstrating that a majority agree that in person meetings are critical for professional development, and that such opportunities facilitate better relationship building enhance internal team

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engagement stronger company culture, and allow for clear communication, and to help build trust. And speaking of returning to in person meetings, we have a terrific spotlight of partners to present to you today.

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I'm thrilled to announce our partners for today's program, the New York City Economic Development Corporation,

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etc venues, and the Manhattan center. We appreciate your partnership and everyone's time today. Now, over to Cory Rosenberg, our Director of the western region here in NYC and company to take it from here.

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Corey, it's all yours. Thank you, Jerry, and thank you to all our partners that may today's program possible, we're very appreciative the many customers and industry colleagues that joins us today, and their continued efforts.

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I just want to make a personal special mention in celebration of Women's History Month that we're currently celebrating International Women's Day, that we commemorate on March 8.

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It just so happens that all of our spotlight panel. Our experts are women. This was not planned however demonstrates the strength of women in hospitality industry and the successful leadership they have exemplified by pushing our industry forward.

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Today we're going to talk about tech programming in New York City, specifically how NYC has fostered a successful ecosystem for the tech segment, how our venues have successfully pivoted to hosting a hybrid, as well as virtual events over the last year,

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and how our venues are staying current technology wise to welcome you back to our city. When ready, it's one of my favorite stats and was widely reported early 2019 that NYC has surpassed the Bay Area, as the number one center for skilled tech jobs in

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the US, with more than 350,000 workers, and my see a synonymous with many leading industries, finance, fashion and the farmer pharmaceutical markets to just name a few.

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And now tech is very much becoming a future leading industry in our city. It's been publicly reported that Amazon purchase the former Lord and Taylor building on Fifth Avenue in August 2020, and will open 630,000 square foot office space, spending more

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than 1.4 billion and creating 3500 jobs, Google also purchased Chelsea Market in spring of 2018 for 2.4 billion, and just this past month report expanding its Googleplex of more than 1.7 million square feet of office space across three structures, this

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just a very small sampling of how tech companies are doubling down on the few bright future of NYC or speakers will dive further into these details, and more.

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This is a nice segue to introduce one of our experts helping to lead this initiative for NYC. Karen about to senior vice president at the New York City Economic Development Corporation, leading creative and applied tech strategies to promote economic

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development and entrepreneurship throughout the city. This includes emerging tech initiatives such as NYC is blockchain strategy, watching the first publicly funded VR AR lab in the country spearheading the City Center for Responsible AI and data and

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expanding broadband access to the neighborhoods hardest hit by the curve in 19 pandemic. Karen is also an attorney entrepreneur and startup advisor. She was the principal of her own law firm advising tech startups and corporate issues financing, and overall

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business strategy as an entrepreneur Karen founded action cam an educational platform expand explaining a public policy issues and providing resources for people to take action.

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Karen also founded Stanford startups New York, a business network of over, 800 Stanford entrepreneurs and investors in the region. She was also advisors several tech organizations, and also on board of trustees of not Hall and Middle School in the South

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Bronx, raised in Queens Karen has a BA from Stanford University, a master's degree in Public Policy from Harvard's Kennedy School of Government and a juris doctorate from George Washington University's law school, Karen.

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Thank you for being with us a day. Now, over to you.

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Thank you, Corey and thank you to Jerry as well. Good afternoon everyone, as Craig mentioned, and Karen Bhatia, Senior Vice President of tech initiatives in New York City Economic Development Corporation, and I'm here to tell you a little bit about our

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organization and about the growth of tech in New York City, New York City Economic Development Corporation is considered the city's economic engine. We primarily do that through a few mechanisms first is we own and we manage a lot of the city's real estate

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properties. We helped to build infrastructure such as broadband is created mentioned, as well as utilizing infrastructure and building out our new york city fairies.

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And we also focus on industry development, including fashion, media, and here I'm going to talk about our efforts around technology, and the growth of tech in New York City over the course of the past decade.

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say so here's some stats that I wanted to go over with you all. Corey had mentioned them very briefly, but I'm going to do a little bit more of a deeper dive in New York City.

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We have over 9000 startups and over 100 accelerators incubators and co working spaces. We in 2020 head over $16 billion in venture capital funding guard going towards our companies that are based here.

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And we have 65 fortune 500 companies that are headquartered in New York City, which is more than any other city in the world.

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We have 120 colleges and universities and 230 organizations that provide tech training, and as Corey mentioned we have over 355,000, New York City's workforce they're focused on tech in New York, we have 2.3 million New Yorkers with a bachelor's degree

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and 1 million in science and engineering.

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We also have 410,000 women owned businesses and 50% of our workforce are foreign born.

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These are all the potential audience members of tech events in New York, whether they're students, whether they're professionals, whether they're in the tech industry as well.

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But one of the main it opportunities in New York, is that New York doesn't only have tech companies that are based here. All of our industries, whether it's real estate fashion, finance, hair.

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All of them are now tech companies, all of them are integrating technologies, utilizing data science, all of them are potential audience members as well, and other area that I wanted to focus on to is that, in regards to the venture finance community

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Another area that I wanted to focus on to is that, in regards to the venture finance community that we have here, it is growing tremendously as well. We have opportunities for audience members to come to New York to attend tech events and meet with potential

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funders, with potential customers and potential partners as well. This vibrant tech ecosystem that we've developed here in New York is a tremendous asset for any kind of tech event that could happen in your.

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In regards to our tech ecosystem some of our notable startups and companies include peloton Web MD Blue Apron Rent the Runway at the vice BuzzFeed Warby Parker, many that are pretty well known across the United States and globally as well.

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Now despite all that's happened over the course of the past year, what you'll see is that New York has actually had a very vibrant tech ecosystem. As you can see across the board with these headlines from the news.

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Even though the economy globally has taken a toll. We see here that the tech infrastructure in New York has actually been incredibly resilient tech companies are hiring more than ever, and tech companies are actually leading the way and buying up office

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space commercial space and warehousing space as well, leading to not only a growth in these sectors, but helping to helping the rest of the economy economy also be a lot more resilient as well.

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Next as Corey has mentioned, we also see a growth, where Apple, Amazon Facebook and Google, they have more than 22,000 employees in the city, with thousands actually added in 2020.

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Google employs about 12,000 people in its Chelsea complex with plans to add 8000 more, and a $1 billion expansion planned in Manhattan's Hudson square.

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Facebook least enough office space in Manhattan in 2020 to nearly triple its New York City workforce and Apple is seeking to expand its offices in Midtown Google and Amazon are also putting together corporate campuses in New York City, more quickly than

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anywhere else in the world. Next slide please.

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Startup genome has ranked New York City as the number two tech ecosystem globally. We have some of the highest growing jobs in AI and data science. We're powerhouses in cyber security as well as life sciences, and we've also had the highest growth of

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blockchain jobs than any other city, nationally.

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These are just some of the areas that New York City bribes and when it comes to tech.

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As we've seen as well over the course of the past year, opportunities to innovate have actually been centered here in New York. When supply chains and actually broken down, New York turn to its innovation economy and it's tech centers in order to help

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create design and manufacture ventilators were able to do so in such a short period of time.

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Voice technologies located in Long Island City queens were able to pivot their operations from building electronic and communications equipment for the MTA and Verizon actually producing emergency bridge ventilators in a matter of weeks.

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This is just one example of the innovation that we have here in New York, the resiliency, as well as the innovation and and the tech prowess, that New York City has.

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Next we've actually seen that despite all the tapping in 2020, as I mentioned, Tech has been resilient.

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In February, this was the single best month in history for New York City startup funding, with $2.4 billion dollars raised by companies that called New York City home.

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This includes Oscar health.

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Code Academy, which was actually one of our venture Fellows Program of participants city sponsored program stash, as well as uY path. Tech is not only vibrant, it's actually growing in your.

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So the New York City Economic Development Corporation, as I mentioned one of our areas is supporting economic development through industry growth we've supported the tech ecosystem by focusing on incubators accelerators workforce development opportunities

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piloting opportunities as well as space. We've done so by supporting urban tech hubs at the Grand Central tech now called company, supporting future works and advanced manufacturing supporting our New York City blockchain center, as well as new lab which

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also has an urban tech hub.

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We've built out cyber NYC.

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And we've also grown virtual reality and augmented reality developing the first publicly funded VR AR lab in the country.

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We also have a tech training center that's being built at the heart of New York, in the new in the Union Square tech area.

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This is going to be, including 16 classrooms to be shared by job training organizations.

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It's going to be a center of startup growth, as well as a community development area, and center for those who are interested in technology. This is going to be several story building located in Union Square that's accessible to all people, and is a testament

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to the dedication and the commitment that the city has to growing the tech sector.

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Now as you can see, We also have a website called Digital dot NYC.

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It's been in existence for several years and is in the process of being revamped, but it's a one stop shop where you can find all information on startups that are based here in New York accelerators and incubators and again is a testament to New York

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City's commitment to the tech sector.

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And that sums it up, just the growth of New York City, in terms of tech over the course of the past year, our tech workforce has grown, three times the tech workforce of the nation at large.

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And as we've seen over the course of the past year, not only is tech resilient, it's still growing and provides a lot of opportunities in New York.

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Thanks Corey.

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Thank you, Karen, and the entire EDC team, its own credit, always incredible to see the major investments being made here in our city.

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On the hotel development side, we continue to see the future growth from small boutiques to 500 plus guestroom high rise properties from established brands to independence and in every borough of the city.

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We currently have 110 projects in the pipeline through 2024, representing 17,000 hotel rooms, half of which are Ambrose outside of Manhattan, increasingly showcasing the diverse offerings in our city.

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For larger city wide programs inventory remains plentiful, with over 30,000 rooms within one mile or a 20 minute walking distance of our Javits Center.

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With the new seven line subway stop in Hudson Yards, we now have seamless connectivity to hotels and venues across town from east to west.

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I also wanted to touch on the improvements, taking place within our world class airports. The New York airport system JFK LaGuardia Newark and Stewart airports, were recently recognized by the airport councils international as the largest airport system

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in the United States to receive the ACI airport health accreditation for health and safety standards introduced during the mid 19 pandemic. Each of the four international airports have undergone varying degrees of redevelopment and effort to create the

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modern 21st century airport with world class amenities, I kind of public art, state of the art security improved transportation access and additional airside taxi ways to reduce delays, a few highlights include LaGuardia airports opening up the new arrivals

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and departures Terminal Terminal be. It's the most significant milestone achieved to date which represents, it's $8 billion construction, all taking place while keeping the existing airport fully operational.

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When complete, it'll be the first new major airport in the United States in more than 25 years over at JFK, they're receiving the $13 billion upgrade as well.

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The reimagine airport will be anchored by two new world class International Terminal complexes on the airports north and south sides with our topic Currently our infrastructure.

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Let's pivot to the robust undertaking on Roosevelt Island opening in fall of 2017 Cornell Tech is a tech business law and design campus of Cornell University, located on Roosevelt Island in the East River to help better explain the wonderful and unique

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opportunities of Cornell Tech. Allow me to introduce Cathy Mendel Kathy has been the event and visitor relations manager at Cornell Tech since April 2017 in her position she coordinates the use of can have campus space for internal Cornell Tech events,

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as well as Cornell University, not for profit profit and corporate clients. She works closely with on campus service providers and provide seamless event planning and ensuring the goals of the event are achieved.

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Prior to her current role, Kathy worked for over 14 years as the Associate Director of conference services at the Liu post campus in Nassau County, Kathy received her master's in educational leadership from Central Connecticut State University.

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She is currently a board member for rural and migrant ministries Incorporated, an organization working to create a just rural New York, and a standard was to disenfranchise rural and migrant farm workers in her spare time she enjoys enjoys cooking baking,

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yoga, singing, and lives in Queens with her fiance, a retired member of the FDNY. Now, over to Kathy.

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Thank you, Cory, good afternoon to all of today's guests, and thank you to NYC and co for inviting Cornell Tech to participate in today's program, as Corey mentioned my name is Kathy Mendel and I'm happy to join you today and share information on the

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campus as well as our new conference venue. For those of you who are not familiar with the campus, I will start with a brief overview, Cornell Tech is Cornell University's groundbreaking campus for technology and research and education in New York City,

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we bring together the best minds and methods in computer science and engineering, along with business law and design to build a better world. Cornell Tech was built to actively engage with communities near and far vital to that engagement is hosting events

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on our campus that bring technologists and industry leaders to our campus. We are excited for today's opportunity to showcase the new horizon, Executive Education Center, which redefines the landscape of executive event and conference based in New York

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There's 40,000 square foot airy modern full service venue offers convenience and ample space with breathtaking views for conferences, executive programs receptions seminars meetups, and more.

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Designed by international architecture firms they'll head to the Verizon Executive Education Center blends high design in human centered technology to bring you in advanced meeting space suited for visionary thinkers.

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As the campus is centrally located between Manhattan and Queens, the Verizon center is only one subway stop from Midtown in 25 minutes from LaGuardia Airport, or location on Roosevelt Island offers the exclusivity and tranquility, with all the accessibility

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and connectivity, you can expect from a Manhattan view, every space within the Verizon center is fully wired with fast and free Wi Fi state of the art virtual conferencing and AV equipment, multiple large screens and speakers recording and streaming technology,

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as well as assistive listening devices. The venue is also fully access accessible for people with disabilities, the Verizon center will facilitate collaboration between tech academic and business sectors in a gathering place like no other.

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We excel at bringing great minds together in New York City, from having a large event space to classrooms at small meeting rooms and reception galleries, you will find the Verizon center is well suited for any event, the first floor features a large event

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space that will accommodate up to 300 guests with flexible seating and is ideal for banquet dinners cocktail receptions, conferences and lectures in the main lobby, you will find floor to ceiling windows, while the west and south facades allow for breathtaking

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views of our campus, our area entrance lobby is the ideal location for a dedicated registration space or conserve this space for a smaller reception, or overflow buffet, and bar setup for an event taking place in the event space and heading upstairs to

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the second and third floors, you will enter a gallery with open lunch space, casual seating and tables which are perfect for a pre function activities or informal setting for networking breaks meals and receptions.

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The space is also ideal for vendor, and sponsor tables or demos. Each gallery accommodates up to 74 guests and will include a beverage station and refrigerators, we're keeping can be set up on each of the upper floors.

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There are six small conference rooms with the capacity for eight people to large conference rooms with a capacity for 14, as well as two large flat classrooms with a maximum capacity of 74 offer flexible seating whiteboards and display monitors with easy

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laptop connections, these spaces are ideal for either small private team meetings or larger concurrent sessions during conferences are exclusive onsite catering partner will deliver an elevated culinary experience for your guests, they are ready to help

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you design a menu tailored for your event from a simple coffee break to banquet dinners, elegant cocktail receptions and everything in between.

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Our vision is to provide creative Event Management Solutions while redefining the landscape of sustainable event in conference venues in New York City.

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We will ensure a seamless authentic experience from the planning and logistics stage to the day of your event, we seek to guide you in all aspects of your event planning from choosing the appropriate space to understanding your vision and purpose for

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the event. Our ultimate goal is to optimize and enhance the experience for all of your attendees. We partner with our on campus service providers while coordinating all required logistics, including facilities, IT security access for your attendees.

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Our team of event specialists work closely with Cornell Tech and Cornell University colleagues, as well as corporate and not for profit organizations who are requesting to hold events on the campus.

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We aim to provide exemplary service to those who are dedicated to education, advancing their communities and making the world a better place.

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There are corporate enough for profit rates for space rentals in the Verizon center and all space rentals require a license agreement with Cornell Tech, along with providing a certificate of insurance listing Cornell University as additional insured.

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We recommend booking your event at least six months in advance to ensure availability of your preferred dates in spaces. Please note the third week of May, and the end of August, or peak usage times for campus wide events and availability will be limited

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during these times.

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We're also excited today to share information on the graduate Roosevelt Island hotel graduate Roosevelt Island opens as part of the Graduate hotels collection at the Cornell Tech campus, serving as the islands first and only hotel, marking the brand's

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debut in New York City, the 224 key 18 story hotel offers a scholastic retreat in the middle of the East River. The bright modern spaces and breathtaking views of Manhattan queens and beyond.

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Architectural II designed, also by internationally renowned design firms no header and interior design from graduate hotels in house team, the hotel blends old school, and New Age, taking inspiration from both the rich history of Roosevelt Island, and

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the future of technology that the core Cornell campus embodies the futuristic fashionable and the functional melt together to create a space that's bright open and always interesting, Los Angeles based hospitality team in New York City need is met a bros,

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and Mark rose, or the exclusive food and beverage partners at graduate Roosevelt Island, marking the duo's homecoming to the city. The hotel will include an all day restaurant and extraordinary indoor, outdoor rooftop bar with an unobstructed views of

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the city, and over 3000 square feet of onsite flexible meeting space, all constructed and operated by a bros Bros. We look forward to cultivating relationships with all of our stakeholders and take pride in supporting your goals for a successful event.

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Thank you for your time, and I'll send it back to you, Corey.

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Thank you again Kathy, appreciate it and great information to learn about Cornell Tech.

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During our own pivot NYC has launched several programs that can be found on NYC go.com, or virtual NYC program allows you to conduct virtual visits to our attractions and experiences.

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Feel the energy of NYC from anywhere around the world, our virtual dine in NYC program showcases and supports our world class, restaurants and cuisine, or shopping NYC program connects you to your favorite retailers and cultural institutions online.

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Lastly, our virtual NYC site tours program has over 100 hotels and event venues that have submitted their information and links where you can expand opportunities for your next big event, even while demand to schedule in person future site inspections

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are picking up this program remains very active for our customers to explore hotels and venues from anywhere, or virtual programming allows you to be inspired by the creativity and diversity on display in New York City.

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Its motivation for what to do outside the meeting room on your next trip, check out the meeting planners section on NYC go calm. To learn more about these programs.

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Speaking of virtual hybrid and person options. Allow me to introduce you to our next spotlight member, etc venues here to welcome you, is Fiona MacPherson VP of business development for etc etc venues is the UK is leading provider of urban day meeting

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and event space and hosted 19,000 events in 2019, Fiona joined etc venues in 2013 and has successfully open multiple venues across the organization portfolio in London, and more recently in New York, where she led new business and initiatives to launch,

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etc venues first international venue at 360 Madison, Fiona has a natural passion for the hospitality sector and appears as a regular panelist on industry led events and marketing initiatives.

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Let's go to the tape.

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Hello, and welcome. My name is Manny Sunbeam director of sales, New York at etc venues, and I'd like to talk to you about our hybrid meeting and event solutions.

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After speaking with many of our clients. We came to realize that there's still quite a bit of confusion in this space. That's why, and etc venues, we've made it our mission to make hybrid meetings as easy as 123, we have achieved this by spending the

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last 12 months, really researching and testing out hundreds of hybrid meeting products to bring you three best in class solutions room in the box. Hybrid event platform and stage and studio solutions.

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Now more about each of these in just a moment. I think it's really worth emphasizing that our solutions wouldn't be as effective without our tech enhanced venues, all of which come with best in soundproofing super fast, and secure bandwidth, all essential

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elements for a glitch free event Fredrickson CEO of NYC and company, put this to the test on site, etc venues 316 Madison for recent industry event, I'm thrilled to welcome you virtually to New York City, from inside the gorgeous new meetings facility,

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etc venues at 316 Madison in the heart of Midtown over the past year we've also seen the opening of dozens of venues that are ready to make your virtual hybrid and smaller in person meeting meetings and success, like this fantastic facility by etc venues

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here on Madison Avenue.

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Same as Fred mentioned, our venues and ready to make your next event, a huge success.

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You'll see all three hybrid meeting solutions have been developed to solve real world challenges and answer many questions businesses like yourselves may have at the moment, questions such as, how can I bring a small group of people together, so we can

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collaborate effortlessly. if some are unable to be in the room.

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This is a common challenge. So by our room in the box, video conferencing solution.

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This includes all of the hardware you need to connect up to 50 people. And there's full packages available from bronze, silver, gold, platinum makes choosing your next meeting setup budget and numbers effortless.

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I'd like to introduce to you, Fiona, our VP of business development, who's joining us from New York to talk us through the hybrid platform in more detail.

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But first, figuring out where exactly are you joining us from Imani MCs I am here in New York City I'm actually our venue 61 Lexington, which is in the Midtown in midtown Manhattan, and we have event space here on the 14th floor we have proud meeting

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rooms and ranging in size, with the largest capacity of 224 delegates, and when is it ready, it looks finished it is finished, we're ready, our doors open we're taking inquiries, and we're ready to rock and roll.

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So both of our venues in New York are set up to host hybrid events. Can you tell us a little bit more about solution number two, the hybrid event platform.

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Yeah, of course. So we actually recommend. Melissa, we actually partner with them in the UK in the US, and as we have had the first time experience I did an event with them back in July, and we get to tap into for better prices for for clients, and we

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a really good working relationship with team here in the US and the UK. And also, you know we we understand clients do have their preferred suppliers in terms of the platforms, they want to use so they're more than welcome to do so. and our venues as well. Fantastic. Thanks for joining me Fiona, I'm sure we'll

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see you again soon.

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And another question we often hear is, how do I impress my audience if my if most are attending virtually. Which brings me to the reason why I'm standing in this studio.

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What you're looking at right now is our third solution, the studio stage, developed by our AV partner, forget zoom calls, if you really want to wow your audience and stop them from nodding off, then here's how you do it.

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You use a studio like the one I'm standing in today, we can build green screens and stage sets at both our venues to ensure we impress your audience, both in the room, and online.

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So there you have it. hybrid solutions as easy as 123.

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So forget zoom and book a room at etc venues in New York, to tell you more about 360 Madison. I'm going to hand you back to Fiona, who was there earlier today to record the message on a show round.

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Wow, she has been busy.

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Hi, I'm Fiona from etc venues I'm here at 316 Madison, our conference and event space in midtown Manhattan, New York City.

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We have 45,000 square foot of event space here over two floors with over 300 people per floor. We have in house chef brought in from the UK to provide some incredible food for you.

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We have been running, both ready to welcome you guys to come for your next event in New York City. And we also opening our second venue in May, 2021 at 61 Lexington, which is 30,000 square foot of trading and event space.

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I hope you enjoyed the video I've done a quick show around a 360 months.

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Hi, I'm Fiona Welcome to etc venues 316 Madison, our first venue in New York City.

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We've taken to close 360 miles third and the fourth and the fifth floor.

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This is our fifth floor Galleria our catering exhibition and networking space, we have a lovely out your ceiling here with color changing lighting, and we have a nine screen media wall for digital branding.

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This is the enterprise suite. Hundred and 62 half moon Cadbury or 300 days where he built in screens projectors PA system and microphones.

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We have an interconnected staircase between the two floors, leading to the fourth floor Galleria

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mall branding opportunities with columns lighting and coffee points.

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This is the venture sweet setup with half moon tables.

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When we say Hoffman cabaret, we mean half a moon. We have progress here which is a breakout room or an extension of the networking and catering space.

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One of two fixed breakout rooms on the fifth floor.

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Thanks for joining me on a whistle stop tour of etc venues 360 minutes and come see it for yourself.

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Thank you again Fiona and Manny. As a reminder, don't forget to submit any questions you have for any of our presenter partners today regarding any of the programming that we assist with here in NYC.

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No matter of hybrid or person. I wanted to make the special mention of our destination services team wants a program is booked in NYC. The group is turned over to our destination services team to assist with a plethora of complementary services such as

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assistance with site inspections development of marketing and assistance building tools, press and social media support exhibitor assistance event promotional tools and connections to thousands of number of businesses through leads and referrals.

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As always reach out to a member of our team to learn more.

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Allow me to introduce you to our fourth and final presenter this afternoon. The Manhattan center, home to the Hammerstein the Grand Ballroom and much more is an iconic performance venue and the heart of Manhattan, to introduce this jewel on 34th Street.

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Let's welcome Jessica Rothstein Berman CMP VP of Sales and Marketing for the Manhattan center. Jessica joined the Manhattan center in November of 2013, and has helped to lead restructuring and reorganizing the sales direction of the Manhattan center,

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Jessica recently spearheaded a movement towards a massive renovation and upgrades to ballrooms giving the historic spaces, new life. Jessica sales and marketing spirit spans over a decade from director of catering at the Millennium Hilton, and senior

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sales manager at the ESPN zone to being director of sales for the BB King Blues Club. the Highline ballroom and the blue note, just received her bachelor's degree and special event planning Business Management recreation communication from Ithaca College.

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HSM AI MPI ny so he is he is, and received HSM APIs Berkman award for marketing Executive of the Year in 2018. Let's now go to the Manhattan center.

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Hi, Welcome to the center. I'm Jessica Rothstein burnin. I'm the Vice President of Sales and Marketing and I'm so excited to show you our space tonight, located right on the corner of 34th and eighth, everything is right here.

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And the Manhattan center doesn't just include the Hammerstein Ballroom. We also have the Grand Ballroom here television studios and recording studios, everything is fully customizable.

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And we can create whatever it is you're looking for. Let's go take a look.

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As we walk in, we are in the main lobby of the Manhattan center, you have to elevators and amazing faith that you can do whatever you want with one of my favorite.

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Why don't we had inside and I'll show you the Hammerstein Ballroom. So now we're in the prominence of the Hammerstein Ballroom, it's a large open area, you can really set up anything you want in here.

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And what's so amazing about our space, and our building in particular, is our ownerships commitment to what we're doing in the past seven years, they've invested over $8 million into the building, significant amounts into technology and cosmetics, which

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why don't we want this to hammer screen will show you what we've done.

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This is the Hammerstein Ballroom 75 for hand painted ceilings.

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Two balconies and six boxes.

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Every time I walk in, I'm blown away by how much you can do in here.

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You have a hardcore and then you have a built in stage. Let me show you some of the new upgrades that we have in terms of sound lighting, we have a full rigging system with rigging points, both in the front of house, and in the stage house.

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And we have our own production department in house, so everything is turnkey that's that. We also partner with production companies, anyone and everyone.

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For us it's about what do we need to do to help support our clients mission.

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Some of the large events that we've done recently, we did watch what happens live, the largest ever anyone's a Bravo fan.

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We've also done America's Got Talent. We did the first ever Red Nose Day in the US, and tons more.

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It's always exciting, walking in.

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Welcome to the log cabin, one of our two recording studios. This is actually really cool because it looks like

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we have support space right in here and we've actually used it for celebrities like Taylor Swift.

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Young side. During other events that we've had.

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Newly renovated cosmetically and amazingly well maintained. We have the most incredible equipment, and the best people to support.

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We've actually had a number of incredible artists who have recorded here, including Clapton, Justin Timberlake Gz Beastie Boys, and most recently, steel Mumford and Sons, and a con.

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As you can tell, anyway.

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Fortunately for us, both of our television studios are nice, but we still get the opportunity to walk through one of our controllers.

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This space is so incredible. And other than that, it is fully connected to both the Hammerstein. The grand, and of course of our recording studios, we have a full inventory of camera equipment, as well as of course, everyone who knows how to run it.

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We've done every show, ranging from NBA All Star New York. That was here.

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We've had ESPN cold pizza originated in this building right in one of our studios. We've also done America's Got Talent.

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And so many.

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Welcome to the seventh floor grand bombing. This one was actually added on by the Freemasons 1929 to be a rooftop garden.

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It's really a gorgeous room, and you can see the influence of the Freemasons in the architecture.

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He's done a lot of TV in here. Throughout the pandemic. We actually had one of our conferences was quick other large events that you may not know about WWE.

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Actually, it netball originated in this room.

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Since then, we've done a lot of wrestling boxing, as well, of course, conferences, cocktail parties.

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Originally, the Manhattan center, specifically the Hammerstein Ballroom was built in 1906 by Oscar Hammerstein because he loved opera, and he wanted to compete with Metropolitan Opera in 1909.

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He was paid $1.2 million to never have the building turned into a little bit of everything. So they did.

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They did dances balls. And that's actually led up to our history to that, in which we don't do one thing.

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We do everything, concerts, conferences, live streams TV meetings, even social and you can see this space is completely customizable.

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And there's truly nothing we can.

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That's. Thanks, Jessica that was amazing, and very insightful.

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Appreciate you all so much and before we get into our QA, I want to thank again, all of you again, and our partners for participating today, the New York City Economic Development Corporation, Cornell Tech, etc venues in the Manhattan center, great job

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everyone really we're so honored and proud to work with all of you every single day.

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Also, don't forget to sign up for NYC and company meeting planner newsletter, visit NYC. go. com, click the meeting planners tab at the top of the page, scroll over to the, to the Connect with us tab, and then click newsletter.

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Information is typically released on a monthly basis, so keep an eye out for that, we'd love for you to sign up for it.

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In addition to our monthly newsletter, be sure to check out these tools and resources that are available at your fingertips to our website, nyc.com, forward slash making NYC.

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Now on to the q amp a, so I'll ask all our presenters to please turn your cameras back on and your mics, and we'll get into some of the questions here, few questions and comments for some folks about if this presentation is going to be shared with you

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all yes we will, we will send head. After this to everyone who registered so thank you for those that have been asking for that. And then we have a question, Karen, it looks like for you, for the EDC always blown away Karen by the amount of investment

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and the work that you all do on behalf of our city.

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But the question is, why should planners host their event in NYC love to get your perspective, from the DC side of things so go ahead Karen please shimmer.

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Once again thank you Jerry Corey and the rest of the NYC and co team.

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So there are several reasons why a planner should come to New York if they're hosting their tech event first is, as Corey mentioned in his presentation and I mentioned as well.

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We have attendees that couldn't even imagine. We have over 9000 startups, you know, just to say some of the stats that we had mentioned earlier, 2.3 million New Yorkers with a bachelor's degree 1 million of them are in engineering.

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65 fortune 500 companies that are headquartered here and as I mentioned during the presentation. It's not that there's a tech industry in New York tech is in every industry in New York.

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And for all the industries that New York City is known for and we've seen that throughout the pandemic even retail companies fashion, media, you know gaming across the board, everybody's utilizing technology for selling things, you know even cosmetic

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companies, etc so technologies and all of our industries here in healthcare, finance, you name it, so all the attendees that you could imagine are here in New York as well.

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We have hundred and 20 colleges, universities. We have hundreds of tech training programs we have incredibly robust meetups ecosystem of tech meetups here in New York.

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So it's just, you know, the our attendees are here. Secondly, we have a track record, because of our incredible vibrant tech ecosystem in New York, rated number to buy startup genome.

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According to Bloomberg and Sandhills we're number one in the world when it comes to our tech I'm not going to fight number one or number two, of course, yw was great.

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But given such a robust tech ecosystem that we have and that it's growing even more vibrant every day. We have a track record of successful tech conferences that have been here in New York, New York City, as you'd mentioned Jerry, the EDC has helped to

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grow the tech ecosystem we have New York City blockchain week, which is had over 40 different blockchain conferences over the course of a week, we're helping to sponsor, New York, ai week of smart Smart Cities conferences here, we'd have a tremendous

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track record of spot of tech conferences that are here already as well. blows me away every time I hear them all Karen we're so please post all of them.

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Yeah, it's phenomenal it's really phenomenal. And third, you know with with those that are already here as well as those that would be flying in for these tech meetings.

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It's an incredible opportunity for all of them to be able to meet each other so you have such a vibrant investor ecosystem that's here in New York and so those that are coming for these tech conferences are able to meet with investors meet with prospective

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customers, meet with prospective partners, is a tremendous opportunity for them to be in New York as well.

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Finally, we also have, you know, the Minister of schools accelerators incubators.

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We also have what the city does to help promote tech and so sites like digital dot NYC are places in which you could advertise market.

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Your, your events and you have captured audiences across the board of tech oriented accelerators incubators co working spaces. And finally, like everybody all of these partners have mentioned on this call, you know, This is New York you have robust venues,

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you have culture you have music people want to be here. And so, you know, this is really a right place to be for any kind of tech event that anybody would want to put together.

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That's great Karen thank you I mean the stats that you're able to quote and provide to everybody or else so impressive all the time. You know, it comes down to the people in the pool of people that are organizers and our event planners and our conference

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planners can really take advantage of as far as speakers, and not only attendees so I'm really really impressed by all of your stats and can't thank you enough for all the support that, that you give to the city, and everything that you all do for us

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so thank you so very much. Thank you, Jerry Can I just chime in with one other thing, you know, just to go on with some stats, you know, some of them that I mentioned earlier, I just want to give you some comps, you know, so when we're looking at the

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number of that we have in New York, 2.3 million, you know, just for competitive comparison purposes. That's more than Boston, Philadelphia, washington dc San Francisco in LA combined.

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I love it. And we also have doubled the number of software engineers compared to Boston and San Francisco, so you know some people don't know about some of these comps that we have here the numbers, they in themselves look impressive, but when you really

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think about the tech ecosystem in comparison to other places. It really I think is is impressive to see how much it's grown in New York, couldn't agree with you more tech alley as we say right, it's an incredible place to do business in the segment and

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it just continues to grow and grow and grow and all the stats that you share just proved that so thank you again so much Karen appreciate that so much.

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Um, let's see here.

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For Cornell Tech Kathy incredible space.

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The facility itself is just so impressive but then the views and everything that you have to offer. As far as on Roosevelt Island, really impressive.

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One question that we have.

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And it important really to point out, New York City one of its biggest strengths is its transportation, right and how we get around New York City. So the question is what is the best way for visitors and event attendees to travel to Roosevelt Island I

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think you touched on this a little bit, but love you to expand for us thanks Kathy. Sure. Thank you, Jerry.

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That is a big question that people have every time they're looking to plan an event, and on campus because, as everybody on the panel knows but maybe some of our guests don't know that it's a very small island in the middle of the East River in between

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Manhattan and Queens. So there are a lot of different ways to get to Roosevelt Island, first of all, you have the F train that runs through men, you know from Manhattan through Roosevelt Island into queens.

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Then you have the tram which is the Roosevelt Island tram you saw that in the beginning of the video.

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That's a really great travel destination for people to even if they're not attending something on Roosevelt Island to be able to take the tram over it was featured in a spider man movie years ago.

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And then we have the ferry so the ferry just started around the time that the campus was finished and opened in the summer of 2017 of course the EDC was very involved in, you know, expanding the ferry system throughout the city.

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So you can take the ferry from the northern part of Queens a story, and it goes to Roosevelt Island, and then down to Long Island City and then further down into I think the latest stop was Brooklyn Navy Yard.

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And it goes down to East 34th Street, and then it also I think is supposed to maybe Karen can can chime in. I think it also has been expanded to go across to like 98, somewhere in the 90s on the, on the east side, I could be wrong about that.

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And then we have the Roosevelt Island bridge that comes off of Vernon Boulevard in Queens, it's a small bridge that goes across so people can drive themselves over, there's of course the New York State bus system through queens.

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And of course there's always taking an Uber or Lyft or other some other taxi service to come to the island so there's over five different ways to get to Roosevelt Island.

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So I love it, Kathy so accessible anywhere in our city by waters is really one of my favorite things so to be able to do that at Roosevelt Island and then you mentioned also just the jewel in the graduate hotel that you all have right there, and go with

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them so closely is such a great benefit for our planners and for him to do anything out at Roosevelt Island so thank you very much and again, those view, just killer so we love it so much, so thank you.

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Thank you. Yeah. You're welcome. Of course. Um, let's see. So, etc venues of Fiona we have a question here for you again incredible space Fiona really well done presentation and and what you were able to showcase.

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So thank you so much for that. The question for you is what in person safety measures have been put in place at your venues in New York, great question.

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Like I was saying in the presentation safety is most important so maybe go into a little bit of that for us you know because I'm so first of all thank you for having us.

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And I'm glad you enjoyed the video. And so, we, our team have been working really hard behind the scenes in order to kind of come up with some plans and procedures to put in place to make sure our venues are going to be, you know, covered covered ready,

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And so the kinds can book with confidence, and once everyone's back, ready to book events, and we've put together an 18 point plan, which is available online and it actually guides us through all the measures that we have put in place as a company, and

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that will be will be in place, and everything is done in you know in line with the guidelines from New York City at the moment which, you know, Corey mentioned 150 attendees.

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And so, so yeah, great, great, great information Fiona Thank you so much. And like I mentioned so impressive on the video I've been lucky enough to see this face but for those that haven't.

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The video I've been lucky enough to see this face but for those that haven't. The video is good but when you see it in person, you'll just be blown away.

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So, thank you so much, Fiona for everything and for participating. We appreciate it. Um, let's see, Jessica.

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Incredible presentation Jessica Thank you so much. You're a natural and I'm you know I've been to the space so many times, but learned so much to with your presentation so so thank you so very much.

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So your question is, let's see in a world where facilities are getting increasingly more specialized, how does the Manhattan center balanced business from the corporate and non profit markets with public ticketed events like concerts we get this all the

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time right when folks are looking for facilities like yours. So, can you enlighten the audience on on that for us please Jessica Thank you.

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First of all, thank you so much for having me excited to be here. And it's always exciting, learning about other venues and what everyone's doing.

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So in terms of managing the different kinds of business. I believe that it's all about calendar management.

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It's really personal you have to know what's going on.

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And, you know, I learned this working at ESPN, but originally working in hotels. One of the city wives, what's happening, Ricky, each year. What is the Super Bowl, but also what is Fashion Week.

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When is, you know, Comic Con. what are school holidays, as well as upfront and then of course, previous years. So it's an ongoing puzzle for us to make sure that everything fits.

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We also look at business patterns.

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Most corporate events, nonprofits, fundraisers. They're not booking on the weekends. They're there Monday through Friday. So we're able to accommodate our concert business, which may or may not be as profitable for us, but are equally as important.

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And the reason they're equally as important is because obviously you know, even though they might not necessarily be as much money, it's still brings us a lot of marketing.

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Its positioning with the venue, and its presence, so really we can do public events on Fridays, Saturdays and Sundays, and have corporate events during the week.

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So again, it's all about presence positioning, you don't really balancing bravely keep them separate and they don't really interfere in a way which is great, right, what do you have to I mean you look at each day, and we don't offer what's called like

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a quote unquote first hold.

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That way we can really talk to each client individually and customize our calendar.

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based on what they need and what we need.

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We have a lot of different demand generators and we're bullish on the fact that those will continue. Absolutely.

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So, That's great. Thank you, Jessica. We have time for one other question that maybe.

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Everyone can answer, especially our venues is, um, with things starting to relax a bit. Okay. And with the announcements that we were talking about. How's the business interests interested in as far as inquiries and folks reaching out, so I'm going to

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pick on Fiona first name.

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on Fiona first name. You can give. How's how's how's the segments been been we've definitely seen a lot more interest, and probably from sort of like late summer into the fall and mixture of in person and hybrid, and, but I think it's, it's definitely

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looking positive people we've had.

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We've had multiple site visits of people are actually you know they coming out of their homes, they're coming into the venue which is fantastic. And, yeah, it's, it's definitely picking up and I'm feeling confident that we are going to be running real

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life events, hopefully from through the summertime so I couldn't agree with you more.

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Jessica you want to share a little bit about what you're hearing from customers, no it's exciting. I mean like we're actually, the past few weeks has been busier than it's been in a long time.

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I mean, between people wanting to come in and do in person site inspections. And the fact that people are starting to commit to booking shows in the fall.

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You know, we do have things you know we have a lot of interest in the summer and the fall from, you know, corporate, although people aren't necessarily committing yet they're waiting a little bit.

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Yeah, but interest. I think the interest is definitely there, and I see us picking up significantly fall.

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2022 is going to be awesome I couldn't agree more couldn't agree more and then Kathy maybe a little bit insight on perspective to what you're hearing from customers, as we would.

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It's been a little bit slow on our side because we're a college campus so we have to be a little bit more, perhaps a little bit more sensitive to the fact that our students are living on campus, even though they're in virtual classes for the spring are

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They're starting to see some uptick of people, a lot of Cornell events that are, they're just chomping at the bit to come from Africa, down to the city and start having some of their conferences, some of them were postponed from last year and they're

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starting to populate our calendar for the fall so we're, same thing like just going piano said we're looking at, you know, probably late summer, early fall for us to start getting into having some in person maybe some hybrid in person components, right

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yeah I couldn't agree with all of you I'm think our Intel from our sales team is is lockstep with you're all hearing and seeing a lot of interest. Lot of inquiries a lot of questions.

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Folks, you know they need to do that before they can commit right they need to ask the questions you need to feel comfortable well things. And that's why having webinars like this is so super important to kind of clear the air a bit and let our customers

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know what we can do. So, really, really can't thank you all enough for participating and for all the time that you have with us. We so appreciate it.

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Thank you again for everyone we know how busy everyone is don't forget everyone that's still with us and our numbers are still strong here so we're always impressed when people don't log off so we thank you for hanging in there with us, but don't forget

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to register for our April 22 webinar, which again is titled me, the many sides of Brooklyn, so we're excited about that. If you have any further questions or would like to discuss topics offline.

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Our teams information is listed here. We're available, please don't hesitate to reach out and again thank you all for your support. Now here's a little piece of our all in NYC campaign video as we say goodbye.

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so thank you all again thank you for joining us.