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New York is back baby.

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Welcome everybody. Thanks for joining us.

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Hello Hello Hello great video hot video showing. We are ready we are open for business Welcome to It's time for business with john Marshall and Cory Rosenberg, I'm Cory Rosenberg director of the West, for NYC & Company, our convention Visitors

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Bureau john, who are you john Marshall here director of tourism development focusing on leisure tourism and US and Canada and helping out a little bit in your wonderful, wonderful.

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So, we are again NYC and company and what are these webinars all about that we're doing today. So, what we are doing back in October of 2020 we launched, all in NYC webinar series, focusing on our tour and travel, or convention development, and our diversity

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initiatives as well. These webinars are going to be a little bit different. These are going to be from a little bit from the soul of New York City, from the actual hospitality industry people that represent our city.

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And to give you the fresh perspective on what is actually going on in the city. So our mission here is to inform you to welcome you back to our great city, and to let you know that we are ready to welcome your business back to the city.

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As always, we're NYC and company the Convention and Visitors Bureau and dmo organization for NYC and we thank you again for joining us today.

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So today, we actually have a fantastic panel that has joined us today from around the industry. The theme of today's webinar is NYC shines in the summertime and so we hope over the next hour or so that you spend with us, that you will take away with us

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why summer is the best time to visit New York City, what there is to do what there is a sci fi hotspots the new things, things that you've never thought about.

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And that's the kind of content that we wish to welcome you today. So let's jump into introducing you to some of our panelists today. So our first one is Scott Gerber is the President and Chief Executive Officer of hospitality industry leader and Gerber

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group setting out to provide an innovative nightlife experience Gerber group opened their first property the whiskey, at the Paramount Hotel in 1991. Soon after, Scott took the lead and forging a new partnership with Starwood Hotels and Resorts, to develop

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the W Hotel brand. The partnership is widely credited for changing the landscape of the nightlife industry by creating unique innovative venues that have redefined what the hotel bar is today.

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Today, Gerber group is the owner and operator of seven innovative bars and restaurants in New York, including the Campbell at Grand Central Terminal, Mr purple, the crown, Irvington, nearly a ninth 12 stories and whiskey blue just naming all of those

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I'm a little thirsty already, but Gerber group continues to redefine the hospitality industry with innovative concepts and bars feature we're now beverage programs accompanied by exceptional culinary talents, Scott holds a BS and finance and real estate

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from the University of Arizona was previously a principal at a commercial real estate firm.

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Next on our panel that we will jump into shortly. Sarah Krautheim is the Vice President for public affairs of the trust republic of the trust for Governors Island, the nonprofit organization dedicated to the planning operations and ongoing development

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of Governors Island, a 172 acre island located in the heart of New York Harbor at the trust for Governors Island, Sarah overseas communications government and community relations, marketing events, public programming and strategic partnerships for the

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organization and advises on strategic planning initiatives. She is very very busy. Prior to working at the trust Sarah served as manager of the Urban Land Institute in New York City and earlier in Boston for five years where she oversaw Technical Assistance

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programs research projects and events, focused on urban policy, transportation, and the built environment, Sarah, lives in Brooklyn and is a graduate of Mount Holyoke College up there in Amherst, Massachusetts, my alma mater up there you mess as well.

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Jumping into our third panelist, our third panelist is of course Robert Severini, Director of events and catering for the Wildlife Conservation Society in 1999 Robert a native New Yorker decided to dive headfirst into the events world.

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Since then he has worked for numerous prestigious companies throughout New York City and the Hamptons Robert joined the Wildlife Conservation Society, better known as WCS team in 2017, overseeing their New York Zoos and Aquariums events and catering department,

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There, he and his team oversaw nearly 500 and internal excuse me, external events per year, across all five of the WCS is properties. The mission of the WCS is to save wildlife and wild places worldwide through science conservation action, education,

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and inspiring people to value nature, Robert and his team support that mission through their events, make your green go further. All event proceeds help save the wildlife conservation society's mission to help save wildlife and wild places around the

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globe. We're thrilled to have all three of you join us afternoon. Before we jump into that we have some housekeeping notes we want to go over on our recovery effort and restrictions john, take it away my friend.

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Thank you, Corey really looking forward to talking to our industry experts today. Those are some really great BIOS.

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But really, of course before we do that, I'll give some quick Corbett updates. So as of 11am on Monday morning, the New York State had a seven day positivity average of point 8% something we're really happy about where you know after the course of the

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last 16 months we're really really good place and really looking forward to the trajectory of where we're headed.

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73.3% of all adult New Yorkers have received at least one vaccine dose so that's a really good, positive sign for us more more indication that it's a really safe place to visit right now.

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And, you know, over the course of the 24 hours leading into the Monday, about 21,000 total doses had been administered in that 24 hour period and even more impressively.

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To date, over 21 million individual doses, accounting for about 66% of adult New Yorkers completing their vaccines vaccines series. So just really exciting steps that we're really happy about.

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And now, you know, talking a little bit about our state travel advisory and, you know, kind of the restrictions that you can expect when you visit us here.

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And the good news is is as of about a month ago There are all of our, the majority of our state and local restrictions have been lifted, with the exception of, you know, airports and hospitals and public schools.

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Other than that, the restrictions really don't exist in other places the same way that they, they had been before. So we're no longer requiring capacity limits social distancing disinfection protocols and health screenings and.

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And I have to say, you know, as that might sound a little weird in the course of the past month or so that we've been doing that our, you know, our case numbers continue to drop so we're really confident that we're doing the right thing.

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One thing to note for the meeting planners on the calls that guidelines continue to be an effect for large scale indoor event venues, and that's now defined as indoor venues that hold more than 5000 attendees.

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And then when it comes to our quarantine guidelines as well those are also lifted, on April 13, you may still have some of your own requirements if you're traveling in from an international destination.

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But once you get to New York State you don't have any of those quarantine restrictions any longer.

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Truly a testament to where we've come from you know back in the summer of this last year to where we are today. We're also very proud of the fact that in the Northeast region in general, seven of the top 10 vaccinated states all live within the Northeast

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So we welcome back visitors and we're ready to go so that kind of keys up another question that I have for you john. Why is this the best time to come to New York City, because it's my birthday in two days and.

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That's true. I gotta remember that as well.

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No, we're just, you know, honestly, New York City is out it's done a really great job of recovering and now's a really good time to visit, because even though we're on our road to recovery.

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It's not quite as busy as it was in the past so now's a really good time to get that reservation. You always want to get you know maybe buy a ticket to Hamilton, you won't be able to see it until September, but you can finally get some Hamilton tickets.

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Absolutely. I would also comment like our open streets initiative that launch basically last spring summer of 2020 has really transformed the city into a more very European feel with the outdoor dining, the ability to come together as a community to maybe

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visit some of the neighborhoods that you've never experienced before. And to be able to walk around and really explore the city it's always one of my favorite things to do.

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And the one of the the essence of New York, is the ability to just go into the city. Get lost have the freedom to wander have the freedom to stop the shop to visit museums to see the sights and now it's a great time to do that, to hopefully not sweat

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too much, but to really enjoy what it is to be like in the summer, with the sun shining.

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Absolutely. When you talk about open streets and makes me think of our restaurants and of course it's time to mention that Restaurant Week starts in four days.

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So, building up August 22 Restaurant Week will be in effect and it's probably the most vibrant restaurant we've ever had, because you'll be able to do lunch dinner in your dining outdoor dining takeout delivery, none of those are options before so we'd

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be doing that for the first time. And when we say it's a restaurant week this is not just a one week thing I believe it's actually five weeks long, so it gives you the opportunity to come into the city in the remainder of the summer, bring your family,

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bring your spouse, bring your partner, bring a friend and just really enjoyed the low low pricing, that it is that they present for this special time that come into the city.

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Yeah, for sure and not, you know, not only that, if you haven't you clearly haven't been to New York in the last year and a half, probably, but even if you've been very pretty recently.

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There's a lot of new things to do. So you can come check out little island on the Hudson River it's a two and a half acre park and the defining features probably there's 267 pre cast concrete piles that's that the park is built on and lots of food experiences

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public programming, and then right up the river we have Hudson Yards a whole new neighborhood in New York City. So if you think you've seen everything here I promise you, you haven't so it's time to come back.

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I agree couldn't said it better myself. So with that, if you don't want to just take it from us. You can take it from the people that they pay the big bucks.

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But here's some people that are coming on to show you why. New York City has reawaken and why it's time to visit the city, Susan, here the video please.

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This is going to be the summer of New York City.

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We're all going to get to enjoy this city again, and people are going to flock here from all over the country. Well you know what we're starting to come back there's been a lot of green shoots of recovery The city is slowly coming back the ship is turning

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as we'd like to say, and we're reawakening literally around us things are reopening and people's confidence is growing, with the strategic media plan spanning TV and digital out of home content marketing, social media, and influencer activations, we will

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target leisure travelers as well as meeting an event planners, in order to stimulate the group market in business travel and that has been missing. Music is the only city in the world where you have the entire black diaspora here, you're going to see

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this heavy up on promotion to Americans to come back into New York City, but we're boys to move into those international markets as those borders open and fingers across the UK will be hearing from certain tourism campaign New York City is heading to

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heights, Washington Heights, New York City and company the city official Tourism Organization is launching a new initiative tied to the new movie musical. In the Heights from Hamilton creator, Elisa and I love this guy with Miranda, is equal under the

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In the Heights from Hamilton creator, Louisiana, I love this guy with manual Miranda, is equal under the eyes, and also territorial news to kill us when you're with a lot of optimism and momentum building the ship is certainly turning and we feel tourism

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gradually starting to come back. I think with the lifting of the April one quarantine for domestic travelers. It's been a game changer for New York City tourism and allows us sort of to open those floodgates.

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So really amazing to watch it just gives you a lot of really good sense of where we are.

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Absolutely, absolutely. It is definitely time to come back, Chris look great, Fred looks great yard loss, you look great.

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Good stuff.

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And so now I just want to talk to everybody briefly about our new tourism campaign, you know, understanding that you know 77% of American travelers are are looking to take these are chips and then over the course of the next three months we knew it was

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really time to get New York City back out in front of people. So as we're all you know re emerging out of our homes and really craving interaction and community.

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We know that New York City is probably the perfect place to do that right so I'm just going to go ahead and read this beautiful piece that our creative team came up with that I want you all to kind of just really digest and.

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So, were you there in Yankee Stadium to hear the bat crack and echo through the return of cheering fans. Did you wander through wave Hill and feel the landscape come roaring back to life.

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Did you get to toast New York City's read awakening from the top of a skyscraper.

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Did you rush down Broadway as theater lights came blazing back on. Did you stumble upon the best hot pot and flushing it welcome it will get welcomed in and fed like family, did you discover the klezmer music in Crown Heights at a sudden pop up performance

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and dance to soak up in Bushwick between the outdoor tables piled high with robot via.

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Were you on the psycho and until the sun went down. Did you eat hot dogs with mermaids under the stars. Did you catch the Staten Island Ferry with just enough time to watch a perfect sunrise light up the Verrazano from the water's edge in South Beach.

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Will you be able to say yes to these and a million other beautiful fleeting moments are now, now's the time to make sure you don't miss any of it. Now is the time.

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Now is the time. It's time for queens. It's time for Brooklyn. It's time for Manhattan and Staten Island, and the Bronx. It's time for New York City, kind of gives me chills just reading that Susan if you go to the next slide.

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Um, so yeah we, we know that New York City doesn't need a tagline but we just it's just a reminder that you don't want to miss out on a really defining summer, it's really time to come visit.

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If you don't live here. If you do live here it's time to invite some of your family and friends. Susan on the next slide, just want everybody know that this is the summer of New York City, it's going to be a really historic can't miss.

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We want to share it with everybody. And then you know if it's not the summer if it's this fall if it's next spring you know whatever it is we're really just welcome ready to welcome your back, and we're launching this with a consumer sweepstakes that

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you'll see on the next slide. And this is for potential travelers, that wants to visit our site to build their own itineraries or build from pre existing itineraries, Susan, could you move to the next slide please.

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There we go. Probably just lay there.

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So yeah, there's tons of itineraries on our website, stuff that our content staff put together, stuff that our actual internal staff put together please do check out mine is great Brooklynites and every that I put together, and then some of these fantastic

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celebs that you see on the screen here. And so, running through August 19 we're going to select two winners per week to receive a trip to New York City for two and a 1500 dollar MasterCard gift card to make that itinerary happen now unfortunately it's

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a domestic only campaign right now but we'll see what the future has in store for us, and can employees. When I think john just asking for a friend.

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I don't think so. Corey I don't think so. Okay, maybe next time maybe buy a hot dog hot dog special. I'll take that, that'll be good.

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So, thank you john for coming on, it's time and really showing the vibrancy and the colors of our new campaign the iconic imagery that you're saying it's definitely time to come back and visit our city so now we are going, what you all have been waiting

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for over the past 20 minutes or so, we're going to introduce our wonderful reintroduce I should say our wonderful panel that we have with us up this afternoon Agoura again, Sarah crop time from the trust for Governor's Island, Robert separated from the

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WCS and Scott Gerber from the Gerber group, you guys can come back on sure your cameras and let's talk a little.

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Hello. Hello. Thank you again guys. Good afternoon.

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So, we'll jump right into it when everybody is waiting for. How was your visit visitation at your business now. And how do you expect that to change in the coming months.

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I'll start out with Scott, and I'll direct that question to him. So, how is business and how are you expecting visitation to change in the coming months.

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Well first, thanks very much for inviting me to join the panel.

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I'd say businesses come back very very strong, especially downtown where we have rooftops Mr purple at the Indigo hotel and the crown Hotel 50 Bowery.

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We're seeing demand that's, you know, back like it was 2019, if not more, Midtown for like the Campbell and Irvington, is a little bit slower to come back I think because you know many people are not back in their offices yet.

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And so obviously with the Campbell of Grand Central.

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You know the commuters are not really there yet but you know our business is probably back in about 50% so we're very, very optimistic we are seeing you know a lot of positive movement back into New York City, the hotels that we're in our, you know, having

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Are you know having greater occupancy so we're very positive about you know the near future.

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That's awesome. That's awesome. And appreciate you sharing that info. And so kind of over to Sarah, kicking that same kind of question over to you. As far as for a destination that you have to travel to to physically see how is that going you got to get

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into New York City and then obviously get on a boat and go to Governor's Island. So how is the new uptake and all the new activations you're launching on the island going.

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Yeah, thanks. Thanks so much for having me again today.

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You know, our visitation was impacted Of course by Copa like everyone else we had to delay.

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Our public opening which typically happens on May 1, and as Corey alluded to Governor's Island is in New York City, it's at the center of New York Harbor but you have to take a ferry to get there which I personally believe is one of the magical parts

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of the journey, but due to code restrictions we really had to limit our capacity for the health and safety of our visitors last season.

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We still have some of those restrictions in place, but I'm thrilled to say that our visitation is really on track with pre coven numbers.

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Typically, may 1 when we open, you know, the weather is a little chillier you're first starting to see signs of spring.

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Wow. Wow, that's amazing to see and I hear about this Italian spa and I'm supposed to buy my friend spa thing because birthday is coming up in two days I don't wanna make this awkward but uh can you tell me a little bit about this as well.

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Yeah, absolutely. We're super excited about the spa coming online, you know Governor's Island has really transformed over the last decade, thanks in part to the city of New York and the trust of the folks that have worked at the Governor's Island.

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We have created a fantastic 43 acre open space with beautiful views of New York Harbor the Statue of Liberty and the skyline. But we also are a former historic site and we have about a million square feet of landmark historic buildings that we have been

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working to restore the spa is is doing part of that.

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It's an Italian company called QC, or may they are building a really beautiful facility across three historic buildings that look over the lower Manhattan skyline.

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So they are in construction, they're opening this year, and it will be a really fantastic destination day spa experience where you can buy a pass, enjoy their treatment rooms and facilities and most importantly, hang out in a pool overlooking the lower

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Manhattan skyline.

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Sign me up. Wow. Pretty, pretty special. You just made my job a lot easier. And so before we jump into Robert and all the amazing zoos and aquariums. You did share an amazing video with us that I kinda want to share with the rest of the group because

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it really.

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Your words are wonderful, but the video does the the the island justice to kind of see it. So Susan, could you could, could you cue up that video and Sarah, feel free to talk over what we're actually seeing here.

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So as I mentioned, you know we have spent a lot of time really developing this fantastic new open space on Governors Island.

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What you're looking at our ball fields and then in 2016 we opened the crowning feature of the park which is the hills, which are four man made hills that provide 360 degree vistas of the, of the harbor.

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You know, because this is an event and meeting trades webinar I wanted to mention that we do utilize these spaces for events and gatherings.

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We've started this year, bringing back some of our corporate retreats which are extremely popular.

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The island you know feels like you're getting away from the rest of the city the hustle and bustle as a great, great place for team building for conferences convening, etc.

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And, you know, the video hopefully gives you a little bit of a taste of the environment but again you know we're really excited to bring events back and meetings back and welcome more and more people to a special place.

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That's amazing and kind of gives a perfect segue. Robert and I were talking a little bit offline. And I was amazed to hear that sense fall of 2020 you guys have actually activated 50 different events, kind of, you know, at the almost the the the peak

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curve and you guys were still running successful events, and that's carried us into now summer of 2021. So, so Robert How are you guys able to do that. How are you able to be successful. And what's the secret sauce.

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A lot of patients during the peak of it all, a lot of research.

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We watched all those announcement every day and every week I think we had to change our safety plan and logistical planning for each and every event.

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So it's certainly tested our limits of what we were capable on, which was great to see what the team is able to do.

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Simple, Simple Events for 30 or 40 people literally required triple the amount of work double the amount of expense as well. But we were able to pull off events in a safe manner as well as legal, there were a lot of legal events going on.

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We were proud to say that we were able to host these events, legally, within the guidelines of the Upstate and they were successful thing.

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And as far as just like your meetings and events that are happening, you know, today, this week, next month. what are you seeing as far as, like, like new trends or policies when trying to keep the community safe, trying to keep your SAP, your staff safe

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and trying to work in a kind of now postcode era, what does that look like on a day to day basis.

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It's very interesting I mean we just discussed earlier about the the lift and the regulations across New York City, New York State below 5000 person threshold, and it's really interesting because you still have the standard bell curve you have the folks

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that were hosting events with us because they were comfortable in the peak of folded, and you have, you know, certain larger companies that refused to do in person events until the beginning of 2022, playing it extra save so we're trying to balance that

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out because we, we don't know who's coming to this event we don't know if they're vaccinated and unvaccinated, they feel safe if they're coming because it's just a family member and we feel forced.

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So as the venue and the host for these events we have to make sure that every guest every vendor and every employee is comfortable so it's a big balancing act and thank God we have a really great team here in variety of different responsibilities and

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departments so we work together with those folks to ensure that not just public visitation, those folks feel comfortable but events as well and it is difficult, you want to make everybody happy and comfortable but, you know, sometimes you can read everything

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perfectly happy for your best.

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Absolutely. But you know, thanks for doing the word proper because it's really important that we all do this right right now we all get back to our sense of normalcy so that we can show that the travel is possible.

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And you know, I know that we have we have a few and Governors Island on until they want you to I know you have in common is that you know the Bronx Zoo which is part of WCS and Governors Island are the two places I know in New York City where you can

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get on the zip line right like something that you don't necessarily expect out of it and so I know you know Scott you've been at the forefront of pushing what type of experiences, looks like.

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And so maybe we'll have a roof top with a zip line on it.

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But for again.

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Can you tell us what your experiences like at some of your businesses that Mr purple and your other locations.

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Sure, um you know so like I said before, you know, our businesses come back to you know, pretty strong.

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We do attract a lot of tourists you know not only because if I guess our reputation but also because we're located in hotels. So by definition, you know people staying in our hotels are either here on business or here as tourists.

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But the important thing for us is that you know we've always developed our business around making sure that we have a lot of locals that are coming to our places because if not, you don't get the tourists right nobody, they're not tourists coming to New

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York to be just as a tourist, they want to have that local experience so we have to be able to attract the locals and we've still been able to do that i think you know people have been you know cooped up for so long, especially being able to go out and

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be an open air places like our rooftops. It just, it makes people feel comfortable.

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So, yeah, we've seen very very strong demand across all of our rooftops and like I said you know a place like the Campbell apartment which is such an iconic, you know, historical space.

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You know, it's probably one of the most iconic bars, I'd say you know in the country if not the world so people hear about it read about it, you know they're going on tourism Grand Central Station and you know it's one of their stop so we do see a lot

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of tourists business and you know it is coming back, obviously, the European business is not coming back yet so strong but you know we're seeing it, you know, as they start to loosen up their restrictions and, you know, people being able to come over

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here it's you know, it's getting a little bit better.

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Because your venues are hotspots. You know I myself have frequent Mr purple i've you know been picked off the floor a couple times I in my younger days.

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This used to be brown hair at one time.

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But I, you know, don't tell anybody.

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But as far as kind of like any tips or tricks for either individuals that are trying to get into your bars at certain times or even for meeting planners, as they plan events.

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What are your kind of need periods that you're seeing for when you best need business over the course of the next three to six months.

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Yeah, I mean I don't think it's really changed very much I mean you know we love to do corporate events. You know, I think, the way we execute them. We've been doing it for almost 30 years now so we understand that execute them.

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We understand when there are companies that don't want to be public about the events that they're having so you know we don't have to keep it quiet. We still have our safety measures in place, you know, regardless of what it is I mean because we're in

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hotels, you know, a lot of our staff. If not, you know, up until a week ago we're all wearing masks because you have people coming to New York, that are not familiar with what our rules and regulations are for you No worries, so we'd rather be, you know,

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have them feel safe.

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But now you know we are on an honor system. As far as who's wearing masks and who's not but I think between our staff and you know our guests everybody has been very respectful.

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I'd say you know our busiest times are obviously still, you know, Thursday, Friday, Saturday, you know, especially Mr purple we've got a pool there so you know it starts in the afternoon, and those days are very busy but it's always been the same kind

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of thing if you stay in the hotel, you're going to get preferential treatment. And what I mean by that is, we're not doubling road, it's just a question of sheer occupancy workflow at 100% occupancy then we kind of can't let anybody else in so you know

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we'd like people to make reservations if they can. And if you're staying in the hotel, you're going to get priority to make reservation.

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But I'd say, you know, as far as being able to get into our places Yes, like I said, you know, the capital is only 50% right now where we were so it's going to probably be a little bit easier to make a reservation there.

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But we welcome everybody you know we want you know we want to try and accommodate everybody we want you know tourism to come back.

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We want them to enjoy the city. And, you know, I think the city is you know really making great strides to you know get back on its feet and make people feel comfortable with that day back here.

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Right, thank you for sharing and so, Scott just so I know I cannot use your name at the door when I'm trying to come in I just want to make sure that's that's clear.

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Well you can try it, but a lot of people doing it really doesn't work but if you know my kids names are my wife's name, they might believe you but otherwise that doesn't work very well.

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I try to try to hold off on the stocking there but, um, as far as for you, Sarah. If you could describe your perfect day on Governors Island, kind of, what would that look like, what time would you start with time with UN.

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What is that color so our fairies of run from the battery maritime building in lower Manhattan, which is also the state of the hotel that's going to open some time later this year.

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I'm a Brooklynite, so I would recommend coming on a Saturday or Sunday, or fairies run from two locations in Brooklyn, which is actually a first this year.

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I would take the ferry from Brooklyn Bridge Park, so I can get a taste of another Park and it's really a five minute ferry right away so it's it's so easy to get to.

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It's a beautiful view from the boat itself.

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And then, you know, I mentioned the park and some of the photos and the videos or images in the video showed the the beautiful park but one of the hidden secrets of the island is that it's a really rich and diverse cultural destination.

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We have about 25 different cultural organizations that hosts free public programs all season long. And one of my favorites to visit is the lower Manhattan Cultural Council, which runs a really fantastic art center right near the ferry terminal.

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They have three beautiful exhibitions going on all summer they do free programs for kids. I think it's really a must visit.

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But then, hopping on a bike is really the best way to get around the island has seven miles of car free bike paths again a great place for your kids. And one of the things we've really done over the course of the last few years is really increased the

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amenities on the island so before you know maybe five years ago, you'd go and there would be food trucks from all five boroughs, but now we actually have a full dining experience with Island oyster which is an oyster bar that also looks over the lower

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Manhattan skyline so I think grabbing a bite to eat there maybe a cocktail.

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Right now we're open six months a year, our goal is to be open year round, and during the summer we are open.

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Later, until 10pm on Fridays and Saturdays so again great unique night out or dining experience and probably one of the best ones Hudson town.

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Scott I'm sure you have some rival concepts from some of your locations but I have to plug ours.

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Okay, there's one how to sunsets from everywhere. I think it's time to try and eat plenty of us to go around as evidenced by our fifth observatory coming online in a couple in a couple months so in New York City is a great place for some views.

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So Robert I know a lot of people might not be familiar with UCS name but obviously places like the New York aquariums Central Park, Zoo, Bronx who obviously are bigger iconic names in New York City.

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So can you tell us a little bit about the the different properties under your umbrella.

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Of course, We also have a beautiful sunset with a rooftop bar.

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It's down in Coney Island.

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Back in 2018.

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We opened up the ocean when there's sharks exhibit, and there is a rooftop bar on top of that. We're also open late nights on Fridays and Saturdays, to kind of be part of that Coney Island, summer vibe.

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It's a great scene down there the boardwalks jump in a park is jumping Dino Dino is one of the wheel just a great scene. They, they, I think they're bringing back the fireworks to on Friday nights, which is just a great neighborhood thing.

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So you can grab a cocktail on the rooftop watch the sunset watch the fireworks that's really fun.

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I guess one of the coolest parts about my job is that the team, you know we're selling events have five properties we have the for zoos and the aquarium so if a client calls and says hey we're looking to do 200 people, whatever, we'll figure out which

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properties best suited for that type of event.

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The aquarium itself is amazing. It's very different it's on the boardwalk it's next to the beach Bronx Zoo is 265 acres. I mean, plenty of room for activities and Central Park Zoo is really just in the heart of Manhattan, it is one of the most beautiful,

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beautiful sceneries. We just had a gorgeous event there this Sunday and overlooking the 59th Street skyline and it's just, it's phenomenal.

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We were talking about, you know, insider tips and what to do when we come to these properties, and one of the things that we get to, you know, work with our people that get exclusive experiences and that's what we sell we sell experiences and enhancements

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and we want everyone to come to our properties and experience what they're looking to experience so we always work with everybody on that.

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But one of the best things is having that exclusive space doing something that the public can do because you're booking an event, and even just renting out the Central Park Zoo after hours I mean that's a place to watch the sunset.

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So there's just so many options and just like the rest of the panel is getting the word out to folks that we are open and what we can provide and what experiences we do have because I think a lot like Sarah.

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People don't realize you could do a team building day at the Bronx Zoo, you know, we did a Ferris Bueller's play hooky day in the middle of May and we had 700 event planners spend eight hours at the Bronx Zoo zip lining golfing happy hour barbecue scavenger

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hunt. And it's that kind of stuff that I think people just don't realize and at the end of it, your event is helping the Bronx Zoo, but it's also helping WCS is global mission and I think connecting those dots is really, really important thing for us

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when we're speaking with our clients.

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That's great. That's great. And you know, keeping on the idea of seasonality that kind of Scott shared some tips and tricks and Sarah did as well for when you want to book, you know, Central Park Zoo or Bronx Zoo.

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Is there any kind of need dates that you're seeing in 2022 or even for this fall, how does large events look in your space.

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So it's really interesting we typically the month of June at Central Park Zoo is completely sold out, and it's sold out 12 to 18 months in advance because of just sheer demand.

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This year because of Covidien the uncertainties around it. We actually moved all of those events to September in the fall, September and October, which is typically not that busy is jam packed basically almost sold out.

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But then what we saw around May was this kind of gold and gold rush of people who were just like, I need to book a summer event, it has to have it was a big, big push, which is why we have so many events in the month of June, I mean we still have about

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14 or 15 events left this month, that the team and I are planning, and it's great but it's also we didn't expect that kind of push and instant kind of pick up the fall we were expecting, but we do see to Scotts point we did see a huge, huge drop in our

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revenues and our events. But right now our numbers are looking to potentially surpassed 2019 so it's a great bounce back that we're forecasting right now.

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But we do anticipate, you know, April through October of 2022 to be just as busy, if not busier than 19 is a great positivity great news for all and thank you for sharing that sort of pivot back to Scott, obviously, what we've all experienced over the

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last 16 months is something that we're going to remember for the rest of our lifetimes. What was one positive thing that you think you can take away from last 16 months, either personally or professionally, that has led you to be a better restaurant owner

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better person better human. Anything that you can share with us.

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I guess for me it was great that I get to spend time with my grown kids I have three children, 2625 and 21. That came home for a while so that was great.

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And, you know, to get to spend that kind of time, you know, probably won't happen again. So, from a personal point of view that was fantastic. I guess professionally.

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You know, we've always treated our company very much as a family, and when the pandemic first hit, and people were scared didn't know what to do and we close all of our places.

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We decided to open a food pantry. In one of our restaurants, and we had a lot of food that we'd already ordered we didn't want to go bad so we invited all of our staff to come in and, you know, pick up some of the food and then when that was gone after

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a week we were like, well, you probably should continue this because there's a need. And so we continue that for a couple of months until everybody was getting their stimulus money and could go and you know afford to do whatever they had to do but no

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it really just showed you know how appreciative our staff was, you know, for us to, you know, keep in mind that you know we're family, and that's the most important thing and at the end of the day, you know, the most important thing for our businesses,

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our staff.

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You know I can't make the tequila or the beer taste any different than you know anybody else can. So we really rely on our staff to provide that great experience and to keep people coming back so it just kind of, It kind of prioritize for everybody you

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know kind of what the most important things are in life and I guess that, you know, it made us feel great to be able to do something like that and get back to our staff, you know, the way we did, that's that's a great point and I think that's what New

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York City is all about as far as the family, the energy. You know you like you were saying you can have a beer, you can have a shot at tequila anywhere around the country anywhere in the world but really only in New York, are you going to find those New

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York personalities, you're going to find the people that want to know you, that want to connect with you that want to show your experience and want to know how you're doing are there to pick you up when you're down and are there to celebrate with you

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and your successes. So, those are those are great points.

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Sarah, over to you. Same thing.

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I you know obviously last year was really challenging for us. You know, Governors Island really comes alive. When we have events, especially large scale events like festivals and concerts, so I think for a while when we had to delay our reopening we were

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sort of panicking you know what is the season going to look like is it going to be empty when we reopen, but we were really surprised to see the level of appreciation.

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Our neighbors and New Yorkers just had for the open space that we were able to offer you know so one of the things we focused on as we were planning to reopen a new that we weren't going to have a big events revenue is really prioritizing and doubling

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down our efforts on equity around access to open space. So we actually pivoted. Some of our theories, particularly to the Red Hook neighborhood, which is just a stone's throw away from Governors Island, double down on outreach to school groups and camps

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who weren't going to have their typical summer experience and that was really really successful.

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Another thing that we did wouldn't collaboration with our the arts organizations we work with is transition typical programming space we have on the island to free artists studio space for artists throughout the city that were impacted by co bed.

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So, you know, we were able to serve over 100 artists with face that was in a safe environment. We were able to repurpose event space for a greater cause, and I think we were all really really proud of that.

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And you know lastly I agree with what Scott said just, you know, thinking about how we take care of our teams and how we show appreciation, you know, our operations team they were still here throughout the whole pandemic taking care of the grounds running

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the fairies for our tenants, and we all really came together for our reopening to make people feel safe, and collaborate across departments, so I think that's something that we're really proud of and, you know, I think, really made us a sort of double

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down on on delivering on our mission.

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That's awesome. Thank you again for for sharing that as well and, you know, last but certainly not least, Robert What about you, how have. How have you changed how, how are things gone for like 16 months you've taken away.

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I think people, kind of, re, re looked at their priorities right i think a lot of people shifted careers and maybe started changing, you know, their work from home schedule so that they could spend more time with their family I think priority started

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shifting around which is really important I think we all get kind of stuck in that rat race and that day to day and it gave everybody a moment to take a big deep breath and just look at their life and their job and we spend a lot of time at our job so

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we've had a love it.

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You know, we're talking about some of these silver linings that came out of a terrible, terrible situation.

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You know, we took the bull by the horns and I was talking about how we did all these events, it's because we had the opportunity with an outdoor space, mobile outdoor spaces to steal market to still host events so we took that opportunity which you know

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it's typically on a SWOT analysis, outdoor space in New York is sometimes considered a threat to people and it became an opportunity, and we took advantage of that opportunity we create a new experiences like leisurely lunches.

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This is the ticket and product but it was an event that we were able to work within the parameters of the regulations of state of New York.

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So we came up with all these new products that we were still able to sell to still host events we still did some weddings and other things like that but we got creative.

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We also took the time to redo our website, you know look at the structure of the team look at the ESOP is we have.

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So even though we were still working really took a full assessment of the holistic business the marketing. And what happened was because we were hosting events and because we were still marketing, a lot of people pulled back on their marketing budget.

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We were getting calls the entire time, people were like hey we don't know what this is going to end but we want to do an event.

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So instead of, you know, putting up foot on the brake we put our foot pedal to the metal. And we're kind of seeing that now as people start to reemerge.

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We're seeing a really big uptick, and to everybody's point about your colleagues I mean of course here, we're stronger than ever we've you know when the trenches, but I've also found new stronger relationship with the cultural institutions around New

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York City, we spent a lot of time talking to each other, sharing information, as well as the live events coalition, I mean it's an industry of people that plan events, 24 seven.

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We actually had the opportunity to get together and have these meetings have these discussions and actually come together for the greater good of the industry and not the individual so it's really, really good time if you look at it, in that light, there

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was a lot of collaboration and a lot of relationships that were for tremendous.

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That's great.

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Very great feedback.

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Yeah, and thank you again for the last 2025 minutes or so of showing this great insight great feedback for our community and all. I think the special word is pivot.

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And I think the one word we can you know we've all adjusted to that and what we've learned from that now we can take those rules and lessons from the road and make, you know, our futures their city.

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And with that magic word pivot, I think Robert it's a great way to go out with your video that you shared with us, as some fun music there shows people gathering and events too So thank you again to Scott Sarah and Robert for joining us this afternoon,

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anyone that's interested in reaching them can reach out to john and myself we're happy to share their contact information as well. You can also find them all on LinkedIn.

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So thank you again, guys, for sharing a little bit of your afternoon with us. Susan Qf jazzy video.

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Awesome, awesome. And now, thank you again to our panel if you can go ahead and mute yourselves and hide your videos and Susan if you would bring back up our slide deck there please.

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Josh, over to you.

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Thanks again to all of our panelists are going to close out with some housekeeping notes, as we talked about and yc go calm and that's NYC. go. com is our website that's we can find a lot of information about things we talked about today, whether it be

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it be cope it updates Restaurant Week our sweepstakes, etc. It's all on our website there's also make it NYC portion of our website that's specific for travel planners, new to our website over the course of the last the last couple of months, are there

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are new content hubs focusing on the black and Latino experiences in New York City. I'm really highlighting how important those communities and cultures are to what New York City really is and truly is.

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And then of course on business related we, as I said, the Corbett updates, our state well and yc pledge which shows our us and our members commitment to safe return to tourism and though we're still trying to get in person as much as possible.

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We know that that's not entirely always possible just yet. So we do have our virtual site tours if anybody wants to check out some of the venues before you're able to come back here and check myself.

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Absolutely, absolutely. And as always, as john mentioned you can go to NYC co.com forward slash webinars, or all of these webinars that we've done since fall of 2020 are recorded.

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So we want to thank our community thank our three panelists for coming and joining us this afternoon spending a little bit of time with us. If you like what you've heard over the past hour drop john and myself an email, we'd love to hear your comments,

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we'd love to hear your feedback. These conversations are ever going and ever growing, so please.

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We'd love to hear from you about what you want to hear about and the content you want delivered for you next month we have a wonderful webinar on the return of the in person, trade show and live event, so that'll premiere on Thursday, August 19 at the