



CALENDAR OF EVENTS

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FOR IMMEDIATE RELEASE

THE LAWN ON D POWERED BY CITIZENS BANK EXCEEDS GOALS FOR SUMMER 2016 PERFORMANCE

Boston, MA - The Massachusetts Convention Center Authority (MCCA) today announced substantial progress toward reaching profitability while reducing operating costs of Boston's most innovative outdoor space, The Lawn on D Powered by Citizens Bank. Strong attendance, food and beverage sales, and a significant increase in private event sales have dramatically improved The Lawn On D's financial performance reducing the annual deficit from \$2.3 million in 2015 to just a few hundred thousand dollars in 2016 (currently projected in the \$250,000-\$350,000 range).

The Lawn On D is on track to reach over \$1.2 million in net revenues for the full 2016 season - three times the net revenue of \$400K, generated in the year prior.

"One of our key goals for The Lawn On D was to operate more efficiently while continuing to deliver a great experience for our guests," said David Gibbons, MCCA Executive Director. "We are proud of the outstanding financial results we achieved working with our partners Citizens Bank and Rebel Restaurants throughout the season."

Highlights of the 2016 season include:

- *Number of visitors YTD: **200,000+***
- *Number of public events YTD: **101***
- *Number of private events booked YTD: **87***
- *Revenue from private events and sponsorships YTD: **\$856,000***
- *Net revenue from food & beverage sales YTD: **\$345,000***
- *Capital improvements: **construction of the Signature Pavilion and upgrade of Swing Time***

Even with the substantial reductions in costs which were driven in large part by bringing all marketing and venue management in-house, The Lawn On D continued to deliver robust

public programming for the community and an enhanced customer and attendee experience.

Named "2016 Best Summer Scene" by the *Improper Bostonian*, The Lawn On D continues to be a favorite local hangout spot with over 200,000 visitors and more than 100 successful public events between May and October 2016. Some of the most popular events this season were Opening Weekend (8,500 attendees), the Kite Festival & Carnival On D (3,400 attendees), PorchfestFEST (5,500 attendees), Blue Point Toasted Tour (6,080 attendees), D Street Art Walk (11,543 attendees), Kids Really Rock (6,200 attendees), and Pints & Oysters (6,242).

The Lawn On D continued its popular Berklee Music series on Friday afternoons and launched a Fitness On D series in collaboration with Equinox, FitBit and Boston Sports Clubs to further expand its public programming. The Lawn On D also welcomed Boston Herald Radio as they broadcast live every Friday from 9:00 am to 4:00 pm, June through September.

Furthermore, hundreds of kids enjoyed visiting The Lawn on D this summer as Community Centers from across the Greater Boston area were invited to The Lawn On D through the MCCA's community outreach program.

The Lawn On D was able to provide free entertainment to the community thanks to successful partnerships with Citizens Bank and Rebel Restaurants.

Citizens Bank was named the title sponsor of The Lawn On D in February 2016 and in July 2016 debuted The Lawn On D Powered by Citizens Bank kiosk with a 24-hour full service ATM and free portable charging units provided by Oomf. The kiosk is staffed by Citizen Bank colleagues Friday evenings through Sunday evenings. All signs point to Citizens Bank returning as The Lawn On D's title sponsor for 2017.

In 2016, Rebel Restaurants was awarded the rights to serve food and beverage at The Lawn On D. In addition to expanded dining options, Rebel Restaurants has played a key role in providing live entertainment options for the guests of The Lawn On D and catering services, through its Seaport Catering division, for private events on The Lawn On D. Food and beverage net revenues for the season have reached approximately \$345,000, which is nearly double the net revenues from last year.

This season, The Lawn On D established itself as a premier outdoor venue for private and corporate events. With the addition of the Signature Pavilion (a separate venue option, which allows private bookings without blocking public access to the main lawn) more than 80 private events were booked into early November that are estimated to bring in \$606,000 in rental revenue - almost three times more than what was originally anticipated.

Another improvement to The Lawn On D included the upgrade of Swing Time, The Lawn On D's most popular attraction, featuring a sleeker design and new fabrication techniques to make the swings easier to maintain and more durable for the type of use they have experienced.

To stay up to date on the latest announcements, full program, and schedule of events go to www.LawnOnD.com, "like" The Lawn on Facebook at <https://www.facebook.com/TheLawnOnD>, or follow The Lawn On D on Twitter and Instagram at @LawnOnD.

About the MCCA

The Massachusetts Convention Center Authority owns and operates the Boston Convention & Exhibition Center (BCEC), the John B. Hynes Veterans Memorial Convention Center (Hynes) and The Lawn on D. Both the BCEC and Hynes have achieved Gold Standard Certification from the International Association of Convention Centers (AIPC) for excellence in Convention Center Management. The MCCA's mission is to generate significant regional economic activity by attracting conventions, tradeshow and other events to its world-class facilities while maximizing the investment return for the residents and businesses in the Commonwealth of Massachusetts.

About Citizens Financial Group, Inc.

Citizens Financial Group, Inc. is one of the nation's oldest and largest financial institutions, with \$147 billion in assets as of September 30, 2016. Headquartered in Providence, Rhode Island, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions. In Consumer Banking, Citizens helps its retail customers "bank better" with mobile and online banking, a 24/7 customer contact center and the convenience of approximately 3,200 ATMs and approximately 1,200 Citizens Bank branches in 11 states in the New England, Mid-Atlantic and Midwest regions. Citizens also provides wealth management, mortgage lending, auto lending, student lending and commercial banking services in select markets nationwide. In Commercial Banking, Citizens offers corporate, institutional and not-for-profit clients a full range of wholesale banking products and services including lending and deposits, capital markets, treasury services, foreign exchange and interest hedging, leasing and asset finance, specialty finance and trade finance.

Citizens operates through its subsidiaries Citizens Bank, N.A., and Citizens Bank of Pennsylvania as Citizens Bank, Citizens Commercial Banking and Citizens One. Additional information about Citizens and its full line of products and services can be found at www.citizensbank.com.

About Rebel Restaurants, Inc./The Cronin Group, LLC

About Rebel Restaurants, Inc./The Cronin Group, LLC Rebel Restaurants, Inc. is comprised of an elite collection of restaurants that span all facets of the restaurant industry both in and out of the city of Boston. Under the guidance and support of The Cronin Group, LLC, Rebel Restaurants, Inc. has been able to flourish and grow immensely since opening its first location, Atlantic Beer Garden, in 2008. The group quickly followed up by opening The Whiskey Priest in 2010 as well as Jerry Remy's Sports Bar & Grill and Temazcal Tequila Cantina in 2011, all located on the waterfront in South Boston's thriving Seaport neighborhood. Between 2014 and 2015, Rebel Restaurants, Inc. expanded its concepts just outside of the city with new locations in Somerville, Burlington and Lynnfield. Rebel Restaurants, Inc. has also owned and operated Seaport Catering Company since 2011. Located at Black Falcon Pier in South Boston, Seaport Catering operates a 6,000 square foot commissary that prepares and delivers food throughout the Seaport District. The group has assembled an operations team that has poised the company for an aggressive expansion around the state of Massachusetts.

