

To view this email as a web page, go [here](#).



Contact: Bojura Angelova
Public Relations Specialist
Boston Convention Marketing Center
bangelova@bostoncmc.com
T. 617-954-2256

November 2, 2017
FOR IMMEDIATE RELEASE

ANOTHER GREAT SEASON FOR THE LAWN ON D POWERED BY CITIZENS BANK

BOSTON, MA – The Massachusetts Convention Center Authority (MCCA) today announced results of The Lawn On D Powered by Citizens Bank's 2017 season. In its fourth season, Boston's premier outdoor event space welcomed a record 300,000+ visitors and for the first time in its history achieved profitability erasing a \$2.3 million deficit inherited back in 2015 by the then new MCCA Board of Directors and leadership.

The continued turnaround enabled additional investments in public and community-focused programming highlighted by monthly special family events, festivals, fitness series, and weekly gigs by some of the best local bands and DJs. Among the most popular offerings were Wonders of the World, Summer Block Party, D Street Dance Bash, Art at the Park, Guinness Oysterfest, Citizens Bank Community Day, Kids Really Rock, and Flannel Friday. The final special family event of the season, Pumpkin Palooza, welcomed nearly 12,000 guests enjoying activities, games, and music, while carving more than 2,000 pumpkins to take home or display on The Lawn.

The Lawn On D continued its popular Berklee Summer in the City music series on Friday afternoons featuring Boston's best upcoming musical talent, and also collaborated with local fitness studios including Rev'd Indoor Cycling and BodyBurn by Ray, as well as major global brands, like Reebok, for Fitness On D events.

Boston Herald Radio brought its energetic and opinionated live talk back to The Lawn On D for its second year with a wide variety of shows broadcast every Friday from 9:00 am to 4:00 pm.

In addition, the MCCA's community outreach program continued to flourish as the Authority was proud to host youth groups representing ten Greater Boston neighborhoods, including the East Boston YMCA, Condon Community Center, Russell Youth Center, St. Peter's Academy, Dream Boston, Newton Public Schools, Labouré Center, Salesian Boys & Girls Club, Boys & Girls Club of Stoneham & Wakefield, Camp Harbor View, Conservatory Lab Charter School, Boston Harbor Now, and YMCA of Greater Boston.

“The best thing about The Lawn On D is watching how our convention clients, the neighborhood, youth programs, visitors, and families use the space to create their own unique community during an event, a special occasion, or just out for an afternoon of fun,” said David Gibbons, Executive Director of the Massachusetts Convention Center Authority. “Working alongside our partners at Citizens Bank and Rebel Restaurants, the 2017 season has been a tremendous success and we’re already looking forward to raising the bar even higher next year.”

Partnership with Citizens Bank

The Lawn On D’s title sponsor, Citizens Bank, expanded their sponsorship with the addition of the Bankers On D program. Bankers On D are Citizens Bank colleagues who work as brand ambassadors at The Lawn On D. On weekends, the Bankers On D provided information to visitors about the latest events happening at The Lawn On D, offered special giveaways, and hosted weekly cornhole tournaments with prizes for the winners.

In addition, Citizens Bank held a special Community Day in September featuring sixteen of their community partners who provided a variety of fun activities, exhibits, and entertainment for kids and families.

“Whether it’s through festivals, special events, or just a day with your family at The Lawn, the unique programming at this venue plays an important role in bringing our community together,” said Jerry Sargent, President, Citizens Bank, Massachusetts. “For the second consecutive year, we were proud to support The Lawn On D and are pleased that our colleagues were able to connect and engage with more guests through our Bankers On D program.”

Enhanced Food & Beverage Experience

The Lawn On D’s food and beverage provider, Rebel Restaurants, further expanded its menu offerings and added a full-service bar, as well as reservation tables during concession hours for special occasions.

Rebel Restaurants continued to provide catering services for private events through its Seaport Catering division and played a key role in programming and sponsoring weekly live entertainment throughout the season under the main Pavilion On D. Of note, projected net revenues from food and beverage sales show an almost 20% increase to \$410,000 in 2017 when compared to \$345,000 in 2016.

Private Events & Capital Improvements

The Lawn On D continues to be a much sought after venue for private events, offering clients a unique outdoor space in the heart of South Boston’s Waterfront District. Events this year included corporate outings, networking receptions, team building events, three weddings, and a rehearsal dinner. More than 100 private events were booked through October with rental revenue of \$1 million – a 65% increase over 2016.

New features were added to the Signature Pavilion, including an expanded private lawn space, additional furniture, and enhanced lighting.

New lawn games were also introduced this season. Giant chess, lawn checkers, and large Connect Four joined already popular bocce, cornhole, ping-pong, and giant JENGA®.

Financial Performance

The Lawn On D is on track to achieve profitability for the first time, with revenues topping \$1.75 million for the 2017 season. Expenses through August 2017 were roughly \$1.1 million, versus \$1.25 million for the same period last year. Forecasted expenses for the season are \$1.4 million (\$100k less than 2016).

Highlights of the 2017 Season:

- Number of visitors YTD: **300,000+** (50% increase)
- Number of public events YTD: **110** (9% increase)
- Number of private events booked YTD: **106** (22% increase)
- Revenue from private events and sponsorships YTD: **\$1.25 million**
- Net revenue from public food and beverage sales YTD: **\$410,000**

To stay up to date on the latest announcements, full program, and schedule of events, go to LawnOnD.com/calendar, “like” The Lawn on Facebook at facebook.com/TheLawnOnD, or follow The Lawn 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 \$151.4 billion in assets as of June 30, 2017. 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. Citizens helps its customers reach their potential by listening to them and by understanding their needs in order to offer tailored advice, ideas and solutions. In Consumer Banking, Citizens provides an integrated experience that includes mobile and online banking, a 24/7 customer contact center and the convenience of approximately 3,200 ATMs and approximately 1,200 branches in 11 states in the New England, Mid-Atlantic and Midwest regions. Consumer Banking products and services include a full range of banking, lending, savings, wealth management and small business offerings. 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 rate products and asset finance. More information is available at www.citizensbank.com or visit us on [Twitter](#), [LinkedIn](#) or [Facebook](#).

About Rebel Restaurants, Inc.

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 Tony C'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 2017, Rebel Restaurants, Inc. expanded its concepts just outside of the city with new Temazcal (Lynnfield and Burlington) and Tony C's locations (Somerville and Burlington) and just recently adding Jack's Coal Fired Pizza in Burlington.

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.

This email was sent to: **bangelova@bostoncmc.com**

This email was sent by: Boston Convention Marketing Center
415 Summer Street Boston, MA 02210 USA

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)