



**January 2006 Newsletter**

Dear Friends,

2005 was a strong year for Paint The Town Red, and for the event industry in general. Organizations are using special events to achieve their business goals more than ever before. With the advent of Tivo, ipods, satellite radio, etc. consumers are frequently tuning out advertising and other traditional marketing methods, driving businesses to find alternative ways to reach constituents, and events are a big part of that mix. In a recent George P. Johnson / MPI Foundation survey of corporate marketing executives, 93% of respondents saw the importance of event marketing to be constant or increasing. Few other vehicles give an organization the opportunity to touch their target audience in such interactive and inspiring ways.

We're excited to share with you some of the great events we've worked on in the past few months. We've also included some information that we hope you'll find useful in planning your own events, such as venue news, hotel industry forecasts & interesting planning tidbits.

From all of us here at PTTR, we thank you for your support in 2005, and hope you have an 'eventful' 2006.

Sincerely,

Howard Givner, President



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**Recent Events**

**Clinton Global Initiative**

held on September 15-17 at the Sheraton, was an unprecedented conference where over 1,000 world leaders (including 40 heads of state), CEOs, NGOs and celebrities gathered



to discuss poverty, religious conflict, climate change and governance. Attendees included Tony Blair, Condoleeza Rice, Kofi Annan, Shimon Peres, Rupert Murdoch, Jeffrey Immelt, Angelina Jolie, Leonardo DiCaprio, Richard Parsons, Henry Kissinger, Ted Turner, Brad Pitt, numerous other luminaries and leaders, and of course Bill Clinton.

One of the nation's top private equity firms held its annual meeting at the W and dinner at the Guggenheim this past October. (The photo at right is an aerial view of the dinner from the top balcony level of the museum).



**1010 WINS** celebrated its 40th Anniversary with a party at Gotham Hall, October 11.



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**Business Executives for National Security's** annual Eisenhower Awards dinner at the Intrepid Sea Air & Space Museum, honored Energy Secretary Sam Bodwin on November 3rd.



**Global Green USA** held its annual Designing A Sustainable & Secure World Awards, hosted by Glenn Close, at the Roosevelt Hotel on November 14. Honorees included Citigroup, Enterprise Foundation, Hearst and the Weather Channel.



**The Greater New York Automobile Dealer's Association** held a grand opening for its new \$25 million Center for Automotive Education and Training on October 31, attended by industry executives and local politicians, and featuring a performance by electric violinist & composer Lorenzo Larac.



**The National Committee on American Foreign Policy** held its William J. Flynn Initiative for Peace Award dinner at the Waldorf, November 8, honoring former NY Governor Hugh Carey and Gerry Adams for their roles in the peace process in Northern Ireland.



**International Advertising Awards**, held at the IMAX theater on September 29, showcased the award winning commercials from the Cannes Lions International Advertising Festival.

International law firm **Allen & Overy** celebrated their 75th anniversary (& the 20th anniversary of their NYC office) with a reception at Metrazur in Grand Central Station.



**Foot Locker Foundation's** annual On Our Feet benefit, was held at Cipriani 42nd Street on October 18, helped raise money for the United Negro College Fund and featured a knock-out performance by Patti LaBelle and meet and greets with dozens of current and former athletes.



**Highgate Holdings** launched NYC's first Hilton Garden Inn with a grand opening on October 18 for investors, press and travel partners.



**Phelps Memorial Hospital Center's** 50th anniversary party, on their grounds, October 2, combined with the ground-breaking of a new emergency wing. Former Knick John Starks led a shoot-around, while local politicians, media and residents enjoyed an old-fashioned fair.

**Citigroup** held a client reception at Times Square Studio on October 19. PTTT hired Fox News reporter David Thomas to interview guests as they arrived, with a live feed broadcast on large monitors in the event space.

**BMG** held a 2 day global management meeting at the W Union Square, featuring a reception at the New York Public Library with speaker Nicholas Evans, author of The Horse Whisperer, and a dinner on Ellis Island with performances by Emylou Harris, John Hiatt, and Buddy Miller.



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**Two Ten Footwear Foundation** held their annual fundraiser on December 6 at the Marriott Marquis. The event featured a silent and live auction to raise money for the non-profit organization, which serves individuals working in the footwear industry.

### **BMG Columbia**

**House's** holiday party at T-Bar on December 20, had a "Carnival Land" theme complete with sights, sounds, smells and performances of a circus with an adult twist. A creative menu of passed items including mini candy apples, cotton candy, and freshly popped popcorn added to the fun decor.



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## Venue News

**Lots of event venues open and close in NYC; here's the scoop on the ones you need to know about.**

**The Sky Club** is closing this month, and will become office space. We'll miss those amazing views.

**The New York Palace** has taken over the townhouse space formerly occupied by Le Cirque, and is calling it Gilt (pictured to the right). Le Cirque itself will resurface soon at 58th and Lex.



**Aspen Restaurant & Lounge**, a (you guessed it) ski lodge themed venue, circa 1975, opened last month, featuring everything from a huge copper fire pit to a lucite deer head mounted on the wall. A VIP room is in the works.

The old Sound Factory is reopening as **Pacha**, a sleek new nightclub modeled after the original in Ibiza.

**The Prince George Ballroom**, an elegant old-world space housed in a non-profit's headquarters, opened last month. Rental proceeds go to Common Ground's efforts to end homelessness (pictured to the right).



**Hard Rock Café** took over the old WWE venue in Times Square. If you can get over the name from the 80's, it's a huge space with lots of built-in (read: cost-effective) audio visual and staging. And the location can't be beat. Later in the year the Paramount Hotel at 46th off Broadway will become the **Hard Rock Hotel New York**, following a major renovation.

Move over Rock Center; **The Pond at Bryant Park** is a larger open-air skating rink that runs through mid-January.

Speaking of Rock Center, **Top of the Rock**, an elegantly refurbished art deco observatory atop the GE Building, will be available for events starting in January.

The sleek glass and steel **Center for Automotive Education and Training** opened on Halloween in Queens. This polished 90,000 square foot facility features a stunning atrium, classrooms, a high tech boardroom, all of which can be rented for non-automotive events and meetings as well, and presents a cost-effective alternative to midtown hotels.

Need help finding a venue for your next event or to find out more about our Location Referral Service, or call 212-677-3173 for a free consultation.

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## In The News

- Fast Company magazine profiled PTTR in a story on how to plan successful corporate retreats ("The Art of the Off-Site") in its September issue.

- PTTR Managing Director Danielle Jennings appeared as a panelist at the Bizbash / M&C Meeting & Event Style Show in a session on How to Handle VIPs.

- PTTR President Howard Givner gave a seminar on "Planning A Successful Fundraising Gala" for the global affiliate conference of Dress For Success.



- Entrepreneur magazine included PTTR in a story in its September issue on interactive team-building programs ("Search Party: The Latest Fun Team Building Trend")

- Howard also appeared as a panelist at Meeting World in a session on "Negotiating with Hotels in a Seller's Market."

- Club Systems International profiled PTTR's expertise to nightclub owners on how to position their venues for corporate events.

- Howard was a panelist for an MPI seminar titled "The Art of the Save: Managing Event Risk with Confidence," held at the Crowne Plaza in September.

## Hotel Industry Forecast

Hotel room rates will continue to rise in 2006, according to PricewaterhouseCoopers' recently released 10th Annual Lodging and Industry Report and Forecast. To anyone who's tried to get a room in NYC lately that shouldn't exactly come as a surprise. PWC projects a nationwide 5-7% rate hike in the luxury sector, which is most often used by meeting planners. And while there is expected to be little resistance to higher prices, there is one trend that is sure to continue to drive planners crazy: surcharges (or, what we refer to here at PTTR as 'annoyance fees'). PWC says hotels took in \$1.4 billion in surcharges last year. One new example: a "baggage holding fee" for when you check out early and leave your bags with the hotel while having an afternoon meeting.

On the local level, occupancy rates in NYC averaged a whopping 87% in 2005, over 20 points higher than the national average, as the Big Apple experienced record visitor volume. The city plans to add 5,000 more rooms over the next two years, but don't look for rates to go down anytime soon. The residential real estate market is even hotter than the hotel market, leading many owners to convert their properties to condos (e.g. the Plaza, Regent Wall Street, Empire Radisson, etc.), taking a bite out of the supply of available rooms.

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## Useful Tidbit

### What's the fastest way to chill a six pack of beer?

With Super Bowl parties fast approaching we thought you might want to know.

Here's how long it'll take you using the following methods:

- :: Put it in the fridge: 40 minutes.
- :: Put it in ice: 30 min.
- :: The freezer: 25 min.
- :: Water with ice: 15 min.
- :: Water with ice & salt: 5 min.

When we're in a real rush at an event we sometimes use CO2 fire extinguishers, which cool them down in under 3 min. But we're professionals; don't try this at home. Actually we're kidding; don't try it at all. Our beer is delivered in refrigerated trucks.

## Destination Spotlight

### Ice Hotel Quebec-Canada



Looking for a place to send your 'been-there-done-that' world class travelers? Check out this luxury igloo complex, constructed out of 15,000 tons of ice and snow, that gives a whole new meaning to winter wonderland. The 34 rooms and suites have bear skins atop blocks of ice for beds, and access to heated restrooms. The Ballroom & N'ice Club can hold 400 people, while the Absolut Ice Bar accommodates up to 200. Snomobiling, dog-sledding and ice fishing round out the arctic themed activities. Act quickly, though; the hotel melts in April.

Need help planning an event outside NY? Call Danielle Jennings at 212-677-3173, ext. 227 or e-mail her at [DJennings@PaintTheTownRed.net](mailto:DJennings@PaintTheTownRed.net)

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## Meet Our Staff

### Adam Sloyer, Account Executive

Account Executive Adam Sloyer has had events in his blood for some time now. Prior to joining PTTR, Adam planned events at production company PGI and the National Hockey League and even had a brief stint managing Ruby



Foo's after graduating from the Cornell University School of Hotel Administration. Yet event planning is actually Adam's 3rd love, after classic rock and sports. His ultimate event? Watching the Giants play in Super Bowl XL while the Stones play the halftime show. Go Blue!

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