

# **INFORMATION ITEMS**

# REPORT ON AGREEMENTS ENTERED INTO DIRECTLY BY THE REAL ESTATE DEPARTMENT PURSUANT TO BOARD POLICY

**APRIL, 2025**

Agency/Transaction Manager	Renewal/RFP Generated	(Lessee or Licensee)	Location/ Use	Term	Rental		Annual Increases		Price/SF	
<b>MNR/ Kim Trevisan</b>	New License	Licensee/ Damsely	Grand Central Terminal/Main Concourse Fresh flowers	3 Years	Year 1	\$168,640.00	Year 2 3% Year 3 3%		Year 1	\$160
					Year 2	\$173,699.20			Year 2	\$165
					Year 3	\$178,910.17			Year 3	\$170
					<b>TOTAL</b>	<b>\$521,249.37</b>				

**Annual Review: 2024 Grand Central Terminal Events**

**Total 2024 Event Revenue - \$1.9M**  
**21% Increase over 2023 Event Revenue of \$1.6M**

Event	Date	Description	Location	Private/Public
Tournament of Champions Squash	January 12 - 27, 2024	Annual squash tournament	Vanderbilt Hall	Public
Lyre's	January 31, 2024	Non-alcoholic canned cocktail sampling activation	Vanderbilt Hall	Public
Mucinex	February 6 - 7, 2024	Penn and Teller hosted a magic show	Vanderbilt Hall	Public
Tommy Hilfiger	February 8 - 10, 2024	Staging, hair and makeup, and dressing for Tommy Hilfiger fashion show that took place in Oyster Bar	Vanderbilt Hall	Private
Valentine's Day Market	February 13 - 14, 2024	GCT Retail marketing event with tenants selling Valentine's themed items	Biltmore Room	Public
MTAPD Promotional Ceremony	February 22, 2024	MTAPD Event	Vanderbilt Hall	Private
Bridges & Tunnels	February 24, 2024	Award ceremony	Vanderbilt Hall	Private
Frida Kahlo	April 4 - 7, 2024	Installation including large Frida Kahlo statues decorated by Mexican artists, a replica of Frida's kitchen, and a promotional event for a new cookbook	Vanderbilt Hall	Public
Woodford Reserve	April 7 - May 5, 2024	Custom kiosk with free bottle engraving to promote sponsorship of the Kentucky Derby	Graybar Kiosk	Public
MTAPD	May 8, 2024	Promotional Ceremony	Vanderbilt Hall	Private
Blood Drive	May 9, 2024	MNR Blood Drive	Vanderbilt Hall	Public
MTAPD Event	May 15, 2024	K-9 Graduation	Vanderbilt Hall	Private
MTAPD	June 4, 2024	Medal and Award Ceremony	Vanderbilt Hall	Private

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HBO	June 12 - 16, 2024	House of the Dragon television program promotion	Vanderbilt Hall	Public
Bombay Sapphire	June 20 - 21, 2024	Sampling event of Bombay Sapphire and lemon Pellegrino	Vanderbilt Hall	Public
USA Fencing	July 27 - August 4, 2024	An event to celebrate USA Fencing in the Olympics with demonstrations by local fencing clubs	Vanderbilt Hall	Public
Nescafe	August 23, 2024	An event to promote Nescafe's instant coffee	Vanderbilt Hall	Public
Dove	August 28, 2024	Dove Soap event promoting the US Open with a replica tennis court	Vanderbilt Hall	Public
Harry Potter	August 29 - September 1, 2024	Harry Potter "Back to Hogwarts" ticketed free event	Vanderbilt Hall	Public
Boldyn	September 4, 2024	Private lunch and reception to celebrate the announcement of Boldyn's cellular service in the subways	Vanderbilt Hall	Private
MTA	September 9, 2024	Employee Appreciation Event	Vanderbilt Hall	Private
MetLife Foundation	September 12, 2024	MetLife employees packed food boxes in partnership with Food Bank of NY	Vanderbilt Hall	Private
Lego	September 13 - 18, 2024	Projection mapping of the east side of Vanderbilt Hall to promote Legos	Vanderbilt Hall	Public
US State Department	September 23, 2024	Private event -- Confidential Full hall privatization 5AM - 7PM. VIPs in attendance.	Vanderbilt Hall	Private
Adam Dressner Art Exhibit	September 24 - 26, 2024	Local artists showcased multiple oil paintings of New Yorkers.	Vanderbilt Hall	Public
Joby Aviation	October 1 - 6, 2024	Shell of an electric aircraft on display for investors and the general public.	Vanderbilt Hall	Public/Private
PGA	October 7 - 9, 2024	An event to promote the 2025 Ryder Cup, which will take place on LI	Vanderbilt Hall	Public

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MTAPD Event	October 16, 2024	MTAPD promotional ceremony	Vanderbilt Hall	Private
MNR & IBT	October 17, 2024	MNR Union Vote	Vanderbilt Hall	Private
MTA Capital Projects Event	October 21, 2024	MTAHQ Capital Open House	Vanderbilt Hall	Private
Glenbard East	October 21, 2024	High school vocal performances	Biltmore Room	Public
ION	October 22 - 24, 2024	ION Network event to promote programming	Vanderbilt Hall	Public
Tokyo Tourism	October 26, 2024	One-day event to promote the city of Tokyo	Vanderbilt Hall	Public
Espolon Tequila	October 28 - 30, 2024	Espolon Tequila promotion with tequila sampling.	Vanderbilt Hall	Public
Woodford Reserve	October 29 - November 27, 2024	Free bottle engraving kiosk	Graybar Passage	Public
2024 Holiday Fair	November 1 - December 29, 2024	Annual holiday market with artisan vendors.	Vanderbilt Hall Bridge	Public
Grand Bazaar	November 20 & December 11, 2024	Antique marketplace with 16 - 18 vendors	Biltmore Room	Public
Thanksgiving Market	November 27, 2024	Annual GCT tenant event where tenants sell Thanksgiving-related products	Biltmore Room	Public
Johnnie Walker	November 28 - December 31, 2024	Free bottle engraving custom kiosk	Graybar Passage	Public
Made in NYC	November 30 - December 8, 2024	Marketplace for small food and beverage businesses that are made in NYC	Biltmore Room	Public
Listerine	December 31, 2024	Sampling event on New Years Eve	Vanderbilt Hall	Public