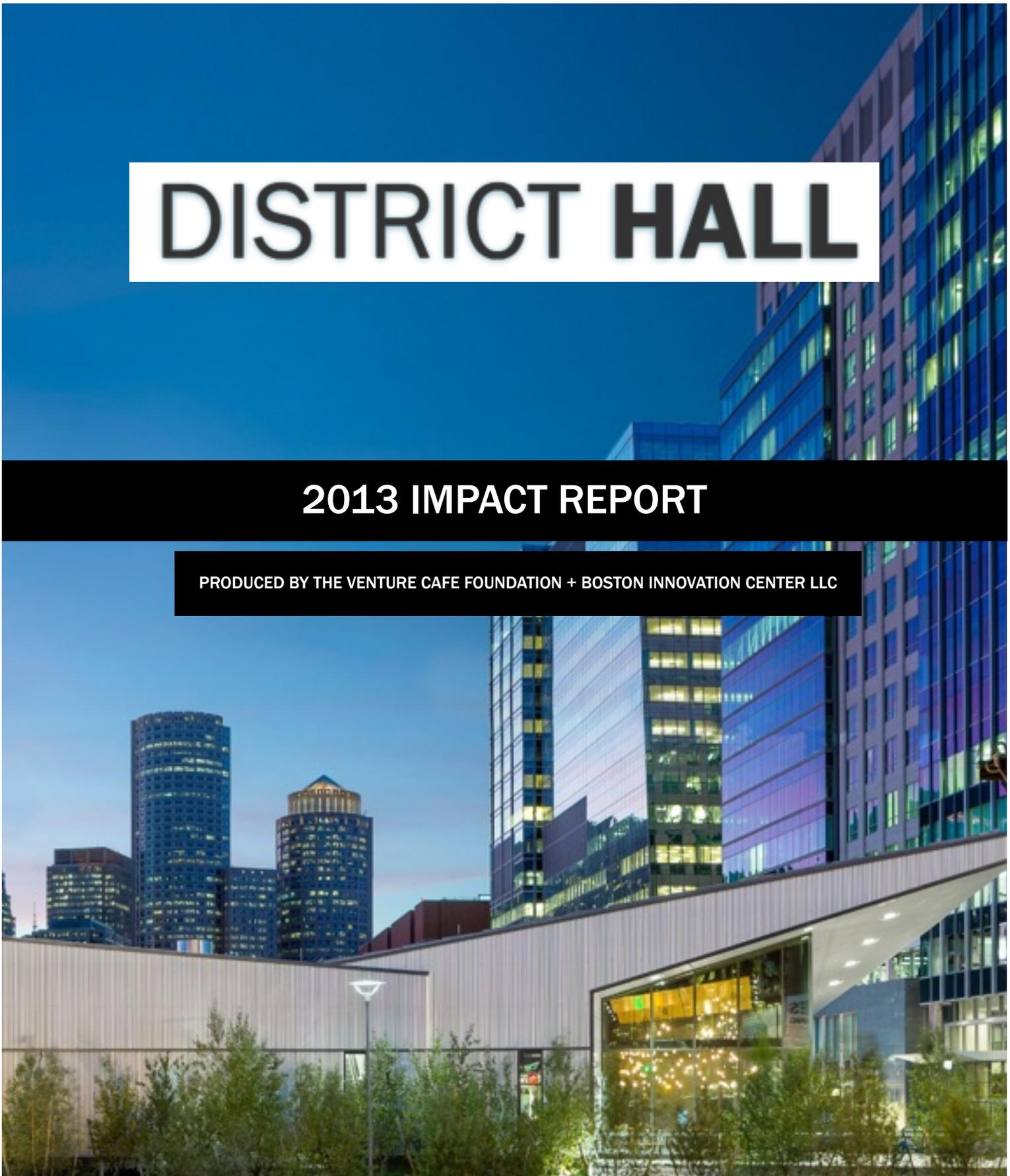


# DISTRICT HALL

## 2013 IMPACT REPORT

PRODUCED BY THE VENTURE CAFE FOUNDATION + BOSTON INNOVATION CENTER LLC



## A NEW HOME FOR INNOVATION IN BOSTON

District Hall is the world's first public innovation center: a dedicated civic space where the innovation community can gather and exchange ideas.

There are many innovation spaces in a city like Boston—incubators, co-working spaces, labs—but this physical network is not always easy to find. These spaces are often on the upper floors of tall buildings, behind security guards and elevator banks.

Boston's District Hall takes a different approach. It is a ground floor building with an iconic shape, with a restaurant, coffee shop and public, drop-in meeting space. Everything about the building is designed to send a clear message: come in, and connect with us.

District Hall is not your average event space. Its unique character is defined by its civic nature and public purpose. It is a hub for gatherings and events that trigger creativity, inspire innovation, motivate entrepreneurship, catalyze action, expand interdisciplinary collaboration, solve problems, and create the relationships that drive the innovation economy in Greater Boston.



### 2013 EVENT HIGHLIGHTS

- ▶ Boston University Cultural Entrepreneurship Program
- ▶ Small Business Administration Innovation Accelerators
- ▶ Fort Point Business Committee
- ▶ MassChallenge Startup Showcase
- ▶ Mobile Monday
- ▶ ONEin3 Advisory Council Tour
- ▶ LunchBeat Boston
- ▶ EcoDistrict Conference
- ▶ NAIOP Breakfast
- ▶ Barcamp Boston
- ▶ TechJam
- ▶ Design Exchange Boston
- ▶ Tactical Urbanism Salon
- ▶ RegenBoston Housing Competition
- ▶ New England Venture Capital Assn: Mayoral Debate
- ▶ Office of New Urban Mechanics

“ U.S. Cities are establishing Innovation Districts to foster entrepreneurship. They should take note of Boston’s new District Hall. ”

FAST COMPANY MAGAZINE

## STORIES

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- ▶ Local company Aldebaran Robotics has brought in their humanoid robots for demos with kids
- ▶ Teenagers in the Artists For Humanity program live-drawing murals about ideas and the future of cities on the Ideapaint walls
- ▶ Office hours in the lounge with business experts and economic development officials
- ▶ Startup companies and construction workers coming in for their morning coffee side by side
- ▶ LunchBeat Boston hosted a lunchtime dance party for entrepreneurs and local startups
- ▶ Writeable piano covered in black Ideapaint
- ▶ Custom programming by local technologists for color-changing lighting installations on the Philips Color Kinetics lights
- ▶ Visits from many delegations: Singapore, Rotterdam, Denmark, Mexico, and many more.
- ▶ Meetings and brainstorming sessions held by local innovation companies, startups and community groups
- ▶ Lots of drop-in meetings and casual discussions in the open Lounge space by Brew Café, which quickly became a favorite local meeting place

## 2013 EVENTS

Events in 2013 began with a pre-open phase starting in July. The official building opening was held in October. For the purposes of this report, the 2013 events were logged and categorized monthly in four groups: Pre-Open, October, November and December.

- ▶ **95% of events held in 2013 were categorized as innovation events (significantly exceeding baseline goals of 70%)**
- ▶ **82% of all active event time in the building was made available to event holders free of charge, resulting in \$132,000 of in-kind support directly to Boston's innovation community**
- ▶ 57 total events + meetings (22 events, 35 meetings)
- ▶ 58% were networking events, designed to help community members build new connections
- ▶ 67% were public or community events
- ▶ Estimated total attendees at all events: approximately 7600 people

“*Few buildings hit their targets as swiftly—or as satisfactorily—as Boston’s District Hall.*

*Techies and budding entrepreneurs were sketching flow charts on the space’s write-able walls days after it opened last October.*

*Venture capitalists and construction workers were swapping battle stories at Gather and Brew, District Hall’s restaurant and café.*

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METROPOLIS



## 2013 Space Rentals

In 2013, 82% of all space rental value was sponsored by District Hall, resulting in \$130K in in-kind support for the innovation community.

- ▶ Total value of events held: \$159,625
- ▶ Fees charged: (\$28,533)
- ▶ Subsidized total value: \$131,992

### 2013 EVENT HIGHLIGHTS

- ▶ Mayor’s Office of New Urban Mechanics
- ▶ Offsites for Apperian + Gazelle
- ▶ Google Apps Meetup
- ▶ STEM initiative meeting
- ▶ BostInno 50 on Fire Awards
- ▶ City of Boston Social Media Summit
- ▶ Holiday events for/ Zipcar, CIC and Living Proof
- ▶ South Boston Neighborhood House Meeting
- ▶ NEVCA Board Meeting
- ▶ Boston Legal Innovation Meetup
- ▶ 1776 Challenge Cup
- ▶ Arnold Worldwide
- ▶ First Night Warming Station
- ▶ Glow

In 2013, 16 of 57 total events were revenue-producing, resulting in \$28,533 in total revenue from space rental fees. Of all the 2013 revenue-producing events, 94% fall within the Innovation Use category.

*District Hall makes determinations for reduced cost space based on the following criteria:*

- ▶ **Mission of the event:** Events and gatherings that help make connections, grow new ideas, and build an inclusive and supportive innovation community.
- ▶ **Not-for-profit:** Events and gatherings being held for a not-for-profit, community-focused purpose
- ▶ **Free for attendees:** Events that do not charge attendees for access
- ▶ **Public:** Events that are open to the public at large and can be listed on District Hall’s public calendar

## SECTOR + TYPE ANALYSIS

### ▶ NONPROFITS + VOLUNTEERS

District Hall saw significant usage by nonprofit or volunteer-run events: 67% of all events and meetings held in 2013 were run by not-for-profit groups.

### ▶ MULTI-SECTOR INTERACTION

A large percentage (49%) of events at District Hall in 2013 were multi-sector in nature, specifically designed to help innovators in multiple sectors and fields connect with each other

### ▶ A RANGE OF TECHNOLOGY INDUSTRIES

The technology sector hosts many events, and 49% of 2013 events at District Hall focused on technology in some way. This included events in mobile technology (23%), digital technology (30%), robotics (16%) and cleantech (25%).

### ▶ CONNECTING TO LIFE SCIENCES

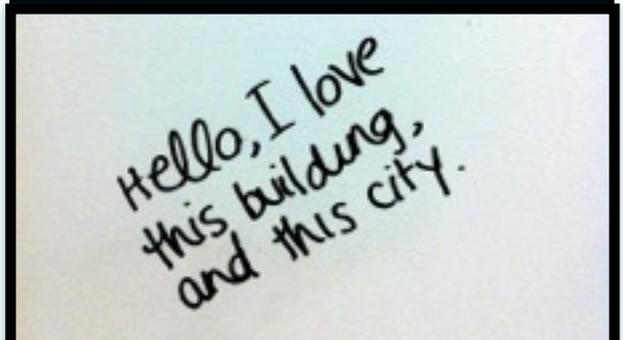
21% of all events at District Hall in 2013 were related to the life sciences and healthcare industries.

### ▶ CREATIVE ENTREPRENEURS

Boston's design community has responded well to the space: 39% of all events held at District Hall in 2013 were targeted at the creative economy.

### ▶ SOCIAL INNOVATORS

Boston's growing social entrepreneurship community represented 23% of all events in 2013 at District Hall.





“*District Hall is the hub for Boston’s Innovation District, facilitating networking and idea-sharing.*”

**BROOKINGS INSTITUTION  
‘THE RISE OF INNOVATION  
DISTRICTS’**

## SECTOR + TYPE ANALYSIS

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### ► UNIVERSITY COLLABORATION

Several local universities held events or meetings at District Hall, representing 21% of the total events at the building in 2013.

### ► LAW, POLICY + INNOVATION

14% of all events at District Hall in 2013 brought together Boston’s legal community around innovation-related topics.

### ► GROWING GLOBAL NETWORKS

District Hall also worked closely with consulates and delegations that expand Boston’s global networks: 23% of all events in 2013 were focused on building international connections.

### ► PUBLIC-PRIVATE PARTNERSHIPS

33% of all District Hall events in 2013 were focused on connecting the innovation community with government officials.

## THANK YOU FROM DISTRICT HALL

### CONTACT INFO:

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