New Faces, New Spaces: Offering and Programming the Right Amenities for Today’s Renter
Creating a place, not a design.

6 Steps for Teaching Residents to Activate Community Spaces
SET AND REPEAT

Create weekly events that residents can count on; a constant perk that gives them a reason to come to the clubhouse or common space. Rain, shine, power or not, the event still stands.
NEIGHBORHOOD MEET UPS
EST. 2013

NOVEMBER 2013 EVENTS

THE STROLLER NETWORK
TUES 11.14 3:30pm
Come walk with us, let’s walk, let’s walk away!
Meet at the Clubhouse with your little ones for a group stroll to work off the muffins we’ll have just eaten!

LATE LATTES
TUES 11.26 4-6pm
Caffeine up this Holiday season and power through the forthcoming week of cooking and eating with a second round of complimentary lattes at the Clubhouse in the afternoon.

BONFIRE, BEATS & BURGERS
TUES 11.19 6pm
Warm up by the fire, chow down on some burgers and jam to some beats on what we can only imagine will be a great night.

FOOD BY: SMOKEY BURGER BAR
BEATS BY: JARRID RECEE + JENN CIEGELESKI

FITNESS
December

GROUP FITNESS
with Bird @ 6:00am
with Amy @ 5:45pm
Barre Up with Bird @ 6:00am
ZEN YOGA with Bird @ 10:00am
UES CYCLE
with Bird @ 6:00am
ZEN YOGA with Bird @ 10:00am

class LOC.
class description

ZEN YOGA

UES CYCLE

GROUP FITNESS

BARRE UP

in a dynamic studio environment, and led by our dedicated instructor, you will achieve a full body workout that will improve your balance, strength, and endurance.

UES CYCLE

in an energetic studio environment, and led by our dedicated instructor, you will achieve a full body workout that will improve your balance, strength, and endurance.

GROUP FITNESS

in an energetic studio environment, and led by our dedicated instructor, you will achieve a full body workout that will improve your balance, strength, and endurance.
CREATE THE ENERGY

It’s all about the vibe. No awkward silences. Set up the space so people feel comfortable coming. Don’t force the conversation. Let residents talk to residents.
WHEN STARS AND FRIENDS ALIGN
10.18.14 • THE GROVE
THE FUN BEGINS AT 7:30P
TENT SET UP CAN BEGIN AT 4P
BYOB • BYOTENT • BYOFLASHLIGHT
BYOGUITAR • HARMONICA, ANYONE?
WAKE UP TO BREADWINNERS BREAKFAST AT 8:30A
WES KNOWS HOW TO GLAMP.
INTEGRATE LOCAL

People want to experience something new. Discover what trends are relevant to your location along with what differentiates your community from others and play on it. Location-based, interest-based, community-centric.
LOCAL MARKET

THIS SATURDAY
THE SQUARE
2:00-4:00PM

Live Music
Not Just Q
Ranked best BBQ in Dallas

Savvy Chic / Along Came Tamale
Austinite / Prestigious Pets
St. Lucia Bread Co / Whole Foods
Dallas Caramel Co / Soap Girl
Val’s Cheesecakes
Pie Party

with the eye and only

Emporium Pies

Don’t miss out on tasting all the best pies in Dallas!
FORCE FRIENDSHIPS

Pay attention to your demographic. Surveys. You only think you know. You need to ask. Find the common ground. Think small for once. People want to know their neighbors.
“...added joy I have in my life now because I love the place I call home.”
PASSIONATE PEOPLE

You have to have someone that puts the time and effort into making these events special. They need a passion for the resident experience. Don’t be afraid to try new things!
SET THE SOCIAL STAGE

Let Facebook, Instagram, and Pinterest be your voice of the brand and tell the story.
Gather around the table

A family style dinner catered by Ashwood
Thursday, September 25th
Gather on the grove at 6:30PM
Dinner starts promptly at 6:45PM

oh, the possibilities

Lincoln Property Company
a company for people. a company about people.
When all else fails, literally spell it out for them.

**CABIN FEVER series**

**HOW TO • ENJOY YOUR SATURDAY IN 5 EASY STEPS**

1. Walk to Upper East Cafe
2. Relax in The Den and sip hot latte
3. Munch on fresh waffle
4. Wifi it up on The Square patio under heater
5. Unwind in hot tub

**HOW TO • BYOB • ON THE LAWN**

**RENT** ► Games & Blankets from the Concierge

**TOTE** ► Bags, goodies, friends, kids, pups

**SIP** ► Store your bottle in Upper East Cafe’s wine ‘fridge & retrieve upon lawn days
THEN

NOW

amazon locker
order online, pick up
THEN

NOW
“The Urban Garden is one of my favorite parts of home! I love being able to grab fresh herbs from the garden for dinner each night!”
Make a Grand Entrance
The Artisan Series | Hoboken, NJ | 186 units
Monroe Street Market | Washington, DC | 562 units
The Kensington | Boston, MA | 381 units
Beacon at Waugh Chapel | Gambrills, MD | 298 units
Union Wharf | Baltimore, MD | 281 units
Monroe Street Market | Washington, DC | 562 units
EVERY EXIT IS AN ENTRANCE SOMEWHERE ELSE
Happy Together
The Kensington | Boston, MA | 381 units
Featuring
A ROSTER OF
NYC’S BEST FOOD TRUCKS
Make Business a Pleasure
Welcome to The Dugout at WeWork Seaport in Boston, Mass.
Get Pumped
77H | Washington, DC | 303 units
See it BIG! WORLD HEAVYWEIGHT CHAMPIONS!

FOLLY In the COLONIAL

Doors Open
7:30 PM

MON 16th NOV

NATHANIEL "TROUBLE" BACON vs. GOVERNOR WILLIAM BERKLEY

DIRECT RINGSIDE - JAMESTOWN, COLONY OF VIRGINIA

SHELBY AUTO PARTS - LIVE BOUGHTS IN 1676
Borrow me for free!
Check in the office
JAWBONE

Smart homes device connects with activity-tracking wearable
Connect with fitness equipment
Make a Splash
Union Wharf | Baltimore, MD | 281 units
Residences on the Avenue | Washington, DC | 335 units
Art
OUR LIVES ARE TAPESTRIES WOVEN BY THE HANDS OF OTHERS
77H | Washington, DC | 303 units
Pet Pampering
Flats 130 | Washington, DC | 643 units
City Market at O | Washington, DC | 400 units
At Your Service
Better than a Bellboy, Airbnb Concierge at Your Service

MILAN
Moxy is all the style and soul you'll find at a boutique hotel, but way more affordable. Seriously. We splurge on modern residential design, high-speed Wi-Fi, a fun living room where things are always happening. It's just like home... but with a bartender! ;)

HOTEL INFO  GET A ROOM
Top-Notch Services

Your to-do list just got a whole lot shorter.

Let us help you take care of everything—big and small. That’s what we’re here for.

- Assistance with everyday chores in and outside of your home.
- Access to two, four, and three wheels—and other transportation.
- Recommendations on the latest hotspots, places to see and be seen.
- Referral to the best people and places promoting health and well-being.
- Loanables
  Think of it as a lending library for those household items you only need every once in a while.
New Faces, New Spaces: Offering and Programming the Right Amenities for Today’s Renter
Guests at the Hard Rock Hotel Chicago can borrow one of 17 electric and acoustic Gibson guitars. And it’s all free: There’s no charge and no limit on rental period. For those that need to brush up, a 70-minute tutorial is available on guestroom televisions or the hotel can arrange a private or group lesson with Guitar Chicago. Fellow guests don’t have to worry about the noise: headphones are included, so the sound won’t travel.
The hip Ace Hotel New York has all kinds of amenities (bins of free apples, a lobby flower stand, Pendleton wool blankets) but one of the coolest is only found in certain rooms: glossy red turntables and a collection of vintage vinyl handpicked by local indie music store, Other Music.
Outdoor Living
Smart garden system monitors and tracks environmental conditions
Printable beehives help track dwindling bee population