



Addendum to Transportation Demand Management Plan

November 4, 2015



The Transportation Demand Management Plan (TDM) for Thompson's Point was first approved in September, 2011 and subsequently re-approved in February, 2013 with Master Development Plan approval.

With the combination of the year round outdoor event area (including ice skating and related winter entertainment, as well as concerts, festivals, weddings, and outdoor summer events), and the Brick North and Brick South renovations, the Thompson's Point project has reached a stage of sufficient development (>50,000SF) to warrant this addendum whose purpose is both to provide an update on TDM measures that have been implemented over the past year and a half, and to outline measures that we intend to bring online concurrent with the completion of the mixed-use Brick North project and the Brick South event space.

The fundamental principles of the original TDM plan continue to guide our efforts. The original plan begins with a statement of our goals, and these are still integral to our planning and operational efforts.

...given the pivotal role that efficient public access to and from the Forefront will play in its commercial success, a thoughtful approach to TDM is crucial. What follows is a Transportation Demand Management Plan that addresses our and the City's sustainability goals by outlining and committing to a series of measures that encourage and promote bicycling, walking, carpooling, and use of public transit."

Because the original TDM plan covers the component parts of our approach in detail, we will refer the reader to that plan for substantive detail on the goals and strategies that continue to inform our efforts.

The TDM plan has always been conceived of as a two-tiered approach, blending "Macro TDM" and "Micro TDM(s)." This facilitates having both an overarching, forward-looking strategy to effectuate our TDM goals, as well as more focused, tenant-oriented measures that help carry out that broader set of goals and, conversely and crucially, help inform the broader strategies themselves.

As we all know from experience, broad strategic goals are one thing; their operational and tactical implementation are quite another, and it is often the case that “facts on the ground” need to be interpolated and integrated into the reframing of strategy (versus the all too frequent alternative: facts that don’t fit the strategic blueprint get ignored, leading to percolating problems that then become major operational problems). This was part of the rationale behind the “Macro-Micro” relationship as it was first presented. Though we had not yet (up until Brick North and the pending Brick South) triggered the 100-employee/50,000SF threshold, we have nevertheless been working with various TDM measures as described in our TDM plan, both for large event management and for our current Brick North tenants.

To this end, it may be most useful as a way of updating our TDM to begin by reflecting on historical results from both the series of large outdoor events we have had on site¹ and the activities of the several tenants we have currently.

Our recent large events have included two varieties: larger events that met or exceeded (or had the potential to exceed) the 2,500 attendee threshold that triggers our Event Management Plan; and smaller events, including private gatherings, corporate events, weddings, fundraisers, that were well below the 2,500 attendee threshold. We have provided historical data for the former, which are divided into two categories:

Concerts, staged and operated by the State Theatre as part of a long-term partnership;

Other events, including festivals

Additionally, we currently have three operating tenants on the site:

Circus Maine; Color Me Mine; and Big Room Studios (in the “West Wing” of Brick North); we propose to circulate surveys (see Exhibit G attached hereto) to our Brick North tenants over the winter, with the goal of creating a “Micro-TDM” plan for Brick North by Summer 2016.

Recent large events: 2014

Our first year of operation under the Master Plan was effectively 2014, which saw two large outdoor events in the summer: Sierra Nevada’s Beer Camp and Town Square Media’s Clash Bash & Bar-B-Que.

Sierra Nevada’s Beer Camp

¹ The year-round outdoor event area is consistent with all of our prior approvals, both the original approved site plan and the subsequent Master Development Plan. Though we have been operating by means of a series of seasonal and one-off event licenses in the absence of a clear licensing strategy, which we are working to develop in collaboration with the City, we have treated these events as though they were “permanent uses,” even if the underlying approvals treat them as temporary, and managed them accordingly.

Friday, August 1, 2014

Attendance: 2,892 paid plus 220 staff and comps

Working with professional parking management, we parked 367 cars on site, yielding an on-site parking ratio, including staff and comps, of 8.5 attendees per car.

We worked with Bicycle Coalition of Maine to test a “Bike Valet” model that allowed attendees to park their bicycles inside the Brick South building (with open garage doors on both north and south facades allowing a kind of open flowing “main entrance” into the event) and parked approximately 70 bicycles.

We also worked with professional parking management to operate a shuttle service from the Top of the Old Port parking lot on Congress Street near City Hall.

We provided information detailing the parking options for on-site parking, off-site shuttles, and bike valet on the event website and via a PDF “guest guide” provided to all ticket buyers. (See Exhibit A attached hereto). We saw a considerable volume of pedestrians walk to the venue.

Town Square Media’s Clash Bash & Bar-b-que

Saturday, August 14, 2014

Attendance: 1,497 plus 42 staff

Working with professional parking management, we parked 356 cars on site, yielding an on-site parking ratio, including staff, of 4.3 attendees per car.

This event saw few pedestrians and bicycles (perhaps 25-30 bicycles).

We also worked with professional parking management to operate a shuttle service from the Mercy Hospital parking lot on the Fore River Parkway. Both the shuttle and the off-site parking were free of charge, whereas parking on site was paid. We have not yet found evidence that offering free parking offsite versus paid parking on-site results in a substantial disincentive to drive and park at the event venue.

We provided information detailing the parking options for on-site and off-site parking on the Town Square Media event website, and encouraged the use of Amtrak/public transit (see Exhibit B attached hereto).

Recent large events: 2015

Townsquare Media Summer Bash

Saturday, July 11

Attendance: 400 plus 34 staff

Working with professional parking management, we parked 80 cars on site, yielding an on-site parking ratio, including staff, of 5.4 attendees per car.

This event saw few pedestrians and bicycles (under 5 bicycles).

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

Maine Brewer's Guild Summer Session Beer Festival

Saturday, July 25

Attendance: 1600 plus 44 staff

Working with professional parking management, we parked 256 cars on site, yielding an on-site parking ratio, including staff, of 7.25 attendees per car.

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

This event saw a large number of pedestrians and bicycles (approximately 30-35 bicycles).

To encourage the use of designated drivers, the Guild provided a special Designated Driver ticket at 1/3 of the General Admission price, which encouraged carpooling. The ticketing site also encouraged the use of Amtrak and Concord Coach lines, and coordinated in-town Portland pickups via public transit. (See Exhibit C attached hereto)

State Theatre Presents: Primus in concert

Monday, July 27

Attendance: 2,620 including staff

Working with professional parking management, we parked 404 cars on site, yielding an on-site parking ratio, including staff, of 6.5 attendees per car.

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

This event saw a large number of pedestrians and bicycles (approximately 40 bicycles).

Parking information, including location for free off-site parking at Mercy Hospital, was provided on the State Theatre website and promoted via the State Theatre's social platforms (see Exhibit D attached hereto). The Theatre also sent out an email to all ticketed patrons explaining parking and transit details (see Exhibit E attached hereto), and captured statistics on how many people opened and made use of that email (see Exhibit F attached hereto). These measures were pursued for every

State Theatre concert. As we move into our second season, with some operating history and a foundation of patron familiarity with the site and its booking systems, we intend to begin to implement the surveying systems discussed in the TDM plan.

State Theatre Presents: Grace Potter in concert

Saturday, August 1

Attendance: 3,636 including staff

Working with professional parking management, we parked 560 cars on site, yielding an on-site parking ratio, including staff, of 6.5 attendees per car.

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

This event saw a large number of pedestrians and bicycles (approximately 45 bicycles).

Notes: Parking information, including location of free off-site parking at Mercy Hospital, on State Theatre website and promoted via the State Theatre's social platforms.

While we only have two actual outdoor concerts from which to gather data and draw conclusions, it is interesting that both of them show a 6.5:1 ratio of attendees to on-site parked vehicles, and both utilized virtually identical strategies; the other outdoor events range from a low of 4.3 (Town Square) to a high of 8.5 (Beer Camp), and average out at 6.4:1. Obviously the nature of outdoor events (which occur in warmer months and, generally, on days without rain) tend to be more inviting for pedestrians; we noted a heavy volume of pedestrian traffic for the Sierra Nevada Beer Camp event, for example. As we move into the first winter season, we will track parking data associated with the use of the rink and its related activities. And as we move ahead with our planning for the second full season with the State Theatre, we are working on a simple survey option for ticketbuyers inviting them to comment on how they traveled to the concert (see Exhibit H attached hereto). We anticipate gathering results from these surveys over the course of Summer 2016, and can then consolidate them, review with our colleagues at the State Theatre, and craft a proposed "Micro-TDM" plan in the fall of 2016 that can be utilized for seasons 2017 and beyond.

Updated Timetable for Action Items

For purposes of comparison, we have included the original TDM plan's action items and proposed timeframes for implementation, which were first outlined back in 2011, together with a third column outlining our updated timeframes. It is important to note that the original TDM assumed almost simultaneous delivery of the entire building program; there was no concept of a phased delivery, which only came later when the Master Plan tool became available.

However, certain of the action items have been accomplished ahead of full buildout, and we can now predict with some certainty when the first (Brick North/South) Micro TDM plans can be generated, with subsequent action items unfolding from there.

We have also appointed a TDM coordinator, and she has developed a survey for our tenants, along with an introductory letter, that we propose to circulate to our Brick North tenants this winter (see Exhibit G attached hereto).

Action Item	Original Timeframe for Implementation per 2011 Site Plan version of TDM	Updated Timeframe
Finalize TDM Funding Package based upon City of Portland's priorities for funding from its share of Transit TIF revenues generated by Forefront	Fall 2011	TBD pending City review process
Provide update to City regarding progress on TDM plan implementation and status of TMA ("macro TDM")	Fall 2012	Completed (Fall 2015)
Appoint/Confirm TDM Coordinator	6 months prior to opening of the Forefront Event Center, anticipated to be spring 2013	Completed (Fall 2015)
Assemble "Micro TDM" plans with tenants and create TDM Packets; share complete TDM plan, including Micro-TDM targets and proposed monitoring, with City	Summer 2013	Summer 2016 <i>(coincides with opening of fully occupied Brick North building and renovated Brick South building)</i>
TDM Plan Implementation / On-site Parking Monitoring	Anticipated for Spring 2014, assuming final occupancy Summer/Fall 2013	Anticipated 2017 for Brick North/South and event area <i>(preliminary implementation and monitoring to date is detailed in this update above)</i>
Assess success of first six months of TDM Program and Report to City on initial effectiveness	Fall 2014	Completed (Fall 2015)

Submit Year Two TDM Program with needed modifications (and annually thereafter)	Spring 2015	December 2017 <i>(Permits one full year of operation for Brick North/South and 90 days to compile data and prepare update)</i>
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Exhibit A: Sierra Nevada Beer Camp PDF "Guest Guide"



Beer Camp Across America New England Edition

Thompson's Point

Portland, ME

Friday, August 1, 2014, 5-10 pm

YOUR TICKET INCLUDES

- A souvenir Beer Camp Across America tasting glass
- Unlimited samplings of your favorite regional brews
- The music spectacle MarchFourth Marching Band complete with stilt-walking acrobatics, enchanting dancers, and percussion that's more layered than your club sandwich. Check them out at <http://marchfourthmarchingband.com/>
- FREE Bike Valet, FREE shuttle from 385 Congress Street and drinking water- bring your water bottle!

WHAT DO I NEED TO KNOW / BRING?

Other than your lovely self, you will NEED to bring:

- **YOUR PRINTED TICKET**

Please bring a printed copy of your ticket to ensure a quick entry into the festival. **Tickets will be available for purchase the day of the event** if you would like to bring along a few extra Beer Campers! General attendee tickets will be available for \$70, and designated driver tickets will be available for \$40.

- **YOUR I.D. VERIFYING YOU ARE OF LEGAL DRINKING AGE**

It's like looking through the crates at the humane society: we'd like to, but we can't. Legally we have to make sure everyone inside the event is over 21. Bring your driver's license, passport or any other government issued photo I.D. and you'll be good to go!

What else?

- **There are a few things you need to leave behind...**

To ensure a safe and awesome event for everyone, bags will be checked upon entry for the following (in other words, please don't bring these so we can let you in right away!):

- **Firearms and weapons** – if you can't take it on a plane, you DEFINITELY shouldn't bring it to Beer Camp.
- **Outside food or beverages** – there will be plenty to eat and drink. We promise!

- **This event is for humans 21+ only.**

Sorry, no one under the age of 21 will be admitted; this includes your pooch and babies – even if you're carrying them around.

- **Have cash handy.**

We're working with vendors – primarily food trucks – to ensure there's a killer spread of local food to complement the beer lineup. Food is not included in your ticket, so be sure to bring some dough so you can sample away to your heart's content.

In addition to food, **we will also have some awesome Beer Camp Across America and Sierra Nevada gear on-site for purchase.** Our mobile gift shop accepts both cash and card, so start saving so you can take home some sweet swag!

- **Bring a water bottle.**

Yes, there will be lots of tasty beer to drink, but it will be good to stay hydrated with water too. We are doing our best to make this a zero-waste event, so remember to bring your reusable water bottle to fill up at the many water stations we will have at the festival.



- **Be prepared for the weather – Beer Camp Across America is happening RAIN OR SHINE!** Mother Nature can be wily, so be prepared with your sunscreen, but also a sweater or some other kind of shell just in case she throws a little wind or rain our way.

For more info and tips for the festival, check out our [FAQ section](#) of the Beer Camp Across America site at: <http://beercamp.sierranevada.com/faq/>.

GETTING HERE

FREE SHUTTLES

- Shuttle services will be provided by Maine Bus Rentals: <http://mainebusrentals.com/transportation>.
- Shuttle pick-up and drop-off location: [385 Congress Street parking lot](#) (map of shuttle bus location can be found at the end of the guide).
- Shuttle schedule is as follows:
Shuttles start at 3:30 pm and **stop** at 11:30 pm.
- To find parking garages near shuttle location, visit www.google.com/maps and search for 385 Congress Street, Portland, Maine, and then, using the “search nearby” option, look up parking garages.

PARKING

- Thompson’s Point has an onsite parking lot for 700 cars. Follow signs to parking lot, which is the only parking location on site. Parking is \$10.
 - Map of all downtown Portland parking garages: <https://maps.google.com/maps/ms?msid=209939093816258135294.0004abcde3a072a262d4&msa=0>
 - Alternate lots: Chestnut Street Garage, Public Market Street Garage & Mercy Hospital Fore River Campus (map of parking garages & shuttle bus pick-up/drop-off location can be found at the end of guide).
1. **Shuttle Bus Pick-up Location:** 385 Congress Street, Portland, ME; \$10 flat rate- car can be left overnight
 2. **Chestnut Street Parking Garage:** Corner of Chestnut Street and Oxford Street, Portland, ME
Lot phone number: (207) 450- 6129; \$10 flat rate- car can be left overnight
 3. **Public Market Garage:** 315 Cumberland Avenue, Portland, ME
Lot phone number: (207) 699- 2927; \$10 flat rate- car can be left overnight
 4. **Mercy Hospital (not pictured):** Fore River Campus: 195 Fore River Pkwy #160, Portland, ME (see map at end of guide). Free.

PUBLIC TRANSPORTATION

- **Public Transportation website:** <http://www.portlandmaine.com/getting-around/transportation/>
- **Casco Bay Ferry:** <http://www.cascobaylines.com/>
- **Concord Coach Lines:** Concord Coach Lines serves points in New Hampshire and Maine to Boston South Station and Boston’s Logan International Airport:
<http://www.concordcoachlines.com/>
- **The Downeaster:** The Downeaster operates daily round trips between Brunswick, ME, and Boston, MA: <http://www.amtrakdowneaster.com/>
- **Greyhound Bus:** <https://www.greyhound.com/default.aspx>
- **METRO Greater Portland Transit District bus:** METRO Greater Portland Transit District bus provides nine safe, efficient, and reliable routes throughout the greater Portland region. METRO Route #5 stops at the Portland Transportation Center (PTC) located adjacent to Thompson Point (map of drop-off location can be found at the end of the guide). Also visit: <http://gpmetrobus.net/>



FREE BIKE VALET



Bike-enthusiasts are in luck! The **Bike Coalition of Maine (BCM)** <http://www.bikemaine.org/> will be providing FREE bike valet services during the event where attendees can avoid traffic, parking issues, and additional carbon emissions. The bike valet service will be set up at the entrance of Thompson Point.

BIKE RACKS DOWNTOWN

- Maine has been named the second most bike-friendly state in the country and navigating Portland is easy and fun! There are plenty of places to park your bike downtown and take a shuttle to Beer Camp! Click [here](#) for a map of bike rack locations or visit: <https://maps.google.com/maps/ms?msid=209939093816258135294.000469bc0c189cf3f3622&msa=0&ll=43.655981,-70.257418&spn=0.010774,0.032938>

TAXIS

- **Airport Cab:** (207) 899-5335
- **ABC Taxi:** (207) 772-8685
- **Old Port Taxi:** (207) 772-8294
- **Jetport Taxi:** (207) 775-6990
- **Elite Taxi:** (207) 871-7274
- **Family Taxi:** (207) 615-9353
- **ASAP Taxi:** (207) 791-2727

FRIENDS

- Don't forget, we are also selling Designated Driver tickets for \$30 at: https://sierranevada.ticketleap.com/bcaa-newengland/dates/Aug-01-2014_at_0500PM

DRIVING DIRECTIONS:

BY CAR:

1. From I-95 North (Boston, Massachusetts)

- From I-95 North, keep right on I-295 N, follow signs for S. Portland/Downtown Portland.
- Take exit 5 for ME-22 E and follow signs for Maine 22/ U.S. 1 Alternate.
- Keep right and merge onto Fore River Pkwy.
- Turn left onto Thompson's Point.

2. From Portland International Jetport: 1001 Westbrook Street, Portland, Maine

- Head northeast on Johnson Road toward City Line Drive.
- Continue straight onto Congress Street.
- Turn right onto Fore River Parkway.
- Take first right onto Thompsons Point.
- Arrive at Thompson's Point.

3. From Portland's Downtown District: 549 Congress Street, Portland, Maine

- Head southwest on Congress Street toward Forest Avenue.
- Take first right on Forest Ave.
- Slight right to merge onto I-295 S/ U.S. 1 S toward South Portland
- Take exit 5A toward ME- 22/ U.S. 1 Alternate/ Congress St.
- Keep left at fork and follow signs for Portland/Waterfront/Casco bay/Fore River.
- Continue straight onto Thompsons Point
- Arrive at Thompson's Point.

HELPFUL SITES

Beer Camp Across America
Portland, Maine city website
Public Transportation website
Portland Downtown District website
Downtown Portland parking garages

<http://beercamp.sierranevada.com/>
<http://www.portlandmaine.gov/>
<http://www.portlandmaine.com/getting-around/transportation/>
<http://www.portlandmaine.com/>
http://en.parkopedia.com/parking/portland_me/



STAYING AWHILE?

So you want to keep the party going? Or you came in from afar? Hey, thanks for making the trek! Don't forget, lots of tasty options will be available at the festival, but for before and after see what the locals and others have to say about some spots nearby:

HOTELS

Hilton Garden Inn Portland Downtown Waterfront (207) 780-0780

Holiday Inn By the Bay (207) 775-2311

Hyatt Place Portland-Old Port (207) 775-1000

Portland Harbor Hotel (207) 775-9090

Portland Regency Hotel (207) 774-4200

Westin Portland Harborview Hotel (207) 775-5411

Eco Friendly Hotel Options in Portland Maine:

Village Cove Inn, Kennebunkport (207) 967-3993

Nonantum Resort, Kennebunkport (207) 967-4050

Courtyard by Marriott Portland Airport, South Portland (207) 253-5005

The Kennebunk Inn, Kennebunk (207) 985-3351

Additional Hotel Options in Downtown Portland: <http://directory.portlandmaine.com/travel/hotels/2786/>

Campgrounds (within 15 miles of Thompson Point, Maine):

1. Wassamki Spring Camping Area: 56 Saco Street - Scarborough, ME 04074 (207) 839-4276
2. Wild Duck Campground: 39 Dunstan Landing Road- Scarborough, ME 04074 (207) 883-4432
3. Cascadia Park: 911 Portland Road- Saco, ME 04072 (207) 282-1666
4. Bayley's Camping Resort: 275 Pine Point Road- Scarborough, ME 04074 (207) 883-6043.

VISIT PORTLAND: <http://www.visitportland.com/>

HOTELS AND RESTAURANTS NEAR THOMPSON'S POINT:

<https://maps.google.com/maps?q=Hotels+and+Restaurants&sll=43.652485,-70.291988&sspn=0.010076,0.022724&near=Thompsons+Point,+Portland,+ME+04102&geocode=CQ:9B97UNO:SFYUVmgId7G3P-ymjrXua-ZuyTDFacSkRAuKP2A&hq=Hotels+and+Restaurants&t=m&z=9>

SIERRA NEVADA BEER LOCATOR: <http://www.sierranevada.com/beer-locator?brand=all&miles=10&Zip=04101>



BREWERS LIST

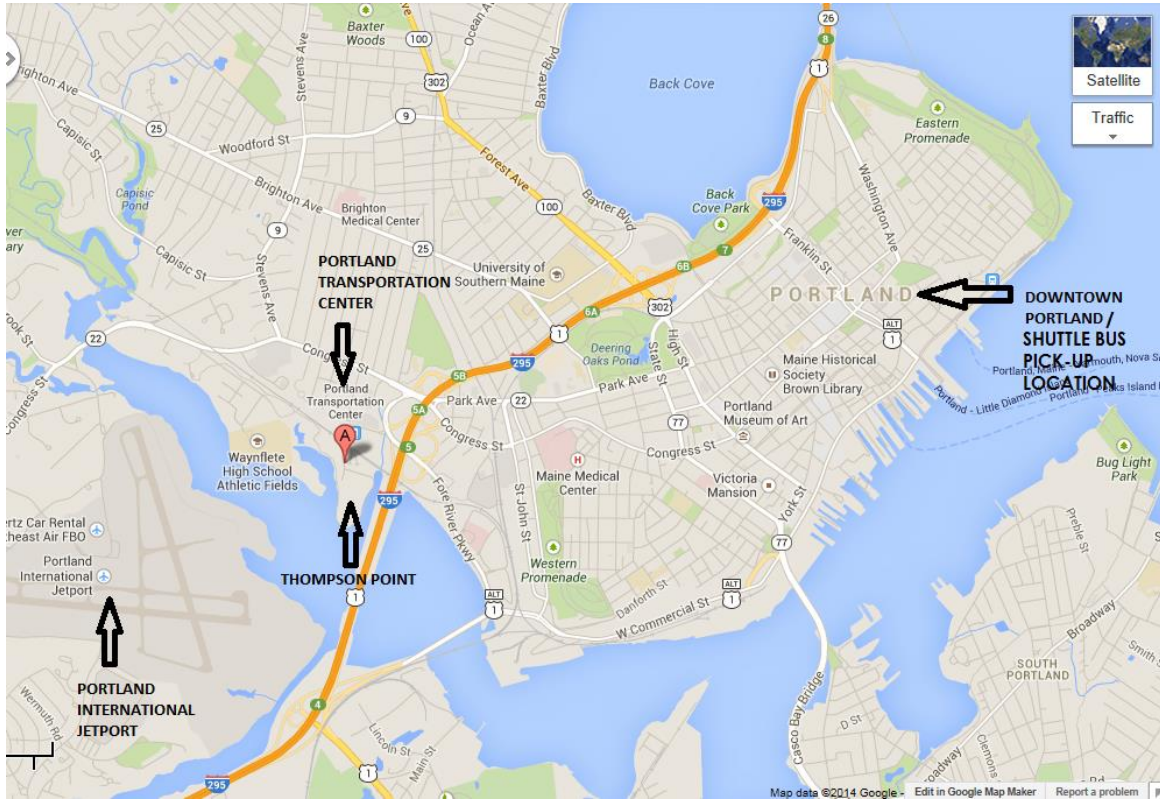
Smuttynose Brewing Co.
Tuckerman Brewing Co
Moonlight Meadery LLC
White Birch Brewing
Boothbay Craft Brewery
One Love Brewery @ 7th
Settlement
Sheepscot Valley Brewing Co.
Olde Burnside Brewing
Lost Nation Brewing
Narragansett Brewing Company
BAXTER BREWING COMPANY,
LLC
Northern Outdoors dba
Kennebec River Brewery
Relic Brewing Co
Geaghan Brothers Brewing
Company
Sackets Harbor Brewing
Company
Shipyards Brewing Co., LLC
Amherst Brewing Co.
Two Roads Brewing Company
Yonkers Brewing Co.
7th Settlement Brewery
Gneiss Brewing Company
Banded Horn Brewing
Company
Oxbow Brewing Co
FUNKY BOW BREWERY AND
BEER CO.
Foundation Brewing Company
Bigelow Brewing Company
Federal Jack's
Sea Dog Brewing Company
Gritty McDuff's Brewing Co
Rising Tide Brewing Company
Samuel Adams
Strong Brewing Co.
Harpoon Brewery
Sebago Brewing Co
Maine Mead Works
Moustache Brewing Co.
SoMe Brewing Company
Marshall Wharf Brewing Co

Barrage Brewing Company LLC
Long Trail Brewing Company
Otter Creek Brewing
Black Bear Brewery
BISSELL BROTHERS
Magic Hat Brewing Company
Throwback Brewery LLC
Penobscot Bay Brewery
Brooklyn Brewery
Newburgh Brewing Company
603 Brewery
Rushing Duck Brewing
Company
Willimantic Brewing Company
Watch City Brewing Company
Switchback Brewing Company
Pretty Things Beer & Ale Project
Geary Brewing Co.
Foolproof Brewing
Maine Beer Company
High and Mighty Beer CO
Atlantic Brewing Company
Lively Brewing
Rock Harbor Brewing Co.
Earth Eagle Brewings
Bunker Brewing Co
CH Evans Brewing Co
Cottrell Brewing
Monhegan Brewing Company
Thomas Hooker Brewing Co
Ipswich Ale Brewery
RiverWalk Brewing Company
Proclamation Ale Company
Woodstock Inn Brewery
Zero Gravity Craft Brewery
Back East Brewery
The Run of the Mill Public
House & Brewery
Battle Road Brewing Company
Martha's Exchange
The Liberal Cup
Moat Mountain Brewing Co.
Chatham Brewing, LLC
Stoneface Brewing Co
Andrew's Brewing Co.

Newburyport Brewing Company
Covered Bridge Craft Brewery,
LLC
Black Hog Brewing Co
Mayflower Brewing Company
In'finiti Fermentation &
Distillation
Tap Brewing Company
Somerville Brewing
Company/Slumbrew
ELM CITY BREWING
COMPANY
Southampton Publick House
Cambridge House Brew Pub
Shmaltz Brewery
Barreled Souls
Berkshire Brewing Company
Inc.
Flying Goose Brew Pub
Rockaway Brewing Company
Rare Form Brewing Company
Hop City Brewing Co.
The Traveler Beer Company
Clown Shoes Beer
Saint James Brewery
Wormtown Brewery
Crooked Ladder Brewing
Company
Cape Ann Brewing Company
Binghamton Brewing Co
Trinity Brewhouse
The Prodigal Brewery
Portsmouth Brewery
Peak Organic Brewing Co.
Hidden Cove Brewing Co.
Great Rhythm Brewing
Company
Austin Street Brewery
Aeronaut Brewing Co.
Pennesseewassee Brewing Co.,
LLC
Idle Hands Craft Ales
Shebeen Brewing Company

* Current at time of compiling, subject to change

MAP OF VENUE THOMPSON'S POINT



MAP OF SHUTTLE BUS PICKUP/DROP-OFF LOCATION



MAP OF METRO ROUTE #5- PORTLAND TRANSPORTATION CENTER (PTC)

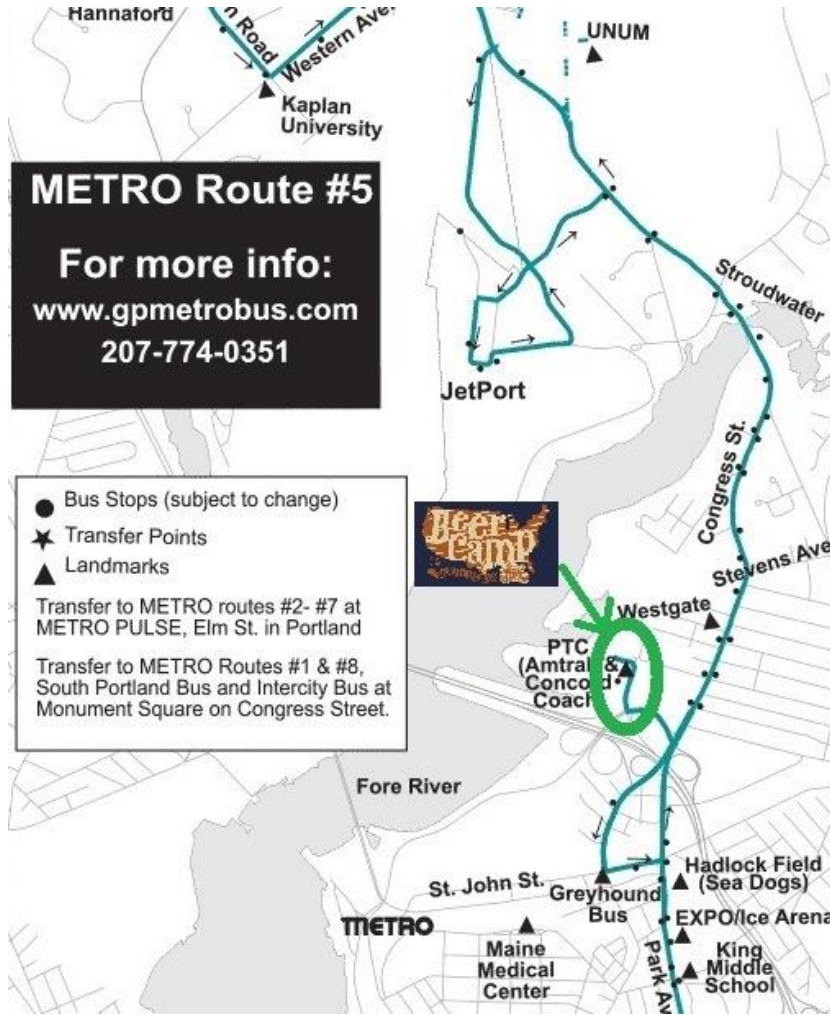


Exhibit B: Town Square Media Clash Bash Website



HOME ON-AIR LISTEN PLAYLISTS EVENTS Q INSIDER SEIZE THE D

TRENDING: SPIRIT OF PORTLAND 2015 | MSTY HALLOWEEN CONTEST | PRO FOOTBALL PICK 'EM | LOCAL EXPERTS | Q

Directions To The Clash Bash & BBQ



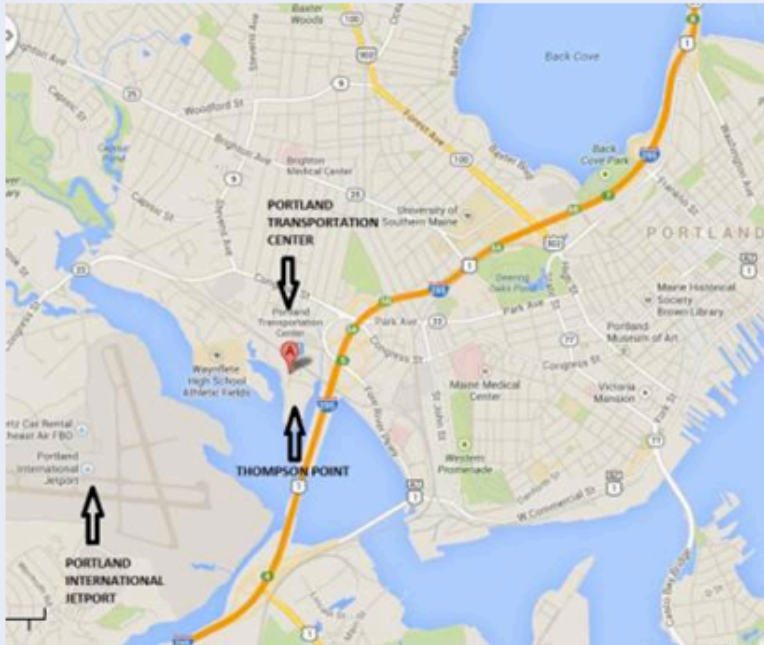
By Jeff Parsons August 1, 2014 1:08 PM



Share on Facebook



Share on Twitter



Thompson's Point is located directly behind the Portland Transportation Center off of outer Congress Street and easily accessible from 295.

Drive by car and park on site

Take the Amtrak Downesater www.amtrak.com

Call a Taxi

Elite Taxi: (207) 871-7274

Family Taxi: (207) 615-9353

ASAP Taxi: (207) 791-2727

NO MATTER WHAT, PLEASE BE SURE YOU HAVE A DESIGNATED DRIVER.

DRIVING DIRECTIONS

From Portland's Downtown District

a. Head southwest on Congress Street toward Forest Avenue

Exhibit C: Summer Session: Maine Brewers' Guild Website

Summer Session: Maine Brewers' Guild 2015 Beer Festival

Maine Brewers' Guild
Saturday, July 25, 2015 from 1:00 PM to 5:00 PM (EDT)
Portland, ME

Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
VIP Session (inc.'s general admission)	Ended	\$60.00	\$3.99	Sold Out
Designated Driver	Ended	\$20.00	\$1.99	N/A
Day Of Event General Admission more info	Ended	\$55.00	\$3.74	N/A

[Enter promotional code](#)

Share Summer Session: Maine Brewers' Guild 2015 Beer Festival

[Share](#) [Tweet](#) [Like](#) 1,066 people like this. [Sign Up](#) to see what your friends like

Event Details

**UPDATE: 11:13AM Saturday July 25th -
this event is SOLD OUT.
No tickets will be available at the door.
We hope to see you next year**

The Maine Brewers' Guild is slated to be the biggest brewfest in Maine and your best chance to try Maine's best beers. Summer Session is the only brewfest run by and in support of the Maine craft beer industry - we know what beer fans love, and we want to share our love of beer with you while creating the perfect festival environment. So come join us in the vast expanse of Thompson's Point waterfront venue in Portland - outdoors and under the sun for our annual **Maine Brewers' Guild festival - Summer Session 2015** on Saturday July 25th, from 1-5PM, with a VIP session starting at noon.

TICKETS: \$45/ general admission, \$60/ VIP (limited qty available), \$55/ Day of Event (general admission only).

All tickets include unlimited beer samples from all breweries, souvenir taster glass, access to beer school classes, live music. Food available for purchase from a huge variety of food trucks.

What makes our festival so awesome? We're glad you asked...

- **BEST BEER IN MAINE** - Maine's best brewers will be showcasing their wares from all across the state.
- **GUEST BREWERIES** - For the first time, we're doing an invitational format - our Maine brewers have invited their friends from out-of-state breweries so we'll have beers on tap that you've never tried, from breweries who don't normally sell their beer in Maine.
- **LIVE MUSIC** - we'll jam out to music from the Maine Marimba Ensemble and Down East Soul Coalition - but we'll keep it far enough away from the beer so you can still interact with the brewers and ask your questions.
- **PLENTY OF SPACE** to spread out - Thompson's Point is acres and acres of waterfront land. No crowded gymnasiums here.
- **LAWN CHAIRS WELCOME** - we want you to get comfortable, so bring your lawn chairs, picnic blankets, cornhole set, and make a day of it!
- **BEER SCHOOL CLASSES** - Learn from Maine's brewers in short, 10-15 minute 'classes' within the brewfest discussing all sorts of topics related to beer and brewing and giving you the chance to ask those burning questions and learn from the pros. No registration required. (list of classes is below)
- **The 1ST ANNUAL 'HOMEGROWN BEER' COMPETITION** - sponsored by Maine Malt House - over 15 brewers will be brewing a beer made with Maine grown grains malted in Maine Malt House's brand new facility in Mapleton, ME. All attendees will have the chance to try them all and vote on your favorite to see which brewery will take home the trophy! #DrinkLocal
- **FOOD TRUCKS** - They'll be there and ready to serve you, from the beginning to the end - so bring an appetite! Participating trucks include: Fishin' Ships, Hella Good Tacos, Love Kcupcakes, Pizza Pie on the Fly, The Sophisticated Sausage, Squeeze ME, The Roast, and PB&ME.
- **SUPPORTS YOUR LOCAL CRAFT BEER COMMUNITY** - Proceeds from our brewfest benefit the Maine Brewers' Guild in their work to promote and protect craft beer. (We're the people who changed the laws so brewers could pour their own beer at these festivals!) This is our biggest event of the year and the primary fundraiser for our nonprofit. Drink beer in support of beer!
- **TIME TO CATCH YOUR BREATH** - Although we'll have to stop serving beer at 5PM, you'll be welcome to hang out till around 6PM, grab a bite to eat from one of the food trucks, and take in the beauty of an evening on the water in Portland surrounded by thousands of your closest friends.
- **PUBLIC TRANSPORT** - We're working to figure out ways to get you to and from the festival safely. And if you're coming from Boston, the bus or trains heading into Portland will drop you right to the festival site. (The event is right behind the Amtrak and Concord Coach station). We'll also coordinate in-town Portland pick ups via public transport.

POURING AT THIS FESTIVAL:

Exhibit D: State Theatre Presents concert website

Inbox (12) - mccrae@stat: x State Theatre Portland » 1 x

www.statetheatreportland.com/thompsons-point/

entry or ask visitors to leave at any time. Please don't do anything to make us make you leave.

P PARKING

PLEASE NOTE: There is onsite parking for a limited number of cars. Advance onsite parking is available to purchase online through Ticketmaster for \$20 per vehicle. If available day of show, parking will be \$20 (CASH ONLY) upon entrance to site. Please call (207) 956-6000 for more info. [CLICK HERE to purchase parking online.](#)

What are we excited about? Thompson's Point is within walking and biking (and kayaking!) distance from downtown Portland. And hey, we are even connected to the **Portland Trails** system: <http://trails.org/our-trails/fore-river-parkway-trail/>

There will also be parking at **Mercy Hospital Fore River Campus** (after 5pm only), 195 Fore River Pkwy #100, Portland, ME. Free. From here it's an easy walk to the concert site.

Public Transportation

Public Transportation website: www.portlandmaine.com/getting-around/transportation

Concord Coach Lines: Concord Coach Lines serves points in New Hampshire and Maine to Boston South Station and Boston's Logan International Airport. www.concordcoachlines.com

The Downeaster: The Downeaster operates daily round trips between Brunswick, ME, and Boston, MA. Remember - the train station is only ¼ mile away from the concert site. **BONUS!** www.amtrakdowneaster.com

METRO Greater Portland Transit District bus: METRO Greater Portland Transit District bus provides nine safe, efficient, and reliable routes throughout the greater Portland region. METRO Route #5 stops at the Portland Transportation Center (PTC) located adjacent to Thompson Point (map of drop-off location can be found at the end of the guide). Also visit: <http://gpmetrobus.net/>

DRIVING DIRECTIONS:

1. From I-95 North (Boston, Massachusetts)

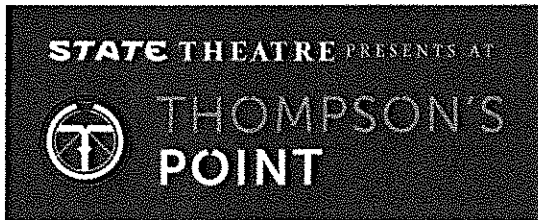
From I-95 North, keep right on I-295 N, follow signs for S. Portland/Downtown Portland. Take exit 5 for ME-22 E and follow signs for Maine 22/ U.S. 1 Alternate. Keep right and merge onto Fore

Exhibit E: State Theatre Presents parking and transit email to ticketholders

McCrae Hathaway

From: State Theatre <concerts@statetheatreportland.com>
Sent: Monday, June 22, 2015 11:48 AM
To: lauren@statetheatreportland.com
Cc: mccrae@statetheatreportland.com
Subject: Test Send - Info regarding Ingrid Michaelson at Thompson's Point

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



10 Thompson's Point, Portland, ME
June 19, 2015



We are so excited to celebrate our very first show at Thompson's Point outdoor venue with Ingrid and YOU. Here is some helpful info for you as you start making your plans for June 28.

The concert venue at Thompson's Point is located on the southern tip of "The Point"- the peninsula of land (and new lawn!) that juts out into the Fore River. When you arrive on TP, whether by car or by foot, follow the signs (and throngs of people) to the entrance gates.

Please note: All 2015 shows are General Admission events.

WHAT DO I NEED TO KNOW?

AGES

Thompson's Point is an ALL AGES venue. Children 2 and under are free.

REFUNDS

There are no refunds or exchanges on any tickets on any events unless an event is cancelled or postponed.

BOX OFFICE / CREDIT CARDS

While cash is king, we will accept credit cards at the box office – which will be located right next to the entrance gates. **CASH ONLY at concessions.** There will be ATMs on site.

PARKING

There is onsite parking for a limited number of cars. Advance onsite parking is available to purchase online for \$20 per vehicle. If available day of show, parking will be \$20 (**CASH ONLY**) upon entrance to site. Please call (207) 956-6000 for more info.

CLICK HERE to purchase parking online in advance.

RE-ENTRY

There will be no re-entry once your ticket has been scanned.

FOOD

There will be plenty of food available. We have hand-picked some of the best food trucks and vendors in Maine to fulfill any craving.

ALCOHOL

We are proud to serve draft beer selections from Shipyard Brewing Company and Sierra Nevada Brewing Co. as well as selections from Baxter Brewing, Deep Eddy Vodka, Cellar Door Winery and Downeast Cider (gluten free!) throughout the concert at our main concessions area under "The Depot". Please remember – if you are 21+ and plan on enjoying an alcoholic beverage, don't forget your government issued ID. **PLEASE NOTE: ALL BARS ARE CASH ONLY.**

ATM

We will be providing ATMs on site... just in case that first visit to the food truck wasn't enough, or you need to get that extra t-shirt for a friend.

SMOKING

There is a strict no-smoking policy at Thompson's Point.

ADA SEATING

ADA seating will be made available by request when you arrive at Thompson's Point.

Parking is available for guests with disabilities including a drop-off location near the entrance. Van accessible parking spaces are located near the entrance. These spaces are well-marked and are monitored by our staff. Please remember that all vehicles must display state-issued accessible parking tags or placards to park in these spaces.

The entrance to the venue is at street level. There are no steps or ramps to maneuver in and out of the entrances however there is a large portion of lawn between the entrance and the ADA seating section.

For more information on ADA seating at Thompson's Point, please call the State Theatre at 1-207-956-6000.

BE PREPARED FOR THE WEATHER – THE SHOW WILL GO ON RAIN OR SHINE

Thompson's Point is on the Fore River and it's still New England- it has the potential to be very hot or cool even in the summer. Prepare yourself. Wear a hat, breathable clothing, apply sunscreen. Hey – bring a raincoat! Be sure to check the weather before you travel to Thompson's Point. Plan ahead. Layers, people!

STAY HYDRATED!

Drink water. Lots of water. Dehydration causes unhappiness and we don't want that.

WHAT AND WHAT NOT TO BRING:

YOUR TICKET or ID FOR WILL CALL TICKETS

Please bring a printed copy of your ticket to ensure a quick entry into the show. If you are picking up your tickets at will call, please bring your ID to our will call window at the box office next to the entrance gates to pick up your tickets.

YOUR I.D.

If you have to pick up your ticket at will-call or plan on drinking any alcohol, bring your driver's license, passport or any other government issued photo I.D. and you'll be good to go!

THESE THINGS MIGHT ALSO HELP YOU AND ARE OK TO BRING:

SMALL beach or soft camp chairs

(NOTE: Out of respect for fellow concert-goers, chairs must be low profile, beach-style - legs no higher than 4" off of the ground and chair backs no higher than 27" off the ground)

Blankets or beach towels

Security reserves the right to redirect chair and blanket placement for the comfort and safety of patrons.

Hats (one hat per head probably a good formula), sunglasses, sunscreen, raincoat or poncho, a Color Me Badd CD, valid driver's license for will-call and/or to drink alcohol, a jacket, two thumbs up.

THERE ARE A FEW THINGS YOU NEED TO LEAVE BEHIND (and not limited to):

To ensure a safe and awesome event for everyone, bags will be checked upon entry for the following (in other words, please don't bring these so we can let you in right away): Pets, outside food & drink, glass bottles, cans or coolers, alcoholic beverages, illegal or illicit substances of any kind, weapons (including ninja stars), fireworks, umbrellas, professional photo/audio/video equipment, glow sticks or wands, laser pointers, a bad attitude.

Thompson's Point and the State Theatre reserve the right to deny entry or ask visitors to leave at any time. Please don't do anything to make us make you leave.

 PARKING

PLEASE NOTE: There is onsite parking for a limited number of cars. Advance onsite parking is available to purchase online through Ticketmaster for \$20 per vehicle. If available day of show, parking will be \$20 (CASH ONLY) upon entrance to site. Please call (207) 956-6000 for more info. **CLICK HERE to purchase parking online.**

What are we excited about? Thompson's Point is within walking and biking (and kayaking!) distance from downtown Portland. And hey, we are even connected to the **Portland**

Trails system: <http://trails.org/our-trails/fore-river-parkway-trail/>

There will also be parking at **Mercy Hospital Fore River Campus** (after 5pm only): 195 Fore River Pkwy #160, Portland, ME. Free. From here it's an easy walk to the concert site.

 PUBLIC TRANSPORTATION

Public Transportation website: www.portlandmaine.com/getting-around/transportation

Concord Coach Lines: Concord Coach Lines serves points in New Hampshire and Maine to Boston South Station and Boston's Logan International Airport: www.concordcoachlines.com

The Downeaster: The Downeaster operates daily round trips between Brunswick, ME, and Boston, MA. Remember – the train station is only ¼ mile away from the concert site. **BONUS!** www.amtrakdowneaster.com

METRO Greater Portland Transit District bus: METRO Greater Portland Transit District bus provides nine safe, efficient, and reliable routes throughout the greater Portland region. METRO Route #5 stops at the Portland Transportation Center (PTC) located adjacent to Thompson Point (map of drop-off location can be found at the end of the guide). Also visit:<http://gpmetrobus.net/>



Pedicab: Want someone else to pedal you up to the site? Call Maine Pedicab for a ride. Park in a garage downtown and get picked up in style. Don't forget they work for tips only so it's pay what you want! Call (207) 430-7011 to get to the festival in style.

DRIVING DIRECTIONS:

1. From I-95 North (Boston, Massachusetts)

From I-95 North, keep right on I-295 N, follow signs for S. Portland/Downtown Portland. Take exit 5 for ME-22 E and follow signs for Maine 22/ U.S. 1 Alternate. Keep right and merge onto Fore River Pkwy. Turn left onto Thompson's Point.

2. From Portland International Jetport: 1001 Westbrook Street, Portland, Maine

Head northeast on Johnson Road toward City Line Drive. Continue straight onto Congress Street. Turn right onto Fore River Parkway. Take first right onto Thompson's Point. Arrive at Thompson's Point.

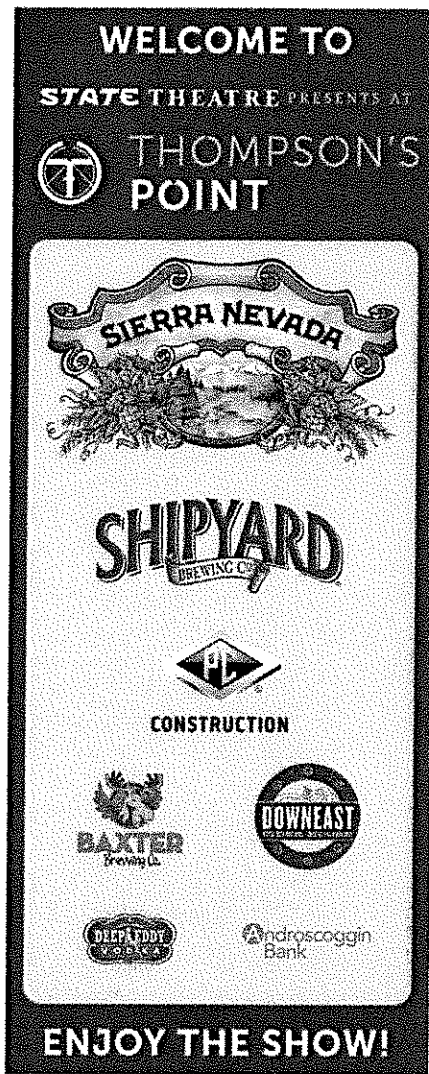
3. From Portland's Downtown District: 549 Congress Street, Portland, Maine

Head southwest on Congress Street toward Forest Avenue. Take first right on Forest Avenue. Slight right to merge onto I-295 S/ U.S. 1 S toward South Portland. Take exit 5A toward ME- 22/ U.S. 1 Alternate/ Congress Street. Keep left at fork and follow signs to Thompson's Point.

CLICK HERE to enter driving directions on Google Maps.

For any other questions, please call (207) 956-6000 or email us at info@statetheatreportland.com

See you at the show!



BOX OFFICE

Buy tickets online at www.statetheatreportland.com, by phone at 1-800-745-3000 or in person at the State Theatre box office, Fridays 10am-2pm. The Thompson's Point box office is open one hour before doors night of show.



This email was sent to lauren@statetheatreportland.com by State Theatre, 609 Congress Street, Portland, Maine 04101. You are receiving this email advertisement because your email address was used for a ticket purchase or you signed up via our website.

[Update your profile & modify subscriptions](#) | [Unsubscribe](#) | [Contact Us](#)

Exhibit F: State Theatre Presents email capture statistics

Name

TP Info

From

State Theatre

concerts@statetheatreportland.com

Subject

Info regarding Ingrid Michaelson at Thompson's Point

Segment

Ingrid Buyers

Overview

63.1 %

(495) Opens

12.9 %

(101) Clicks

0.4 %

(3) Bounces

0.1 %

(1) Unsubscribes

Delivery

99.6 %

Delivery Rate

785

Sent

782

Delivered

Opens

63.1 %

Total Opens

495

Unique Opens

287

Did Not Open

Clicks

12.9 %

Net Click Through Rate

149

Total

101

Unique

Links

Clicks

Click Through Rate

1

parking

<http://www.ticketmaster.com/thompsons-po...>

44



5.6%

2

ingrid

<http://www.statetheatreportland.com/even...>

26



3.3%

3

<http://www.ticketmaster.com/Thomps>

<http://www.ticketmaster.com/Thompsons-Po...>

15



1.9%

4

maps

<https://www.google.com/maps/dir/43.6497...>

12



1.5%

5

<http://www.statetheatreportland.com>

<http://www.statetheatreportland.com?cam...>

9



1.1%

6

View as a Web Page

<http://view.tmclient.ticketmaster.com?}...>

7



0.9%

7

<http://www.statetheatreportland.com>

5



0.6%

Exhibit G: Transportation Demand Management Surveys



Transportation Demand Management Survey

Date:

From: Sue Santerre, Thompson's Point Development Company

To: [Tenant]

On behalf of our team, I would like to welcome you to Thompson's Point! We are excited to have you join us in this dynamic mixed-use project. As a transit-oriented development, we are eager to do what we can to encourage the use of alternative forms of transportation. While use of Single Occupant Vehicles (SOVs) continues to be necessary for many of our tenants, visitors, and guests, we are nevertheless interested to work together as a community of businesses to find other ways of getting people to and from the Point. My role is to help further these goals. Our team will help coordinate and promote rideshare opportunities; use of AMTRAK and Concord Coach lines; METRO bus; and U Car Share/Uber; monitoring parking usage in conjunction with parking management; monitoring parking usage in conjunction with parking facility management; coordinating event scheduling; encouraging greater use of bicycling, walking, and bus-based transit; and convening meetings of decision-makers representing the tenants/users at Thompson's Point, who will assist the coordinator in facilitating these overall goals.

To help me better understand your company's needs, I would be grateful if you would distribute the enclosed survey to your employees and ask them to fill it out and return it to me at: sue@thompsonspointmaine.com at their earliest opportunity. If you have any questions or would like to set up a time to discuss, please do not hesitate to contact me.

Yours sincerely,

Sue Santerre

Transportation Demand Management Coordinator

Question	Yes	No	Response
Do you drive to work?			
If so, do you drive alone?			
If not, how many ride with you?			
If you ride alone, would you consider carpooling?			
Have you used Uber?			
Have you used Uber to get to/from work?			
If not, would you consider it?			
Do you take METRO to work?			
If so, how often?			
If not, why not?			
If not, what would make you consider taking METRO?			
How long is your commute to work?			
Do you ride a bicycle or walk to work?			
If so, how often?			
If not, why not?			
If not, would you consider riding a bicycle or walking to work if you had facilities (shower, bike racks, etc.) to make this a better experience?			
Are there any other comments you would like to offer as we consider how to facilitate better access to alternative transportation for Thompson's Point?			



Concert Transportation Demand Management Survey

Question	Yes	No	Response
Did you drive to the concert?			
If so, did you drive alone?			
If not, how did you get to the concert?			
Would you consider carpooling?			
Have you used Uber?			
Would you use Uber to travel to a concert with others?			
Have you taken the METRO bus?			
Would you take the METRO bus to a concert at Thompson's Point?			
If not, why not, and what could get you to consider taking METRO?			
Where did you travel from, and how long did it take you to get to the concert?			
If you drove, would you ever consider riding a bicycle or walking to a concert?			
Are there any other comments you would like to offer as we consider how to facilitate better access to alternative transportation to concerts at Thompson's Point?			