

New opportunities to engage patrons with BPL, and WGBH

- **Expanded Service Pilot, with beer and wine offerings**
- **Expanded Service Pilot, Patio service**

The Johnson building's renovation reimagined the library's role for the 21st century and created a place of gathering and community that is dynamic, welcoming, and vibrant. As the BPL continues to evolve its programs for residents and visitors, the Newsfeed Café aims to adapt its offerings in order to further complement the library's revitalized role as a cultural icon and to enhance patron experience and engagement. As a proud supporter of the BPL's mission for the past 8 years, TCA is honored to be an active participant in this exciting evolution.

Evolving cultural institutions

- In recent years, the Boston Public Library has increased patron engagement through non-traditional programs, such as the Courtyard Concert series, First Night activities, and the recent collaboration with Company One—which has turned the library lecture hall into a theater for a play. Such innovative programming has been taken up by similar institutions locally and across the country: the Library of Congress hosts classical music concerts and the Museum of Fine Arts, Boston offers gallery talks and activities that can be enjoyed with a glass of wine during First Friday events.

BPL as an evening destination

- Beer and wine service has been offered at The Courtyard Restaurant for the past 5 years, contributing to the restaurant's status as a top destination for afternoon tea in Boston. The Newsfeed Café proposes adding evening menu offerings, including beer and wine service, every day after 3pm and on Saturdays and Sundays after 1pm, in order to encourage BPL patron attendance after 4 pm. This would provide patrons of evening programs—both traditional (lectures, author talks) and non-traditional (theater and music performances)—with easy access to pre- or post-event dining. The partnership with Newsfeed Café and WGBH—which hosts creative evening events (e.g., Brainiacs and Brews)—presents an opportunity to engage a broader public and to establish the BPL as a destination for even more innovative public programs and events.



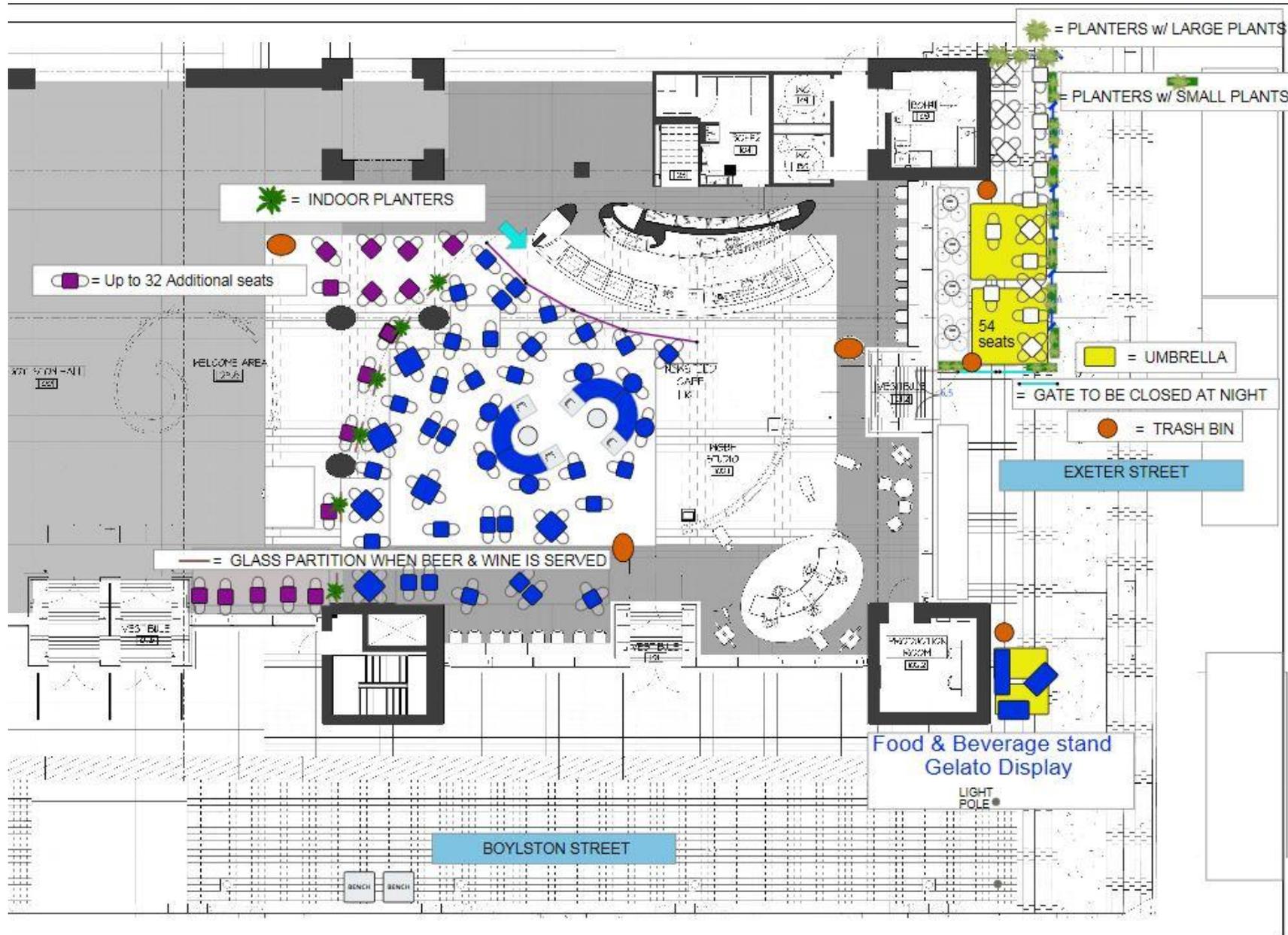
Beer & Wine service hours at the Newsfeed Café

**Monday-Thursday: 3pm–9pm
(8pm for the patio)**

Friday: 3pm–5pm

Saturday-Sunday: 1pm–5pm





Estimated timeframe for the victualer license amendment (2-6 months)

- This proposal has been vetted by WGBH
- BPL Board of Trustees vote
- City of Boston application followed by a public hearing
- Application to the NABB Licensing & Building Committee before the public hearing
- City of Boston transfers the amendment to ABCC after Licensing Department approval
- ABCC processes application for approval



Cable-connected planters with aromatic herb garden

Beer & Wine Service at Newsfeed Café and Patio Operations

Ordering and Serving Beer & Wine at the Newsfeed Café

- A manager or supervisor will be on site monitoring service and spaces.
- For outdoor seating, the service staff will greet and seat the guests. Orders for food and beverage will be taken tableside and delivered to the table by service staff.
- For indoor seating, food and beverage orders will continue to be placed at the counter. Orders will be handed at the counter to guests, who will carry to their table.
- All service staff and bartenders (both indoor and outdoor) will be TIPS certified and will follow all proper protocol (i.e., ID checked at the time of ordering, etc.).
- All beverages will be served by the glass in elegant disposable wares. Beer cans will be presented with a glass.

Area of Service

- Beer and wine service will be permitted within the indoor café space, whose boundary will be demarcated by planters alternating with glass partition wall panels. The glass panels and planters will be put in place just prior to the start of beer and wine service. Beer and wine service will also be offered on the Patio.



Partnership Highlights

The first six months of the Newsfeed Café partnership entailed collaborative endeavors related to BPL exhibitions, WGBH programs, and national and local events. These have included:

- ***Shakespeare Unauthorized*** - David Leonard and Jay Moschella were interviewed by Jared Bowen on Open Studio. The Newsfeed Café and The Courtyard Restaurant sold themed beverages.
- ***Sherlock (Masterpiece series)*** - A Facebook Live session with Rebecca Eaton, producer of Masterpiece, was broadcast from the studio. The BPL organized an Arthur Conan Doyle book display. The café created a Sherlock-inspired latte and launched a social media contest to name the drink.
- **Marathon weekend & One Boston Day** - WGBH broadcasted Boston Public Radio from the Studio on Marathon Day. Newsfeed Café offered a special menu of marathon snacks and beverages, developed with *How Was Your Run Today* hosts. TCA catered the One Fund breakfast and donated 5% of sales on One Boston Day to the Emerald Necklace Conservancy.
- ***Boston Public Radio*** - David Leonard and other library staff have appeared on the show. Newsfeed Café sells Jim and Marjorie sandwiches on every broadcast day and the Marty sandwich with the mayor's monthly appearance on the show.
- ***Hear at the Library*** - Library and café patrons interviewed on topical themes, with clips on WGBH website and on air. Some themes developed collaboratively (e.g. Inauguration).

Following these successes, the three entities are developing multidimensional programs for the future:

- **Music performances** - Classical and jazz performances in Newsfeed Café for spring/summer 2017.
- **Boston's immigrant communities** - A suite of programs and events around immigration—and linked to the library's 2017/2018 theme of social justice—will be offered by the BPL, the Leventhal Map Center, and the Newsfeed Café, along with potentially WGBH' collaboration for the fall 2017/spring 2018.

Current WGBH Schedule

Weekly

* *Boston Public Radio* live
(Tues and Fri, 11am–2pm)

Periodical

* *Hear at the Library* interviews

Occasional

* *The Scrum* (podcast)

* *How Was Your Run Today?*
(podcast)

* Facebook live panel
discussions and interviews

* *Beat the Press* (TV)

* *Design Squad* (Digital)