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## FOR IMMEDIATE RELEASE

### **Rec Hall partners with Green Street St. Louis to expand its operation to The Armory**

**ST. LOUIS** – (December 10, 2020)- Building upon its success as a “pop-up” in The Grove, Rec Hall (formerly known as RECESS), in partnership with Green Street St. Louis (“Green Street”), becomes the lead tenant in the historic Armory building with a Summer 2021 opening.

Rec Hall, a St. Louis Entertainment Venue, opened their first 50,000 square foot facility in a Green Street owned warehouse building located in The Grove in November 2019. The venue quickly became one of the most talked about recreation venues in the city and created a space for visitors to play corn-hole, bocce ball, ping pong, retro video games, giant jenga, and many more. With an average bill of only \$21, Rec Hall became an affordable and attractive entertainment option to people of all ages, races, sexes and income classes.

“Green Street is honored to be a part of Rec Hall’s success,” said Phil Hulse, Green Street Founder and CEO. “The creativity and entrepreneurial spirit of their team and business model resonates with our mission to ‘Make More Possible’.”

With just under 10,000 visitors per month shortly after opening and rapidly gaining a fan base ever since, Rec Hall quickly outgrew their limited space and looked to expand their footprint. The Armory building became an opportunity for Rec Hall to provide an initial 80,000 square feet of space for increased visitors and expanded services.

“The visual aesthetics and history of the Armory, its central location near St. Louis University and the new City Foundry STL development, along with the size and variety of activities provided, we believe, allows this venue to become a central gathering point for a wide demographic of people,” said Luke Wade, Partner and Marketing, Events and Technology Director for Rec Hall.

Rec Hall at the Armory will feature expanded tailgate/backyard game type offerings. Also included is a full bar, stage, multiple private event spaces, and a full kitchen. Eventually, the partnership intends to rehabilitate the entire building, expanding from 80,000 to 250,000 sq ft. The additional space will bring more games, a 25,000+ sq ft roof top bar, the tennis hall of fame, and enough space in the basement to host seasonal “pop-up” events.

Operating 7 days a week with a wide variety of activities (music, games, food, & drinks), the goal is to attract people from all demographics. The Friday/Saturday crowds generated eighty percent (80%) of the overall revenue in the initial location. In the new venue, Rec Hall plans to diversify and attract additional people with leagues/tournaments in soccer, pickleball, esports, cornhole, darts, ping pong, and more. Building on what one of the operating partners has done in Kansas City, the goal is to attract more people during the week by making this location a social, entertainment, and community gathering

spot for all people 18+. Additionally, this venue will have 3 private event spaces to host personal or corporate parties.

By hiring local staff, partnering with charities for fundraising events and collaborating with local sports teams, Rec Hall plans to be a hub of community engagement. A partnership with the National Guard recruitment centers and senior living communities would also further attract business.

“We are thrilled to honor the Armory’s past as an entertainment venue with the addition of Rec Hall,” said Kevin Morrell, Principal at Green Street St. Louis. “We’ve enjoyed working with HDA, our new architecture partner on designing the space to create something unlike anything else in our region. The Green Street Construction team is already at work setting the stage for us all to enjoy this coming summer”.

### **About Rec Hall**

Rec Hall is an experiential entertainment venue that combines your favorite games, food and drink together under one unique and engaging space. The business is a partnership between Chris Honstain, Luke Wade and Mark Musselman. Honstain is a co-creator of Recess, a pop-up bar in The Grove area of St. Louis, MO. Wade is the founder of KC Crew, a large network of recreational sports leagues in Kansas City, MO. Musselman, having served as an executive for the Kansas City Power and Light District as well as the general manager of refreshments at Arrowhead Stadium, has spent years in the food and beverage industry. The team plans to open multiple locations beginning with their St. Charles, MO operation.

**#letthegamesbegin.** To learn more, visit [www.rec-hall.com](http://www.rec-hall.com) and [www.armorydistrict.com](http://www.armorydistrict.com) .

### **About Green Street St. Louis**

Green Street St. Louis is an entrepreneurial, full-service real estate solutions provider. Green Street distinguishes itself through the application of sustainable design and building principles in the adaptive reuse of infill locations. With over 5 million square feet of development experience, Green Street utilizes its established experience to complete innovative real estate projects as an advisor, a developer, and as a property owner. Well known projects include Chroma [www.chromastl.com](http://www.chromastl.com), Hue [www.huestl.com](http://www.huestl.com), Urban Chestnut Brewery and Bierhall [www.ucbc.com](http://www.ucbc.com) , Rockwell Beer Company [www.rockwellbeercompany.com](http://www.rockwellbeercompany.com), and Sheet Metal Workers Local 36 [www.sheetmetal36.org](http://www.sheetmetal36.org).

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