

# Massachusetts Convention Center Authority (MCCA)

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## Business Plan

### FISCAL YEAR 2013

JOHANNA STORELLA

CHIEF FINANCIAL OFFICER

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## Executive Summary

### Mission statement

The Massachusetts Convention Center Authority's (MCCA) mission is to generate significant regional economic activity by attracting conventions, tradeshow, and other events to its world-class facilities while maximizing the investment return for the residents and businesses in the Commonwealth of Massachusetts.

### Strategic Goals, Action Steps and Performance Measures

Goal	Action	Measurement
<b>Support Job Growth through Economic Impact</b>	Attract events with high levels of economic impact	Amount of economic impact, tax benefits and jobs supported through activities
<b>Advance Education and Workforce Development for Middle Skill Jobs</b>	<p>1.1 Provide workforce education and training to special populations, including those seeking ABE/ESL</p> <p>1.2 Define and increase awareness of pathways that provide for an opportunity to attain additional education</p>	<p>Number of ESL programs provided and students participating; Incremental increase in English assessment scores;</p> <p>Number of students participating in tuition reimbursement programs and other industry specific educational programs and seminars</p>
<b>Support Innovation and Entrepreneurship</b>	<p>2.3 Make Government a leader in promoting the adoption of innovative technologies</p> <p>2.3 Increase awareness of innovation and entrepreneurship</p>	<p>Value of investments related to new technologies including mobile apps; Number of programs to promote digital display art</p> <p>Number of events hosted and economic impact generated in association with innovative, knowledge based regional industries</p>
<b>Increase Ease of Doing Business</b>	4.3.1 Assist with "ambassador" program	Develop qualitative "stories" regarding interactions between local industry and event clients, exhibitors and attendees in support of general economic development

<b>Address our Cost Competitiveness</b>	Identify non-traditional revenue streams to enhance financial model	Revenues generated through investments related to "entrepreneurial government" initiatives, including real estate repurposing and tourism investments
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**Additional Opportunities/Challenges for FY2013**