



Office of Performance Management Oversight (OPMO)

Massachusetts Convention Center Authority
FY2020 Report



Agency Mission

- **Mission:** The MCCA's 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.
- **Contribution to Partnerships for Growth:** The MCCA's 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.



Agency Goals

- **Agency Goal 1:** The MCCA will significantly increase the amount of economic impact, revenue, jobs and new business that major conventions deliver to the Commonwealth.
- **Agency Target for Goal 1:** # of events: 330 (70 citywide); # of roomnights: 764,000; # of attendees: 654,000; economic impact: \$960 million (please not the following: *Assumes 30% of MCCA attendees staying in Boston/Cambridge hotels book their lodging independently from the captured hotel block count. Tourism Economics, 2015. http://www.meetings-conventions.com/uploadedFiles/News/Breaking_News/Industry_Associations/Event-Room-Demand-Study.pdf
- **Results of Goal 1:** The MCCA estimates FY 2020 economic impact totaled \$730 million, driven by 580,000 attendance (310,000 economically meaningful) and 440,000 room nights. The MCCA essentially closed all its venues for business from mid-March through June, as a result of restrictions on large gatherings due to the COVID-19 pandemic. Prior to March the MCCA was having a strong fiscal year, and had been on track to meet or exceed the forecasted economic impact goals for the year.



Agency Goals

- **Agency Goal 2:** The MCCA is developing revenue generating initiatives to make our facilities more self-sufficient and less reliant on tourism tax revenue.
- **Agency Target for Goal 2:** \$74,945,345 in revenue, \$86,269,927 in expense, operating subsidy of \$11,324,583, which was a \$120K (1%) reduction from the pro-forma budget assumption for FY 2019.
- **Results of Goal 2:** With the loss of all business over the remaining 3.5 months of the year, and the housing of the Boston Hope COVID-19 Alternate Care Site facility at the Boston Convention & Exhibition Center (BCEC), the MCCA's operating performance was worse than original planning at the start of the year. The MCCA had been trending very favorably through February to easility meet or exceed this goal, but with the COVID-19 impacts the MCCA needed to revise its annual operating budget and ultimately rely on \$20.9 million for operating support.



Boston Convention & Exhibition Center

- **Program Description:** The Boston Convention & Exhibition Center is a world-class exhibition facility located in Boston's Seaport District. The building contains 516,000 square feet of contiguous exhibit space, 82 meeting rooms, 40,000-square-foot ballroom, and the most advanced convention technology in the industry, including free Wi-Fi access throughout the facility. The convention center is conveniently positioned directly across the harbor from Logan Airport, with airport transit time being only a few minutes via the Ted William Tunnel.
- **Program Budget:** \$38,696,786.04
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** N/A



Boston Convention & Exhibition Center

- **Fiscal Year Goal 1:** The BCEC will significantly increase the amount of economic impact, revenue, jobs and new business that major conventions deliver to the Commonwealth.
- **Fiscal Year Target 1:** # of events: 114 (24 citywide); # of room nights: 395,000; # of attendees: 440,000; economic impact: \$500 million
- **Results of Goal 1:** In FY 2020 the MCCA estimates that total BCEC economic impact was \$430 million, reflecting 450,000 attendees and 220,000 room nights. Through February the MCA was on track to meet or exceed its economic impact goal, however, all business was cancelled at the BCEC from mid-March through the rest of the fiscal year.
- **Fiscal Year Goal 2:** Increase our adjusted revenue per square foot figures
- **Fiscal Year Target 2:** \$0.47 per square foot
- **Results of Goal 2:** \$0.50 per square foot



Hynes Convention Center

- **Program Description:** The John B. Hynes Veterans Memorial Convention Center (Hynes) is located in the heart of Boston's beautiful and historic Back Bay neighborhood. The Hynes is an all-inclusive convention destination, directly connected to more than 3,100 hotel rooms, 200 shops and restaurants, and many other nearby conveniences.
- **Program Budget:** \$15,090,349
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** N/A
- **Fiscal Year Goal 1:** The Hynes will significantly increase the amount of economic impact, revenue, jobs and new business that major conventions deliver to the Commonwealth.
- **Fiscal Year Target 1:** # of events: 116 (22 citywide); # of room nights: 185,000; # of attendees: 225,000; economic impact: \$250 million
- **Results of Goal 1:** In FY 2020 the MCCA estimates that total Hynes economic impact was \$302 million, reflecting 128,000 attendees and 223,000 room nights.



Hynes Convention Center

- **Fiscal Year Goal 2:** Increase our adjusted revenue per square foot figures
- **Fiscal Year Target 2:** # of events: 114 (24 citywide); # of roomnights: 325,000; # of attendees: 450,000; economic impact: \$350 million
- **Results of Goal 2:** \$0.49 per square foot



MassMutual Center

- **Program Description:** The Mission of the MassMutual Center is to generate significant economic impact for the residents of Western Mass by providing high-quality facilities and services, recruiting and retaining the best staff, and creating a mix of entertainment and tourism activity that inspires residents and visitors to experience and enjoy Downtown Springfield and Western Mass. The MassMutual Center team recognizes the best way to fulfill our mission is by providing exceptional service to our clients and guests. Everyone from our sales and event managers to our service personnel and operations staff is committed to making every event a memorable and successful one. Our team is dedicated to making the MassMutual Center the venue of choice in the New England area.
- **Program Budget:** \$10,104,924.91
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** N/A



MassMutual Center

- **Fiscal Year Goal 1:** The MCCA will significantly increase the amount of economic impact increasing major events deliver to the Commonwealth.
- **Fiscal Year Target 1:** 217 Events
- **Results of Goal 1:** The MMC was only able to host 127 events in FY 2020, limited from holding events of any size by mid-March through the end of June.
- **Fiscal Year Goal 2:** Significantly increase MassMutual Center revenue
- **Fiscal Year Target 2:** \$5,672,676.14
- **Results of Goal 2:** \$4,244,710.19



Lawn on D

- **Program Description:** A first-of-its-kind outdoor interactive space in Boston, The Lawn On D Powered by Citizens Bank began as an experimental event landscape that brings together different communities, audiences and area residents for innovative programming and events in the epicenter of the South Boston Waterfront and South Boston neighborhoods. The Lawn On D is owned and operated by the Massachusetts Convention Center Authority (MCCA).
- **Program Budget:** \$1,027,006.52
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** N/A
- **Fiscal Year Goal 1:** The Lawn on D will increase the amount of events and new business that to deliver economic impact to the Commonwealth.
- **Fiscal Year Target 1:** 98 events
- **Results of Goal 1:** 71 (the MCCA was unable to open the Lawn on D for May or June events in lieu of restrictions on gatherings).



Lawn on D

- **Fiscal Year Goal 2:** Increase revenue per event for the lawn
- **Fiscal Year Target 2:** \$17,328.57
- **Results of Goal 2:** \$19,000.00



Boston Common Garage

- **Program Description:** Our spacious, state-of-the-art parking facility is located beneath Boston Common and provides clean, well-lit parking for 1,350 vehicles at an affordable price. Best of all, it's just a short walk to most of Boston's top attractions, including the State House, Beacon Hill, Back Bay, the Theater District, and the shops of Downtown Crossing.
- **Program Budget:** \$2,554,310.44
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** N/A
- **Fiscal Year Goal 1:** Experience only a slight decline in the average revenue per space-day as ride-sharing services continue to gain popularity.
- **Fiscal Year Target 1:** \$26.01
- **Results of Goal 1:** \$20.04; the Garage was impacted significantly by the COVID-19 pandemic over the last 3 and 1/2 months of the fiscal year, which reduced the total BCG annual revenues to the lowest level in over 10 years.



Boston Common Garage

- **Fiscal Year Goal 2:** Increase or maintain daily parking revenues compared to projected 2019 figures
- **Fiscal Year Target 2:** \$7,508,741.73
- **Results of Goal 2:** \$5,387,348; transient parking activity fell dramatically in April, May and June in what are typical heavy parking months as more people worked from home and their a dramatic fall in nightly/weekend visitors to Boston.