



Office of Performance Management Oversight (OPMO)

**Massachusetts Convention
Center Authority
FY2021 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:** By marketing Massachusetts as a leading destination for conventions and meetings, the MCCA helps bring key industry delegates, leaders and experts to our economy each year, particularly for those industries and clusters (life sciences, high technology, education) where Massachusetts is most globally competitive. Success can be measured by several outputs, including: jobs created/supported; total direct and indirect economic impact; room nights generated; and, total attendance.
- **Please Note:** The impacts of the COVID-19 pandemic, in particular due to the restrictions on size of gatherings, have been substantial to the MCCA.
- In preparing FY 2021 budget, goals and targets the MCCA has endeavored to forecast its business based on its latest assumptions related to COVID-19 restrictions. However, the present realities of the pandemic resulted in regular review and revisions to the following targets and forecast for the year. The effects of COVID-19 limited the MCCA's opportunities to host events with meaningful economic impact during FY 2021 and is reflected in our reported results.



Agency Goals

- **Agency Goal 1:** Generate or support jobs through direct and indirect economic impact of the MCCA's annual conventions and events and related activities.
- **Agency Target for Goal 1:** The MCCA will generate or support 2,100 jobs through economic activity from events and operations at its facilities. Key drivers of economic impact are 38,000 annual room nights and 79,000 attendees generated by events held at MCCA venues, equaling direct and total (including indirect) economic output of \$97 million and \$180 million, respectively.
- **Results of Goal 1:** The MCCA's venues in Boston were limited in event activities that generate economic impact in lieu of ongoing restrictions on gathering sizes. Most event customers elected to reschedule or cancel their events. The BCEC hosted one large event before the end of the year, while the Hynes was primarily used for alternate use purposes, most notably the COVID-19 vaccination site that operated from May 2021 into June 2021. In Springfield, the MassMutual Center hosted a number of events beginning in April, generating a total of 21,400 attendees and 725 room nights.



Agency Goals

- **Agency Goal 2:** Invest in the MCCA's assets to maintain state of the art venues and preserve the public's investments while creating jobs and spurring economic activity.
- **Agency Target for Goal 2:** For fiscal year 2021 the MCCA planned for \$28 million in capital projects and programs. MCCA estimates that the total annual job creation would be 215 jobs associated with this activity.
- **Results of Goal 2:** During fiscal year 2021 the MCCA expended \$22.8 million in capital projects and programs for an estimated \$39.0 million in economic impact and supporting 186 jobs.



Agency Goals

- **Agency Goal 3:** Invest in diverse suppliers through increased access and awareness of MCCA purchasing and budget programs.
- **Agency Target for Goal 3:** For fiscal year 2021, the MCCA anticipated a dramatic reduction in annual expenses, in line with the elimination of most annual event activity in its venue. However, the MCCA endeavored to meet or exceed its last full year results as percentage of discretionary expense (2019) for Minority-Owned Business Enterprise (MBE) Spending, Women-Owned Business Enterprises (WBE), and Veteran-Owned Business Enterprises.
- **Results of Goal 3:** The MCCA estimates that its FY21 spending on diverse suppliers totaled \$4.5 million out of the MCCA's discretionary budget of \$20.4 million, for a rate of 22%. This compares to a 24% percentage of discretionary spending in 2019. As noted above, during FY22 the MCCA curtailed its expenses substantially across discretionary and non-discretionary categories, and this effected has helped to reduce the annual result.



Boston Convention & Exhibition Center

- **Program Description:** Boston Convention & Exhibition Center
- **Program Budget:** \$9,302,906
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)



Boston Convention & Exhibition Center

- **Fiscal Year Goal 1:** The BCEC will contribute to the economy of the Boston region.
- **Fiscal Year Target 1:** Projected updates based on FY 2021 budget. Assumptions were for 53,000 attendees, 18,000 room nights, \$63 million in direct economic impact and \$109 million in total economic impact. This activity would support an estimate 1,180 jobs.
- **Results of Goal 1:** Given that the BCEC operated under restrictions during FY 2021, it hosted one large event, which generated 10,000 attendees and 9,300 room nights. The MCCA estimates the direct spending impact from the event was roughly \$4 million.
- **Fiscal Year Goal 2:** Generate or support jobs in the Commonwealth and maintain or invest in public assets through a capital projects program.
- **Fiscal Year Target 2:** FY 2021 adopted budget assumed \$17.3 million in capital projects spending, supporting 130 jobs.
- **Results of Goal 2:** During fiscal year 2021 the MCCA expended \$12.8 million in capital projects and programs for an estimated \$20.5 million in economic impact and supporting 96 jobs.



Hynes Convention Center

- **Program Description:** Hynes Convention Center
- **Program Budget:** \$3,648,547
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)



Hynes Convention Center

- **Fiscal Year Goal 1:** The Hynes will contribute to the economy of the Boston region.
- **Fiscal Year Target 1:** Projected updates based on FY 2021 budget. Assumptions were for 26,000 attendees, 20,000 room nights, \$34 million in direct economic impact and \$71 million in total economic impact. This would support 950 jobs.
- **Results of Goal 1:** During FY 2021 the MCCA did not host any events typically used to measure annual economic impact. All such events elected to reschedule or cancel their events in lieu of continuing restrictions on large gatherings. The MCCA was proud to host a number of alternative use purposes at the Hynes, most notably a COVID-19 vaccination site from March into June.
- **Fiscal Year Goal 2:** Generate or support jobs in the Commonwealth and maintain or invest in public assets through a capital projects program.
- **Fiscal Year Target 2:** FY 2021 adopted budget assumes \$266,000 in capital projects spending, supporting 2 jobs.
- **Results of Goal 2:** During fiscal year 2021 the MCCA expended \$629,000 in capital projects and programs for an estimated \$1.0 million in economic impact and supporting 14 jobs.



Boston Common Garage

- **Program Description:** Boston Common Garage
- **Program Budget:** \$8,580,326
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)



Boston Common Garage

- **Fiscal Year Goal 1:** Support the needs of the travelers to Boston, while also meeting budgeted revenue per space-day. This will likely be reduced due to the effects of the COVID-19 pandemic.
- **Fiscal Year Target 1:** FY 2021 budget assumed the BCG will support 222,000 daily parkers and an average monthly parker count of 1,200 parkers.
- **Results of Goal 1:** During FY 2021 the BCG hosted 156,000 daily parkers and an average monthly parker count of 810 parkers.
- **Fiscal Year Goal 2:** Generate or support jobs in the Commonwealth and maintain or invest in public assets through a capital projects program.
- **Fiscal Year Target 2:** FY 2021 adopted budget assumed \$9.0 million in capital projects spending, supporting 70 jobs.
- **Results of Goal 2:** During fiscal year 2021 the MCCA expended \$7.0 million in capital projects and programs for an estimated \$11.3 million in economic impact and supporting 53 jobs.



MassMutual Center

- **Program Description:** MassMutual Center
- **Program Budget:** \$1,178,154
- **Partnerships for Growth Goal Alignment:** Community
- **COVID – 19 Response:** (N/A)



MassMutual Center

- **Fiscal Year Goal 1:** The MassMutual Center will contribute to the economy of the Boston region, measured by event, attendance and room nights attributed to MMC-hosted events. Due to the pandemic and the circumstances of reopening this large venue, the economic contribution will likely be smaller than previous years, but still impactful.
- **Fiscal Year Target 1:** 20 Arena Events, 22 Convention Center Events, subject to reopening guidelines. Total estimated attendance is 64,000 with 1,500 room nights. Total jobs supported equal 129 projected for FY 2021.
- **Results of Goal 1:** In Springfield, the MassMutual Center hosted a number of events beginning in April, including 22 Arena events, generating a total of 21,400 attendees and 725 room nights. Total jobs supported equal an estimated 100 for FY 2021.
- **Fiscal Year Goal 2:** Generate or support jobs in the Commonwealth and maintain or invest in public assets through a capital projects program.
- **Fiscal Year Target 2:** FY 2021 adopted budget assumed \$1,400,000 in capital projects spending, supporting 11 jobs.
- **Results of Goal 2:** During fiscal year 2021 the MCCA expended \$161,000 million in capital projects and programs for an estimated \$225,000 million in economic impact and supporting 1 job.