



Office of Performance Management Oversight (OPMO)

**Massachusetts Convention
Center Authority
FY2022 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: with the lifting of restrictions on large gatherings the MCCA's venues will welcome hundred of thousands of attendees during fiscal year and host over 200 events in Boston and Springfield. It is generally expected that the meetings and convention industry –like the broader hospitality industry- will required multiple years to recover to pre-COVID levels of activity. MCCA projections are based on current assumptions of steady but moderate growth of event impact beginning in July 2021. The projections will need to be regularly revisited over the course of the fiscal year.**



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 **2,700 jobs** through economic activity from events and operations at its facilities. Key drivers of economic impact are 240,000 annual room nights and 370,000 attendees generated by events held at MCCA venues, equaling direct and total (including indirect) economic output of \$190-\$220 million and \$337-\$450 million, respectively.
- **Results of Goal 1:** FY 2022 proved to be considerably more successful than originally projected. The MCCA’s customers saw much sharper recoveries in room nights, attendance and exhibition rates. Total room nights were 365,000 and attendance was 523,000, resulting in direct spending and indirect economic impact of \$375 million and \$870 million, respectively. The MCCA estimates that this supported 3,900 direct jobs and over 5,400 when considering indirect and induced employment impacts. (Please note room nights includes estimated “outside the block” bookings, in which an estimate 30% of event attendees find housing outside of contract hotel offerings.)



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 2022 the MCCA plans for \$30 million in capital projects and programs. MCCA estimates that the total annual job creation will be 225 jobs associated with this activity.
- **Results of Goal 2:** The MCCA total capital projects spending in fiscal year 2022 was \$21.1 million, which generated an estimated 194 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 2022, the MCCA is anticipating it will continue to operate at budgeted levels meaningfully below pre-pandemic levels. Where possible, the MCCA will continue efforts to meet or exceed 15 percent (15%) of discretionary expense for Minority-Owned Business Enterprise (MBE) Spending, Women-Owned Business Enterprises (WBE), and Veteran-Owned Business Enterprises (VBE).
- **Results of Goal 3:** The MCCA estimates that it's total spending on MBE, WBE and VBE was 12% of total discretionary spending. During FY22 the MCCA's spending bounced back from lows during COVID-19, but expense controls were still in place for much of the year, which is expected to have reduced the amount of diverse supplier participation from pre-COVID levels.



Boston Convention & Exhibition Center

- **Program Description:** Boston Convention & Exhibition Center
- **Program Budget:** \$20,592,697
- **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 draft FY 2022 budget. Current assumptions are 200,000 attendees, 125,000 room nights, \$175 million in total economic impact. This activity will support an estimated 1,180 jobs.
- **Results of Goal 1:** In FY22 BCEC events generated 316,000 attendees and 246,000 room nights, which generated an estimated \$250 million in direct spending and total economic impact of \$590 million. Total jobs supported directly were 2,900 with 4,000 jobs supported when including indirect/induced effects.
- **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 2022 adopted budget assumes \$16.7 million in capital projects spending, supporting 110 jobs.
- **Results of Goal 2:** Total capital projects spending was \$15.3 million which supported 175 jobs.



Hynes Convention Center

- **Program Description:** Hynes Convention Center
- **Program Budget:** \$6,763,963
- **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 2022 budget. Current assumptions are 125,000 attendees, 75,000 room nights, and \$100 million in total economic impact. This will support 950 jobs.
- **Results of Goal 1:** MCCA hosted events at the Hynes generating 178,000 attendees and resulting in 118,000 room nights, including outside the block bookings. Total direct spending was \$94 million with total economic impact of \$238 million. This activity supported 970 jobs directly and 1,370 once accounting for indirect/induced effects.
- **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 2022 adopted budget assumes \$2.4 million in capital projects spending, supporting 20 jobs.
- Total capital projects spending was \$590,000, supporting an estimated 16 jobs.



Boston Common Garage

- **Program Description:** Boston Common Garage
- **Program Budget:** \$7,830,952
- **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 meaningfully reduced due to the effects of the COVID-19 pandemic.
- **Fiscal Year Target 1:** FY 2022 budget assumes the BCG will support 215,000 daily parkers and an average monthly parker count of 1,200 parkers.
- **Results of Goal 1:** The FY22 daily parker count at the BCG was 248,000. Average monthly parkers ranged in 900-1,000 level.
- **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 2022 adopted budget assumes \$455,000 in capital projects spending, supporting 3 jobs.
- **Results of Goal 2:** In FY22 total capital projects spending was \$106,000, which supported and estimated 1 job.



MassMutual Center

- **Program Description:** MassMutual Center
- **Program Budget:** \$4,571,620
- **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:** 92 Arena Events, 62 Convention Center Events, based on current draft FY 2022 budget. Total estimated attendance is 64,000 with 1,500 room nights. Total jobs supported equal 129 projected for FY 2022.
- **Results of Goal 1:** During FY22 the MassMutual Center hosted 102 Arena events, with attendance of 252,000 and hosted 88 Convention Center events, with attendance of 52,000. In total, these events generated 1,700 room nights. Total MCCA-funded activities supported an estimated 126 jobs, including indirect/induced, effect.
- **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 2022 adopted budget assumes \$5,800,000 in capital projects spending, supporting 45 jobs.
- **Results of Goal 2:** Total capital projects spending in FY 22 was \$1.8 million, generating 28 jobs.