



# Office of Performance Management Oversight (OPMO)

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**Massachusetts Convention  
Center Authority  
FY2023 Report**



# Agency Mission

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- **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.



# Agency Goals

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- **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 5,900 jobs through economic activity from events and operations at its facilities. Key drivers of economic impact are 554,000 annual room nights and 660,000 attendees generated by events held at the MCCA's Boston venues, equaling direct and total (including indirect) economic output of \$350-450 million and \$850-\$950 million, respectively.
- **Results of Goal 1:** Events held at the MCCA's Boston and Springfield facilities, and the operations of those facilities, generated or supported 7,900 jobs in FY23. In total, these events resulted in 620,000 room nights and 1.2 million attendees, equaling direct spending and total (including indirect) economic impact of \$570 million and \$922 million, respectively. PLEASE NOTE: The original Goal did not include economic impact for Springfield, however, the MassMutual Center's management team implemented a new economic impact policy and the MCCA is now able to include these amounts in the results for its statewide activities.



# Agency Goals

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- **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 2023 the MCCA plans for \$52 million in capital projects and programs. MCCA estimates that the total annual job creation will be 555 jobs associated with this activity.
- **Results of Goal 2:** In fiscal year 2023 the MCCA total capital projects spending was \$27 million, generating or supporting 325 jobs.



# Agency Goals

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- **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 2023, 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. The MCCA estimates that it will purchase goods and services with 20-30 firms that are certified as one or more of these classifications.
- **Results of Goal 3:** Based on its current estimates, the MCCA projects that its FY23 spending on certified diverse suppliers was \$5.8 million or 16% of its estimated discretionary expenditures. Please Note: The MCCA's final results are typically reported within the Commonwealth's annual report by the Supplier Diversity Office (SDO), which is anticipated to be available in spring 2024.



# Boston Convention & Exhibition Center

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- **Program Description:** Boston Convention & Exhibition Center
- **Program Budget:** \$28,950,207
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)



# Boston Convention & Exhibition Center

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- **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 2023 budget. Current assumptions are 430,000 attendees, 397,000 room nights, \$660 million in total economic impact. This activity will support an estimated 4,171 jobs.
- **Results of Goal 1:** Events at the BCEC in FY23 attracted 400,000 attendees and generated 422,000 room nights. This activity resulted in \$590 million in total economic impact and supported an estimated 5,160 jobs.
- **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 2023 adopted budget assumes \$14,879,754 million in capital projects spending, supporting 166 jobs.
- **Results of Goal 2:** Total capital projects expenses in FY23 was \$9.9 million, resulting in 107 jobs generated or supported.



# Hynes Convention Center

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- **Program Description:** Hynes Convention Center
- **Program Budget:** \$10,388,589
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)





# Hynes Convention Center

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- **Fiscal Year Goal 1:** The Hynes will contribute to the economy of the Boston region.
- **Fiscal Year Target 1:** Projected updates based on FY 2023 budget. Current assumptions are 230,000 attendees, 157,000 room nights, and \$320 million in total economic impact. This will support 1,750 jobs.
- **Results of Goal 1:** During FY23 events held at the Hynes generated 185,000 room nights with 119,000 attendees, resulting in \$257 million in total economic impact and supporting 2,400 jobs.
- **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 2023 adopted budget assumes \$4.7 million in capital projects spending, supporting 64 jobs.
- **Results of Goal 2:** During FY23 total capital projects spending was \$2.6 million, supporting 36 jobs.



# Boston Common Garage

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- **Program Description:** Boston Common Garage
- **Program Budget:** \$11,517,424
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)



# Boston Common Garage

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- **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 2023 budget assumes the BCG will support 260,000 daily parkers and an average monthly parker count of 1,200 parkers.
- **Results of Goal 1:** Transient/daily parkers totaled 248,000 during FY23, with an average monthly parker count estimated to be 1,100.
- **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 2023 adopted budget assumes \$650,000 in capital projects spending, supporting 17 jobs.
- **Results of Goal 2:** Total FY23 capital projects expenses at the BCG totaled \$240,000 and supported 12 jobs.



# MassMutual Center

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- **Program Description:** MassMutual Center
- **Program Budget:** \$5,172,938
- **Partnerships for Growth Goal Alignment:** Community
- **COVID – 19 Response:** (N/A)



# MassMutual Center

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- **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 2023 Target 1:** 92 Arena Events, 94 Convention Center Events, based on FY23 budget. Total estimated attendance is 311,838 with an estimated 6,500 room nights. Total jobs created equal 500 projected for FY23. Total FY23 Economic Impact Projection: \$42.5 million.
- **Results of Goal 1: Arena and convention events at the MassMutual Center resulted in \$57 million in direct economic impact during FY23, generating 14,400 room nights and 442,000 attendees. In total the MassMutual Center hosted 103 convention center events and 81 arena events.**
- **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 2023 adopted budget assumes \$28.8 million in capital projects spending, supporting 338 jobs.
- **Results of Goal 2: Total capital projects spending was \$9 million, generating or supporting 96 full time jobs.**