



Office of Performance Management Oversight (OPMO)

**Massachusetts Convention
Center Authority
FY2024 Planning Template**



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.



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 8,400 jobs through economic activity from events and operations at its facilities. Key drivers of economic impact are 683,000 annual room nights and 705,000 attendees generated by events held at the MCCA's Boston venues, equaling direct and total (including indirect) economic output of \$600 million and \$950 million, respectively.

Results of Goal 1: Events held at the MCCA's Boston and Springfield facilities generated or supported 8,924 jobs in FY24. These events resulted in approximately 684,800 room nights and 927,000 attendees, equaling direct spending and total (including indirect) economic impact of \$628 million and \$1.015 billion, respectively.



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 2024 the MCCA plans for \$81.4 million in capital projects and programs. MCCA estimates that the total annual job creation will be 1,020 jobs associated with this activity.

Results of Goal 2: In fiscal year 2024 the MCCA total capital projects spending was approximately \$55 million, generating or supporting 580 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 2024, 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's annual supplier diversity results are reported through the Massachusetts Supplier Diversity Office (SDO). The MCCA estimates that it will purchase goods and services with 20-30 firms that are certified as one or more of these classifications, supporting between 150 and 200 jobs directly and indirectly through these expenditures.

Results of Goal 3: The Authority's FY2024 spending with certified diverse suppliers was approximately \$13 million or 23.73% (combined MBE, WBE and VBE) of its estimated discretionary expenditures.



Boston Convention & Exhibition Center

- **Program Description:** Boston Convention & Exhibition Center
- **Program Budget:** \$42,099,368
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)
- **Fiscal Year Goal 1:** The BCEC will contribute to the economy of the Boston region.
- **Fiscal Year Target 1:** The Authority's budget will support an estimated 4,167 jobs, with current assumptions of 490,000 event attendees, 508,000 room nights, and \$635 million in total economic impact.
- **Results of Goal 1:** Events at the BCEC during FY2024 attracted 377,000 attendees and generated 508,000 room nights. This activity resulted in \$637 million in total economic impact and supported an estimated 5,772 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 2024 adopted budget assumes 269 jobs supported by \$21,353,909 million in capital projects spending.
- **Results of Goal 2:** Total capital projects expenses in FY24 was approximately \$13 million, resulting in 135 jobs generated or supported.



Hynes Convention Center

- **Program Description:** Hynes Convention Center
- **Program Budget:** \$12,033,871
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)
- **Fiscal Year Goal 1:** The Hynes will contribute to the economy of the Boston region.
- **Fiscal Year Target 1:** Supports 1,675 jobs based on FY 2024 budget, including assumptions of 210,000 event attendees, 176,000 room nights, and \$225 million in total economic impact.
- **Results of Goal 1:** During FY2024, events held at the Hynes generated 176,000 room nights with 114,000 attendees resulting in \$224 million in total economic impact, while supporting 2,204 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 2024 adopted budget supports 109 jobs through \$8.7 million in capital projects spending.
- **Results of Goal 2:** Total capital spending at the Hynes during FY24 was approximately \$9 million, supporting approximately 61 jobs.



Boston Common Garage

- **Program Description:** Boston Common Garage
- **Program Budget:** \$12,070,964
- **Partnerships for Growth Goal Alignment:** Business
- **COVID – 19 Response:** (N/A)
- **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 2024 budget assumes the BCG will support 270,000 daily parkers during the fiscal year and an average monthly parker count of 1,100 parkers.
- **Results of Goal 1:** During FY2024, daily/transient parkers totaled approximately 257,000, with an average monthly parker count of approximately 21,000
- **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 2024 adopted budget supports 12 jobs based on \$968,000 in capital projects spending.
- **Results of Goal 2:** Total FY24 capital project expenses totaled approximately \$158,000 and supported 16 jobs.



MassMutual Center

- **Program Description:** MassMutual Center
- **Program Budget:** \$6,264,700
- **Partnerships for Growth Goal Alignment:** Community
- **COVID – 19 Response:** (N/A)
- **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 2024 Target 1:** 93 Arena Events, 79 Convention Center Events, based on FY24 budget. Total estimated attendance is 315,000 with an estimated 6,500 room nights. Total jobs created equal 550 projected for FY24. Total FY24 Economic Impact Projection: \$47 million.
- **Results of Goal 1:** Arena and convention events at the MMC resulted in approximately \$56 million in economic impact during FY24, generating approximately 1,800 room nights and 396,000 attendees. In total the MMC hosted 93 convention center events and 74 arena events.



MassMutual Center

- **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 2024 adopted budget assumes \$46.3 million in capital projects spending, which includes the construction of the new garage adjacent to the building, supporting 580 jobs.
- **Results of Goal 2:** Total capital project spending was approximately \$31 million, generating or supporting 281 jobs.



End of Fiscal Year Reporting - Excel Directions

Reporting Requirement: In addition to the goal update provided in this PowerPoint, OPMO Agencies must also update the excel sheet that outlines, to fulfil the OPMO statute requirements:

- Grants
- Loans
- Technical Assistance
- Other Financial Assistance
- Patents & Products