

# IN development

## THE HYNES IS HERE TO STAY

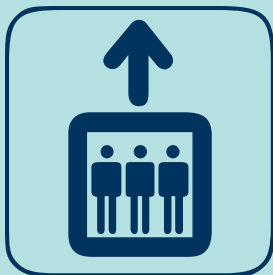
It's official! The Hynes Convention Center will continue to be marketed and booked as a premier destination to meeting and convention planners. Citing a strong business sense for the state not selling the facility, a legislative commission concluded that the Hynes is an important part of Boston's convention scene and a significant economic generator for the region.

With its future now secure, the MCCA has begun working on improvements to the building that had been put on hold. The \$18 million renovation plan includes upgrades to the facility as well as new retail and restaurant space that will generate additional revenue for the MCCA.



**\$18,000,000**  
in renovations and  
upgrades

more than **600**  
projected events booked  
over next 5 years



The Hynes experienced nearly a **10%**  
increase in bookings during 2007

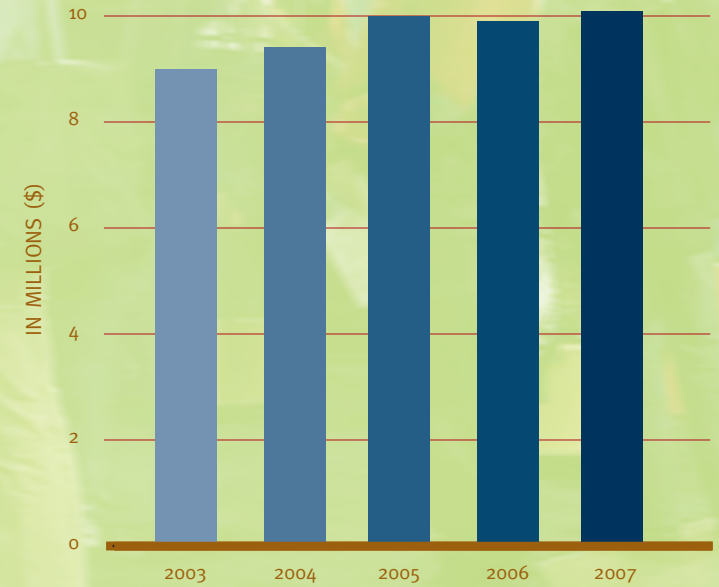


### MAKING A GOOD VENUE EVEN BETTER

Improvements on tap include new technology and A/V upgrades to make the Hynes more attractive to high-tech and medical conferences, safety and security enhancements, aesthetic updates, and environmentally-friendly changes to increase energy and water efficiency and make the building more “green.”

The commission’s vote of confidence in the Hynes is already reflected in the 2007 bookings, with double-digit percentage increases in events, attendees, hotel roomnights, and economic impact.

### HYNES REVENUE HISTORY



All Hynes SALES figures are up vs. last year:

Event Attendees 76.7%   
 Hotel Roomnights 19.5%   
 Economic Impact 38.8% 