

2005

Increasing Returns

Massachusetts Convention Center Authority
2005 Economic Impact Report



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Executive Director



The BCEC and the Hynes generated \$165 million in direct spending in 2005 and produced \$11.5 million in direct tax revenue.

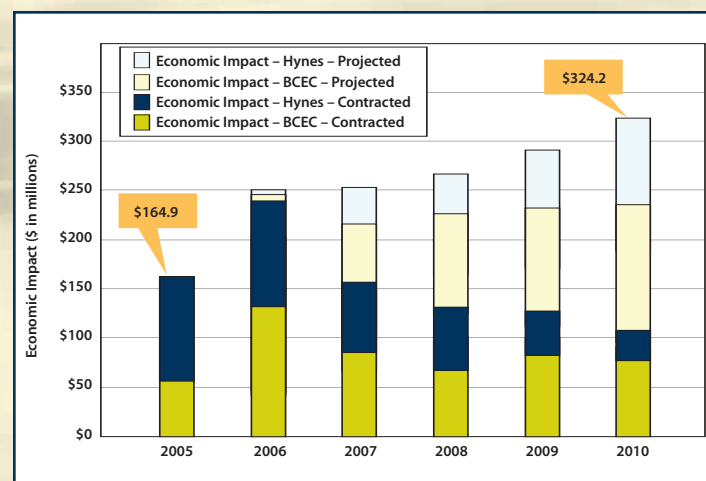
The Commonwealth of Massachusetts is realizing a significant return on its investment.

2005 was the first full year of operations for the BCEC. The convention and event activity generated by the facility, together with the Hynes Convention Center, demonstrate that Boston is competing with major convention cities across the country, and that the city is a premier convention destination. With this success, the residents and businesses in the Commonwealth of Massachusetts are experiencing a return on their investment in the form of substantial economic activity and tax revenues.



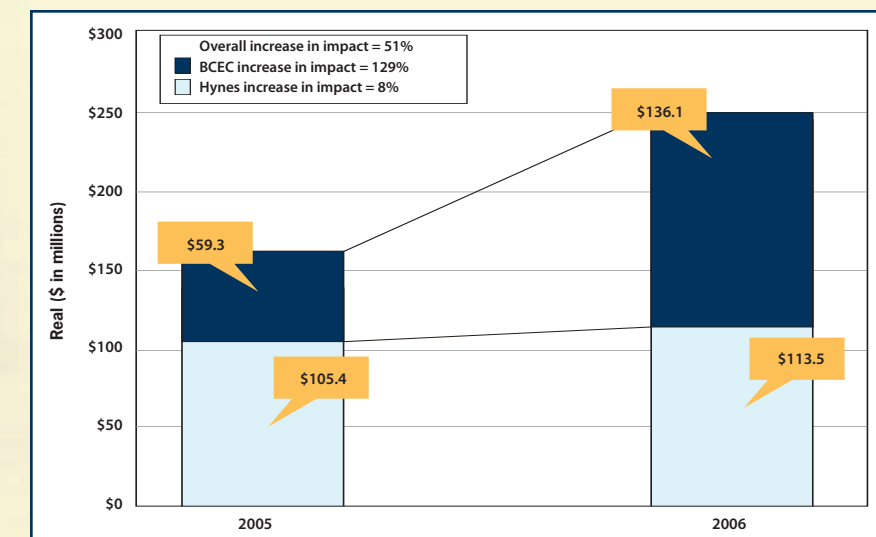
Boston's convention centers are driving regional economic activity.

Direct Economic Impact is expected to nearly double by 2010.



By 2010, when the BCEC reaches full capacity, Boston's convention centers annually will generate \$324 million in direct economic activity and will sustain nearly 5,000 jobs in related industries.

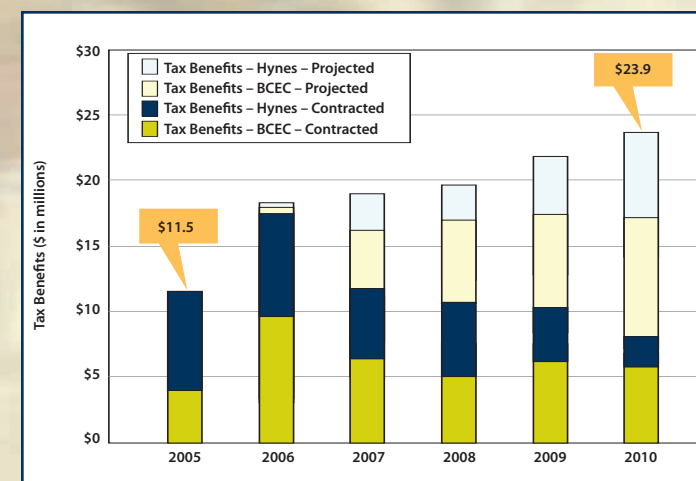
BCEC Direct Economic Impact will increase by 129%.



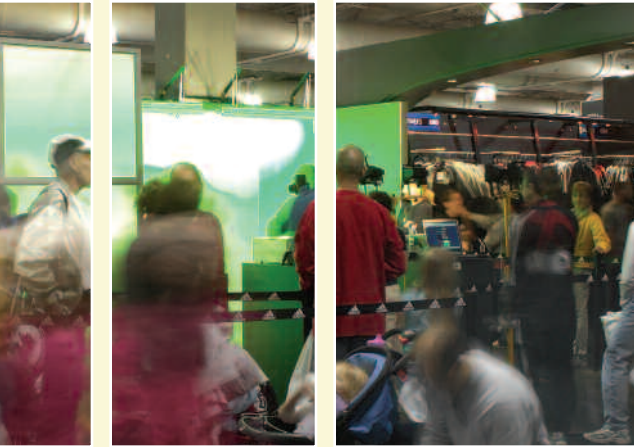
In 2005, the MCCA hosted 37 major conventions at its Boston convention centers, bringing in nearly a quarter of a million attendees with 325,000 associated hotel room nights and \$123 million in direct economic activity. The MCCA also hosted 194 smaller events and functions, bringing the total economic activity to \$165 million.

Sales for future years also continued to exceed projections. The MCCA booked 108 future conventions at the BCEC and the Hynes, which will result in 1.2 million hotel room nights. Additionally, the MCCA booked 199 smaller meetings, events and functions, bringing the total events booked to 307. This will result in \$454 million in direct spending.

Over the next five years, the convention centers will generate nearly \$100 million in direct taxes.



Economic Impact represents direct spending by event attendees on items such as hotel rooms, local transportation, shopping and dining.



Record breaking events in 2005

Name of Convention	Dates of Convention	Total Room Nights	Attendance	Previous Record – Year
Archaeological Institute of America/ American Philological	Jan 7 – 9, 2005	4,030	3,000	Washington, DC – 1997
Yankee Dental Congress 30	Jan 27 – 30, 2005	12,382	28,047	Boston – 2004
New England Grows	Feb 1 – 3, 2005	2,593	14,500	Boston – 2004
International Boston Seafood Show	Mar 9 – 17, 2005	12,370	26,000	Boston – 2004
Conference on Child Abuse and Neglect	Apr 19 – 23, 2005	4,289	2,500	Albuquerque – 2003
New England Fuel Institute	May 10 – 11, 2005	325	7,100	Boston – 2003
SAP Sapphire	May 17 – 23, 2005	14,762	10,000	New Orleans – 2004
American Society of Echocardiography	Jun 16 – 19, 2005	4,933	3,439	San Diego – 2004
Academy of Health	Jun 26 – 28, 2005	4,018	2,378	Washington, DC – 2002
GSA Smartpay	Aug 27 – Sep 1, 2005	11,792	4,500	San Antonio – 2003
AVS – The Science & Technology Society	Oct 28 – Nov 5, 2005	3,482	2,138	Anaheim – 2004



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