

NEW BOOKING!
American Urological Association comes to
Boston May 2017, with over 48,000
hotel roomnights — most
in MCCA history

ISSUE 3
SUMMER 07

Front & NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY CENTER

Bigger Shows, Even Better Service

Finding New Ways to Serve Our Customers

by Gloria Cordes Larson and James E. Rooney

Second quarter 2007 was the busiest in the history of the MCCA. Between April 1st and June 30th, we are slated to welcome 266,564 attendees from around the world to the BCEC and the Hynes. That's 44.6% more than the number of people who attended events at our two facilities during the same period in 2005, the first spring the BCEC was open.

Two of our recent events, AIIM & OnDemand and BIO International, were the largest held at the BCEC to date. Of course, it wasn't only the number of attendees that was unprecedented. The MCCA's Exhibitor Services team also had to handle a record number of exhibitors — including more than 425 at AIIM & OnDemand alone. Many of the

show's exhibitors, including high-profile companies such as EMC, Microsoft, IBM, and Adobe, had specific requirements for booth set-up and dismantle, as well as electrical and material handling. In order to satisfy

this higher level of service and operational requests, we implemented a proactive, "first in the industry" customer service program called "Operation Outreach". In the months preceding the event, every AIIM & OnDemand exhibitor with a booth of 600 square feet or more was contacted directly by an MCCA Exhibitor Services team member regarding their specific needs.

This initiative enabled us to streamline the request process, help exhibitors take advantage of the unique features of the BCEC, and bring our customer service performance to an even higher level. This effort was so successful that we will offer this service at more shows in the future.



Gloria Cordes Larson
MCCA Chairman



James E. Rooney
MCCA Executive Director



NEW LIFE FOR THE HYNES

\$18 Million Renovation Plan Includes Restaurant and Retail Space

Big improvements planned for the John B. Hynes Veteran's Memorial Convention Center will bring new life to the venerable convention center and its surrounding neighborhood. In addition to upgrading the facility's security and technology features, the proposed \$18 million renovation plan also calls for the creation of retail and restaurant space.

A BOLD PLAN

A total of 30,000 square feet has been set aside for restaurant and retail: one segment planned for the west corner at Dalton and

Boylston Streets; a second at the east corner, adjacent to the Prudential Plaza; and a third in an interior area of the current building. This investment will generate additional revenue for the Hynes and enliven Boylston Street, without interrupting or negatively impacting convention bookings or business.

HYNES OVERVIEW: FISCAL YEAR 2007

Events: 117
Attendees: 327,215
Roomnights: 225,520
Tax Benefits: \$6.46 million

ECONOMIC IMPACT:
\$176.7 MILLION

NEW LIFE FOR THE HYNES

\$18 Million Renovation Plan Includes Restaurant and Retail Space



“The introduction of retail space will generate \$1–1.5 million per year in additional revenue from the Hynes.”

~James E. Rooney, MCCA Executive Director

“The introduction of retail space will generate \$1–1.5 million per year in additional revenue from the Hynes, reducing the amount of required subsidy and bringing us closer to an operation that breaks even or turns a profit,” said James E. Rooney, MCCA Executive Director. “It is bold, but it is our goal to reach that point within five years,” he added.

FIRST UPDATE SINCE 1988

The MCCA also plans to make important technological updates, such as improved wireless and cell service and enhanced audio/visual capabilities. Safety and security systems will be updated as well. In addition, the renovation will include an aesthetic makeover — the first since the building opened in 1988. Improvements will also be made to the building’s energy and water efficiency to make it a more sustainable building.

The project must still receive final authorization from the Governor and the Legislature, but work is expected to be completed within a two-year time frame.

All Revved Up

AUTO SHOW SIGNS 3-YEAR DEAL WITH THE MCCA

Car enthusiasts, prepare to start your engines. The 51st Annual New England International Auto Show is coming to the BCEC this November 28th through December 2nd. The new venue will enable the Massachusetts State Automobile Dealers Association (MSADA) to double its exhibition space, with more than 800 vehicles on display, representing 43 manufacturers.



“Bringing the New England Auto Show to the BCEC this year will allow our event to be recognized as one of the top ten auto shows in the country,” said MSADA president Dana Goodfield.

The New England International Auto Show, which signed a three-year deal with the MCCA, is the second “consumer gate show” to be booked at the BCEC.



The Friends of the Fort Point Channel Names James E. Rooney President

MCCA EXECUTIVE DIRECTOR HAILS NEIGHBORHOOD’S “TREMENDOUS POTENTIAL”

The Friends of the Fort Point Channel, a non-profit organization dedicated to helping that area become an exciting and welcoming destination, recently tapped MCCA Executive Director James E. Rooney to be its new president.

“Because the BCEC neighbors the Fort Point Channel and attracts hundreds of thousands of people to the area each year, I value the responsibility and opportunity to help the Channel realize its tremendous potential to be a more active, vibrant place to live, work, and visit,” Rooney said.

Rooney, who was previously vice president, becomes only the second individual to lead the Friends of Fort Point Channel. His predecessor was Neil Gordon, of the Boston Children’s Museum.



THIS'LL BE THE LIFE!

AARP'S LIFE@50+ EXPECTED TO ATTRACT 20,000 THIS SEPTEMBER



There'll be morning fitness with LL Cool Jay and Richard Simmons. Evening concerts by Rod Stewart, Lily Tomlin, and Earth, Wind, and Fire. In between, more than 20,000 attendees are expected to attend workshops and presentations by such diverse speakers as comedian Bob Newhart, financial guru Jane Bryant Quinn, beauty consultant Bobbi Brown, father and son movie star legends Kirk and Michael Douglas, plus Boston's own Bill Russell and Ming Tsai. It will be three days of information, education, and fun at Life@50+, AARP's national event and expo, coming to the BCEC September 6 through 8.

"This event has been an overwhelming success since its inception, growing exponentially year after year and providing value for members, exhibitors, and sponsors," said Dawn M. Sweeney, AARP President and CEO. "For three days, exhibitors and sponsors will gain unique access to one of the most dynamic, powerful groups in America — the 50+ audience."

Life @50+ is expected to generate an impressive \$19 million in economic impact for the greater Boston area, with nearly 20,000 in anticipated roomnights. "We are pleased to bring an event of this caliber to Boston. In previous years, Life@50+ has attracted people from all 50 states and six countries," said James E. Rooney, MCCA Executive Director. Rooney expects that the

"For three days, exhibitors and sponsors will gain unique access to one of the most dynamic, powerful groups in America — the 50+ audience."

~Dawn M. Sweeney
President and CEO, AARP

event will have a positive impact on a wide range of Boston area businesses. "The AARP membership is an affluent demographic that enjoys leisure travel, shopping, and dining out."

Just in case you consider the AARP members to be in bed shortly after dinner time, consider this: every night during the Boston event, the AARP After Dark Cabaret will go until 1AM, while the AARP After Dark Ultra Lounge won't close down until 2!

EVENT OVERVIEW:
LIFE@50+

Attendees: 20,000
Roomnights: 19,934
Tax Benefits: \$620,000

ECONOMIC IMPACT:
\$19 MILLION

**THE BCEC
MAKES AN ART
OF WELCOMING
SUMMER**

**PUBLIC INVITED TO 3RD ANNUAL
SUMMER STREET SOLSTICE**

As the season officially changes from spring to summer, the BCEC will open its doors to the public for its 3rd Annual Summer Street Solstice, a night in which the building becomes a neighborhood museum and its visitors can celebrate the local art community.

This year's celebration, set for June 21, will be anchored by the MassArt Young Masters Exhibit, which will feature more than ten vibrant, large-scale abstract paintings. Showcasing the talents of Massachusetts-based artists, the Young Masters Exhibit will bring together eight former Massachusetts College of Art graduate students. In addition to this exhibit, the works of more than 50 other artists will be on display, introducing a diverse pool of talents from across the state. Highlights will include the second part of the Juried Solstice Show, "Capturing the Spirit of Roxbury," Cyber Art video installations, and exhibits from Artists for Humanity, Boston Sculptors Gallery, DOT Art, and Citizen Schools.



the Buzz

BOAT SHOW BOUNTY



Successful BCEC Consumer Gate Show Means \$196,000 for Boston Non-Profits

The success of last February's New England Boat Show has really paid off for 24 non-profits throughout the city. That's because a portion of the revenue from this consumer gate show has been awarded to these groups in the form of grants from two organizations set up for that purpose: The South Boston Community Development Foundation (SBCDF) and the Community Partnership & Hospitality Scholarship Fund (CPHSF). Both the SBCDF and the CPHSF recently received checks for \$98,000 from the MCCA. Non-profits that will receive funds from the CPHSF include:

African Repertory Troupe, Inc.
All Dorchester Sports League
Borinqueno Cultural Committee of Massachusetts
Boston City Singers
Colonel Daniel Marr Boys and Girls Club
Dorchester Arts Collaborative, Inc.
Dorchester Community Center for Visual Arts
Dorchester Youth Collaborative
East Boston Social Centers
Family Justice Center of Boston
Federated Dorchester Neighborhood Houses, Inc.
The Fishing Academy
Haitian-Americans United
Hale Barnard Services
John W. McCormack Civic Association
Kit Clark Senior Services
Little Brothers – Friends of the Elderly
National Center of Afro-American Artists
Neighborhood Action Inc
North End Against Drugs
Project D.E.E.P.
Save the Harbor – Save the Bay
South End/Lower Roxbury Youth Workers Alliance
Warren Prescott Foundation Inc.

Boston Convention Centers

JUNE 2007

- 16-18 **H** Assn. for Advancement of Medical Instrumentation | 1,900
- 18-19 **B** American Student Assistance | 400
- 20 **H** Diversity Career Fair | 500
- 21 **B** Fidelity | 150
- 23-24 **H** Health & Fitness Expo | 25,000
- 24-28 **B** Natl. Assn. Chain Drug Stores-Marketplace Conf. | 4,500
- 24 **H** NEADS Graduation Ceremony | 500
- 28-30 **H** American Optometric Association | 8,000

JULY 2007

- 8-10 **B** McKesson Corporation | 4,500
- 10-12 **H** Blackboard World 2007 | 3,500
- 10-12 **B** International Council of Shopping Centers | 1,000
- 12 **B** Strategic Retail Advisors | 50
- 15 **H** An Evening with Sylvia Brown | 2,000
- 18-21 **H** Association of YMCA Professionals | 3,000
- 21 **H** Christian Science (J. Spencer) | 400
- 23-25 **B** National Business Travel Association | 5,000
- 26-28 **H** Cardinal Health — Retail Business Conference 2007 | 4,000
- 28 **H** LandAuction.com | 400
- 30-3 **B** LPL 2007 National Sales and Education Conference | 4,000
- 30-2 **H** Train the Trainer (SDE, Inc.) | 150

AUGUST 2007

- 6-8 **B** National Conference of State Legislatures | 7,000
- 10-15 **B** Natl. Assn. Chain Drug Stores — Pharm./Tech. | 3,000
- 11-13 **H** The Association for Work Process Improvement | 600
- 16-24 **B** American Chemical Society | 1,500
- 26-29 **B** GE Healthcare User Summit | 3,500

SEPTEMBER 2007

- 6-8 **B** AARP Life@50+ | 20,000
- 9-11 **H** National Association for Healthcare Quality | 1,300
- 14-15 **H** Health Industry Distributors Association | 3,700
- 15-18 **B** Boston Gift Show | 10,000
- 19-21 **H** Embedded Systems Conference/Software Dev. | 800
- 22-23 **H** Collegefest 2007 | 5,000
- 24-26 **B** Netezza Corporation User Conference 2007 | 650
- 24-25 **H** Regulatory Affairs Professionals Society | 1,600
- 27-29 **H** American Academy of Physical Medicine and Rehab. | 3,000

B BCEC Event | Attendees

H Hynes Event | Attendees

MassMutual Center Hosts Largest Convention in its History



Springfield Welcomes 2,000 Daughters of the Nile

June 10th through 14th, the MassMutual Center was the site of the 91st Annual Supreme Session of the Daughters of the Nile, the largest convention ever at the facility. More than 2,000 attendees came to Springfield for five days of meetings, general sessions, and social events. "This is about the biggest event that the MassMutual Center can accommodate," said Matt Hollander, General Manager of the MassMutual Center. "And with an anticipated 3,050 room nights, this is a great event for both us and the city of Springfield." Established in 1913, the Daughters of the Nile is an international benevolent fraternal organization that provides support to the 22 Shriners Hospitals for Children located throughout the United States, Canada, and Mexico. Their monetary contributions and other gifts amount to nearly three million dollars annually.



Boston Convention & Exhibition Center
415 Summer Street, Boston, MA 02210