

# Front & Center

NEWS FROM THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

## Five Years: Quietly Making an Impact

by Gloria Cordes Larson and James E. Rooney

June 10 marked a major milestone for the Massachusetts Convention Center Authority as we quietly celebrated the five-year anniversary of the Boston Convention & Exhibition Center.

When we cut ribbons in the lobby with the Blue Man Group in 2004, we were confident but unsure this building would succeed. There were (maybe) 11 events booked in a building that still had more than 4,000 punch list items needing to be finished. Little did we or many of the critics know that the building and the people inside would become a new, successful and sustaining economic engine for the Commonwealth, the region and the city.



Gloria Cordes Larson  
MCCA Chairman



James E. Rooney  
MCCA Executive Director

There was no hoopla to celebrate our June anniversary. The numbers did all the talking. Combined with \$554 million in economic impact generated in the last year alone, this building and our staff's hard work have helped create an estimated \$2.3 billion of

economic impact in just five years. That's an astounding figure, and something we're all proud of as we look ahead to what's next when it comes to the future of meetings and conventions in Boston.

That's not money in the MCCA's pocket. That's money to the local businesses where our guests sleep and eat. That's tax revenue to the Commonwealth to fix schools and repair roads. That's jobs, opportunity, and employment for many in the City of Boston – all as part fulfillment on the MCCA's mission to make an impact in the daily lives of Massachusetts citizens.

None of this, not one dime, would have been achieved without our staff and our stakeholders, big and small. From the red-coated ambassadors at our front curb, to the cleaning staff, to the supporters who first began thinking about a new convention center in the early 1990s, our success at the BCEC and all our facilities is the culmination of all of that hard work.

We thank you.



## HOME COURT ADVANTAGE

### New NBA Development League Team Moves to Springfield's MassMutual Center

This fall, basketball history will once again be made in Springfield, Massachusetts, known as the game's birthplace and the site of the National Basketball Hall of Fame.

The MCCA's MassMutual Center will be home court for a new NBA Development League team that will play there starting in the 2009-2010 season.

The team is owned and operated by Michael Savit, managing partner of HWS Basketball, LLC, along with a group of Springfield-area investors. "I am thrilled to be part of the group that brought professional basketball back to the game's birthplace," Savit told the crowd gathered for a press conference held on Center Court at the Basketball Hall of Fame. "I can't wait to contribute to this city's great basketball history and for the team to become part of the fabric of the community."

Founded in 2001, the NBA Development League, or D-League, is the NBA's official minor league, featuring 16 teams with direct connections to NBA clubs. The Springfield franchise will be affiliated with a yet-to-be-named NBA team. The roster for the team will take

## HOME COURT ADVANTAGE

### New NBA Development League Team Set to Play at Springfield's MassMutual Center

shape following the D-League draft in early November, shortly before the first game is played at the MassMutual Center.

"The National Basketball Association, Springfield, and the MassMutual Center are a powerful combination," said James E. Rooney, executive director of the MCCA. "The entire Pioneer Valley will undoubtedly embrace our new pro team, and with its top-tier service and state-of-the-art amenities, the MassMutual Center looks forward to being a worthy partner."

The Boston Celtics announced earlier this year that they will be affiliated with a new D-League team in Portland, Maine. This should create a strong rivalry between the two D-League clubs and the two cities, which will play each other a number of times throughout a season which ends in mid-April.



James E. Rooney joined by Michael Savit, team owner, Dan Reed, President of the NBA D-League, and Springfield Mayor Domenic Sarno in announcing the new Springfield D-League team.

"...Pioneer Valley will undoubtedly embrace our new pro team. With its top-tier service and state-of-the-art amenities, the MassMutual Center looks forward to being a worthy partner."

~James E. Rooney, MCCA Executive Director



## SERVING UP SUSTAINABILITY

### GREEN PRACTICES ARE ON THE MENU AT THE MCCA

These days, with show managers hungrier than ever for sustainable foodservice practices, ARAMARK's Mike Tracy, executive chef at the BCEC, couldn't be more pleased. "Event planners have become increasingly concerned about the environmental impact of their shows," said Tracy. "To meet their demands, we've had to get creative in everything from menu planning, to how we source and serve our food, to environmentally friendly ways to minimize and dispose of waste."

"Because of the number of people attending events at the BCEC, we have to be able to produce food in volume," Tracy explained. "So we've partnered with the Massachusetts Department of Agriculture to help us connect with local businesses, farms, and purveyors who can meet our demands." Currently, the BCEC is working with dozens of local businesses that provide a wide range of products, from fresh pasta to specialty breakfast sausages to artisanal baked goods. Buying local products in bulk saves on transportation costs and lowers the facility's carbon footprint.

"We like to believe that we're ahead of the curve for a building this size," said Tracy. "We're close to 100 percent use of non-petroleum-based disposable ware for both concessions and catering. Almost all of the food vessels that we purchase are compostable or biodegradable. And an increasing number of our serving pieces are made right here in the BCEC carpentry department, using sustainable materials such as bamboo. It's not just earth-friendly; it's cost-effective, too."

So what happens to the MCCA's compostable waste and leftover foodstuffs? Last year, nearly 120 tons of it were trucked off to Brick Ends Farms in Hamilton, Mass., where it was turned into premium compost. "Coming from the earth, going back to the earth," mused Tracy. "It's a beautiful thing."

# Spicing up the Hynes

*Restaurant to open inside historic Hynes later this year*

The renovations at the Hynes Convention Center are nearing completion. Soon to debut: the latest venture from two of Boston's most renowned restaurateurs.

On the building's east corner, facing Prudential Center Jasper White and Patrick Lyons will open a world-class restaurant with a new concept in fine seafood dining.

"This addition to the Boston restaurant scene will provide both conventioneers and city residents with a high-quality and unique dining experience," said James E. Rooney, MCCA executive director. "This venture reflects New England's distinction as a world leader in seafood preparation and will bring a new destination to this booming Boylston Street corridor."

The lease for a second proposed restaurant venue on the building's Dalton Street corner is still in negotiations.

"We've been waiting years to open a high-end seafood restaurant, bar, and oyster bar

in the Back Bay—and the spot at the Hynes was the perfect opportunity, matching everything we were looking for in a location," said Lyons.

"Seafood is my passion," added White, one of the city's most popular and acclaimed chefs. "Here, I can showcase the very best of what New England has to offer." Their 10,000-square-foot, 200-seat restaurant will span two levels, with a street-level bar and outdoor café seating on the Prudential Center plaza that will open up the Hynes to Boylston Street in a more friendly way.

The restaurant is just part of the larger renovations happening at the Hynes, from new paint and carpeting to the installation of new plasma televisions and other technology designed to enhance the building's world-class amenities, making the Hynes a continued favorite among convention visitors.



Artist rendering of the new glass enclosed dining area and outdoor seating, coming soon to the Hynes Convention Center.

"...the spot at the Hynes was the perfect opportunity, matching everything we were looking for in a location."

~Patrick Lyons, restauranteur

## Convention Center Authority Mourns Death of Board Member

MCCA Board member Reverend Monsignor Thomas J. McDonnell died on Sunday, June 14th at the age of 73 after a lengthy illness. The Mattapan native served 21 years as pastor of Saint Augustine's in South Boston as well as the

community representative on the MCCA Board of Directors for nine years. As a beloved Pastor in the South Boston community, Reverend McDonnell ministered many of the city's most vulnerable residents. He was remembered as teaching the value of living honestly and with character every day under the distractions of modern life. He also leaves a legacy of helping those who are handicapped or with special needs.

As an MCCA board member Reverend McDonnell consistently kept the board and Authority focused on the good it could do for its surrounding South Boston neighborhood and its residents. "Reverend McDonnell was passionate in his concern for his community and recognized how MCCA activities could be a positive force for South Boston" said James E. Rooney, executive director of the MCCA. "He was always protective of the character of his neighborhood." When remembering Reverend McDonnell, board Chairman Gloria Cordes Larson said, "I will miss his thoughtful contributions to the Board's work. His influence as a community advocate was crucial during the initial years of the BCEC's operations and we will all miss his presence as an inspiring and uplifting individual."



## A WALK-OFF WIN FOR THE MCCA

ROONEY AWARDED WALKBOSTON'S "GOLDEN SHOE" FOR PROMOTING WALKING TO CONVENTIONEERS

In addition to working hard to attract visitors to the BCEC and the Hynes, the MCCA has recently been encouraging attendees to go outside and discover why Boston is called "America's Walking City."

To help conventioneers find their way around the city on foot while touring Boston's historic streets, the MCCA commissioned a series of maps and self-guided walking tours developed by WalkBoston. Excursions include the South Boston waterfront, Harborside museums and Boston Common among others.

In recognition of this initiative, WalkBoston recently gave one of its coveted Golden Shoe Awards to MCCA Executive Director James E. Rooney. "I'm honored to receive this award, which bolsters our goal at the MCCA to get our guests to see Boston on foot," said Rooney. "Not only does walking around the city promote a healthy and green lifestyle, but there is no better way to explore this town's familiar sights and lesser traveled paths."

## COMMUNITY SPOTLIGHT

# the Buzz

GOING GREEN; GIVING BACK

## Helping Boston's children learn to read

For six weeks this spring, a group of nine volunteers from the MCCA spent one lunch hour a week reading to 2nd and 3rd graders at the Condon Elementary School in South Boston. Part of the Everybody Wins! Metro Boston's Power Lunch Program, each volunteer met one-on-one with a student, reading a book of the child's choice. The Power Lunch program currently serves more than 700 students at 14 schools throughout greater Boston. The MCCA volunteers, who are all looking forward to participating again this fall, were among more than 900 reading mentors who turned out across the city.

## Greening and saving at the Boston Common Garage

The MCCA repeated last year's successful Earth Day promotion at its Boston

Common Garage, once again offering free parking to hybrid car drivers. Hybrid drivers were also offered discounts on monthly parking passes and access to preferred parking spaces throughout the year. A total of 30 "green spots" have been created at MCCA parking facilities to benefit environmentally-conscious visitors. And in its ongoing efforts to become a greener facility, the Boston Common Garage is changing a lot of lightbulbs. Thanks to a \$30,000 discount from NSTAR, the MCCA began replacing 747 florescent lightbulbs throughout the garage with more energy-efficient alternatives. The effort is expected to save the facility thousands of dollars per month.



## Helping Those Who Help Others

In a luncheon held at the BCEC in May, the MCCA honored 16 area non-profits and awarded four hospitality scholarship winners with grants from the Community Partnership and Hospitality Program. Awards went to organizations with missions as diverse as promoting independence for elders to using the power of dance to break down racial barriers. Since the program began in 2007, the MCCA's community outreach efforts have awarded more than \$230,000 to area organizations and students planning careers in the hospitality industry.



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# Boston Convention Centers

## JUNE 2009

- 14-18 H International Atherosclerosis Society XV International Symposium | 6,500
- 21-23 H Credit Union National Association | 2,000
- 25-3 B National Association of Chain Drug Stores Marketplace | 4,000
- 27-28 H Health and Fitness Expo | 70,000
- 28-30 H National Association of College & University Business Officers 2009 Annual Meeting | 2,100

## JULY 2009

- 8-11 H World Glaucoma Congress 2009 | 2,500
- 18 H Christian Science Association | 475
- 29-2 H American Academy of Dermatology - Summer Academy Meeting 2009 | 2,800
- 31-2 H Magic Grand Prix Boston | 2,600

## AUGUST 2009

- 6-12 B National Association of Chain Drug Stores 2009 Pharmacy & Tech Conference | 2,500
- 11 H Association of Latino Professionals in Finance & Accounting - 2009 National Convention | 2,500
- 19-25 H Ancient Accepted Scottish Rite of Freemasonry | 2,000
- 25-30 B 2009 National Store Directors Meeting | 1,000

## SEPTEMBER 2009

- 13-15 H Heart Failure Society of America | 2,500
- 17 H Rental Housing Conference | 600
- 22-24 H Embedded Systems Conference/Software Development | 972
- 24-26 B Natural Products Expo East | 20,000

## OCTOBER 2009

- 4 H National Portfolio Day | 2,500
- 15-17 B American Academy of Family Physicians - 2009 Scientific Assembly | 13,000
- 20-23 B Forest Pharmaceuticals | 620
- 22-23 H National Council of Teachers of Mathematics | 1,500
- 25-28 B National Funeral Directors Association | 6,000
- 31-3 H American Association for the Study of Liver Disease - The Liver Meeting - 2009 Annual Meeting | 6,000

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- B BCEC Event | Attendees
- H Hynes Event | Attendees

## Shakespeare with a Common Touch



# FOCUS ON COMMUNITY

The MCCA has established a new and exciting partnership with one of Boston's most treasured summer happenings. In August, the MCCA will serve as Site Sponsor for the Commonwealth Shakespeare Company's Shakespeare on the Common production, *The Comedy of Errors*.

These annual outdoor shows have become a favorite evening activity among Boston residents and visitors alike, and the tradition continues this summer as Parkman Bandstand on the Boston Common is transformed into a community theater for a contemporary version of one of Shakespeare's earliest plays.

Under the leadership of founding artistic director Steve Maler, the company has conducted free outdoor productions on Boston Common since 1997. Nearly 60,000 people attended last year's production of *As You Like It*. With two additional performances this summer, it is anticipated that 75,000 people will attend.

"We applaud the Commonwealth Shakespeare Company for their dedication to offering free performances of very high-caliber productions," said James E. Rooney, executive director of the MCCA. "An estimated 75,000 locals and tourists will enjoy the magic of Shakespeare this summer. We are happy to be taking a formal role in support of the Company this year, especially since we own and operate the Boston Common Garage right on-site."

*The Comedy of Errors* will make its 16-performance run from July 31 to August 16. Mark your calendars, pack up your picnic baskets, and get ready for an evening of laughter. Parking is available at the Boston Common Garage and a portion of ~~show~~ attendees parking fees will go to support the production.

For more information visit the Commonwealth Shakespeare Company website at [www.commshakes.org](http://www.commshakes.org).



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