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**Contact: Mac Daniel
617-954-2430**

**MCCA AWARDS CONTRACT TO WALKER PARKING CONSULTANTS TO
ANALYZE DEMAND AT SPRINGFIELD CIVIC CENTER GARAGE**
Study Will Help Determine Future Use or Reuse of Facility

The Massachusetts Convention Center Authority, working in conjunction with Governor Deval Patrick's Springfield Partnership Plan and the Springfield Parking Authority, has awarded a contract to Walker Parking Consultants to study the future use of the Springfield Civic Center Garage.

The study, which is expected to take several months to complete, will help the city, the MCCA and the Commonwealth with their long-term goal of boosting development and economic activity in downtown Springfield. The study is expected to analyze current, projected and new parking opportunities as well as examine ways to bolster the link between the 1,232-space, above-ground parking facility and the adjacent MassMutual Center, which is owned by the MCCA.

"The MassMutual Center is a major driver of Springfield's and the Pioneer Valley's economy, not just through its popular sporting events but its concerts, conventions, and tradeshow as well," said James E. Rooney, MCCA Executive Director. "Since its re-opening in 2005, the facility has continued to grow. Providing convenient parking to these events is key to that success, as well as the future success of Springfield."

"As we move forward on business development and downtown economic development, we must ensure that there is adequate and modernized parking for businesses and patrons," said Springfield Mayor Domenic J. Sarno. "This study will move us one step closer to the creation of additional convenient parking."

In October 2008, the MCCA issued an RFP for the demand analysis of the current and projected parking supply in downtown Springfield, including the Civic Center Garage. The study will be used to determine what options exist for the future use or reuse of the garage, which was built in 1971.

The garage is heavily used by employees and visitors to City Hall, Monarch Place, Court Square, the Bank North Tower and the Museums at the Quadrangle.

Area partners in the development of the study include the Commonwealth of Massachusetts, the MCCA, the City of Springfield, and the Springfield Parking Authority, which currently owns the garage.

Redevelopment of the garage, as well as addressing the facility's ongoing funding and interim parking solutions, were recommended in the Urban Land Institute's Report in October 2007.

Walker Parking Consultants, one of the world's largest parking consulting firms, will be tasked with creating an inventory of existing garage and surface parking facilities within a half-mile radius of the Civic Center Garage, including the Union Square development, analyzing the cost of refurbishing or reconstructing the facility, and researching how new parking could stimulate downtown development. The study will also examine the best scenario for future operation and maintenance of the facility.

Redevelopment of the garage is one of several economic development initiatives included in the Governor's Springfield Partnership Plan, a collaboration between the city and the Commonwealth to accelerate Springfield's recovery.

About the Massachusetts Convention Center Authority (MCCA)

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2008, the MCCA hosted 239 events at the BCEC and the Hynes with 914,549 attendees, generating 627,544 hotel room nights and \$522 million in economic impact for Greater Boston.

About the MassMutual Center (MMC)

The MassMutual Center in Springfield, Mass., is a state-of-the-art multipurpose facility that formerly served as the Springfield Civic Center. After a period of physical expansion and "elevation of service" was completed in 2005, the MassMutual Center was re-opened and is now home to the American Hockey League's Springfield Falcons. The 6,679-seat arena is a huge draw for concerts and sporting events, and an adjacent 40,000 square feet of exhibit space is the perfect setting for conventions and trade shows. Although the MCCA retains ownership of the MMC, it is currently operated by Global Spectrum. In fiscal year 2008, the MMC hosted 204 events, drawing in 287,114 attendees.

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