



MCCA Optimization of Boston Facilities

MassEcon

December 11, 2019

**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**

Signature
BOSTON™

Measuring Our Impact (2019)



Hotel Nights
645,000

Key Inputs:

Length of Stay: **3.5 Days**

Avg. Hotel Rate: **\$248/night**

Daily Spending: **\$95**



Total Economic Impact
\$870 Million

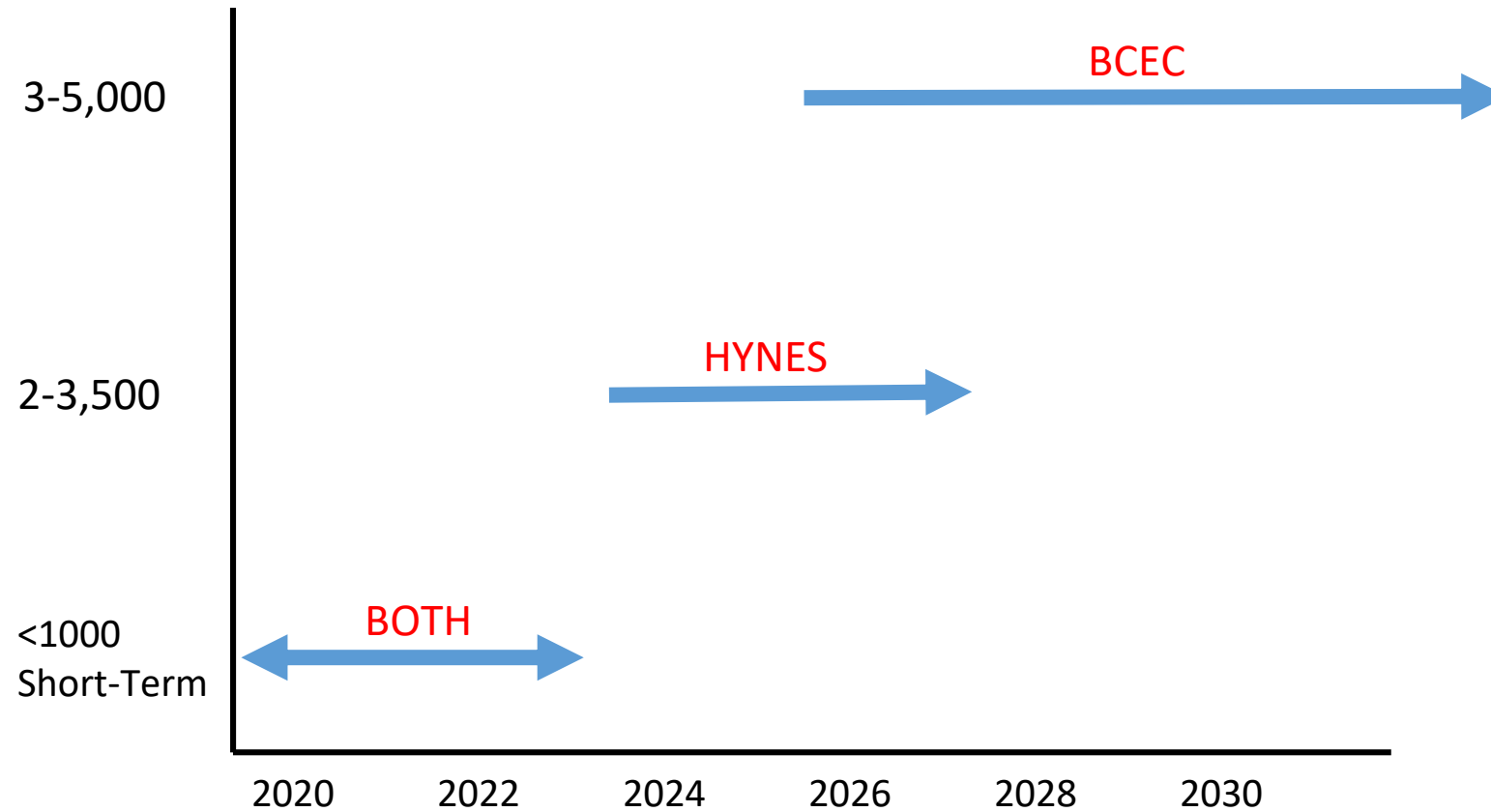


Attendees
785,000

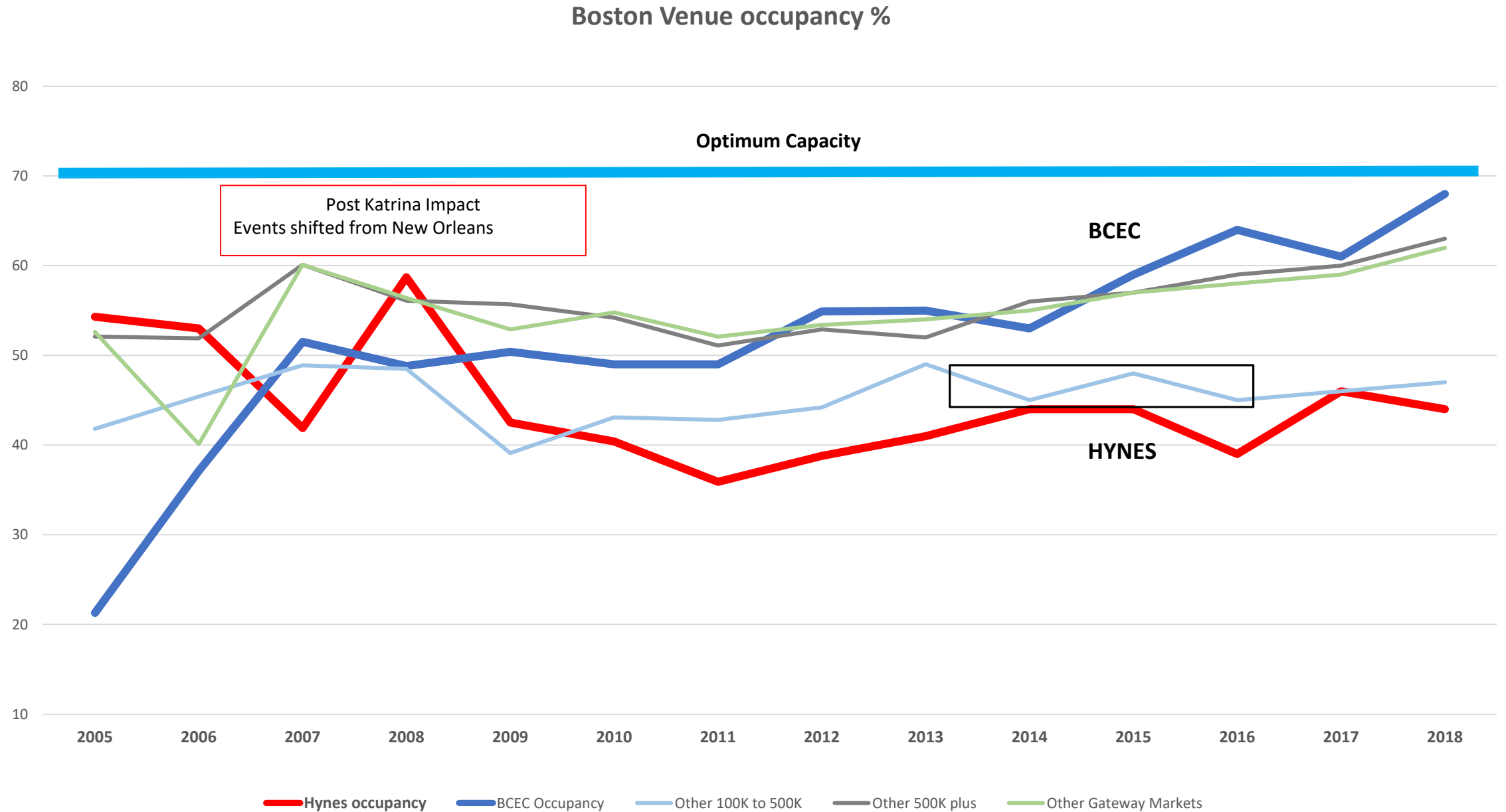
**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**

Annual Operations and
Capital Spending
\$111 Million

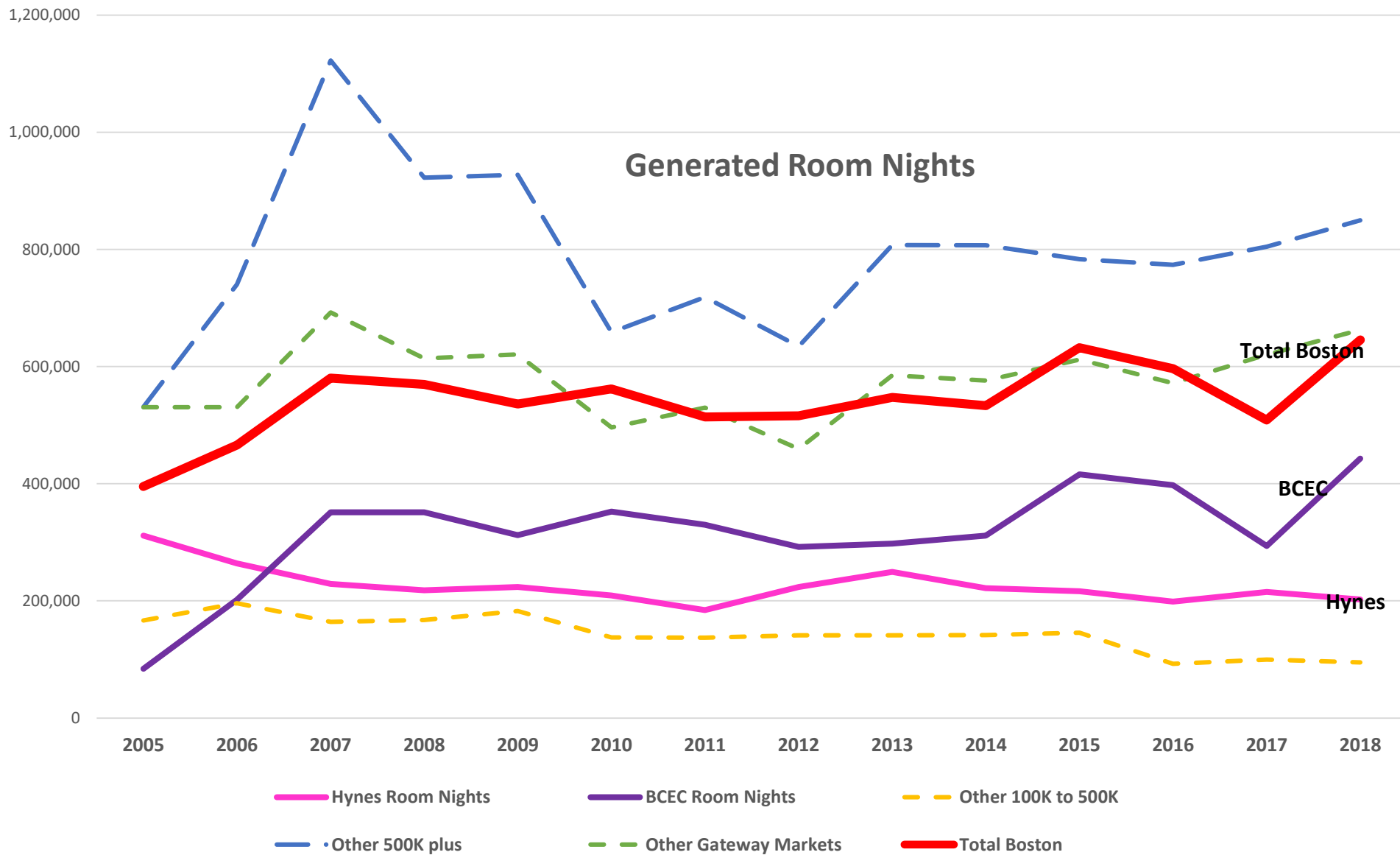
THE 'BUYING WINDOW' FOR CUSTOMERS BOOKING BOSTON



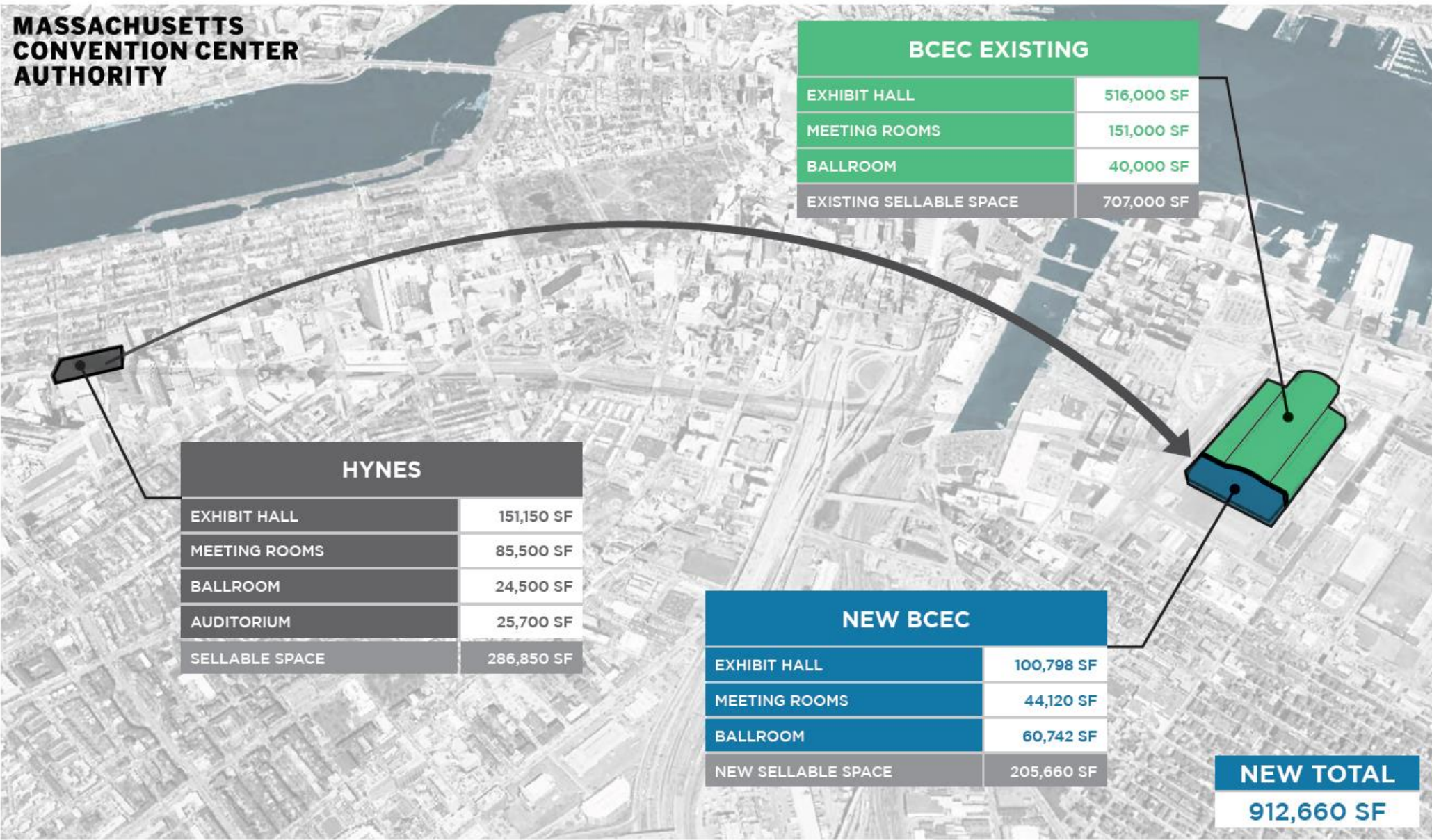
The Hynes has underperformed since the opening of the BCEC



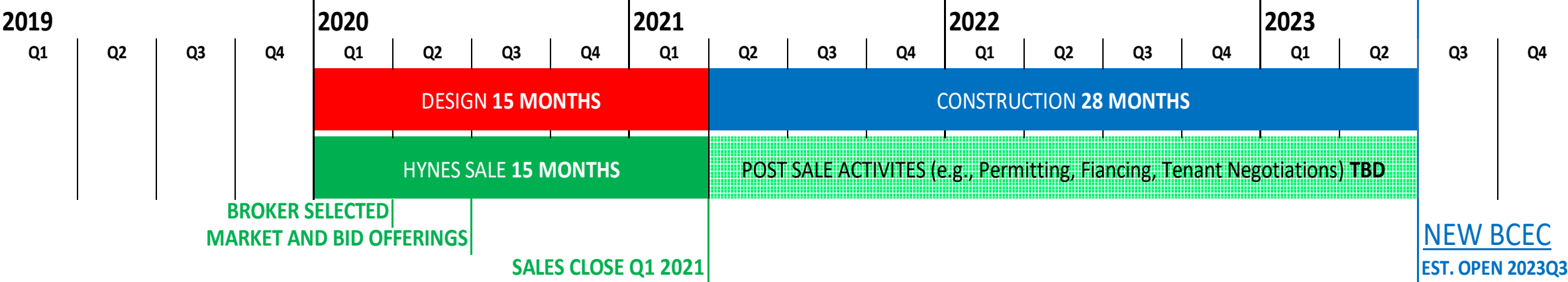
Despite two convention centers Boston underperforms its peers



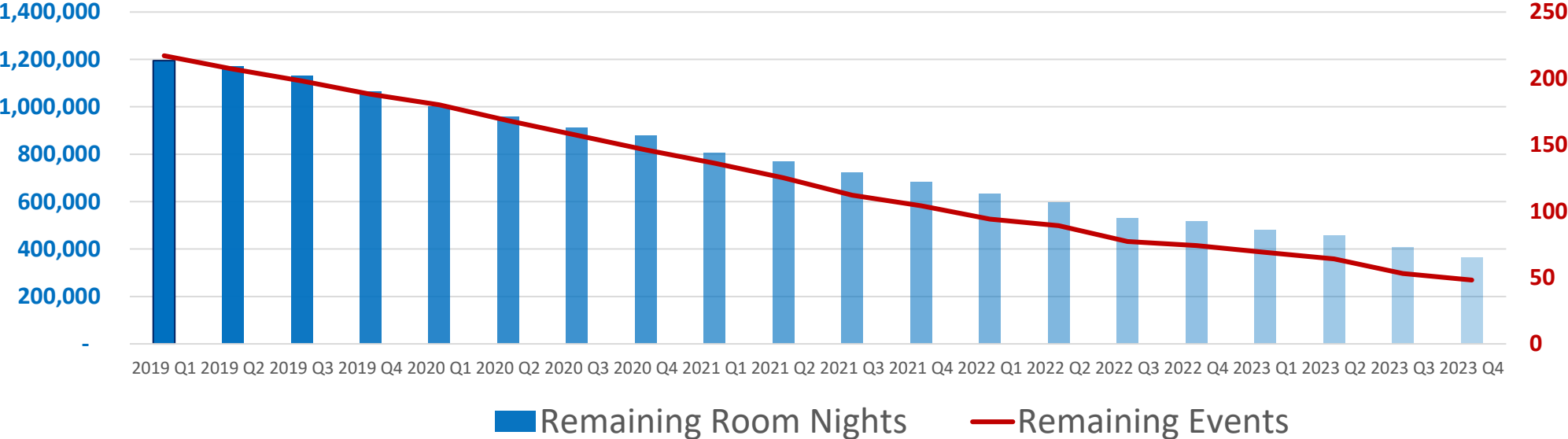
CONVENTION FACILITY CONSOLIDATION



Estimated Timeline



Hynes Depleted Contracted Room Nights and Events, by Quarter



The Boston Globe

Opinion | Thomas J. Hynes Jr.

September 25, 2019

Retire the Hynes and expand Boston's future

Governor Charlie Baker's announcement that he would like to sell the John B. Hynes Veterans Memorial Convention Center and expand the Boston Convention & Exhibition Center is a proposal whose time has come.

Consolidation of the two facilities — the BCEC and the Hynes — would be a logical step if this were a private enterprise, even more so as a public infrastructure project.



An aerial photograph of the Boston skyline, featuring the city's dense urban landscape and the harbor. A large, semi-transparent architectural rendering of a proposed convention and exhibition center is overlaid on the image, showing its footprint and relationship to the surrounding city blocks. The rendering is a light blue/white color, contrasting with the darker blue-tinted background of the city.

MASTER PLAN PROCESS

BOSTON CONVENTION AND EXHIBITION CENTER

POPULOUS

OLIN

MIT

Massachusetts

CSL INTERNATIONAL

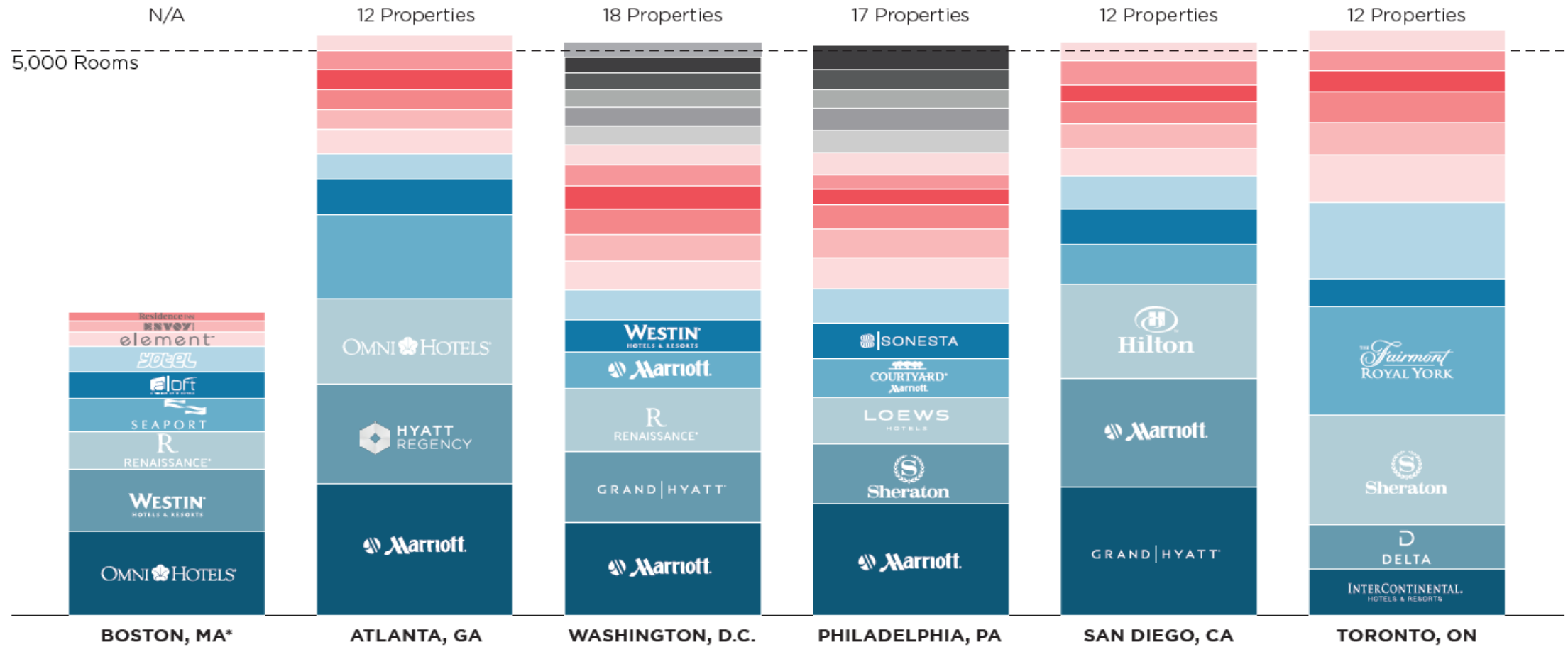
DMW

Warnick

cbt

HOTEL INVENTORY

Hotel Commitability (5,000 Peak at 70%)



*1,055-room Omni Boston Seaport to open in late 2020.

THE NEW BCEC

2014



COST: \$1.2B

400,000 SF Exhibit Hall

75,000 SF Ballroom

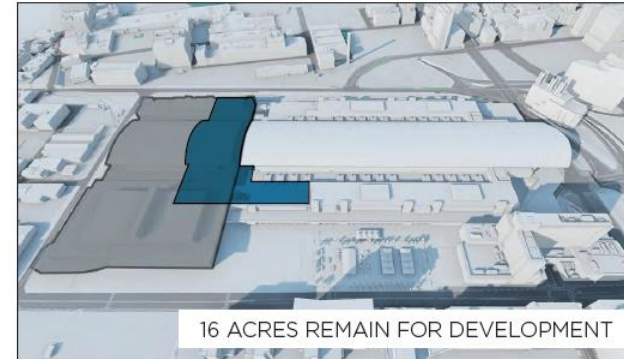
125,000 SF of Meeting Rooms

5,000 Fixed Seat Auditorium



■ 2014 Recommendation
■ 2019 Recommendation

2019 NEW BCEC



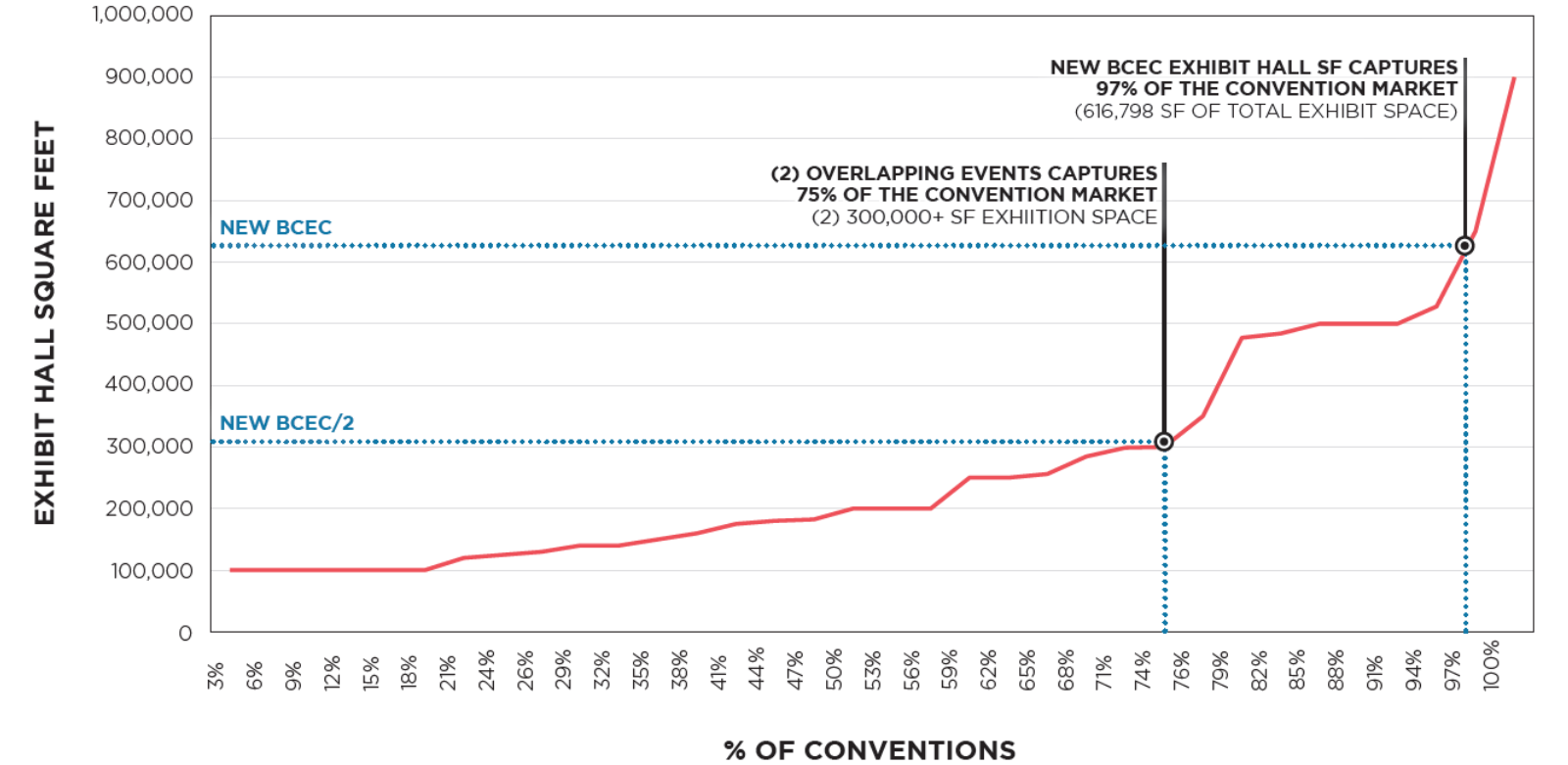
COST: \$500M

100,000 SF Exhibit Hall

60,500 SF Ballroom

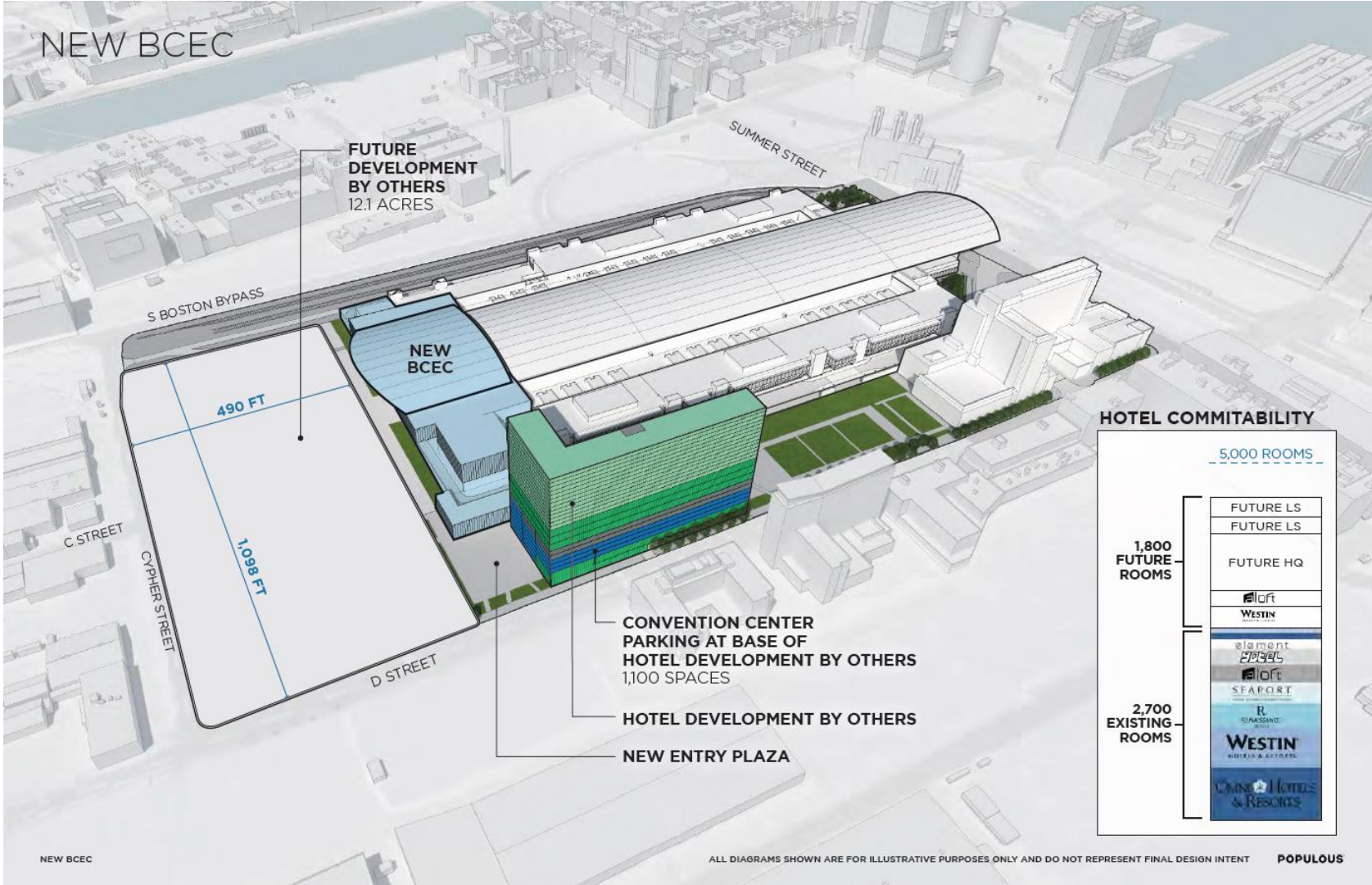
44,000 SF of Meeting Rooms

UNLOCKING OVERLAPPING CONVENTIONS - “STACKED EVENTS”
EQUALIZING HOTEL OCCUPANCY IN THE DISTRICT



NEW BCEC

POPULOUS



ADAPTABLE EVENTS - DIVISION OF SHOWS



