

Massachusetts Convention Center Authority

Thursday – March 18, 2021

10:00 a.m. – 12:00 p.m.

Boston Convention & Exhibition Center

415 Summer Street

Boston, MA 02210

Pursuant to the Massachusetts Open Meeting Law, G.L. c. 30A, §§ 18-25, notice is hereby given of a meeting of the Massachusetts Convention Center Authority. The meeting will take place VIA

MICROSOFT TEAMS [Click here to join the meeting](#) OR JOIN BY PHONE:

DIAL-IN NUMBER: +1-857-702-2232

Phone Conference ID: 944 796 683#

AGENDA

- I. Roll Call
- II. Review and Adoption of Minutes of January 21, 2021
- III. Executive Director's Report
- IV. Boston Convention Marketing Center Performance Report
- V. MassMutual Center/MGM Springfield Sales and Marketing Update
- VI. Report of Administration, Finance & Personnel Committee
 1. Insurance Renewals: April 1, 2021 – March 31, 2022 [VOTE]
- VII. Report of Development & Construction Committee
 1. BCEC – Emergency Expansion Joint Repairs – Summer Street [VOTE]
 2. Capital Projects Update
 - a. BCEC – Hall A Escalator
 - b. BCEC – Enclosed Pedestrian Passageway
 - c. World Trade Center Ave – Covered Walkway
 - d. Boston Common Garage – Low Roof
 - e. Boston Common Garage – Traffic Coating
- VIII. Old Business
- IX. New Business
 1. Mock Event Exercise
 2. Reopening Update
- X. Adjournment



Remarkable experiences.
Imagination realized.™

Boston Convention Marketing Center

Performance Report / MCCA Board Meeting – March 2021

Boston Convention Marketing Center February 2021

BCMC SALES

- ◆ Assistant Chief Probation Officer Promotional Exam 2021
 - ❖ Hynes event for April 2021 with 0 room nights
- ◆ The Vision Show 2022
 - ❖ Hynes event for October 2022 with 670 room nights

Boston Convention Marketing Center 2020 Cancelled Events and Room Nights Summary

CITYWIDE CONVENTION SALES AND EVENT & MEDIA SALES

Month	Citywide Sales Events	Citywide Sales Room Nights	Event & Media Sales Events	Event & Media Sales Room Nights
March	7	54,223	11	2,310
April	4	45,016	12	5,340
May	9	96,718	6	0
June	9	60,611	14	970
July	6	30,111	8	1,525
August	7	44,485	19	3,010
September	4	35,996	11	2,215
October	9	61,871	18	1,868
November	8	84,413	6	660
December	1	3,290	9	1,903
Totals	64	516,734	114	19,801

Boston Convention Marketing Center

2021 Cancelled Events and Room Nights Summary

CITYWIDE CONVENTION SALES AND EVENT & MEDIA SALES

Month	Citywide Sales Events	Citywide Sales Room Nights	Event & Media Sales Events	Event & Media Sales Room Nights
January	4	19,855	6	2,130
February	4	24,294	1	0
March	12	44,847	2	180
April	8	54,097	4	700
May	10	70,378	3	0
June	4	62,530	2	621
July	0	0	0	0
August	0	0	0	0
September	1	12,295	2	0
October	1	11,725	0	0
November	0	0	0	0
December	0	0	0	0
Totals	44	300,021	20	3,631

Boston Convention Marketing Center 2021 Postponed Bookings with New ELAs

2021 Event Name	Old Event Dates	New Event Dates	Revised Hotel Rooms
Boston Volleyball Festival - 2021 (originally 2 events, one over February 27-28 for 3,300 rooms on peak, and one over March 5-7 for 2,500 rooms on peak, with combined 17,950 total rooms)	2/27-28/21 3/5-7/21	5/21-23/21	9,300
Reed Exhibitions PAX East 2021 - Tentative (originally 5,332 rooms on peak; 16,849 total rooms for March 25-28)	3/25-28/21	6/3-6/21	8,587
American Association of Orthodontists Hybrid Annual Session 2021 (original larger live only event 5,000 rooms on peak; 24,050 total rooms for April 24-27)	4/24-27/21	6/25-27/21	9,215
Society for Reproductive Investigation Annual Meeting 2021 (no change from original figures booked for March 25-27)	3/25-27/21	7/6-8/21	2,350
Seafood Expo North America/Seafood Processing North America 2021 (originally 7,100 rooms on peak; 25,363 total rooms for March 14-16)	3/14-16/21	7/11-13/21	15,927

Events listed represent Postponed DEFINITES for new dates as listed. Only 1 of these events (Tentative) is still under negotiation.

Boston Convention Marketing Center 2021 Postponed Bookings with New ELAs

2021 Event Name	Old Event Dates	New Event Dates	Revised Hotel Rooms
Heart Rhythm Society Annual Scientific Sessions 2021 (originally 7,000 rooms on peak; 29,750 total rooms for May 20-22)	5/20-22/21	7/29-31/21	17,733
New England States Consortium Systems Organization Medicaid Enterprise Systems Conference 2021 (no change from original figures booked for August 10-13, 2020)	8/10-13/20	8/9-12/21	2,896
UBM LLC BIOMEDevice 2021 (no change from original figures booked for May 5-6)	5/5-6/21	9/21-22/21	1,479
Hubspot, Inc. INBOUND 2021 (originally 3,600 rooms on peak; 12,295 total rooms for September 7-10)	9/7-10/21	10/12-14/21	620

Events listed represent Postponed DEFINITES for new dates as listed. Only 1 of these events (Tentative) is still under negotiation.

Boston Convention Marketing Center 2021 CY YTD Status (Schedule for the Balance of 2021)

- ◆ 3rd Quarter Event Status (2021)
 - ❖ 15 events
 - ❖ 85,000 room nights
 - ❖ Includes 5 customers that are re-book from 1st half of 2021.
- ◆ 4th Quarter Event Status (2021)
 - ❖ 17 events
 - ❖ 122,000 room nights
- ◆ Room night totals reflect many downgrades from the as-booked forecast.
- ◆ Many customers are very committed to executing their planned event.

Boston Convention Marketing Center 2021 CY YTD Status (Challenges for the Second Half of 2021)

- ◆ The State has announced increased capacity allowances including large venues.
- ◆ Those capacities might not match the requirements of the customer.
 - ❖ Customers may not go forward if financially, the event will be at a loss.
 - ❖ Customers looking for tighter capacity definitions for their event planning.
 - ❖ Some customers have not executed many of their plans w/o guidance.
- ◆ Other challenges also exist.
 - ❖ Quarantine requirements still exist.
 - ❖ Proof of negative COVID-19 test still exist.
 - ❖ Travel restrictions both from corporate America and International.
- ◆ The events industry will get better, it's just a question of when?

Thank you!

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••• MassMutual Center HIGHLIGHTS

General Updates



- We have officially received approval from Secretary Sudders and the Department of Public Health to host USA Gymnastics on April 23-25 and May 1-2, 2021.
- We're anticipating between 150-200 total hotel rooms for the event.
- We will be instituting a PR push surrounding the event as soon as USA Gymnastics is ready.



- For the third season in a row, the nationally-ranked American International College ice hockey team has finished atop the standings in Atlantic Hockey. This is the first time in the history of the conference that a team has ended three consecutive seasons with the top winning percentage.
- AIC will be hosting the best-of-three 2nd Round Playoffs on March 12th, March 13th, and March 14th (if necessary).
- If AIC wins the 2nd Round Playoffs, we'll be hosting the Atlantic Hockey Conference Championships on March 19th and March 20th which will consist of (2) semi-final games and (1) championship game.

Ice Rentals

- As we prepare to remove our ice surface following the AIC season, we will have hosted 162 ice rentals since installing the ice in mid-November.
- We were able to partner with our existing clients as well as identify new clients that we'll look to welcome back next season.

FY21 Events

- As we move into Phase 4 Step 1 we have completed an evaluation of all clients that remain on the calendar between now and June 30, 2021 and classified the events as "Likely/Definite, Up in the Air, and Unlikely".
 - Likely/Definite: 11 Events
 - Up in the Air: 8 Events
 - Unlikely: 9 Events
- With the positive movement in the right direction, we're currently working through a comprehensive employee recall proposal/plan to address our Part-Time and On-Call team members as well as Full-Time staff.

MMC/GSCVB 2021 Meetings & Conventions Outreach Plan Top 10 "Target Accounts"

- New Citywide only
 - 5 from MMC, 5 from GSCVB
 - Identified through Competitors, Tradeshow, History, and market research (MINT database)
 - Qualification Criteria includes Room Nights, Attendance, Space, Day of Week/Pattern, Revenue & EI
- 5 Gift Box Mailings through 2021 scheduled every other month
 - MMC prominent in 2, included in all 5
 - Custom "Theme" for each mailing and will include a specific "call to action"
- KPI's to determine ROI include:
 - Virtual or in-person site, RFP's rec'd, increase traffic to MMC/GSCVB websites, social media engagement, and business booked.

General Updates

MMC/GSCVB 2021 Meetings & Conventions Outreach Plan

“E” newsletter Campaign

- Partnership include MMC/GSCVB/MGM Springfield
- 3 Dedicated Email Campaigns utilizing
 - MMC database – Ungerbock, Amadeus, Tradeshow
 - GSCVB Meetings database
 - USAE List
 - Members from PCMA, ASAE, MPI and IAEE
 - Geo Target: MA, RI, NH, ME, VT, CT, NJ, NY, PA, DE, DC, VA, MD
 - Cost share with MGM and MMC
- GSCVB to spearhead design
- Specific subject and appropriate content for each
- KPI's to determine ROI include:
 - Open/CTR rates, Virtual Site attendance, website & social media engagement, RFP's and business booked.



Your attendees will want to **Meet Western Mass** for our one-of-kind experiences including our brand-new MGM Springfield Resort Casino! Zoom with us on **March xx, 2021 at 2 p.m.** for an exclusive gaming lesson with an MGM Springfield's Director of Casino Operations.

You'll also have a chance to win a \$100 gift card to one of your own local establishments!

MassMutual Convention Center



Affordable
Favorable competitive pricing with a wide variety of hotel tiers

Accessible
At the Intersection of I-90 and I-91 and only 20 minutes from Bradley International Airport

Adaptable
All under 1 roof – a modern, expansive multi-purpose Convention Center and Arena complex. Over 100,000 sq. ft. of space and an 8,000 seat arena



One of the highlights of any Western Mass meeting is the new [MGM Springfield](#) Casino located across from the MassMutual Convention Center.



For more information about safety and enhanced cleaning procedures, [click here](#).



Visit our Explore Western Mass [website](#) for more information on one-of-a-kind attractions.

RSVP to [Alicia Szenda](#) by February 1st to receive a link to the meeting and a chance to win a **\$100 gift card** to a local business in your hometown!

[James Boucher](#)
Director of Sales
MassMutual Center

[Alicia Szenda](#)
Director of Sales
Greater Springfield CVB

SALES UPDATE - January & February 2021

14

New Inquiries

28

Total inquiries Worked

January & February 2021			FY21 YTD		
Category	Total	Room Nights	Category	Total	Room Nights
Definite Booked					
	\$		15 Bookings	\$351,000	1,405
New Tentative					
4 Bookings	\$120,800	1,700	8 Bookings	\$182,550	2,010
Rescheduled					
2 Bookings	\$63,000	395	4 Bookings	\$141,940	395
Cancellations					
3 Bookings	\$60,500	655	9 Bookings	\$160,950	655



FY 2022 Insurance Budget

MCCA Board Meeting

March 18, 2021

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Insurance Budget Overview

- MCCA Broker, Arthur J. Gallagher & Co.
 - Second year of brokerage services contract
- Main insurance lines:
 - Property
 - General Liability
 - Workers' Compensation
 - Automobile
- 2021 remains “hard” market
 - Property and commercial liability rate pressure continues nationwide

2022 Preliminary Binder

4/1/20-4/1/21			4/1/21-4/1/22		
Coverage	Premium*	Carrier	Coverage	Premium**	Carrier
Property & Terrorism	\$ 549,084	AIG	Property	\$ 530,000	AFM
General Liability	\$ 199,273	Navigators Insurance Co	General Liability	\$ 118,900	Navigators Insurance Co
Umbrella 1-\$10,000,000	\$ 125,431	Navigators Insurance Co	Umbrella 1-\$10,000,000	\$ 114,978	Navigators Insurance Co
Umbrella 2-\$15,000,000	\$ 109,090	North River Insurance Company	Umbrella 2-\$15,000,000	\$ 109,090	tbd
Umbrella 3-\$12,500,000	\$ 54,490	Federal Insurance Company	Umbrella 3-\$12,500,000	\$ 52,363	tbd
Umbrella 4-\$12,500,000	\$ 54,490	Great American	Umbrella 4-\$12,500,000	\$ 52,363	tbd
Umbrella 5-\$10,000,000	\$ 44,204	Liberty	Umbrella 5-\$10,000,000	\$ 43,632	tbd
Foreign Package	\$ 2,500	Chubb/ACE	Foreign Package	\$ 2,500	Chubb/ACE
Workers Compensation	\$ 252,383	The Hartford	Workers Compensation	\$ 247,818	The Hartford
Auto	\$ 119,943	The Hartford	Auto	\$ 84,438	The Hartford
Public Officials	\$ 68,602	ACE	Public Liability	\$ 78,892	tbd
Crime	\$ 10,815	Chubb	Crime	\$ 12,500	tbd
Cyber Liability	\$ 15,360	Beazley	Cyber Liability	\$ 21,232	tbd
Tank Coverage	\$ 4,018	Chubb/ACE	Tank Coverage	\$ 4,018	Chubb/ACE
Broker Fee	\$ 80,000	Gallagher	Broker Fee	\$ 80,000	Gallagher
	\$ 1,689,683			\$ 1,552,724	

*4/1/20 rates reflect annualized value of premiums charged to Authority by carriers. Actual premium costs were lower since most premiums were contracted for 11-month terms, with balance at prior year premium.

**Reflects most competitive quoted or anticipated rate. Carrier indicated where pricing is confirmed.

FY 2022: current projected premium represents 8% YOY decline.

Insurance Vote

A vote to implement the Administration, Finance and Personnel Committee's recommendation would take the following form:

VOTE: The Massachusetts Convention Center Authority hereby authorizes the executive director, in consultation with the Authority's insurance broker, Arthur J. Gallagher & Co, to bind coverage as described on Exhibit A in an amount not to exceed \$1,650,000 for period April 1, 2021-March 31, 2022 for the premiums set forth, subject to such adjustments as may be necessary in connection with finalizing the terms of the policies.

Vote: Insurance Renewals: April 1, 2021-March 31, 2022

In January of 2020, the Massachusetts Convention Center Authority (“Authority”) selected the services of insurance broker Arthur J. Gallagher & Co (“Gallagher”) through a competitive procurement process. The duties under the contract, among other things, consist of securing coverage for property, crime, workers’ compensation, automobile, general liability, umbrella liability, public officials’ liability, foreign liability and employment practices liability insurance and subsequently cyber liability.

Gallagher has been engaged in soliciting offers from competing underwriters actively over the past several months in order to secure the most competitive quotations for the different lines of coverage described below. Gallagher has provided initial recommendations and estimates for the Authority to prepare a vote authorizing the Executive Director to bind coverage for the Authority’s renewal date of April 1, 2021 for an amount of \$1,650,000. Final results of binding coverage will be presented to the members of the Administration, Finance and Personnel Committee at its next meeting.

The amounts set forth on Exhibit A are the not to exceed amounts for the proposed coverages.

A vote to implement the Administration, Finance and Personnel Committee’s recommendation to authorize the Executive Director to instruct Gallagher to bind coverage as set forth above would take the following form:

VOTE: **The Massachusetts Convention Center Authority hereby authorizes the executive director, in consultation with the Authority’s insurance broker, Arthur J. Gallagher & Co, to bind coverage as described on Exhibit A in an amount not to exceed \$1,650,000 for period April 1, 2021-March 31, 2022 for the premiums set forth, subject to such adjustments as may be necessary in connection with finalizing the terms of the policies.**

Exhibit A

4/1/20-4/1/21			4/1/21-4/1/22		
Coverage	Premium*	Carrier	Coverage	Premium**	Carrier
Property & Terrorism	\$ 549,084	AIG	Property	\$ 530,000	AFM
General Liability	\$ 199,273	Navigators Insurance Co	General Liability	\$ 118,900	Navigators Insurance Co
Umbrella 1-\$10,000,000	\$ 125,431	Navigators Insurance Co	Umbrella 1-\$10,000,000	\$ 114,978	Navigators Insurance Co
Umbrella 2-\$15,000,000	\$ 109,090	North River Insurance Company	Umbrella 2-\$15,000,000	\$ 109,090	tbd
Umbrella 3-\$12,500,000	\$ 54,490	Federal Insurance Company	Umbrella 3-\$12,500,000	\$ 52,363	tbd
Umbrella 4-\$12,500,000	\$ 54,490	Great American	Umbrella 4-\$12,500,000	\$ 52,363	tbd
Umbrella 5-\$10,000,000	\$ 44,204	Liberty	Umbrella 5-\$10,000,000	\$ 43,632	tbd
Foreign Package	\$ 2,500	Chubb/ACE	Foreign Package	\$ 2,500	Chubb/ACE
Workers Compensation	\$ 252,383	The Hartford	Workers Compensation	\$ 247,818	The Hartford
Auto	\$ 119,943	The Hartford	Auto	\$ 84,438	The Hartford
Public Officials	\$ 68,602	ACE	Public Liability	\$ 78,892	tbd
Crime	\$ 10,815	Chubb	Crime	\$ 12,500	tbd
Cyber Liability	\$ 15,360	Beazley	Cyber Liability	\$ 21,232	tbd
Tank Coverage	\$ 4,018	Chubb/ACE	Tank Coverage	\$ 4,018	Chubb/ACE
Broker Fee	\$ 80,000	Gallagher	Broker Fee	\$ 80,000	Gallagher
	\$ 1,689,683			\$ 1,552,724	
*4/1/20 rates reflect annualized value of premiums charged to Authority by carriers. Actual premium costs were lower since most premiums were contracted for 11-month terms, with balance at prior year premium.					
**Reflects most competitive quoted or anticipated rate. Carrier indicated where pricing is confirmed.					



MCCA Board Meeting

Thursday, March 18, 2021

Boston Convention & Exhibition Center – Emergency Expansion Joint
Repairs – Summer Street

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BCEC – Emergency Expansion Joint Repairs – Summer Street

Summary of the Project:

This project consists of removing the existing deteriorated expansion joint along Summer Street, from Westside Drive to Eastside Drive at the Boston Convention & Exhibition Center, and installing new expansion joint in kind, with flexible gutter, make repairs to the concrete apron and adjacent asphalt.



BCEC – Emergency Expansion Joint Repairs – Summer Street

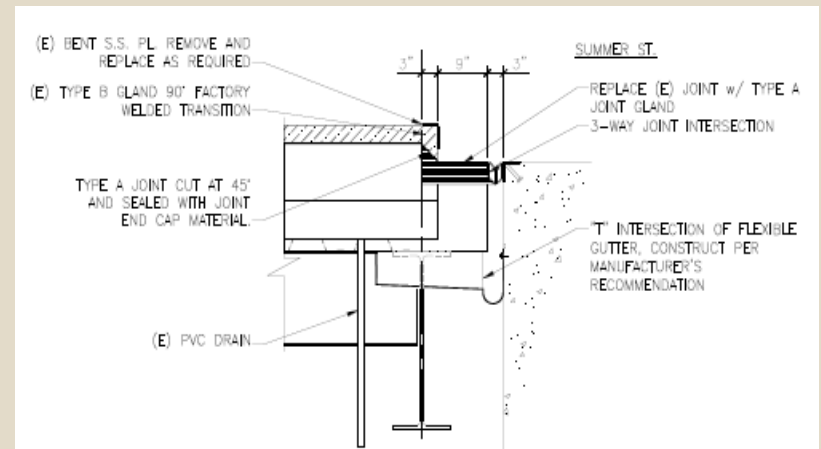
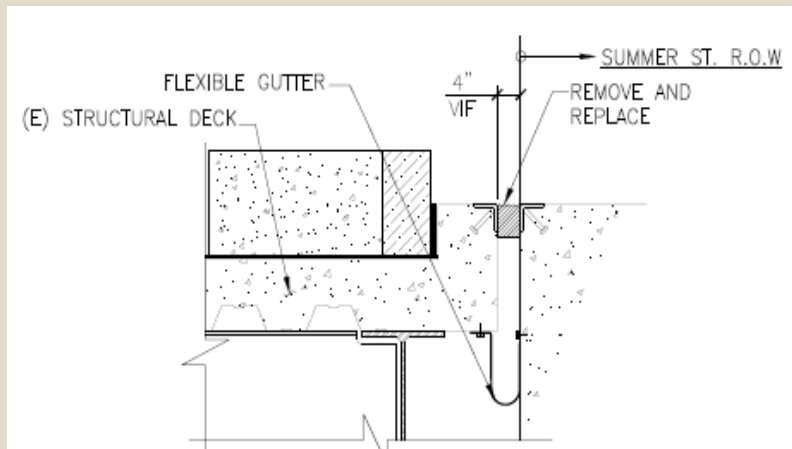
Summary of the Procurement:

The project was advertised and bid under the terms of M.G.L. c. 30.

Date of Documents: December 22, 2020

Date of Advertisement: January 6, 2021

Date of Bid Opening: February 5, 2021



BCEC – Emergency Expansion Joint Repairs – Summer Street

Contractor Bids:

Contractor	Contractor Price
Folan Waterproofing & Construction	\$ 204,550
Contracting Specialists, Inc.	\$ 268,100
East Coast Masonry & Restoration	\$ 292,317
NEL Corporation	\$323,900
ACME Waterproofing	\$ 387,712
Chapman Waterproofing Company	\$ 449,285

With the withdrawal of the bid from Folan Waterproofing & Construction due to an accounting error, the lowest responsible and eligible bidder is Contracting Specialists, Inc. and in accordance with bids received on February 05, 2021 per documents dated December 22, 2020. Contracting Specialists, Inc. attended a pre-bid walkthrough and the MCCA confirmed their eligibility based on a bid review conducted after bid opening.

BCEC – Emergency Expansion Joint Repairs – Summer Street

The M.G.L. c. 30 bid law requires award to the lowest responsible and eligible bidder, which in this case is Contracting Specialists Inc.

A vote to implement the Development & Construction Committee's recommendation to authorize a contract for Contracting Specialists Inc., for the BCEC Emergency Expansion Joint Repairs – Summer Street, would take the following form:

VOTE: The Massachusetts Convention Center Authority hereby votes to authorize the Executive Director to execute a construction contract with Contracting Specialists, Inc., for the Boston Convention & Exhibition Center – Emergency Expansion Joint Repairs – Summer Street, in the amount of Two Hundred Sixty-Eight Thousand One Hundred Dollars (\$268,100.00) per documents dated December 22, 2020.

Board Vote: Boston Convention & Exhibition Center – Emergency Expansion Joint Repairs – Summer Street

This project consists of removing the existing deteriorated expansion joint along the Summer Street curb line, from Westside Drive to Eastside Drive at the Boston Convention & Exhibition Center, and installing a new expansion joint in kind, flexible gutter, repair of concrete apron and associated asphalt.

The Massachusetts Convention Center Authority (“Authority”) developed construction documents for public procurement in accordance with the State’s construction bid law, M.G.L. c. 30. The following General Bids were received on Friday, February 05, 2021:

Contractor	Contractor Price
Folan Waterproofing & Construction	\$ 204,550
Contracting Specialists, Inc. (CSI)	\$ 268,100
East Coast Masonry & Restoration	\$ 292,317
NEL Corporation	\$323,900
ACME Waterproofing	\$ 387,712
Chapman Waterproofing Company	\$ 449,285

The M.G.L. c. 30 bid law requires award to the lowest responsible and eligible bidder, Contracting Specialists, Inc., due to the withdrawal of Folan Waterproofing & Construction based on an accounting error. The Authority conducted bid reviews for the three lowest bidders and confirmed Contracting Specialists, Inc. qualified as the lowest responsible and eligible bidder.

A vote to implement the Development & Construction Committee’s recommendation to authorize a contract for Contracting Specialists, Inc., for the Boston Convention & Exhibition Center – Emergency Expansion Joint Repairs – Summer Street, would take the following form:

VOTE: **The Massachusetts Convention Center Authority hereby votes to authorize the Executive Director to execute a construction contract with Contracting Specialists, Inc. (CSI), for the Boston Convention & Exhibition Center – Emergency Expansion Joint Repairs – Summer Street, in the amount of Two Hundred Sixty-Eight Thousand One Hundred Dollars (\$ 268,100.00) per bid documents dated December 22, 2020.**



MCCA Board Meeting
Thursday, March 18, 2021
Capital Projects - Construction Update

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BCEC – Hall A Escalator

Summary of the Project:

- Addition of 2 escalators to improve vertical circulation to/from main lobby
- Escalators were delivered. Partially assembled, final assembly underway



BCEC – Enclosed Pedestrian Passageway

Summary of Project:

- Enclosed passageway which improves pedestrian access to BCEC from waterfront
- Expected completion late spring



World Trade Center Ave - Covered Walkway

Summary of Project:

- Canopy along World Trade Center Ave to provide pedestrians with a weather protected experience
- Steel frame is installed. Waterproofing and electrical work underway



Boston Common Garage - Low Roof

Summary of Project:

- Excavation and repairs to the original roof over the garage entrance
- Phase 2 is substantially complete



Boston Common Garage - Traffic Coating

Summary of Project:

- Waterproofing and visual improvement to the driving surface
- Approaching 50% complete



MCCA Training and Mock Event in Ungerboeck

- Go Live
- Team Effort
- Training

Select "Set Up Items (SU)" from the Form dropdown menu. Click "Search".

TIP: If the search does not any yield any results, you may need to change the "Price List". This will be common for Internals.

Select the appropriate setup line item by entering "1.00" in the "Units" column. Save & Close.

Add Service Order | Boston Comic Con

Event: Boston Comic Con
Function: Working PreCon (08/05/20 02:00 PM-08/05/20 03:00 PM)-BCEC-Meeting F
Account: Informa Pop Culture Events (00002905)
Contact: Gupta, Aman (00001991)
Order Status: Active

Price List: 2020 Public and Special Events (PSE2020)
Rate: Standard
Bill-To Account: Informa Pop Culture Events (00002905)
Bill-To Contact: Gupta, Aman (Contact/Third-Party) (00001991)
Item Date: 08/05/20 02:00 PM 08/05/20 03:00 PM

Items

View: Add Service Order Items Criteria: Form: Set Up Items (SU) Reset

Description: Search

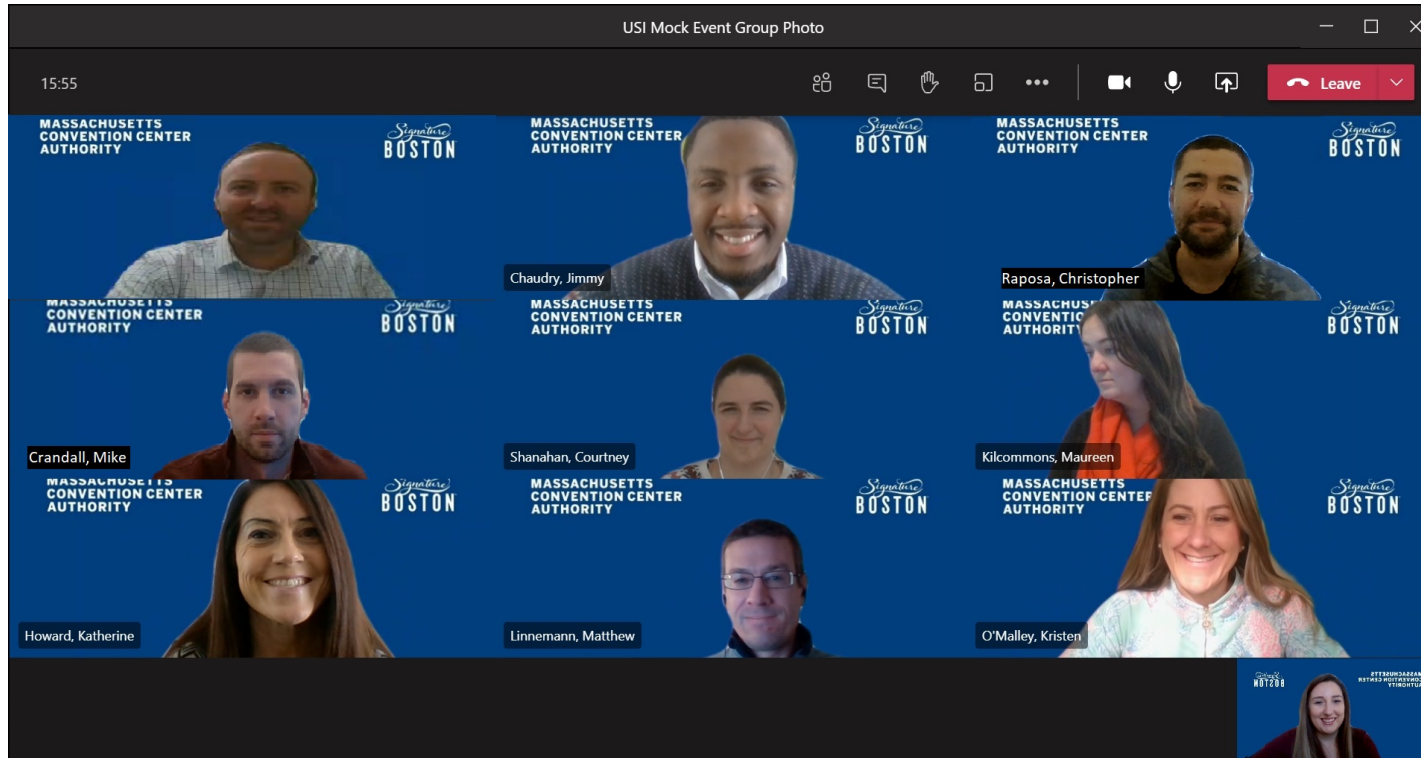
Type:

Form: Set Up Items (SU)

Description	Units	U/M	Price	Type	Price List Item	On Order
Set Up Items (SU)						
Set Remains the Same	0.00	EA	0.00	2500	2500-0001	
Exhibit Hall Exam Setup	0.00	EA	0.15	2500	2500-0002	
Clean and Clear	0.00	EA	0.00	2500	2500-0003	
Trash, Recycle Bin, and Water Station	1.00	EA	0.00	2500	2500-0004	
Black Meeting Chair	0.00	EA	2.00	2510	2510-0001	
Old Kruger Chair	0.00	EA	2.00	2510	2510-0002	
Ballroom Chair	0.00	EA	2.00	2510	2510-0003	
6' x 18"	0.00	EA	10.00	2520	2520-0001	

Showing rows 50 of 124 All

MCCA Training and Mock Event in Ungerboeck



- Engagement
- Collaboration
- Looking Ahead

Monthly Management Report

**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**

March 18, 2021

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Letter from the Executive Director

March 18, 2021

Dear Board Members,

As the one-year anniversary of the coronavirus pandemic approached, the exciting news we have long been waiting for arrived when Governor Baker announced at the end of February that Massachusetts would be moving on to Phase Four / Step 1 of the Commonwealth's reopening plan. Effective March 22, large venues such as Fenway Park, Gillette Stadium and TD Garden, as well as our own venues, will be allowed to host up to 12% capacity with specific space based crowd limitations that will be determined in the near future. Under these new restrictions, convention and meeting venues will be given the green light to operate in accordance with the new gathering limits.

The team at the MCCA has been preparing to reopen for months and last week sent our reopening proposal to the Commonwealth Reopening Task Force for its evaluation and approval. Led by MCCA General Manager, Diane DiAntonio, and Chief Information and Security Officer, Rob Noonan, with support from every department at the Authority, the MCCA Reopening Committee submitted a proposal that will not only put us squarely on the road to reopening, but will likely become a document the rest of the industry will use as a resource for future event planning as we come out of the pandemic. Rob and Diane will provide a brief overview of the plan later in the meeting and once officially approved we will immediately distribute the document to the board for you to share with your contacts.

Running parallel to our reopening planning, Governor Baker announced on March 4 that the Hynes Convention Center will replace Fenway Park as a Covid-19 mass vaccination site. When running at full capacity it is expected that in excess of 5,000 vaccine doses will be administered daily and that as supplies increase so will the capacity to do even more. On behalf of the Authority, I am honored to have our team once again answer the call and join the Commonwealth's relief and recovery efforts. We've come a long way from Boston Hope to the Hynes mass vaccination site and now every shot that is administered brings us closer to getting back to what we do best — hosting the industry's best meetings and events and being an economic engine for Massachusetts.

Even as the vaccine site ramps up operations at the Hynes, we will continue to host Berklee College of Music who have taken up residency on the second floor of the building. Berklee has been a tremendous partner to work with and the students have brought some much needed energy and action to the building. We also can report that the acoustics at the Hynes are quite good according to our guests.

Over the last year, while the MCCA has been waiting on a turning point to be able to host our next meeting or convention, our operations teams have been fine tuning our event execution skills to best prepare for a post pandemic world of events. From initial event booking, to move-in and move-out days, our Event Operations teams at both the BCEC and the Hynes have reviewed every aspect of our meetings and conventions experience. Staff members assumed the role of clients through a series of practice events where we evaluated our current process from start to finish and identified key strengths and areas where we can improve. Our Director of Event Operations, Carol Gagnon, will share more about this experience with us later this morning.

We recently received great news out of Springfield as Secretary Sudders officially gave approval for the MassMutual Center to host USA Gymnastics on April 23-25 and May 1-2. The event is expected to generate

between 150 and 200 hotel room nights, as it is currently planned with occupancy restrictions, and our team couldn't be more excited to showcase our ability to safely and professionally host events of all kind as the Commonwealth continues to reopen.

And in a sure sign that the seasons are changing amid a brightening outlook, the team is actively working toward the return of the Lawn On D. There is pent-up demand to resume events with past clients as well as the newly interested, and it will be a great boost of confidence to bring back activity to Boston's premier outdoor event location. Rebel Restaurants will be our food and beverage partner again this year and we should be able to announce shortly when the gates will open to the public.

This past year has challenged all of us to respond to unprecedented circumstances, but the reward for our combined efforts to reach the other side of the pandemic will be both substantial and well-earned.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Gibbons', enclosed within a light blue rectangular border.

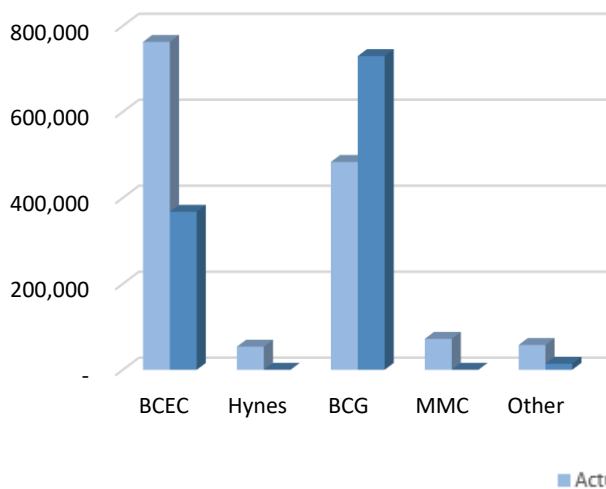
David Gibbons
Executive Director

Financial Summary and Reports

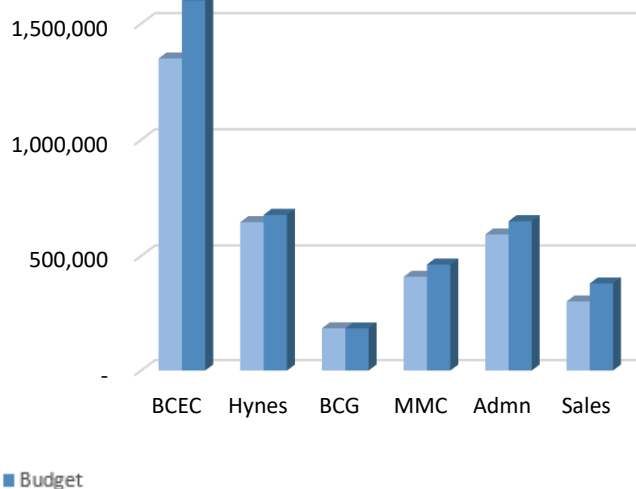
I. Results of Operations

FY 2021 for the Seven Months Ending – January 2021

Revenues by Cost Center

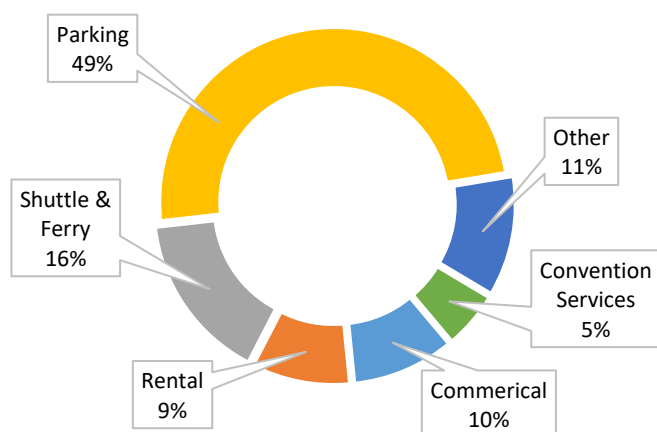


Expenses by Cost Center

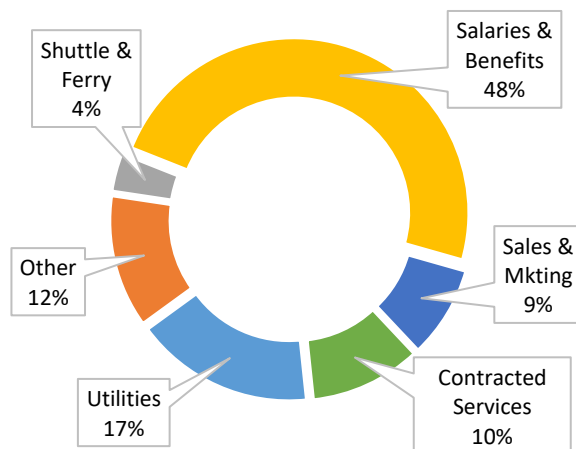


Net Cost of Operations	<u>Actual Jan</u>	<u>Budget Jan</u>	<u>Variance</u>	<u>Actual YTD</u>	<u>Budget YTD</u>	<u>Variance</u>
	\$(2,030,508)	\$(2,841,276)	\$810,768	\$(14,879,733)	\$(16,663,918)	\$1,784,185

January Revenue Sources



January Expense Sources



Results of Operations

FY 2021 for the Seven Months Ending January 2021

	Actual Jan	Budget Jan	Variance Fav (Unfav)	Comments / Major Drivers
Revenues				
BCEC	762,598	367,404	395,194	Event cancellation, unbudgeted rental and F&B reserves funding
BCEC Lawn on D	4,167	20,833	(16,667)	Reduced sponsorship revenues
Hynes	53,867	(16,708)	70,574	Unbudgeted rental and F&B reserves funding
Boston Common Garage	483,449	729,649	(246,200)	Transient and monthly parker revenues under budget
MassMutual Center	72,052	-	72,052	Unbudgeted AIC hockey revenues
Springfield Garage	26,249	-	26,249	Unbudgeted cost center
Other Income	57,676	14,075	43,602	Boston Tea Party loan interest and auction sales
Total Revenues	1,460,059	1,115,254	344,805	
Expenses				
BCEC	1,350,182	1,602,272	252,090	Shuttle bus and snow removal expense savings
BCEC Lawn on D	308	252	(56)	
Hynes	645,703	677,241	31,537	Payroll and contract savings offset by restaurant real estate tax timing variance
Boston Common Garage	184,292	183,860	(433)	
MassMutual Center	409,304	462,850	53,546	Utilities savings
Springfield Garage	6,361	-	(6,361)	
Subtotal: Operations	2,596,151	2,926,474	330,323	
Central Administration	592,985	650,076	57,091	Payroll and software licensing under budget
Marketing & Sales	301,430	379,980	78,549	Tradeshaw and marketing savings
Total Expenses	3,490,567	3,956,530	465,963	
Net Income of Operations	\$ (2,030,508)	\$ (2,841,276)	\$ 810,768	

II. Explanation of Significant Financial Activities

Summary – January 2021, Fiscal Year 2021

For January, net cost of operations was \$2.03M, favorable to budget by \$810k.

Revenues

- BCEC revenues were favorable to budget by \$395k. The favorable variance is primarily a result of the recognition of F&B reserves funding, a one time revenue source for FY 2021. These funds offset the loss for the month, resulting in a positive variance of \$248k. Additionally, in January, the BCEC saw revenues associated with a cancelled event of \$250k and the Netflix contract in the total amount of \$99k. Hotel lease agreements proceeds for the month amounted to \$110k, which was over budgeted amounts by \$6k. Water and shuttle revenues continue to actualize below budget, with an unfavorable \$230k variance in January. However, this variance was offset with a positive shuttle and water ferry expense of \$205k.
- Hynes revenues were over budget by \$71k. The Hynes also recognized F&B reserves funding to offset the loss for the month, resulting in a positive variance of \$145k. This variance was partially offset by utility adjustments for Capital Grille and Hynes Fine Dining, resulting from lower activity than historical usage. These adjustments resulted in a total negative variance of \$109k. The Hynes also had one rental during January, Berklee, which contributed \$14k to revenues.
- Boston Common Garage revenues were \$246k under budget. Transient parker revenues were below budget by \$170k. This is a \$38k decrease in revenues from December amounts. Monthly parker revenues were under budget for the month by \$73k, however these revenues are consistent with the prior period amounts.
- MassMutual Center revenues were over budget by \$72k as a result of six unbudgeted AIC hockey games totaling \$68k and \$4k in January ice rentals.

Expenses

- BCEC operating expenses were \$252k under budget. This variance is primarily attributed to the previously mentioned shuttle bus expense being under budget by \$205k. The BCEC also is actualizing savings on pausing annual maintenance contracts, which contributed \$76k to January's positive variance.
- Hynes operating expenses were \$31k below budget for the month. The Hynes is actualizing savings on pausing annual maintenance contracts, consistent with the BCEC. In January the total positive variance that actualized amounted to \$45k. Payroll savings of \$42k continue to contribute to a positive variance at the Hynes. This variance was partially offset by \$44k in real estate tax that was budgeted in the prior period.
- MassMutual Center expenses were below budget by \$54K. These savings can primarily be attributed to utilities, which contributed \$56k to the positive variance for the month. These savings were partially offset by higher than budgeted credit card fees and public safety expenses.

III. Consolidated Statement of Operations – Budget vs. Actual

For the seven months ending January 31, 2021

	Actual JAN	Budget JAN	Variance Fav (Unfav)	Actual YTD	Budget YTD	Variance Fav (Unfav)	Budget FY21
Revenues							
BCEC	762,598	367,404	395,194	2,465,761	4,570,629	(2,104,868)	9,302,906
Lawn on D	4,167	20,833	(16,667)	127,841	160,578	(32,737)	749,745
Hynes	53,867	(16,708)	70,574	1,540,834	489,943	1,050,892	3,648,547
BCG	483,449	729,649	(246,200)	4,007,399	4,436,794	(429,395)	8,580,326
MMC OH	72,052	-	72,052	232,817	104,517	128,299	1,178,154
Springfield Garage	26,249	-	26,249	57,327	-	57,327	-
Other Income	57,676	14,075	43,602	434,300	98,522	335,778	802,174
Total Revenues	\$ 1,460,059	\$ 1,115,254	\$ 344,805	\$ 8,866,279	\$ 9,860,984	\$ (994,705)	\$ 24,261,853
Expenses							
BCEC	1,350,182	1,602,272	252,090	9,841,710	10,565,294	723,584	21,217,794
Lawn on D	308	252	(56)	17,060	41,304	24,244	161,812
Hynes	645,703	677,241	31,537	4,396,216	4,700,053	303,837	10,037,403
BCG	184,292	183,860	(433)	1,255,718	1,282,634	26,916	2,240,468
MMC OH	409,304	462,850	53,546	2,392,836	2,990,041	597,205	6,111,494
Springfield Garage	6,361	-	(6,361)	24,004	-	(24,004)	-
Sub-Total Operations	\$ 2,596,151	\$ 2,926,474	\$ 330,323	\$ 17,927,543	\$ 19,579,326	\$ 1,651,782	\$ 39,768,970
Admin	592,985	650,076	57,091	4,372,422	4,952,055	579,633	8,417,923
M&S	301,430	379,980	78,549	1,446,046	1,993,521	547,475	3,943,790
Total Expenses	\$ 3,490,567	\$ 3,956,530	\$ 465,963	\$ 23,746,011	\$ 26,524,901	\$ 2,778,890	\$ 52,130,683
Net Income (Cost) of Operations	\$ (2,030,508)	\$ (2,841,276)	\$ 810,768	\$ (14,879,733)	\$ (16,663,918)	\$ 1,784,185	\$ (27,868,831)

*Timing variance in BCEC revenues due to \$2 Million budgeted in October for FEMA reimbursement - \$2.16 Million to be booked in June

IV. Statement of Capital Spending

As of January 31, 2021

Facility	Project Category	Original FY21 Budget	Changes to FY21 Budget	Total Revised FY21 Budget	Spent to Date	Total Remaining
BCEC	Technology Upgrades	12,372,200	-	12,372,200	435,913	11,936,287
	Facility Improvement	3,040,300	-	3,040,300	1,106,458	1,933,842
	Vehicles (Ferry)	214,200	-	214,200	1,709,997	(1,495,797)
	Equipment & Fixture - Equipment	-	-	-	95,686	(95,686)
	Equipment & Fixture - Fixtures	-	-	-	1,829,067	(1,829,067)
		15,626,700	-	15,626,700	5,177,122	10,449,578
Hynes	Technology Upgrades	245,300	-	245,300	689,784	(444,484)
	Facility Improvement	-	-	-	-	-
	Equipment & Fixture - Equipment	-	-	-	-	-
	Equipment & Fixture - Fixtures	-	-	-	-	-
		245,300	-	245,300	689,784	(444,484)
BCG	Technology Upgrades	8,152,000	-	8,152,000	2,005,025	6,146,975
	Facility Improvement	74,600	-	74,600	-	74,600
	Equipment & Fixture - Equipment	-	-	-	348,871	(348,871)
	Equipment & Fixture - Fixtures	-	-	-	-	-
		8,226,600	-	8,226,600	2,353,896	5,872,704
MMC	Facility Improvement	366,900	-	366,900	210,519	156,381
	Equipment & Fixture – Fixtures	-	-	-	-	-
	Equipment & Fixture - Equipment	25,000	-	25,000	-	25,000
	Technology Upgrades	-	-	-	388,254	(388,254)
		391,900	-	391,900	598,773	(206,873)
Admin/Multi	Facility Improvement	186,700	-	186,700	63,023	123,678
	Technology Upgrades	-	-	-	111,893	(111,893)
	Salary & Benefit Allocation	2,275,000	-	2,275,000	1,329,311	945,689
		2,461,700	-	2,461,700	1,504,226	957,474
	Total Annual Capital Projects	26,952,200	-	26,952,200	10,323,802	16,628,398
BCEC	Master Planning	243,000	-	243,000	24,839	218,161
MMC	Springfield Garage Replacement	900,000	-	900,000	34,301	865,699
	Total Budgeted Capital Projects	28,095,200	-	28,095,200	10,382,942	17,712,258

V. Long Term Sales Lead Status Report

National Catholic Educational Association Annual Convention & EXPO 2023

The National Catholic Educational Association (NCEA) is the largest private professional education organization in the world, representing 150,000 Catholic educators serving 6 million students in Catholic elementary and secondary schools, in religious education programs, in seminaries, and in colleges and universities. NCEA focuses on leadership development for superintendents, presidents, principals, pastors, and governing bodies; professional development for teachers; and serving as the voice for Catholic school education. NCEA holds the Annual Convention & EXPO each spring the week following Easter when the schools are on break. They work on a three- year rotation: East, Central and West. NCEA met in Boston at the Hynes in 2012 with strong attendance. The convention consists of an exhibit hall, session rooms and a large general session. We bid on the dates of April 6 –13, 2023 and Boston was selected by the board in 2019. The headquarter hotel contract was executed in December 2019 at which time negotiations began for the License Agreement. Our last revised License Agreement was submitted in March 2020 with clauses that could be accepted. The MCCA would not agree on the force majeure language NCEA requested, and we continued to work on that until COVID-19 hit. As a result of the impact of COVID-19 on the association, many staff members were laid off, including the main contact and the Executive Director. An Interim Executive Director was named, however, she was unwilling to sign the License Agreement as she wanted the new CEO to execute it. The process for selecting the CEO has been stalled, and the Interim CEO reports that they plan to have that position filled by July 1st. She also reports that COVID-19 has had a major impact on their membership and she is not sure if the program will remain the same or be smaller. If smaller, they will consider the Hynes. She will provide an update after the February Board Meeting.

Building: BCEC

Attendance: 10,000

Peak Room Nights: 2,200

Total Room Nights: 7,640

Month / Year: April 2023

American Academy of Pediatric Dentistry AAPD Annual Session 2030

The American Academy of Pediatric Dentistry (AAPD) is the membership organization representing the specialty of pediatric dentistry. AAPD was due to meet in Boston and at the Hynes in May 2020, but unfortunately they needed to cancel due to COVID-19. The AAPD last met in Boston in May 2014 which was the first time since 1999. The 2014 meeting was a great success and we were able to confirm 2021 following that event. While the AAPD has been very interested in hosting a live event, the lack of social distancing meeting protocols and guidance of how their Boston event could take place in May has forced the event to be virtual. We discussed the AAPD confirming Boston for a future year as they were expecting very good attendance and exhibitor performance again, but the next open year for the East Coast is 2030. Since we are not confirming the Hynes beyond 2023 and the AAPD is not familiar with the BCEC, we need to start the process to educate and conduct a site visit, if we deem that this smaller event makes sense to place at the BCEC. While we normally would not try to place an event of this size into a week in May in the BCEC, this event falls over Memorial Day weekend which is usually a time frame when events are not happening due to the holiday. The time frame when this event occurs makes it a very desirable event for the BCEC. We will continue to educate this client on the BCEC and waterfront as the potential next site for their Boston event in 2030. There is potential that a decision could be made at the June Board Meeting, if not it would be October with contracting by end of year 2021.

Building: BCEC

Attendance: 6,000
Peak Room Nights: 2,255
Total Room Nights: 8,259
Month / Year: May 2030

International Avaya Users Group ENGAGE 2022

International Avaya Users Group (IAUG) with over 16,000 community members, the International Avaya Users Group combines the previous Avaya and heritage Nortel user groups into one of the world's largest international organizations for communications technology professionals. ENGAGE is the premier event for thousands looking to deliver experiences that matter. There are exciting general sessions and hundreds of informational breakouts led by some of the industry's most inspiring and accomplished leaders. Right now, the third party is collecting bids from destinations under consideration (Boston, Atlanta, Charlotte, Miami, Nashville, Tampa and Washington, D.C.). Each city was selected by Avaya's CEO, Jim Chirico. ENGAGE was held in Boston in 2012 at the Hynes. The program has evolved and IAUG now wishes to focus on the BCEC where they will be able to host all exhibitors on one level. Options will be presented to the IAUG by February 5th. A site visit may be needed. The decision is made jointly by IAUG and Avaya leadership. Avaya's recommendation is weighed heavily due to the funds the corporation provides the event and number of affiliates they bring in. A tight hotel package, low rates, and overall value are the key decision factors. This is an excellent short term summer business opportunity. IAUG plan to reach a decision in Q1 2021 with contracting to follow immediately thereafter.

Building: BCEC
Attendance: 2,700
Peak Room Nights: 1,425
Total Room Nights: 5,538
Month / Year: July 2022

Veeva Systems, Inc. R&D Summit 2022

Veeva Systems, Inc. engages in the provision of industry-specific, cloud-based software solutions for the life sciences industry. Its solutions enable pharmaceutical and other life sciences companies to realize the benefits of modern cloud-based architectures and mobile applications for their most critical business functions, without compromising industry-specific functionality or regulatory compliance. For the past 11 years, Veeva has hosted Summit, an annual customer user conference. As the company continued to grow, they decided to split Summit into two separate conferences - one held every spring for their commercial and medical customers and one held every fall for their R&D customers. Veeva R&D Summit is an annual gathering of pharma, biotech, and medical device and diagnostics leaders in clinical, regulatory, quality, and IT. The conference is complimentary to Veeva customers and qualified life sciences industry professionals. They are anticipating 10%-20% annual growth for both conferences. Veeva was ready to sign the Hynes ELA for the R&D Summit when the news of the potential sale of the Hynes came out, therefore they were unable to sign the ELA. When we got the approval to continue selling the Hynes through the end of 2023, we approached Veeva with this news asking if there was an opportunity for the R&D Summit to look at Boston for future years. They have asked us to confirm availability at the Hynes and surrounding hotels for 2022 and 2023. We have submitted this information to the client who will then share it with her team and leadership. Veeva was supposed to meet in Boston for the first time in 2020 for the R&D Summit but had to cancel their in-person meeting. They are contracted to come this fall for the R&D Summit, and they are contracted at the BCEC for the Commercial and Medical Conference in 2022, 2023 and 2024.

Building: BCEC
Attendance: 2,800

Peak Room Nights: 1,075
Total Room Nights: 2,066
Month / Year: October 2022

Forrester Research, Inc. Forrester Research Company Kickoff 2022

Forrester Research, Inc. headquartered in Cambridge, MA, (FORR) is a leading global market research company that helps organizations exceed customer demands and excel with technology. Forrester Research, Inc. helps organizations grow through customer obsession, which means empowering organizations to put the customer at the center of everything they do: leadership, strategy, and operations. Forrester Research, Inc. works with professionals in 19 key roles at major companies providing proprietary research, customer insight, consulting, events, and peer-to-peer executive programs. This is an all company meeting where all employees are invited to convene and discuss the previous year's successes and strategic goals for the new year ahead. Boston and the Hynes are their top choice, and a decision is expected soon.

Building: Hynes
Attendance: 1,800
Peak Room Nights: 1,200
Total Room Nights: 2,700
Month / Year: January 2022

VI. Event & Media Sales Definite Business

The CID Entertainment

CID is a division of On Location Experiences, a leader in premium experiential hospitality business, travel management and live event production for both music and sports events. They help strengthen the fan community, build partners' brands, and drive incremental profit to event producers. CID employees include former tour managers, ticketing and production experts, and much more. This is their Comedy/Music and Fan Experience Weekend, and a first-time event for the Hynes.

Building: Hynes
Attendance: 1,500-3,000pp
Peak Room Nights: 400
Total Room Nights: 400
Month/Year: Fall 2022

Crohn's & Colitis Foundation

The Crohn's & Colitis Foundation is a non-profit, volunteer-driven organization dedicated to finding the cures for Crohn's Disease and ulcerative colitis, and to improving the quality of life of children and adults affected by these diseases. It was founded in 1967 by Irwin M. and Suzanne Rosenthal, William D. and Shelby Modell, and Henry D. Janowitz, M.D. To cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases. This is their annual fundraising event which has historically been held at a hotel. A site visit is scheduled for Feb. 4, 2021.

Building: Lawn on D
Attendance: 300pp
Peak Rm Nts: 0
Total Rm Nts: 0
Month/Year: Late Summer/Early Fall 2021

KLR

KLR is one of New England's premier assurance, tax and business advisory firms with offices in Boston, Newport, Providence and Waltham. KLR provides a wide range of services to both individuals and businesses, private and publicly held companies throughout the US and abroad. This is their employee summer outing and a first-time customer for the MCCA.

Building: Lawn on D

Attendance: 150pp+

Peak Room Nights: 0

Total Room Nights: 0

Month/Year: Summer/Fall 2021

Ironwood Pharmaceuticals

Ironwood Pharmaceuticals brings new, differentiated therapies to the millions of patients who live with GI diseases. Their in-market product, LINZESS® (linaclotide), discovered in-house, is the branded prescription market leader in its class. They are also pioneering the science behind their development program IW-3718 which aims to address highly symptomatic GI conditions with significant unmet needs. Ironwood was founded in 1998 out of the Whitehead Institute for Biomedical Research, an affiliate of Massachusetts Institute of Technology (MIT). This is their employee summer event and a first-time event on the Lawn on D.

Building: Lawn on D

Attendance: 150pp

Peak Room Nights: 0

Total Room Nights: 0

Month/Year: Summer/Fall 2021

Boston Bar Association

The Boston Bar Association (BBA) is the Commonwealth's premier legal institution, bringing together the brightest and most influential people to lead at the forefront of the profession. This is their Law Day Dinner and the John & Abigail Adams Benefit Dinner.

Building: Lawn on D

Attendance: 200

Peak Rm Nights: 0

Total Rm Nights: 0

Month/Year: Fall 2021

MassMutual Center - Springfield Update:

SALES UPDATE - January & February 2021

14

New Inquiries

28

Total inquiries Worked

January & February 2021			FY21 YTD		
Category	Total	Room Nights	Category	Total	Room Nights
Definite Booked					
	\$		15 Bookings	\$351,000	1,405
New Tentative					
4 Bookings	\$120,800	1,860	8 Bookings	\$182,550	2,010
Rescheduled					
2 Bookings	\$63,000	395	4 Bookings	\$141,940	395
Cancellations					
3 Bookings	\$60,500	655	9 Bookings	\$160,950	655

MMC/GSCVB 2021 Meetings & Conventions Outreach Plan

Top 10 "Target Accounts"

- New Citywide only
 - 5 from MMC, 5 from GSCVB
 - Identified through Competitors, Tradeshows, History, and market research (MINT database)
 - Qualification Criteria includes Room Nights, Attendance, Space, Day of Week/Pattern, Revenue & EI
- 5 Gift Box Mailings through 2021 scheduled every other month
 - MMC prominent in 2, included in all 5
 - Custom "Theme" for each mailing and will include a specific "call to action"
- KPI's to determine ROI include:
 - Virtual or in-person site, RFP's rec'd, increase traffic to MMC/GSCVB websites, social media engagement, and business booked.

"E" newsletter Campaign

- Partnership include MMC/GSCVB/MGM Springfield
- 3 Dedicated Email Campaigns utilizing
 - MMC database – Ungerbock, Amadeus, Tradeshows
 - GSCVB Meetings database
 - USAE List
 - Members from PCMA, ASAE, MPI and IAEE
 - Geo Target: MA, RI, NH, ME, VT, CT, NJ, NY, PA, DE, DC, VA, MD
 - Cost share with MGM and MMC
- GSCVB to spearhead design
- Specific subject and appropriate content for each
- KPI's to determine ROI include:
 - Open/CTR rates, Virtual Site attendance, website & social media engagement, RFP's and business booked.

Administrative Update:

- Very busy few weeks for new event inquiries since Governor Baker's announcement – especially in the Convention Center.
- Officially received approval from Secretary Sudders to host USA Gymnastics on April 23-25 and May 1-2
 - we're extremely excited and optimistic that this will lead to additional event confirmations.
- We're anticipating between 150-200 total hotel rooms blocked for the event – with the chance that this will increase. In normal years, the event traditionally blocks ~720 room nights.
- Working on the estimate for potential production companies to stream the event to assist with social distancing efforts.
- Continuing to review our MMC Re-Opening Guide so we are ready for submittal when the time comes.
- Working through employee recall plans for our OC/PT staff (IATSE, Ushers, Tech Changeover, Utility Porters, etc.). All staff were separated in August, so we need to completely rebuild our bench to be prepared for upcoming events.
- Reached out to potential Ticketing RFP responders to alert them of the published RFP.

- Continued researching CLEAR and the partnership with MGM and the potential to utilize them at the MassMutual Center.
- Conference call with AIC to discuss planning and logistics around the Atlantic Hockey Conference Championships if AIC wins their 2nd round matchup. Event will consist of (4) practices on Thursday, (2) games on Friday, and (1) game on Saturday.
- Working with the Thunderbirds on their 2021-2022 availability calendar as they begin preparing to submit their dates to the AHL.
- Continued meetings with the Basketball Hall of Fame about the potential September 2021 event - discussing similarities with their May events at Mohegan Sun, time frames, ticket sales, on sale, testing, dates, capacities, etc.
- Internal discussion surrounding BasketBull, Summer program, financial packages, programming, rates. We sent some initial ideas off to Colin and we have some time on the calendar to discuss in more detail next week.
- Several calls this week with Bill Kadish regarding his upcoming concerts. We extended his May concert to include Ballroom C for social distancing. We are still limited to the 100 occupancy. We have received his wired deposit. We recommended he reach out to the agent to see if we could reschedule the date to later in the summer.
- Continued work on the FY22 Budget. We will reach out to the MCCA to schedule a working session once concluded.
- Officially announced the postponement of the for King & Country date to April 28, 2022.
- Received the rider for The Price is Right Live and began working on an internal pro-forma to determine proposed deal points. They want to do 3-4 shows in the Ballrooms and we'll likely be up against Mohegan and Foxwoods facilities.
- Meeting to discuss all sponsorship deals, partners, and financials. Trying to find a path forward – reviewing make goods – and trying to keep existing sponsors within the building for future years.
- Garden Brothers Circus officially postponed from 2021 to 2022.
- Placed holds for GSCVB Howdy Awards in Fall 2021 and Spring/Summer 2022.
- Will be participating in “Coffee with Creed” – a taped interview with the Springfield Chamber of Commerce. Taping scheduled for March 8th at 1pm. Distribution date TBD.
- Received energy audit from AEG, will review and discuss the options with MCCA.
- Completing a fully updated anticipated revenue worksheet – reviewing actuals, billables, increases, margins, etc.
- Encore Cheerleading has postponed their March event to April and we are working on how to execute the event within the current parameters.
- Continued conversations with all of our Commencements – trying to keep them on the calendar either in-person or hybrid – several of the colleges have indicated a desire to go completely virtual.
- Working with CES Boxing/MMA for the potential to host a live or PPV event in the Convention Center with the potential for a multi-event partnership.

Due to the COVID 19 pandemic, the MassMutual Center has had:

- Cancellations: 83 events (includes estimated games lost due to the cancellation of the Thunderbirds 2020-2021 Season)
 - \$1,471,080 in estimated Net Event Income
- Postponements: 23 events
 - \$503,274 in estimated Net Event Income

Arena & Convention Center Concert / Comedy / Family Show Events

On-Sale / Announced

- AIC Hockey – 2nd Round Playoffs scheduled for March 12, 13, and 14 (if necessary). We will also host the Atlantic Hockey Conference Championships (2 Semi-Final Games and 1 Championship Game) if AIC wins their 2nd Round Playoff matchup.
- For King & Country – postponed again – event will now be April 28, 2022.
- NCAA D1 Regional Hockey Tournament – March 2024

Tentative/Confirmed

- Trio 651 (Artimus Pyle) – May 2021
- Trio 651 (Atlanta Rhythm Section) – July 2021
- NBA Enshrinement – September 2021
- Trio 651 (Johnny Lang) – October 2021
- TRAXXAS Monster Trucks – January 8, 2022
- Red Sox Winter Weekend – January 2022
- Globetrotters – February 11, 2022
- Disney on Ice – March 2022
- Garden Brothers Circus – May/June 2022
- WWE – Summer / Fall 2022
- Price is Right Live – September 2022

Under Review Business

- Globetrotters Training Camp – July 2021
- BIG3 2021 Season Bubble – July-August 2021

Capital Projects Update – FY21:

The list of projects below has been submitted to the MCCA and they are currently being reviewed by the MCCA team. MMC is awaiting the next steps of the process.

- Webco Compressor replacement
- MMC Roof repair
- Colosseo replacement
- MMC Carpet replacement, 4A. Ride On extractor, 4B. Carpet Extractor
- MMC Security camera Upgrade
- MMC Radio Infrastructure Upgrade
- MMC Arena AHU refurbishment
- Stair 7
- Security Intercom Upgrade
- Passage Point Visitor Management
- Cimco Ice Plant replacement

Operations Update:

Operations staff is working on timing and planning for ice removal after the AIC season is over

Operations is reviewing an in-house project to install digital signage at the meeting rooms, ballrooms and exhibition halls in our convention center.

The MMC team is working on a plan to recall part time operations staff for some potential events in the coming months.

The MassMutual Center has received the utility audits from Advance Energy Group. The audits came back with recommendations and proposals for lighting, refrigeration and signage. The audits are being reviewed on the basis of need, feasibility, costs and ROI. The MMC management team is working with the MCCA to determine the next steps

Food & Beverage – February FY21 Highlights:

Working on outdoor concepts for the Center Grill to open in Spring of 2021.

- Menus & Pricing
- Staffing
- PPE needs

Updating Spectra's on line Reopening Resource Center with current federal restriction and guidance as it pertains to Covid 19.

- Full oversight of all policies and procedures
- Building corporate site for all managers to refer to giving us first hand access to all current policies, procedures and best practices

We are conducting a weekly walk through of all F&B locations. During this walk through I insure that faucets and drains are working properly, equipment is maintained in good working order, inspect all locations for any pest activity

Met with our partners at MGM to review Arena and Convention Center FY22 budget. Initial review highlights:

- Initial revenue projections
- Concessions COS 23%
- Catering COS 25%
- Catering labor 17.5%
- Concessions labor 18%
- Increase COS and labor for initial few events with nothing surrounding as it will take most labor to set up/break down, and there will be waste.
- Complete review of indirect expenses

Met with our partners at MGM to introduce them to Ping HD, our digital menu board solution in the arena and convention center. Highlights discussed:

- Cloud based access to all content
- General cost structure
- 365 support to include content issues as well as creative
- Broad applications for convention center space from wayfinding to advertising
- Another potential source of revenue from sponsorship opportunities
- Final introduction to the business development team at Ping HD

With the state's announcement last week and now the approval for us to host USA Gymnastics, we are looking at our reopening plans and preparing to execute.

- In 2019 USA Gymnastics combined for \$20K in catering revenue and close to \$10K in concessions revenue. While attendance numbers are anticipated to be far lower due to Covid, we are excited to open up with such a strong event for us.
- Initial communication has gone out to USA Gymnastics to begin discussing catering needs.
- Internal conversations with MGM on logistics of concessions.
- Staffing needs to be reviewed to insure we are prepared to meet the expectations of our client.
- Will reach out to board of health to get initial guidance locally of additional needs.
- A final review of our reopening plan as well as the Restaurant guidance to food service for the state of Massachusetts.
- Initial conversations with our partners at MGM to discuss concession stands and plexi shields to insure separation from our staff and the guests.

Reached out to HR to discuss restriction of rehiring salaried managers as PT hourly to support events that may be coming.

- Salaried managers that are rehired as salary will not have to wait 90 days for benefits to kick back in to make us more marketable.
- If a salaried manager returns as PT hourly, they will have to wait the 90 days should they take their salaried roll back at a future date.
- PT hourly staff returning to work simply need to be called and activated. Taking an initial look at who is on our "A" list for return.

Participated in the following annual training:

- Workplace Integrity
- Code of Conduct
- Workplace harassment

Additional Updates:

Staying Connected During a Time of Social Distancing

Throughout the pandemic there have been a continued focus on connection from a distance and mental well-being. As the months has gone by there have been periods of time where MCCA staff members have worked remotely or maintained a hybrid schedule. It has been apparent throughout that connection and interaction has been crucial for mental health and continued productivity. The Mayo Clinic stated back in March of 2020 that “everyone needs a varying amount of real social contact to maintain his or her mental and physical health. As we adjust to social distancing strategies, we may need to be more creative to meet our need for social connection”. The MCCA Human Resources department and the SWIM group (Society for Workplace Involvement & Morale) have done an outstanding job promoting ways to connect with colleagues even while not being together physically.

The guest services team is made up for three full time employees and the remaining team is event based part time employees. Historically the variable hour employees in the guest services department tend to be individuals are older in age and often times retired. A good amount of the Guest Services Associates enjoy their position tremendously because they love interacting with people and have a love for Boston. For this population the last year has been particularly isolating.

The Guest Services Team starting conducting monthly get together over zoom for any of the Guest Services team to participate in. This was a way to connect, touch base and share information. Starting



in October the Guest Services team increased the frequency of these meetings in response to feedback from the team that they looked forward to this meetings and at times this was the only time they saw other people throughout the week.