

Massachusetts Convention Center Authority

Thursday – July 18, 2024

9:30 a.m. – 12:00 p.m.

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: 236 839 086#

AGENDA

- I. Roll Call
- II. Review and Adoption of Minutes of June 13, 2024
- III. Executive Director's Report
- IV. Boston Convention Marketing Center Performance Report
- V. MassMutual Center/MGM Springfield Sales and Marketing Update
- VI. Report of AF&P Committee
 - 1. Springfield Convention Center Carpark Rates [VOTE]
 - 2. Supplier Diversity Update
- VII. Report of Executive Committee
 - 1. Extension of interim Executive Director Contract
- VIII. Report of Development & Construction Committee
 - 1. BCEC Marquee Additional Funds Electrical Work [VOTE]
- IX. Old Business
- X. New Business
 - 1. Executive Director Search Update
 - 2. Board of Directors Training Session with Koya
- XI. Adjournment



Boston Convention Marketing Center

Performance Report / MCCA Board Meeting – July 2024

Signature BOSTON™



June 2024

- American Society for Biochemistry & Molecular Biology
DiscoverBMB 2027
 - Hynes event for April 2027 with 4,625 room nights
- National Association of Insurance Commissioners Summer National Meeting 2028
 - Hynes event for August 2028 with 4,520 room nights
- Materials Research Society Fall Meeting & Exhibit 2028, 2029, 2030
 - Hynes event for November 2028 with 10,822 room nights
 - Hynes event for November 2029 with 10,822 room nights
 - Hynes event for December 2030 with 10,822 room nights



June 2024

- Society of Surgical Oncology International Conference on Surgical Cancer Care 2029
 - Hynes event for March 2029 with 3,263 room nights
- Society for Laboratory Automation and Screening Annual Meeting 2030, 2032, 2034
 - BCEC event for February 2030 with 7,560 room nights
 - BCEC event for February 2032 with 7,560 room nights
 - BCEC event for February 2034 with 7,560 room nights



June 2024

- National Association of Chain Drug Stores, Inc. Total Store EXPO 2032
 - BCEC event for August 2032 with 9,123 room nights
- American Society for Radiation Oncology Annual Meeting 2036, 2040
 - BCEC event for October 2036 with 32,170 room nights
 - BCEC event for October 2040 with 32,170 room nights



YTD (July 2023 – June 2024)

	Bulls Eye *	Non Bulls Eye	Totals
BCEC Events	34	3	37
Hynes Events	24	6	30
Total Events	58	9	67

BCEC Room Nights	481,640	5,660	487,300
Hynes Room Nights	157,406	12,020	169,426
Total Room Nights	639,046	17,680	656,726

*Bulls Eye = 1,000 rooms on peak or more

June 2024

	# of Events
BCEC Events	4
HYNES Events	3
Lawn on D Events	7
Total Events	14
BCEC Room Nights	1,927
HYNES Room Nights	1,755
Lawn on D Room Nights	0
Total Room Nights	3,682

YTD (July 2023 – June 2024)

	# of Events
BCEC Events	55
HYNES Events	58
Lawn on D Events	39
Total Events	152
BCEC Room Nights	15,504
HYNES Room Nights	9,561
Lawn on D Room Nights	0
Total Room Nights	25,065

- Even with the two-month delay in the opening of the Lawn on D and the ongoing maintenance projects at the Hynes Convention Center precluding new events from being contracted this year, the Event & Media sales team generated close to \$7.3 million in rental revenue and more than \$9 million in food & beverage revenue. This achievement marked a new record for the highest revenue generated in a fiscal year over the past decade.
- Of the 26 events contracted on the Lawn on D this year, 21 events are from organizations that are new customers for the MCCA.
- Despite the BCEC Marquee undergoing renovations and being non-operational for 4 months this year, the revenue from Sponsorship & Advertising exceeded \$1.1 million. This revenue was generated through the sale of the Digital Displays, Wireless Sponsorship and Sponsorship Signage packages at the BCEC and HYNES.



BCEC & Hynes Events

July - August 2024

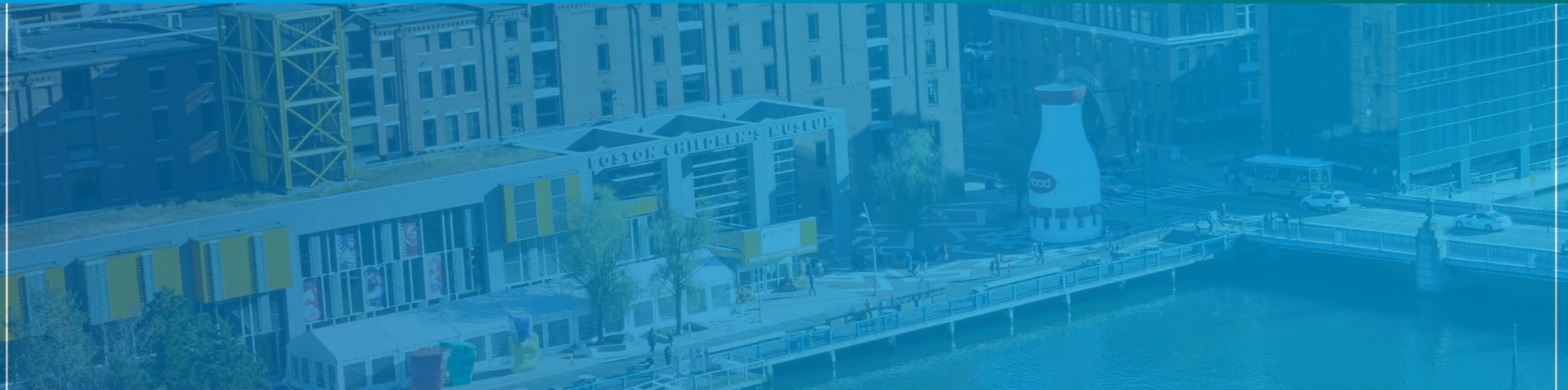
Event Name	Venue	Dates	Total Room Nights
National Alliance for Public Charter Schools National Charter Schools Conference 2024	BCEC	06/30/24 – 07/03/24	5,116
School Nutrition Association Annual National Conference 2024	BCEC	07/14/24 – 07/16/24	12,265
American Association of Colleges of Pharmacy Annual Meeting 2024	Hynes	07/20/24 – 07/23/24	7,020
Credit Union National Association and World Council of Credit Unions – CUNA / WOCCU Joint Conference 2024	BCEC	07/21/24 – 07/24/24	8,825
Tenth World Congress of Veterinary Dermatology 2024	Hynes	07/25/24 – 07/29/24	3,723
National Association of Letter Carriers Biennial Convention 2024	BCEC	08/03/24 – 08/09/24	21,624
National Association of Chain Drug Stores, Inc. Total Store EXPO 2024	BCEC	08/17/24 – 08/19/24	10,560
International Association of Fire Fighters Biennial Convention 2024	BCEC	08/25/24 – 08/30/24	10,480



Thank you!

Remarkable Experiences. Imagination Realized.

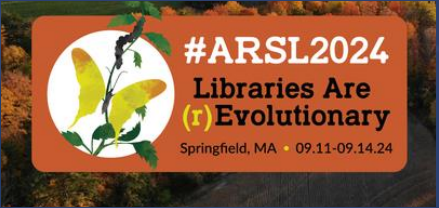
Signature **BOSTON**



∴ MassMutual Center

General Updates

- **July 26-28**
STEUBENVILLE EAST
- **Sept 11-14**
ASSOCIATION OF RURAL AND SMALL LIBRARIES
- **Sept 20-22**
PAPPILLON TATTOO CONVENTION
- **Sept 14**
BOXING EVENT
- **Sept 21**
AEW TELEVISED COLLISION EVENT



Steubenville East, 3rd year at MMC

- Large, multi-day Youth Christian Convention with 1,200 attendees. 810 room nights city/region wide. Highest billable services for all convention center groups annually. \$2.2M annual economic impact.

Papillon Tattoo, 1st time at MMC

- Last held at Big E Fairgrounds in June 2018. Expected 500 attendees per day over 3 days.

Association of Rural and Small Libraries National Convention

- Won bid in 2023 over CT & RI Convention Center.
- Registration opened in June 2024; initial room block of 865 filled in 3 weeks. Working on securing an additional 400 rooms. Expected over 1,000 attendees per day (up from 750)



Maroon 5 Post Event Recap		
Ticketing	Concessions	Merchandise
TICKETS SOLD: 4,409 COMPS: 239 REVENUE: \$688,267.25	TOTAL GROSS: \$66,376.00 PER CAP: \$15.31	TOTAL GROSS: \$43,284.94 PER CAP: \$9.98

Announcements Coming Soon...



New Installation: Sustainable Living Moss Wall donated by Explore Western Mass.

ECONOMIC IMPACT

FY24 Totals

Total EI - \$56.1M

TOTAL # Events - 167 with 244 Event Days

Total Attendance - 395,760

Convention Center

Conv. Ctr. EI - \$26.9M

Conv. Ctr # Events - 93 with 164 Event Days

Conv. Ctr Attendance - 124,484

Arena

Arena EI - \$29.1M

Arena # Events - 74 with 80 Event Days

Arena Attendance - 271,276

Sales Updates

22 NEW INQUIRIES

60 OPEN & WORKING INQUIRIES

JUNE		
Category	Total	Room Nights
Definite Booked		
2 Bookings*	\$71,500	761
Tentative Booked		
14 Bookings	\$354,900	

*1 Bulls Eye Booking

FY24 YTD		
Category	Total	Room Nights
Definite Booked		
94 Bookings*	\$1,921,221	11,686*
Tentative Booked		
22 Bookings	\$549,250	

*15 Bulls Eye Bookings

FY24 Convention Center Post Event Survey Results

- ▶ Overall Experience at the MassMutual Center – 4.87/5
 - ▶ Likelihood to Return – NPS of 93% - 10 pt.
(Increase from FY23 of 83)
 - ▶ Experience with Sales Manager – 4.93/5
 - ▶ Experience with Event Manager – 4.96/5
(Highest score in FY24)
 - ▶ Likelihood to Recommend – NPS of 89% - 19 pt.
(Increase from FY23 of 70)

Specific Staff Recognitions : Total of 78 Staff Recognitions
and Top 5 staff recognized 47 times

FY24 Revenue and Room Night Overview

Revenue:

112% of combined Rental/Catering Budget
Highest Rental Revenue since opening
Highest Catering Revenue since opening

Room Nights:

Sales Team – 11,686



Springfield Convention Center Carpark Parking Rates

MCCA Board of Directors
July 18, 2024

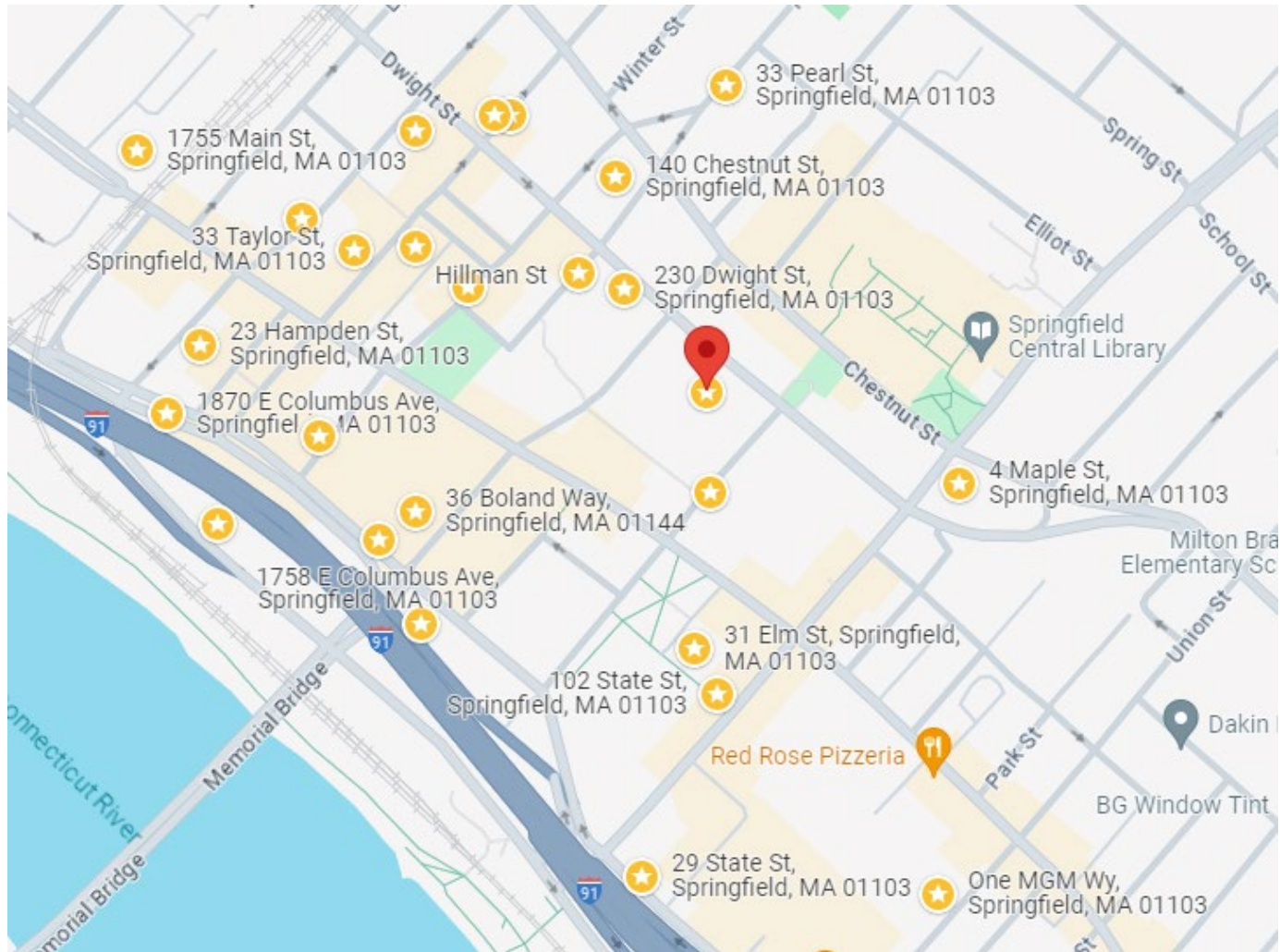
**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**

Overview

- Approximately 800 space garage being constructed adjacent to the MassMutual Center in Springfield
- Executive Parking, Inc. will operate and promote the carpark on behalf of the Authority
- Expected to open January 2025



Rate Comparison Parking Lots



Proposed Pricing

Rate Type	Proposed Price
Monthly	\$100 \$150 reserved
Transient	\$1.50 first ½ hour \$2 each additional hour \$20 max per day
Event	\$10 upper-level parking \$15 VIP bottom level parking

Board Vote: Implement Parking Rates at the Springfield Convention Center Carpark

The Massachusetts Convention Center Authority's ("Authority") Transportation Department desires to implement the parking rates at the Springfield Convention Center Carpark. Rates would become effective upon the carpark opening in January 2025.

At a recent Administration, Finance, and Personnel (AF&P) Committee Meeting, the AF&P Committee received a presentation and recommendation from the Transportation Department concerning the parking rates at the Springfield Convention Center Carpark and the Committee voted to recommend implement the proposed parking rates at the Springfield Convention Center Carpark.

A vote to implement the recommendations of the Transportation Department would take the following form:

VOTE: The Massachusetts Convention Center Authority hereby authorizes the Interim Executive Director to implement the parking rates at the Springfield Convention Center Carpark.

BOARD VOTE: Implement Parking Rates at the Springfield Convention Center Carpark

The Massachusetts Convention Center Authority's ("Authority") Transportation Department desires to implement the parking rates at the Springfield Convention Center Carpark. Rates would become effective upon the carpark opening in January 2025.

At a recent Administration, Finance, and Personnel (AF&P) Committee Meeting, the AF&P Committee received a presentation and recommendation from the Transportation Department concerning the parking rates at the Springfield Convention Center Carpark and the Committee voted to recommend implement the proposed parking rates at the Springfield Convention Center Carpark.

A vote to implement the recommendations of the Transportation Department would take the following form:

VOTE: The Massachusetts Convention Center Authority hereby authorizes the Interim Executive Director to implement the parking rates at the Springfield Convention Center Carpark.



BCEC Marquee Electrical Power Equipment

MCCA Board Meeting

July 18, 2024

**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**

Details of the Current BCEC Marquee

- The Marquee was built in 2011
- 76 feet tall
- 7 display surfaces
- Hi-res tiles
- Low-res sticks
- Made \$5M in revenue since inception
- Digital assets have made an average of \$500k per year
- Daktronics is manufacturer of record.



Contract Terms and Scope

- MCCA Board Authorized in March of 2023, a contract for \$2.4 million dollars, with Daktronics to Replace the Digital Display Tiles and Equipment.
- Procurement was done utilizing Sourcewell, which is a national, state and local contract.
- Replacement equipment would provide (10) years of reliable service and support from manufacturer.
- New system and equipment will provide improved operation and monitoring of the equipment.

Contract Details

Details of Project LEDs on Marquee Structure

The entire upper section of the display will be updated to high resolution 10mm LED tile modules; currently the upper section is composed of LED sticks • The lower east and west sections will also be updated to 10mm displays; the current pixel density is 16mm



Contract Details Continued

Electrical System

- Internal Power infrastructure will be updated to handle new LED modules



Back-end Control System

- Video processors
- Back-end control equipment will be updated to handle higher display resolution



Monitoring

- Monitoring of the display will be improved with the update; the new tile product will be able to send out email alerts if outages are detected



Contract Scope Change



During the design efforts for permitting, the Main Electrical Service was found to be deficient and in need of an upgrade. In discussions with the State Electrical Inspector, the service will be upgraded to harsh condition equipment and will have a remote shunt trip system installed to allow power disconnection from BCEC Command Center. This work was not in original scope of services. The design efforts also will require additional steel support members to accommodate the new display tiles. The Design estimates have been determined for this work and a not to exceed authorization in the amount of \$600,000.00 will be required.

Board Vote: BCEC Marquee Contract

Per Ch. 149 statute requirements, the Authority will issue a change order to the contract with Daktronics to make required electrical improvements and structural steel installations to complete the installation of the New BCEC Marquee Display and to maintain code compliance.

A vote to implement the Development & Construction Committee's recommendation to the full Board of the Massachusetts Convention Center Authority to to authorize a change order for the required improvements to the BCEC Marquee Contract for Daktronics would take the following form:

VOTE: The Massachusetts Convention Center Authority hereby votes to authorize the Executive Director to execute a change order for the required improvements to the Electrical and Steel Infrastructure to Daktronics in the not to exceed amount of Six Hundred Thousand Dollars (\$600,000.00).

BOARD VOTE: Change Order Authorization for BCEC Marquee Project

Per Ch. 149 statute requirements, the Authority will issue a change order to the contract with Daktronics to make required electrical improvements and structural steel installations to complete the installation of the New BCEC Marquee Display and to maintain compliance.

A vote to implement the Development & Construction Committee's recommendation to the full Board of the Massachusetts Convention Center Authority to authorize a change order for required improvements to the BCEC Marquee Contract for Daktronics would take the following form:

VOTE: The Massachusetts Convention Center Authority hereby votes to authorize the Executive Director to execute a change order for the required improvements to the Electrical and Steel Infrastructure to Daktronics in the not to exceed amount of Six Hundred Thousand Dollars (\$600,000.00).