

IN: community

OUT OF THE GATE

After two years of successfully hosting large, high-profile conventions, the Massachusetts Legislature reversed the ban that prevented the BCEC from hosting consumer gate shows. Gate show producers, who have been eager to get their large shows into the BCEC, responded quickly, and the first BCEC gate show was a complete success. The New England Boat Show more than doubled in size in its new location, hosting 54,000 attendees. The show has already booked the BCEC through 2011.



eBay Live!
Economic Impact: Nearly \$13 Million
Attendees: 11,000
Hotel Roomnights: More than 17,000

\$5,000 in scholarships
presented annually
to hospitality students.

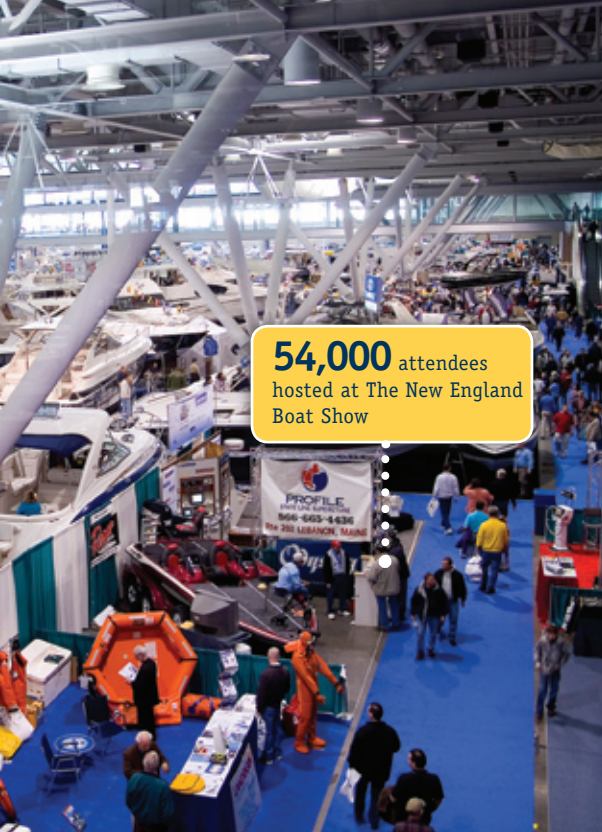
More than **\$2 Million**
in revenue generated from
the New England Boat Show

The New England Boat
Show is booked through
2011





Hospitality Scholarship Fund recipients Michael McGuire, of Norwood and Kaley Taylor, of Chelmsford, both received a \$2,500 scholarship from MCCA Executive Director James E. Rooney.



54,000 attendees
hosted at The New England
Boat Show

New England Boat Show

Revenue: More than \$2 Million

Attendees: 54,000

Parking: \$200,000

New England Grows

Economic Impact: Nearly \$11 Million

Attendees: Nearly 16,000

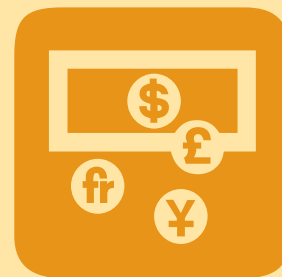
Hotel Roomnights: Nearly 4,000

INVESTING IN THE COMMUNITY

Ensuring that the investments in gate shows pay dividends for the region, the MCCA launched the Community Partnership and Hospitality Scholarship Fund. The initiative allows all of Boston's neighborhoods to benefit from gate shows at the BCEC, with grants to local non-profit organizations and the establishment of hospitality scholarships. Funded through unanticipated revenue generated from gate shows, the program expands on the South Boston Community Development Foundation (SBCDF), which receives ten cents for each square foot of rented exhibit space and one dollar per admission ticket sold for each gate show at the BCEC. After the New England Boat Show, the MCCA presented the SBCDF with a check for \$98,000.

An additional \$93,000 of grant funding was divided among 24 Boston-based non-profit organizations to support programs and initiatives that impact the lives of Boston residents, reaching out to every corner of the city: Roxbury, East Boston, Jamaica Plain, Brighton, Mattapan, Charlestown, Hyde Park, Dorchester, the South End, the North End, and Back Bay. From Community Art programs and youth literacy enrichment to support for the elderly and substance abuse prevention, these grant recipients are working to improve the quality of life for Boston area residents.

The statewide hospitality scholarships program will provide two \$2,500 scholarships annually to current and future hospitality students. The scholarships will give future hospitality providers the opportunity to fulfill their career goals.



\$196,000 in grant
funding and scholarships was
given back to the community.