



**MASSACHUSETTS CONVENTION CENTER AUTHORITY
CORPORATE SOCIAL RESPONSIBILITY REPORT 2011**





Students from the BalletRox program supported by the MCCA's Community Partnership Fund

OUR VISION



Michelle A. Shell
Board Chair
Massachusetts Convention
Center Authority

James E. Rooney
Executive Director
Massachusetts Convention
Center Authority

The Massachusetts Convention Center Authority views its mission as twofold - hosting large events and creating economic impact for the city and the Commonwealth, while having our work mirror and enhance the civic life of the communities we serve. As a state authority, it's our responsibility. It's part of our success strategy. We plan to lead the way among state agencies and within the meeting and convention industry in community giving, environmental responsibility, support of the arts, and the fostering of diversity - both within our organization and through the events we attract to Boston and Springfield.

This first annual MCCA Corporate Social Responsibility Report is a document of work which will allow us to enhance and better target this outreach: from supplier diversity to the diversity of our staff; from making New England's largest building one of its greenest, to having our staff donate gifts and prepare meals for the Ronald McDonald House in Springfield; from helping an afterschool dance program for the children of Roxbury to an arts program in South Boston.

To oversee these efforts, we have created a special board committee dedicated to setting benchmarks for and growing the MCCA's contributions to the communities we serve. The social responsibility board committee members include chair Ann Conlon Roosevelt, Carol Fulp, Vanessa Otero, and Darryl Settles.

We hope you find this report useful as we advance our work and extend our reach to better serve Boston, Springfield and the Commonwealth as a whole.

CONVENING

THE MCCA'S FACILITIES WERE BUILT BY THE PEOPLE OF MASSACHUSETTS TO GENERATE ECONOMIC IMPACT AND ENCOURAGE ECONOMIC DEVELOPMENT IN THE REGION.

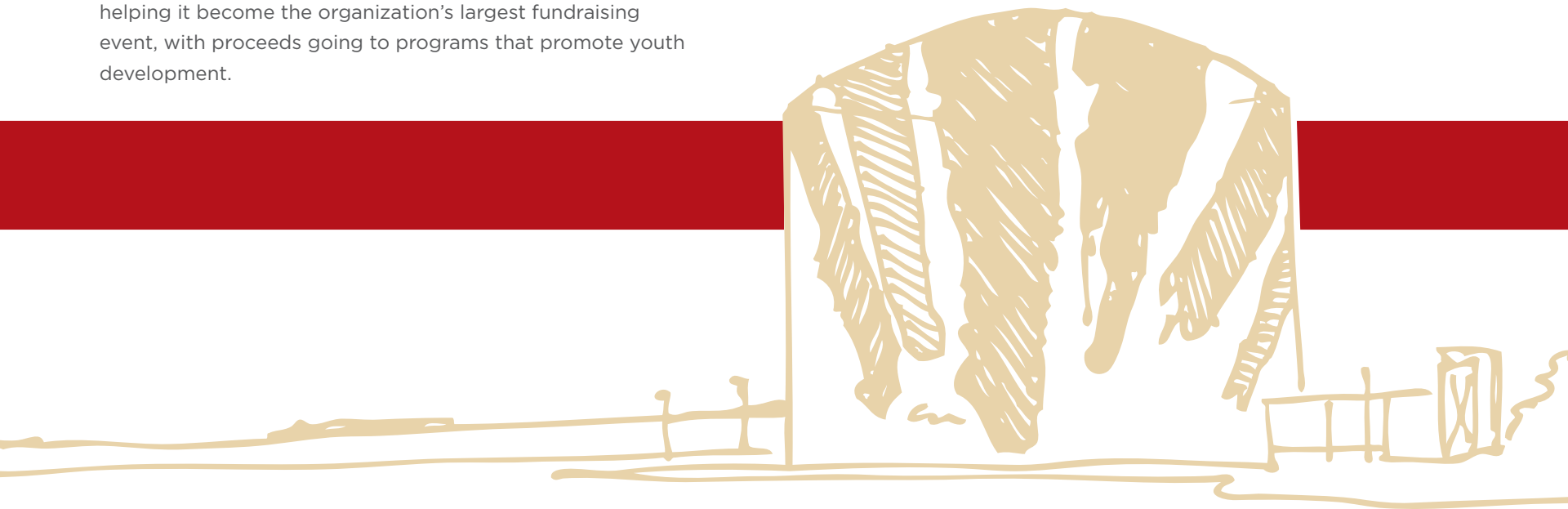
Because of that public investment, the MCCA believes our facilities should be used for the public good whenever possible. We are proud to support and host events at our facilities that are associated with important community issues, from stuffing thousands of gift bags for a walk for hunger, to bringing together students to discuss the future of their city.

- For more than 10 years the MCCA has hosted the Martin Luther King Jr. Breakfast, a 41-year-old tradition that honors the legacy of Dr. King with proceeds going to important neighborhood social programs.
- During the Thanksgiving season, those living with HIV and their loved ones are served a traditional holiday meal by volunteers for the annual Boston Living Center's Celebration of Life Thanksgiving Dinner at the J.B. Hynes Veterans Memorial Convention Center.
- Boston's Latino community comes together annually at the Boston Convention & Exhibition Center to celebrate the winter holiday season with the El Jolgorio Annual Gala, which raises funds for after-school and cultural programs for youth and teens.
- Over the past five years, Big Brothers Big Sisters of Massachusetts Bay have held their annual gala at the BCEC, helping it become the organization's largest fundraising event, with proceeds going to programs that promote youth development.



THE 2008 BOSTON CIVIC SUMMIT

It started as an inspired simple idea, shared over a cup of coffee between former Boston City Council President Maureen Feeney and MCCA Executive Director Jim Rooney - create a first-of-its-kind convention for civic leaders and neighborhood groups from across the city. The event would gather these groups to meet and share what they've learned working in their communities after years working largely in isolation. That simple idea became a reality when more than 500 of Boston's most civically engaged workers convened at the BCEC for the 2008 Boston Civic Summit. They networked, participated in workshops, heard inspiring speakers, and took part in an interactive town hall event that produced a common vision for the future of Boston. To this day, the Boston Civic Summit is considered a great success, inspiring attendees to continue working together well after the summit concluded.





Christmas in the City

Other events that are held in MCCA facilities include:

- We Are Boston / The New Bostonians annual celebration at the BCEC
- Project Bread Walk for Hunger preparation at the BCEC
- American Red Cross annual Hometown Heroes Breakfast at the MassMutual Center
- First Night celebrations at the Hynes
- Muscular Dystrophy Association's Masquerade for Miracles annual fundraiser at the MassMutual Center
- Christmas in the City annual holiday celebration for homeless families at the BCEC
- 2010 Women and Minority Business Summit at the BCEC
- 2010 Mass Fallen Heroes tribute ceremony and silent auction at the BCEC



We Are Boston / The New Bostonians



Project Bread Walk For Hunger

BRINGING BOSTON TOGETHER



Dorchester Bay

DIVERSITY

OUR FACILITIES ARE BOSTON'S FRONT DOOR TO INTERNATIONAL AUDIENCES THAT MEET AND DO BUSINESS IN AMERICA'S MOST HISTORIC CITY. AND **WHEN ATTENDEES WALK THROUGH THAT FRONT DOOR, WE WANT THEM TO SEE NOT ONLY A WORLD-CLASS FACILITY, BUT THE FACES OF THE COMMUNITIES WE SERVE. WE WANT THEM TO SEE MASSACHUSETTS.**

The MCCA is committed to promoting diversity in our staff, our suppliers, and the events we host. Through these efforts, the MCCA has produced measurable results in diversifying our team of employees, the suppliers and vendors that do business with us, and the meetings and conventions that come through our front door.

SUPPLIER DIVERSITY

The MCCA requires that 7.5 percent of a contract price for any construction, maintenance, general purchasing, or major operation – from cleaning to security – is awarded to minority-owned businesses. In addition, 4 percent of every contract is allocated for women-owned businesses. But we aim to do better. We believe that diverse organizations and vendors ensure the viability and success of the MCCA's mission and core values, which focus on creating economic impact throughout the communities we serve. Because of this belief, we are committed to proactively seeking out diverse vendors and contractors in all aspects of our operations.

ORGANIZATIONAL DIVERSITY

The MCCA provides career opportunities for our workforce. Our staff is currently 20 percent diverse and we are committed to growing our diversity and promoting diverse leadership. As part of our commitment to excellent customer service, we are always in search of the most dedicated, enthusiastic individuals to join our team while promoting diversity and equal opportunity.

MEETING DIVERSITY

We believe a powerful way to promote diversity and strengthen Boston's reputation as a modern and welcoming city is to draw a diverse mix of attendees and events to our facilities. Through partnerships with organizations like the National Coalition of Black Meeting Planners and the PCMA Capitol Chapter, the MCCA has created an effective marketing plan that encourages diverse associations to view Boston as the international destination it is today. Just this year, The Urban League of Eastern Massachusetts named James Rooney as the recipient of its Game Changer Award highlighting his, and the MCCA's role in enhancing the economic development, corporate social responsibility and diversity of Boston and the Commonwealth.

DIVERSITY IN ALL WE DO

Roxbury



Mayor Thomas Menino and James Rooney with ESOL graduates

Creating opportunity while promoting diversity

To improve career opportunities for service staff, the MCCA worked with English Works to bring the English for Speakers of Other Languages program to the BCEC and the Hynes. Working with SEIU and Jewish Vocational Services, the program offers English as a Second Language classes to staff during work hours. The program was recently honored by Mayor Menino and the English Works program. We owe it to our employees to invest in their future, which not only pays dividends to our employees, the MCCA, its partners and customers, but to the Commonwealth as a whole.



The MCCA Finance team

Weekend of Discovery

The “Weekend of Discovery” initiative was created by the MCCA to counter outdated perceptions of Boston and to better market the city as a top destination for diverse conventions and meetings. Each year, meeting planners of diverse associations are invited to Boston as special guests of the MCCA and greeted by senior elected officials, including Governor Patrick and Mayor Menino. Business and cultural leaders from the African-American, Latino, and Asian communities act as Boston ambassadors to show Boston in a new and welcoming light.

Thus far, it’s worked. Weekend of Discovery has resulted in major diverse organizations like the National Urban League and Blacks in Government to choose Boston as their destination in 2011. The initiative also received the 2008 Rosoff Award for Marketing to a Diverse Audience.

“Jim is a game changer because he has not only streamlined, but restructured the way that we go after conferences for people of color. It’s been demonstrated from our perspective that it’s made a big difference, and Jim is being recognized for making this difference. It solidifies what we’re all trying to accomplish. It’s so powerful when a kid from Southie and a kid from Roxbury can be on the same page singing the same song. There is nothing but strength in that.”

— Darnell Williams, CEO and President of the Urban League of Eastern Massachusetts.

ENVIRONMENT



THE MEETING AND CONVENTION INDUSTRY IS OFTEN HEAVILY CRITICIZED FOR ITS WASTEFULNESS, SO WHEN IT COMES TO RUNNING A CONVENTION CENTER, BEING GREEN MEANS MUCH MORE THAN RECYCLING. OUR GREENING EFFORTS TAKE PRECEDENCE AT THE MCCA, AND OUR FACILITIES ARE SOME OF THE MOST ENVIRONMENTALLY CONSCIOUS CENTERS IN THE COUNTRY.

Energy, water and waste conservation are focuses of our daily operating strategy. Our convention facilities save energy by reducing the use of lights, escalators and HVAC systems during move-in and move-out days. And low-flow toilets and water-saving devices are installed throughout the BCEC restrooms. Since 2008, we've reduced our annual water consumption by nearly 21%.

We are also committed to using green products whenever possible. From our daily disinfectants to our vacuum cleaners, more than 80% of our cleaning products for kitchens, bathrooms, carpets and floors are environmentally responsible.

Our recycling programs are designed to reduce waste both inside the organization and out. Compost and recycling bins are stationed throughout office, meeting, loading dock and food preparation areas for both internal employees and visiting attendees. At the BCEC and Hynes, event planners and exhibitors are encouraged to recycle through the MCCA's Conventions C.A.R.E. (Community Assistance by Responsible Events) program. Through Conventions C.A.R.E., clean, usable, non-perishable donations are placed in bright blue bins at the end of an exhibition. The MCCA and its partners then assign and arrange the transport of these items to local non-profits.

TRASH TO TREASURE

We work closely with Save That Stuff, Inc., a local and leading waste management company, to make sure we're recycling as much leftover event material as we can. Save That Stuff helps us remove and recycle large materials like the wooden pallets used to bring show equipment in and out of the building and the tremendous amount of carpet used to cover the exhibit hall floor. In fact, Save That Stuff takes the carpet that can't be reused at a future event and transports it to a company that transforms the old carpet into pavement for Massachusetts roads.

JFK Library



BCEC & HYNES 2010 WASTE DIVERSION

TRASH WASTE



DEC 2009
75 TONS

DEC 2010
42 TONS

NON-RECYCLED WASTE



DEC 2009
43 TONS

DEC 2010
25 TONS

CO² WASTE REDUCTION



2008
56,400
Metric Tons

2009
50,833
Metric Tons

2010
46,898
Metric Tons

WATER WASTE REDUCTION



2008
3,439,929
Cubic Feet

2010
2,738,654
Cubic Feet

CONVENTIONS C.A.R.E.

2010 TOP DONORS

Natural Products Expo East:

42,145 lbs

American Dietetic Association:

15,698 lbs

New England Grows:

2,500 lbs

Yankee Dental Congress:

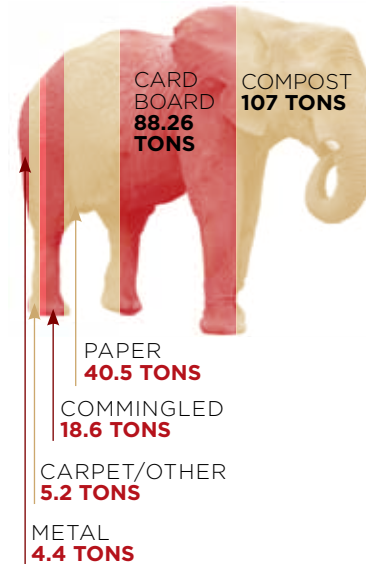
2,100 lbs

Risk Management Society:

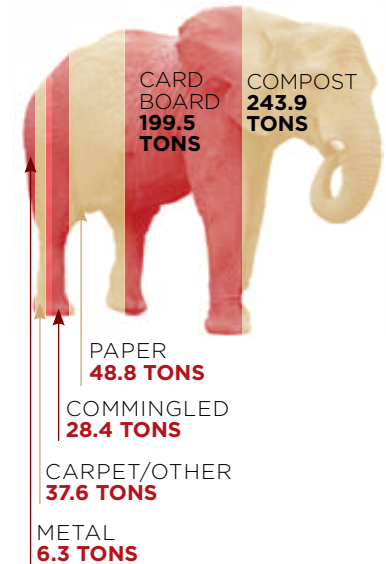
940 lbs



HYNES RECYCLING 2010 (TONS)



BCEC RECYCLING 2010 (TONS)



EARTH DAY EVERY DAY

SUSTAINABILITY

When Levy Restaurants became our new food and beverage provider, they pledged that more than 50 percent of the foods and drinks we serve would come from local vendors. In just six months, they exceeded that goal, helping local businesses, saving

transportation costs and protecting the environment. Today, 56% of food and beverage served at our convention facilities comes from local vendors, and we continue to host regular Local Vendor Fairs at the BCEC and Hynes to make this number grow.

THE ARTS

WHETHER IT'S A WINSLOW HOMER HANGING IN THE ART OF THE AMERICAS WING AT THE MFA, OR A LOCAL ARTISAN MAKING PRECIOUS METAL JEWELRY IN FORT POINT, ART MAKES A CITY.

The Massachusetts Convention Center Authority has made support of the local arts one of its key priorities. It not only benefits our core business by brightening our spaces and showing attendees the talent in our neighborhoods, but it gives back in multiple ways to a community that makes our city fun and unique.

MCCA facilities are among the first in the convention and meeting industry to host rotating painting, photography and sculpture exhibits throughout the year at both the BCEC and the Hynes, displaying the works of local artists from across the region. We hang the work of professionals and students alike, and we've even helped sell a few pieces to attendees.

And when local artists donated more than 100 original artworks to a new home-away-from-home for patient's families at Children's

Hospital Boston, the work debuted at an art reception at the Boston Convention & Exhibition Center.

In 2007, the MCCA created the Community Arts Program using shared resources from the Boston Mayor's Office of Art, Culture and Tourism: Open Studios Coalition. Since its debut, the Community Arts Program has featured work from more than 10 different Greater Boston communities.

In 2012, the MassMutual Center will complement the existing downtown Springfield arts program run by the Springfield Business Improvement District by showcasing the work of local Western Massachusetts artists throughout the venue.

Our support of artists goes beyond our doors. Atop the Boston Common Garage, the Commonwealth Shakespeare Company has lit up Boston Common every summer since 1997 with free outdoor performances that drew more than 70,000 people in 2010. The MCCA is a proud site sponsor of these Shakespearian summer evenings, supporting the troupe while also offering discounts at the Boston Common Garage to audience members.



SINCE 2007, THE MCCA COMMUNITY ARTS PROGRAM HAS:



**Showcased
Over
700
Artists**
At the BCEC
and Hynes



**Hosted
29**
public art
receptions



**Sold
More than
\$34,200**
in art work to
visitors of the
BCEC or Hynes



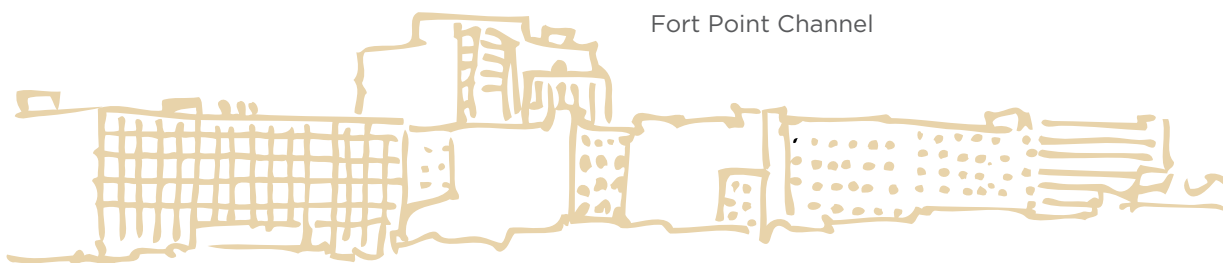
Paintings from the MCCA's "Home is where the art is" reception. The art was later hung in the Yawkey Family Inn, a residence for families with children admitted to Children's Hospital Boston.



A Fort Point artist's studio supported by the MCCA.

ART MAKES A CITY

Fort Point Channel



"Dancers and Flamingos," part of Ann Marie O'Dowd's 2011 public art gallery at the Hynes.

COMMUNITY

AT THE MCCA WE BELIEVE THE SUCCESSES WE CELEBRATE AS AN ORGANIZATION SHOULD CONTRIBUTE DIRECTLY TO THE SUCCESS OF OUR COMMUNITIES, YEAR ROUND.

Whether it's working with our clients to donate unused materials through the Conventions C.A.R.E. program or supporting nonprofits through the Community Grants Awards, the MCCA continually works to foster a spirit of giving back through each of our facilities.

COMMUNITY PARTNERSHIP GRANTS

In 2007, The MCCA and State Senator Jack Hart launched the MCCA Community Partnership & Hospitality Scholarship Fund, a two-part program that allows all of Boston's neighborhoods to benefit from consumer shows at the new Boston Convention & Exhibition Center (BCEC) and established scholarships to boost workforce development in the hospitality industry.

The program, funded by revenue generated from consumer shows — also known as “gate shows”— encourages local Boston non-profit organizations to apply for grants or donations. Additionally, as part of the program, the MCCA has launched a statewide scholarship program that provides four \$2,500 scholarships annually to current and future hospitality students.

COMMUNITY SERVICE

The MCCA's commitment to community runs throughout the organization and its employees. From helping to start a community garden, to reading to local school children on their lunch breaks, to running a road race to raise funds for a summer camp for inner-city youth, MCCA staff members are always willing to volunteer their own time to help community programs thrive.

MCCA employees are even willing to dress down for a good cause. The first Friday of every month, the MCCA organizes “Jeans for a Cause Day,” where staff members donate money to wear jeans to work. Each month, the donations go to a different staff-recommended non-profit organization in the Boston area. Since starting Jeans for a Cause in 2007, the MCCA has raised over \$11,400.



Basketball Hall Of Fame,
Springfield, MA



The Fishing Academy

“There’s nothing more rewarding to me than seeing a city-kid on a boat for the first time — smiling, confident, and amazed after catching their first fish. To keep our program running, we rely on the generosity and support of programs like the MCCA’s Community Partnership Grants. Their commitment to community programs, particularly youth programs, makes our small operation and all those smiles possible.”

— John Hoffman, founder and executive director at the Fishing Academy, Brighton, Mass.



Students enjoying a Fishing Academy excursion

Julie’s Family Learning

“As a small non-profit, serving vulnerable women and children, we struggle to meet their needs with our limited budget. Donations from the Conventions C.A.R.E. program not only provide needed supplies to our families, but they also help to preserve our resources during these challenging times.”

— Robert D. Monahan, director of operations at Julie’s Family Learning Center, South Boston, Mass.



Mother and son at Julie’s Family Learning Program pack a bag donated through the Conventions C.A.R.E. program

GIVING BACK TO OUR COMMUNITIES

Photo Courtesy of MassLive



Families get settled at the shelter set up at the MassMutual Center in downtown Springfield.

MassMutual Center provides shelter to tornado victims in Western Massachusetts

As tornadoes swept a path of destruction across Springfield and the region on June 1, 2011, the MassMutual Center and its dedicated staff quickly joined with city and state officials and offered those displaced by the storm a safe haven. With cots, food and water provided by the American Red Cross Pioneer Valley chapter, 450 residents came to the exhibit hall to wait out the storms and the night, watching the Stanley Cup Finals and readying for the next day. In the weeks following, the MassMutual Center and its staff continued to partner with the Red Cross to provide hot meals, showers, and activities for the children while families waited for permanent housing.



A CULTURE OF CARING





1 James Rooney looks at gingerbread cookies decorated by students from South Boston's Condon School. The MCCA hosts a cookie-decorating day and tour of the BCEC kitchen for the school every year around the holidays.

2 Nicole Gallerano, Ali Cotreau, and Celine Jaro of the exhibitor services team volunteered with the Food Project's Build-A-Garden event to build two raised-garden beds in a local community using compost from the MCCA's compost supply.

3 MCCA senior sales manager Marisa Federico and her family biked 100 miles from Boston to Cape Cod in the Audi Best Buddies Challenge to support people with intellectual disabilities.

4 In 2010, the MCCA and its food and beverage partner Levy Restaurants donated 120 Thanksgiving dinners to families involved in the Friends of Children-Boston mentoring program. Here, Michelle Harrington and Imari K. Paris Jeffries of Friends of Children-Boston receive the dinners from James Rooney and Levy Restaurants' executive chef Chris Pulling.

5 MCCA runners raised over \$10,000 and got to cross home plate at Fenway Park for the Red Sox Foundation's and Mass General Hospital's "Run to Home Base," which supports research for and care of American veterans returning from Iraq and Afghanistan with combat stress and/or traumatic brain injuries.

6 MCCA event manager Joseph O'Malley put his boxing skills to the test in the "Haymakers for Hope" event to raise money for the Jimmy Fund, supporting cancer research at The Dana-Farber Cancer Institute in Boston.

7 The MCCA runs in the J.P. Morgan Corporate Challenge, along with 600 other Boston companies, each year. In 2011 the beneficiaries of the race were the Emerald Necklace Conservancy which preserves parkland in Boston and Brookline, and Horizons for Homeless Children, which strives to enrich the lives of homeless preschool children in Massachusetts.

8 Employees wear their favorite Red Sox (and Yankees) gear on opening day of Fenway Park to support the Savin Hill Baseball League, run by the Boys and Girls Club of Dorchester. On the first Friday of each month, the MCCA organizes "Jeans for a Cause," a day when employees can wear jeans to work in exchange for donations to different local non-profit organizations.

9 MassMutual staff and their families participated in the Easter Seals "Walk With Me" 5K to make a difference in the lives of children and adults with disabilities.

10 The MassMutual Center sent Elmo to visit a local daycare where he and students decorated flower pots that were later given to children admitted to Shriners Hospital for Children in Springfield, MA.

Massachusetts Convention Center Authority

415 Summer Street, Boston, MA 02210



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Tel. 617-954-2000

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- Boston Convention & Exhibition Center
- Hynes Convention Center
- MassMutual Center
- Boston Common Garage



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