

SENATE No. 2033

The Commonwealth of Massachusetts

PRESENTED BY:

Mark C. Montigny

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act to sell naming rights to the Boston Convention and Exhibition Center and other properties operated by the MCCA.

PETITION OF:

NAME:

Mark C. Montigny

DISTRICT/ADDRESS:

Second Bristol and Plymouth

SENATE No. 2033

By Mr. Montigny, a petition (accompanied by bill, Senate, No. 2033) of Mark C. Montigny for legislation to sell naming rights to the Boston Convention and Exhibition Center and other properties operated by the MCCA. State Administration and Regulatory Oversight.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

An Act to sell naming rights to the Boston Convention and Exhibition Center and other properties operated by the MCCA.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 195 of the acts of 2014 is hereby amended by inserting after
2 section 3 the following section:

3 “SECTION 3A. (a) Notwithstanding any general or special law to the contrary, the
4 Authority shall issue a request for proposals to sell, license, or rent naming or sponsorship rights
5 including but not limited to whole building naming rights for all buildings, facilities, parking
6 garages, function rooms and public areas or other assets owned by the Authority. The Authority
7 shall preserve the name John B. Hynes Veterans Memorial Convention Center at its already
8 named facility. Nothing in this section shall prohibit the selling, licensing, or rental of other
9 sponsorship rights at the John B. Hynes Veterans Memorial Convention Center. Nothing in this
10 section shall require the Authority to issue a request for proposals for any buildings, facilities,
11 parking garages, function rooms, public areas, or other assets already under a licensing, rental, or
12 sponsorship agreement.

13 (b) The executive director shall direct all revenues generated by the Authority under this
14 section to be split evenly between the Massachusetts Office of Travel and Tourism to promote
15 statewide tourism and the Massachusetts Cultural Council to promote cultural programming.

16 (c) The Authority shall issue the request for proposals pursuant to this section within 180
17 days after enactment of this act. All requests for proposals issued pursuant to this section shall
18 be held open for a minimum of 120 days.”.