

SENATE No. 2524

The Commonwealth of Massachusetts

—
**In the One Hundred and Ninety-Fourth General Court
(2025-2026)**
—

SENATE, June 2, 2025.

The committee on State Administration and Regulatory Oversight to whom was referred the petition (accompanied by bill, Senate, No. 2179) of Mark C. Montigny for legislation to sell naming rights to the Boston Convention and Exhibition Center and other properties operated by the MCCA, report the accompanying bill (Senate, No. 2524).

For the committee,
Nick Collins

SENATE No. 2524

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Fourth General Court
(2025-2026)**

An Act to sell naming rights to 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. Section 1 of said chapter 7C of the General Laws is hereby amended by
2 inserting after the word “counties”, in line 124, as appearing in the 2022 Official Edition, the
3 following words:- ; provided further, that for the purposes of this chapter “state agency” shall
4 include the Massachusetts Convention Center Authority established under section 33 of chapter
5 190 of the acts of 1982.

6 SECTION 2. Section 46 of said chapter 7C, as so appearing, is hereby amended by
7 striking out, in line 10, the word “shall” and inserting in place thereof the following word:- may.

8 SECTION 3. Chapter 195 of the acts of 2014 is hereby amended by inserting after section
9 3 the following section:-

10 SECTION 3A. (a) Notwithstanding any general or special law to the contrary, the
11 Authority shall issue a request for proposals to sell, license, or lease naming or sponsorship
12 rights, including but not limited to, whole building naming rights for all buildings, facilities,
13 parking garages, function rooms and public areas or other assets owned by the Authority to

14 maximize revenue available for tourism and cultural programming in the commonwealth.
15 Nothing in this section shall require the Authority to issue a request for proposals for any
16 buildings, facilities, parking garages, function rooms, public areas, or other assets previously
17 named or already under a licensing, rental, or sponsorship agreement as of December 31, 2024,
18 unless said naming or sponsorship opportunity is located within a previously named asset.

19 (b) The executive director shall direct all revenues generated by the Authority under this
20 section to be split evenly between the Massachusetts Tourism Trust Fund under section 13T of
21 chapter 23A and the Massachusetts Cultural Facilities Fund under section 42 of chapter 23G.

22 (c) All requests for proposals issued pursuant to this section shall be held open for a
23 minimum of 120 days

24 SECTION 4. The Massachusetts Convention Center Authority shall issue the request for
25 proposals pursuant to this act within 180 days following enactment and shall issue subsequent
26 proposals as it deems necessary to maximize revenue in accordance with section 4.