

SENATE No.

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 properties operated by the MCCA.

PETITION OF:

NAME:

Mark C. Montigny

DISTRICT/ADDRESS:

Second Bristol and Plymouth

SENATE No.

[Pin Slip]

[SIMILAR MATTER FILED IN PREVIOUS SESSION
SEE SENATE, NO. 2033 OF 2023-2024.]

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 Chapter 195 of the acts of 2014 is hereby amended by inserting after section 3 the
2 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 lease naming or sponsorship
5 rights, including but not limited to, whole building naming rights for all buildings, facilities,
6 parking garages, function rooms and public areas or other assets owned by the Authority to
7 maximize revenue available for tourism and cultural programming in the commonwealth.

8 Nothing in this section shall require the Authority to issue a request for proposals for any
9 buildings, facilities, parking garages, function rooms, public areas, or other assets previously
10 named or already under a licensing, rental, or sponsorship agreement as of December 31, 2024,
11 unless said naming or sponsorship opportunity is located within a previously named asset.

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

15 (c) All requests for proposals issued pursuant to this section shall be held open for a
16 minimum of 120 days.”.

17 SECTION 2. The Authority shall issue the request for proposals pursuant to this act
18 within 180 days following enactment and shall issue subsequent proposals as it deems necessary
19 to maximize revenue in accordance with section 1.