



January 15, 2021

Good Afternoon,

As I watched the State of City this week, I was struck by Mayor Walsh's passion. His love for Boston is so palpable. He has been such a staunch and steadfast advocate for this city and ALL the people who call Boston home. It has been an honor to work with Mayor Walsh and his team during my first two years leading the GBCVB. We wish him the best of luck in his new role as Secretary of Labor.

We are very excited to work with Council President Kim Janey, who will soon become the first woman and first person of color to be Mayor of Boston. The Bureau has been working hard to [spotlight the neighborhoods](#) that Council President Janey represents, and we are eager to grow our relationship with her as she assumes the role of Acting Mayor. It is an inspiring time to be a Bostonian.

Last night Governor Baker signed the [\\$626 million Economic Development Bill](#) that includes a provision enabling the formation of Tourism Destination Marketing Districts (TDMD). The GBCVB will now work with partners across Boston and Cambridge to ratify a TDMD for our two cities. There's more work to be done, but the passage of the enabling legislation, now with the Governor's signature, was a major accomplishment. We are eager to continue this work towards forming a TDMD.

I have reached out to contacts within the Administration to formally request that hotel/accommodation workers be specifically included in Phase 2 of the vaccination timeline. We are fiercely advocating for this as our hotel sector employs thousands of consumer-facing individuals across the Commonwealth who often serve as a first point of contact for MA visitors. Priority status in Phase 2 is vital for their own safety and the safety of the guests they serve.

US Travel has put together a very comprehensive [PPP overview](#). This document provides a rundown of who qualifies, what the application process entails, how loan amounts are determined, and how loan forgiveness works. Please read through it and share any questions you may have.

As always, it has been a busy week for the GBCVB team. Our sales team has been [attending PCMA](#), virtually, and the sessions have mostly focused on how meetings professionals can adapt to the new normal of hybrid events. Beth Stehley's team has shown tremendous innovation and industry leadership throughout this crisis, and much of what we are learning at PCMA underscores exactly what our team has demonstrated and will continue to embrace. Meanwhile, Hilina Ajakaiye and the marketing team have developed an excellent [Winter in Boston](#) campaign including some great programming happening over the holiday weekend to [celebrate and commemorate](#) the life of Dr. Martin Luther King, Jr.

Thanks to all who joined us for our Open House this week, particularly those who participated and shared with us exciting updates for 2021. Our next Open House will occur on February 3 and we hope you can join us. We are here for you.

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