March 10, 2021

Good Afternoon,

Tomorrow at 10AM I will participate in a COVID Recovery Forum hosted by State Representative Aaron Michlewitz. Joining me on the panel will be Bob Luz, President of the MA Restaurant Association, and Carlos Aramayo, President of Unite Here Local 26. Our collective constituencies have been profoundly impacted by the pandemic and I look forward to a robust conversation around recovery initiatives and industry advocacy. Please register here and join us for this important conversation.

This Sunday marks the beginning of the GBCVB’s biannual Dine Out Boston program, which will run from March 14-28. Despite significant challenges, we managed to get over 100 restaurants to sign up. And this year, for the first time ever, Dine Out Boston reservations will be available on Saturdays. For restaurants that have not yet signed up the deadline is today!

Congress has passed President Biden’s $1.9 trillion American Rescue Plan Act of 2021, which includes significant provisions and allocations for the recovery of travel and hospitality. $350B is earmarked for state and local governments, with explicit authority to use this money to aid in the recovery of our industry. Please review this comprehensive summary of the provisions that are relevant to travel and tourism.

As we continue to celebrate Women’s History Month please share with us any content or programming that we should be promoting on our Landing Page. On March 8, International Women’s Day, Bureau EVP Hilina Ajakaiye moderated a fantastic panel discussion hosted by the PCMA New England Chapter. The panelists were all phenomenal and you can read a blog on the discussion here.

The Bureau is working diligently to understand to what degree vaccinated individuals are exempt from the MA Travel Order. We’ve asked the Administration this question several times, but they have not formally told us that restrictions have been relaxed for vaccinated travelers. However, this week an adjustment was made to the Travel Order page indicating that vaccinated visitors are indeed exempt. When we have a concrete and comprehensive answer we will share with our members.
We are also seeking clarity from the Administration on specific protocols related to the onset of Phase 4, Step 1 scheduled for March 22. For the 100-person gathering limit, our partners need more details; for example, will there be a “persons per square footage” requirement and how is that to be monitored and regulated? The state has assured us that new protocols will be posted in advance of March 22.

When we see these updates we will share them with you immediately. We are here for you.

Martha

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