



April 8, 2021

Good Afternoon,

This week we were thrilled to launch the [“All-Inclusive Boston”](#) campaign with the City and our partners Colette Phillips Communications and Proverb Agency. This campaign is part of an equitable recovery initiative that the Bureau is very committed to. We want to tell a broader and more authentic Boston story, shifting the narrative that so often defines perceptions of Boston. Follow our social media accounts to see dynamic new content associated with this campaign and check out the [spectacular video](#) that our friends at Proverb created to inaugurate the campaign. Yesterday I joined Bloomberg radio to discuss All Inclusive Boston. You can listen to the [interview here](#), as well as the interview with Proverb Founder Daren Bascome. Colette Phillips appeared last night on [Greater Boston](#).

Tomorrow I will join my colleagues from the North of Boston CVB and Martha’s Vineyard Chamber of Commerce to testify before the Joint Committee on Tourism, Arts & Cultural Development. Our collective goal is to illustrate how devastating the pandemic has been on our industry, and how we can now work with legislators and public agencies to realize effective recovery strategies. You can [tune into the virtual session](#) tomorrow at 9:30AM.

Thanks to all who attended our Open House last night, which marked the 13th virtual Open House we have hosted since last the spring. GBCVB Director of Membership Development Kamilla Carmignani continues to spearhead innovative and engaging programs for our members. Last night’s session included presentations from Bostonia Public House, Boston Harbor Hotel, and the New England Aquarium. Bostonia provided some great mixology entertainment, while BHH and NEAQ both shared exciting updates, including how they are participating in the Bureau’s [Live Boston Classroom](#) marketing initiative. If you are interested in participating in Live Boston Classroom please fill out this [quick form](#).

Thanks to all our restaurant members who participated in Dine Out Boston. By all accounts, the program was a smashing success. Restaurants and hotels asked us to extend the program so of course we did. Our charitable component raised over \$9,000 for three very deserving organizations.

The Bureau will continue to roll out programs and marketing opportunities for our members as we continue into recovery. Our advocacy is steadfast. We are here for you.

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