



April 14, 2021

Good Afternoon,

Our ["All-Inclusive Boston"](#) campaign continues to garner a very positive reception. We are thrilled to see the response and how eager our industry partners are to engage with this important initiative. This week the Bureau will be pushing out more social media content and we hope that our members will share and interact with these posts, which will help us to generate even more content.

As I noted in last week's memo, I had the opportunity to join my colleagues from North of Boston and Martha's Vineyard in a presentation to the Joint Committee on Tourism, Arts & Cultural Development on Friday, April 9. The session went very well. Our message resonated with the legislators as we impressed upon them the devastating impact of the pandemic, and how they can assist our efforts, in a coordinated manner, as we move towards recovery.

Concurrently, we're building support within the administration to realize a comprehensive roadmap that ties public health metrics to gathering sizes. This model has been championed in states such as Colorado and California. The [California Model](#) is a clear blueprint that would enable our hotel and meeting planner partners to understand when and how they can start booking business of a certain size. I recently had the opportunity to share this model with public officials and there is strong interest to build a version that works for Boston and MA.

Building this model now is critical considering the most [recent data from Destination Analysts](#) indicates significant growth among business travelers surveyed who would be happy to attend an in-person conference, convention or group meeting. 54% of respondents affirmed their willingness to attend such an event, nearly double the percentage from last August.

Applications are now open for the [MCCA 2021 Community Partnership Grant](#). To qualify, entries must be a Boston-based, non-profit organization that works with "at-risk youth, women or seniors, as well as programs revitalizing or improving a neighborhood." Applications are due by June 1, 2021.

Next week we will hopefully have an update for you all on the roadmap for larger gathering sizes. We are here for you.

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