



Dear Meet Boston Partner,

Over a year ago, the Meet Boston team launched a rigorous and collaborative effort to re-imagine our engagement model. For decades we have used the term “member” to capture how affiliated organizations can gain access to our resources. However, the term “member” no longer aligns with our value proposition. We are community builders. We are here to grow partnerships and to bring the promise of the visitor economy to all neighborhoods within our diverse and historic destination.

From the outset of this conversation, we have engaged with as many perspectives as possible. The shift from a membership to a partnership model is an intentional and substantive decision. To inform the process, we formed a task force and a community-based focus group that brought together multiple viewpoints. We also looked beyond Boston to examine best practices across the United States and Canada.

We faced challenging questions – “Why now?” “Will you stay engaged long term?” “Are you truly marketing ALL of the region?” – and these conversations, collectively, provided us with critical direction. And as we organized dozens of these sessions over the course of several months there was one word that kept bubbling to the top: Opportunity.

Our Partnership program represents reciprocal opportunity. An opportunity for Meet Boston to be part of a unified voice while simultaneously cultivating that voice; an opportunity for us to share our specialized, educational workshops, to provide important industry networking forums, and to be your conduit to local leadership. We are advocates and ambassadors, and more than ever before we are leading industry conversations around workforce development, DE&I initiatives, accessibility, and sustainability in the travel sector.

Moreover, Meet Boston’s influence is stronger than ever; with dedicated and robust funding for the first time in our history, the value of partnering with us is enhanced. Our recent organizational rebrand and associated marketing campaigns, along with our investment in international agencies, focus on community sponsorships, and launching of a mobile visitor center, all represent added value for our partners.

Meet Boston’s longstanding programs will be supplemented by several new initiatives, including the following:

- **Quarterly educational programming** centered on key industry needs and wants.
- **Hyper-targeted networking and connection opportunities** to build your company and relationships.
- **Enhanced onboarding tools** and a refreshed, easy to use and powerful digital platform.
- **Specially designed programs and resources** for new and small businesses and neighborhood establishments.
- **Destination training** to be sure you and your team are up to the minute on your Boston knowledge.
- **Data and research updates** to inform you regularly on market trends and analytics.
- **Opportunities to participate in neighborhood and localized programs/experiences** that deliver economic impact across Boston.

A simplified, accessible and inclusive pricing strategy for non-lodging partners is critical. Our new streamlined pricing structure is based on stakeholder interviews, community partner conversations, and a nationwide analysis of best practices. Our main goal is to eliminate barriers to Meet Boston partnership.

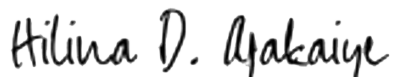
There is so much more, but we are thrilled to share this preview of what we are now setting into motion.

Our Partnership department is currently beginning individualized outreach to each of you as your renewal date approaches in order to confirm your 2023 dues with you. The changes to your investment will be small, however the overall impact will be significant.

Thank you for your passion and partnership. We are thrilled to continue delivering value, extending our reach and delivering impact across our city and region.



Martha J. Sheridan
President and CEO
Meet Boston



Hilina D. Ajakaiye
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