

**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**

Massachusetts Convention Center Authority

GENERAL MANAGER

Boston, Massachusetts



Boston Convention & Exhibition Center



John B. Hynes Veterans Memorial Convention Center



The Lawn On D

ABOUT BOSTON MASSACHUSETTS

WHY BOSTON

From award-winning facilities and to dynamic culture and nightlife, we can't think of a reason why you shouldn't bring an event to Boston. Here is a list of [10 Good Reasons](#) to meet in Boston. Known as a hub of innovation with a revolutionary spirit, Boston offers the perfect mix of history, invention, and hospitality to produce event results beyond your expectations.

Boston's [International Appeal](#) is renowned and you don't need to look further than the convention centers for proof. Thanks to the proximity to Europe, the reputation for exceptional hospitality culture and innovative spirit, Boston has regularly been ranked a top U.S. destination for international association meetings.

GETTING AROUND

Boston is known as America's Walking City, so rest assured when you meet in Boston, you will get from here to there in no time at all. Boston has the shortest airport to convention center drive time in the country, good public transportation systems, and a world-class in-house transportation. Click [here](#) for more information on the Logan International Airport, Public Transportation and Maps and Directions.

WHERE TO STAY

Boston area hotels feature over 35,000 hotel rooms that enjoy unmatched proximity to the airport, convention centers, and city sights. Boston has a hotel solution for any event of any size. The majority of convention hotels are within a 15-minute drive of both the convention centers and Logan International Airport, and within walking distance of major city sights. Click [here](#) for more information on where to stay in Boston.

SPECIAL EVENT VENUES

Both the BCEC and the Hynes feature a wide variety of unique spots, guaranteed to leave a lasting impression. Click [here](#) for Venue and Restaurant Finder.

WHAT TO DO

Boston area attractions provide attendees with more compelling things to see and do than any other convention city in North America. From America's history found along the Freedom Trail to world-famous museums, musical institutions, local and international cuisine, and spectator sports like the Red Sox and Patriots, this is a city unlike any other. Add easy access to the beaches of Cape Cod, the coast of Maine, the mountains and lakes of New Hampshire and Vermont, the gaming resorts of Connecticut, and the world-famous mansions of Newport, Rhode Island – Boston has it all!

[Shopping](#)
[Dining](#)
[Arts & Music](#)

[Historic Landmarks](#)
[Sports & Entertainment](#)
[Boston Neighborhoods](#)

There's no experience like Boston. Click [here](#) for more information.



ABOUT THE MASSACHUSETTS CONVENTION CENTER AUTHORITY

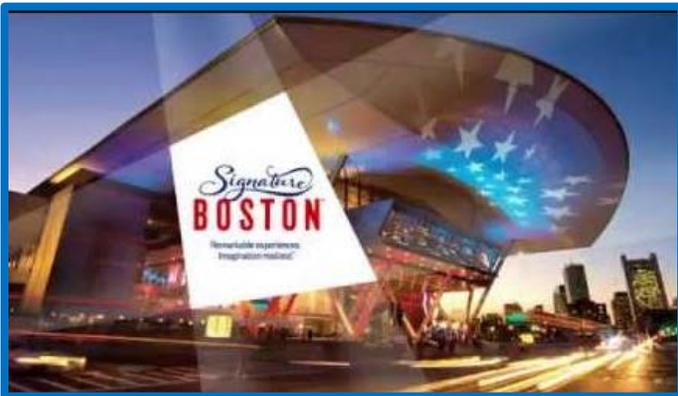
The [Massachusetts Convention Center Authority](#) (MCCA) owns and oversees the operations of the [Boston Convention & Exhibition Center](#) (BCEC), [The Lawn On D Powered by Citizens Bank](#), [Lot On D](#), [the John B. Hynes Veterans Memorial Convention Center](#), the [MassMutual Center](#) in Springfield, Mass. and the [Boston Common Garage](#). The BCEC and Hynes have earned a rare gold standard from the International Association of Congress Centres (AIPC), making Boston only the fourth city in North America and the 12th worldwide to have been awarded this top standard.

The MCCA's mission is to generate significant regional economic activity by attracting conventions, tradeshows, and other events to its world-class facilities while maximizing the investment return for the residents and businesses in the Commonwealth of Massachusetts.

CONVENTION CENTERS

When you meet at the Boston Convention & Exhibition Center (BCEC) or the Hynes Convention Center, you're in two of the best convention facilities in the world. Both have achieved Gold Standard Certification from the International Association of Convention Centers.

BOSTON CONVENTION & EXHIBITION CENTER



The BCEC is at the forefront of the meeting industry providing industry-leading technology, flexibility, and service. The beauty and symbolism of the building's modern, glass-lined interior is reflected throughout the 2.1 million square feet of space. The 40,020-square-foot Grand Ballroom overlooks the Boston Seaport, offering breathtaking views. And with 516,000 square feet of contiguous exhibit space, and 82 meeting rooms, the BCEC has the functionality to accommodate your event, your way.

View [Floor Plans and Room Specs](#), and find rooms based on seating style and capacity, with the interactive [Space Finder](#).

The BCEC is committed to providing the best technology in the industry. At the BCEC, you'll experience a technology revolution, with a technology backbone like no other and an award-winning team dedicated to success – where your only limit is your imagination. The BCEC was named "Best High-Tech Facility" by PCMA. Click [here](#) to see accomplishments.

JOHN B. HYNES VETERANS MEMORIAL CONVENTION CENTER



The Hynes Convention Center gives you industry-leading technology and services in the heart of Boston's charming and historic Back Bay neighborhood. It offers a compact, collegial environment in the heart of the city with 176,480 square feet of versatile exhibit space which includes four exhibit halls that can be used in any combination. The multi-purpose auditorium with built-in balcony is ideal for additional exhibits or general session, while the 38 meeting rooms and 24,544 square foot ballroom are just minutes from the exhibit halls.

View [Floor Plans and Room Specs](#) and find rooms based on seating style and capacity, with the interactive [Space Finder](#).

This two-minute video of the Hynes Convention Center will give you an overview of the facility including the different spaces available and some highlights on what the surrounding Back Bay neighborhood has to offer.

THE LAWN ON D



A first-of-its-kind outdoor interactive space in Boston, [The Lawn On D](#) Powered by Citizens Bank began as an experimental event landscape that brings together different communities, audiences and area residents for innovative programming and events in the epicenter of the South Boston Waterfront and South Boston neighborhoods. The Lawn On D is owned and operated by the Massachusetts Convention Center Authority (MCCA).

The Lawn On D is a 2.7-acre outdoor event space on D Street next to the BCEC. The site draws audiences from across the city and brings vitality to the neighborhood through inspired, high-caliber programming and events. Recognizing its

potential as an innovative private and public space, The Lawn On D is designed to further activate and engage the South Boston community.

BOSTON CONVENTION MARKETING CENTER (BCMC)

The Boston Convention Marketing Center (BCMC) is a joint effort of the Massachusetts Convention Center Authority and the Greater Boston Convention & Visitors Bureau to market and sell the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center and The Lawn On D. The BCMC is your single point of contact for event requirement submissions, hotel room blocks, facility contracts and site visits.

GREATER BOSTON CONVENTION & VISITORS BUREAU (GBCVB)

The [Greater Boston Convention & Visitors Bureau](#) (GBCVB) produces leads for meeting business that fits exclusively in hotels (not the BCEC or Hynes; the GBCVB does not sell the BCEC or Hynes to convention/meeting groups, that is what the BCMC does). The GBCVB will assist the BCMC, BCEC and Hynes on convention services related to groups requesting banners around the City, signage at the airport, etc. The GBCVB is a not-for-profit, membership-driven sales and marketing organization comprised of over 1,200 companies in Boston, Cambridge and across New England that depend upon the visitor and convention industries for their own success and growth.

Additionally, the GBCVB's tourism marketing effort is a carefully planned strategy that takes into consideration every opportunity to partner with state and city government, as well as local and private groups who share the same objectives.

GENERAL MANAGER POSITION SUMMARY

The General Manager is responsible for the overall management, business activities, strategies, leadership, oversight and overall direction for Event Management, Exhibitor and Guest Services, and MCCA Contract Partners Levy (FB), ABM (cleaning), JCalPro (rigging) and Rebel Restaurant (FB for Lawn on D) for the MCCA's Boston Convention & Exhibition Center (BCEC), Lawn on D (LOD) and the John B. Hynes Veterans Memorial Convention Center. The position will oversee all customer service related successes and challenges regardless if the success or challenge are a direct responsibility or not; this position is the ambassador of all business and service on-site.

Responsible for development of policies and programs to assist in achieving the goals set by the Executive Director and Deputy Director of the Massachusetts Convention Center Authority (MCCA). The General Manager will be responsible for team production, service levels, operation and revenue production (FB, electrical, operational revenue, etc.), as well as annual goal-setting and bench-marking.

The GM will provide the highest level of management, integrity and excellence in service to the MCCA's clients and other key stakeholders, by performing the following duties personally or through subordinate managers and will directly report to the Deputy Director of the MCCA.

ESSENTIAL DUTIES AND RESPONSIBILITIES (not limited to...)

- Oversees the overall operations of the Boston Convention Centers and Lawn on D, including responsibility for coordinating the scheduling of exhibition expositions, meetings, ballroom events, trade and consumer shows and other activities held at the facilities managed by the MCCA. Represents the MCCA where appropriate to clients and guests.
- Confers with MCCA officials to establish business objectives, to develop organizational policies and procedures, to coordinate functions and operations between divisions and departments, and to establish responsibilities and procedures for attaining objectives. Provides leadership to the staff in the development and implementation of standard operating procedures. Supports and motivates managers and their departments to pursue and aid the overall mission and to carry out their responsibilities.
- Supports the MCCA in carrying out its policy decisions and governance responsibilities. Ensures that the Executive Director and Deputy Director are briefed on key issues in a timely manner. Provides counsel to members of the MCCA Board in identifying and addressing issues related to its mission, vision and strategic plans.
- Provides staff resources to ensure the team receives what they need to properly exercise his or her responsibilities. Establishes and maintains an effective system of communication throughout the organization. Develops and installs procedures and controls to promote communication and adequate information flow from the MCCA to its venues.
- Fosters a culture that promotes the highest ethical practices and encourages individual integrity, fiscal and social responsibility, excellence in customer service and open lines of communication.
- Makes recommendations to the Executive Director and Deputy Director.
- Plans and administers the MCCA's Boston Convention Centers venues budgets in cooperation with MCCA's guidelines and expectations. Ensures that the budget is operationally and fiscally efficient, prudent, considers current conditions and continues to evaluate the budget for effectiveness.
- Establishes current and long-range strategies, objectives, plans, and policies, based on MCCA's goals and objectives.
- Serves as a resource and provides technical advice and assistance on improvements, construction and operation of the facilities
- Reviews the organization's operating results, compares them to established objectives, and takes steps to ensure that appropriate measures are taken to correct unsatisfactory results.
- Represents the MCCA's Boston Convention Center venues with major clients, customers, the community, the Commonwealth, City of Boston and the public.
- Works jointly with the GVCVB and the Boston Convention Marketing Center, in the continuing development and effective implementation of sales and marketing efforts. Where appropriate, ongoing revenue generation and production.
- Support the MCCA's Boston Conventions Center venues in contract negotiations with show managers, tenants, contract partners, and the public.
- Under the direction of the MCCA, directs any special studies, investigations, projects or reports.
- General Manager is responsible for the integrity of the "Book", or the MCCA event calendar, for all MCCA-hosted events.
- As directed, attends Staff/Board meetings.
- Works with the HR Department and Legal in the hiring, development and retention of personnel, talent development planning/tracking and any other personnel issues.
- Assists in the negotiation of collective bargaining agreements.
- Carries out other duties as assigned.

SUPERVISORY RESPONSIBILITIES (not limited to...)

Manages subordinate managers who supervise employees in various MCCA departments listed below. Responsible for the overall direction, coordination and evaluation of the departments. Carries out supervisory responsibilities in accordance with MCCA policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance, rewarding, disciplining employees in conjunction with Human Resources; addressing complaints and problem solving.

Current MCCA Direct Reports to GM (subject to change):

- Two Director of Event Operations – Hynes/BCEC
- Booking Coordinator – manager of the "book" space
- Event Operations for Lawn on D
- Director of Guest and Exhibitor Services

Current Indirect Reports from three MCCA Departments (subject to change):

- 27 indirect full-time exempt employees
- 80 variable-hour guest service associates (customer service reps)

Event Management: Consult with the Executive Director and Deputy Director regarding implementing and improving procedures to enhance overall quality and efficiency of the client and guest services of the Boston Convention Center operations. Research, identify and explore practical trends relating to the convention, meetings, and hospitality industry to gain a competitive advantage and new revenue opportunities.

Exhibitor & Guest Services: Explores how to enhance overall quality and efficiency of all services. Assist, (in consultation with the Executive Director, Deputy Director and CFO) with overseeing and responsibility of venue surveys to ensure excellence in customer service is offered to all exhibitors and clients and that feedback is used for future growth and improvement.

F&B, Rigging, Security, Cleaning, AV and Contracted Services: Responsible for all client interaction and services related to any and all vendors, and contractors including but not limited to, Food and Beverage, including Pouring Rights, Rigging, and Cleaning contractors to deliver necessary services to the Authority's customers and the Boston Convention Center venues. Establish close working relationships with contract partners and MCCA leadership and staff to cohesively work together through event planning, execution and post-report to achieve culinary and hospitality excellence. Contractors including but not limited to the following:

- Levy Restaurant: F&B – GM Direct Report
- ABM: Cleaning and venue set up crew
- JCalPro: Rigging
- Rebel Restaurant: F&B for Lawn on D – GM Direct Report
- Projection: Audio Visual
- General Service Contractor associated with event
- Transportation services
- Coat check services
- Business Center services

Facility Sales and Marketing: Work closely with the BCMC Executive Director and staff regarding implementation of procedures to enhance overall quality and efficiency of guest and client services. Work closely with the BCMC Sales and Events team on established SOPs; updating SOPs occasionally to incorporate improvements; communicating with the teams through changes, updates and improvements. Partnering with BCMC on improving the client's experience through a variety of different means, methods and channels (e.g. surveys, after action reports, etc.)

Business Operation and Development: Solicit, advise and make recommendations from venue end users (including meeting planners identified by the MCCA staff, the BCMC, and the GBCVB), with the aim of developing ideas and activities that will enhance competitive position, maximize profitability, and broaden market share.

Budget Preparation: Assist in the development of the budget for departments over which s/he has direct oversight. Oversee and accountable for the approval and processing of expenditure and budgets with the department, ensuring compliance with appropriate regulations and policies. Work with accounting staff to prepare monthly and quarterly financial reports. Manage overall financial and operational performance of the Exhibitor/Guest/Client Events/ including the Lawn on D.

EDUCATION AND/OR EXPERIENCE

- 7 years' experience as an AGM (or similar title) of a major convention center, or comparable years' experience as a progressive GM from a convention center, convention hotel or similar venues that have significant meeting, exhibition, and ballroom space, is strongly preferred.
- Experience working with hotels and/or DMO/CVBs to pursue convention business.
- Bachelor's degree (B.A.) from four-year college or university and ten years' related experience in managing convention facilities, or equivalent combination of education and experience.

FUNDING, FINANCE, CAPITAL AND BUDGETING

Ability to create and manage financial budgets and interpret financial statements.

The 2018 revenue budget (roughly) for the BCEC \$36,073,474, Hynes \$12,836,264 and Lawn on D \$1,598,820.

The 2018 corresponding expense budget (roughly) for the same, respectively, was \$38,030,500, \$17,685,395 and \$1,123,621. As of 2018, the MCCA has a robust funding source for capital planning and capital repair, replacement and upkeep. Historically, the MCCA has budgeted roughly \$25-35 million annually.

In recent years to 2018, the BCEC has operated profitably (before depreciation) and the Hynes has performed similarly in most years. (Consistent with same note above, actual results tend to beat budgeted forecasts since economic climate improving show performance). After its fourth season, the LOD is operating profitability.

Please note that the MCCA has in recent years to 2018, beaten pro-forma budgets, with improving event consumption and lower variable and fixed costs structures

The MCCA is funded primarily with event generated revenue (67% of self-generated proceeds) coming from rental, F&B and services income. We also operate a \$12 million (revenue) garage and have commercial revenue streams from hotel and restaurant tenants, as well as our transportation services to Waterfront employers. Any shortfall in revenue (where annual operating revenues exceed expenses) is funded through annual funding granted to the MCCA from the state through the Convention Center Fund (which is funded with dedicated hotel occupancy and sales/meals taxes, as well as other tourism and travel related surcharges).

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

OTHER SKILLS AND ABILITIES

Ability to read, analyze, write, interpret and respond to the most complex documents. Ability to write and make speeches and articles using engaging and literate style. Excellent negotiation skills. Ability to respond effectively to the most sensitive inquires or complaints. Ability to relate to all people at all levels of the organization. Must present an appropriate professional image. Must be a strong strategic thinker and visionary.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work schedule for this position typically consisting of whatever hours it takes to complete the job. Typically, Monday through Friday, however; the hours and days will fluctuate based upon the needs of an event or project, which would require the ability to work a flexible schedule including late nights, early mornings, long days, weekends and holidays. Willingness and ability to travel is required.

TOP PRIORITIES (FIRST 1-3 MONTHS) "hitting singles" & understanding the basic framework of the organization

1. ASAP - Meet with Direct reports and get to know key "impact players".
2. ASAP - All staff department meetings, do your homework on the departments. Assess the current state of each team to ensure they are deployed to operate at a high and efficient/effective level.
3. Lawn on D opens in May – immediate understanding and ownership.
4. For immediate impacts: Review and prioritize the "transition plan" and "Master Project List" left by predecessor.
5. FY19 op/cap ex planning processes.
6. Jumping into our events and understanding them, especially meet and greets.
7. Understanding and supporting the Executive Director, David Gibbons' 2018 Board of Director goals and objectives, while also drafting FY19.

8. Assess the operations and service levels to ensure the facilities are operating at a high level of customer service and efficiency. Survey overhaul – taskforce has been established.
9. Become familiar with past, current and future capital projects across the Hynes/BCEC campus. Work with key MCCA senior staff and contract partners to determine future capital plans and schedule of prioritized projects.
10. Understand the Convention Center Fund (CCF) and our legislation.
11. Importance of contract management and oversight.
12. Importance of revenue generators and maximizing them while being fiscally prudent.
13. Understanding our relationship and partnership with the BCMC/GBCVB and how we take it to the next level.

TOP PRIORITIES (FIRST 6-12 MONTHS)

1. Continue to build upon the successes of the first 1-3 months.
2. Listening tour with a variety of internal and where applicable external key stakeholders, including but not limited to direct reports and their departments, senior staff, contract partners and customers in order to understand what is working and what is not. From that listening tour and in reviewing internal policies, procedures, SOPs and especially customer surveys, work with certain MCCA senior staff to begin a strategic plan with accountable benchmarks/goals/culture change and begin to execute the strategic plan from the GM perspective.
3. Organizational shift/change – change and risk management. Is it needed within the GM's purview and if yes, what does it or should it look like?
4. BCEC 70 acres and possible expansion – Understand past and current needs with an eye towards reviewing the timeline and begin to develop a strategy and communication regarding this development project.
5. Hynes – Continue to think about what the future look like.
6. Explore new revenue generators and or enhance existing customer offerings.
7. Industry engagement and research – Where are we and where should we be headed. Local, national and global marketplace.
8. Strategy on improving our venues overall occupancy for economic impact and a stretch goal of getting to “financially self-sufficient”.
9. MCCA contract partners – From a higher strategic level, how can the GM take our partners to the next level when it comes to customer service and satisfaction? Is the GM the “face of the organization” when interacting with the customer at this higher level? From a guest experience perspective, the venue gets blamed when there are issues with our contact partners.

If this could be a great opportunity to extend your professional reach, please respond though the [SearchWide](#) website or email your resume to the following SearchWide Executive:



Mark Gnatovic, Senior Vice President | SearchWide

www.searchwide.com | gmatovic@searchwide.com

817-251-9118 (direct) | 817-789-9879 (mobile)