

OFFERED BY COUNCILORS RUTHZEE LOUIJEUNE, BRIAN WORRELL, JULIA MEJIA, BREADON, COLETTA ZAPATA, DURKAN, FITZGERALD, MURPHY, FLYNN, SANTANA AND WEBER



CITY OF BOSTON

IN THE YEAR TWO THOUSAND TWENTY FIVE

**ORDER FOR A HEARING FOR EQUITABLE
INVESTMENT STRATEGIES IN TOURISM FUNDS IN
BOSTON**

WHEREAS, Tourism is one of the cornerstones of Boston’s economy, welcoming more than 22 million visitors each year, supporting 56,000 Hotel & Food Services jobs and overall tourism spending in Massachusetts generates \$2.3 billion in taxes in 2023 for municipalities; *and*

WHEREAS, Meet Boston, formerly the Greater Boston Convention & Visitors Bureau, is the region’s not-for-profit destination-marketing organization with a stated mission to drive visitor-based economic growth and “to elevate Boston’s vibrant neighborhoods and diverse people”; *and*

WHEREAS, in 2023 Meet Boston rebranded and launched the “Boston Never Gets Old” and “All Inclusive Boston” campaigns to highlight all 23 city neighborhoods and the 76 languages spoken by residents, signaling an intent to market a broader, more diverse Boston; *and*

WHEREAS, Chapter 358 of the Acts of 2020 created Tourism Destination Marketing Districts (TDMDs), authorizing hotels to levy up to a 2 percent assessment on room stays to fund destination marketing and visitor programs, and was approved by the Boston City Council in August 2021; *and*

WHEREAS, Since the assessment took effect in 2022, it has generated roughly \$30–35 million per year, enabling Meet Boston to more than double its staff, quadruple its overall budget, and launch a grant program now disbursing about \$4 million annually to events and festivals; *and*

WHEREAS, Aligning TDMD revenues with equitable-investment strategies can foster neighborhood cultural entrepreneurship, expanded workforce opportunities, and advance the City’s inclusive growth goals; **NOW, THEREFORE BE IT**

ORDERED: That the appropriate committee of the Boston City Council hold a public hearing to review Meet Boston’s TDMD revenues, expenditures and assess the equity and accessibility strategies, and that the appropriate City departments, neighborhood cultural institutions, hospitality-sector, small-business owners, and Tourism organizations be invited to participate.