



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

September 15, 2017

Mr. Bruce W. Stebbins, Commissioner
Massachusetts Gaming Commission
1010 Federal Street, 12th Floor
Boston, MA

Dear Mr. Stebbins and Members of the Gaming Commission,

The Greater Boston Convention & Visitors Bureau (GBCVB) has developed a preliminary strategy for the Gaming Economic Development Fund. As the largest Regional Tourism Council in the Commonwealth, the GBCVB will have 2 casinos within its geographical area: Plainridge Park Casino in Plainville and Wynn Boston Harbor, scheduled to open in Everett in 2019. Our strategy is essentially a two-pronged plan to 1) promote economic development in the region outside the casino walls and 2) create marketing, workforce training, and educational modules and programs that target the tremendous growth in international travel to Boston, notably from China.

The GBCVB also worked with and supports the concept and plan put forth by the towns of Foxborough, Wrentham and Plainville, which has been forwarded to the Commission by the Town of Foxborough. This initiative will leverage specific economic clusters, and special events, to promote job creation, workforce training, tourism marketing, green jobs, STEM programs and higher education scholarships. Additionally, commuter rail service to the area will enhance these efforts and strengthen the collaborative model.

The GBCVB proposes a similar partnership model around Wynn Boston Harbor, where retail, restaurant and hotel development is robust. We will work with our member companies at retail complexes, such as Assembly Row in Somerville, as well as hotel management companies, such as Colwen Hotels, to create a cohesive strategy. Colwen will be a key partner as they manage several properties around Wynn Boston Harbor and at Patriot Place. The partnership, with assistance from the GBCVB, would devise strategies to invest monies from the Fund into tourism marketing and workforce training programs, and create scholarships, internship

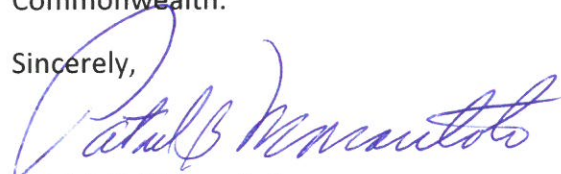
opportunities and summer jobs for local colleges like Bunker Hill Community College and Roxbury Community College.

In terms of workforce training and tourism promotion, the GBCVB's strategy is to create a comprehensive marketing and training module that will focus on the needs of international travelers. This module could be used by other regions in Massachusetts. Overseas visitation to Boston has doubled in the past decade, and all segments of the hospitality industry would benefit from training programs designed to meet the needs of this burgeoning demographic. Visitors from China and India are growing at exponential rates, while workforce training programs are woefully ill-equipped to address the cultural and consumer trends and needs of this new market segment. Using Commission funding, the GBCVB will develop a comprehensive plan to make Boston "China-Friendly" and "China Ready," which is imperative since Chinese visitors have surpassed UK visitors as the number one source market for overseas visitation to Boston, and will soon be the number one source market for Massachusetts. Chinese visitors research and experience a destination in unique ways. China is the most digitized populace in the world and Chinese travelers overwhelmingly make decisions based on peer referrals and influencer trends they see on social media. The preeminence of WeChat, and advent of WeChat Pay, has created an opportunity to reach a consumer audience whose size and spending power is simply unprecedented in the history of travel and tourism.

Regional economic development and the creation of marketing and training modules for workforce training are the twin pillars of our strategy for the Gaming Economic Development Fund. As Boston looks to grow its market share of international visitors and spend, as well as host premier events such as the World Cup in 2026 at Gillette Stadium in partnership with the Kraft Group and the 3 towns of Foxborough, Wrentham and Plainville, this Fund will be a critical resource for funding these initiatives.

I look forward to the public hearing process where we will focus on specific elements of our strategy and plan that will benefit not only our region but potentially other regions of the Commonwealth.

Sincerely,



Patrick B. Moscaritolo

President & CEO

Greater Boston Convention & Visitors Bureau

GBCVB Regional Strategy for Gaming Economic Development Fund

The Greater Boston Convention & Visitors Bureau (GBCVB) has developed a preliminary strategy for the Gaming Economic Development Fund. As the largest Regional Tourism Council in the Commonwealth, the GBCVB will have 2 casinos within its geographical purview: Plainridge Park Casino in Plainville and Wynn Boston Harbor, scheduled to open in Everett in 2019. Our strategy is essentially a two-pronged plan to 1) promote economic development in the region outside the casino walls and 2) create marketing, workforce training and educational programs that target the tremendous growth in international travel to Boston, notably from China.

The GBCVB also supports the concept put forth by the towns of Foxborough, Wrentham and Plainville, which has been forwarded to the Commission by the Town of Foxborough. This initiative will leverage specific economic clusters, and special events, to promote job creation, workforce training, tourism marketing, green jobs, STEM programs and higher education scholarships. Additional commuter rail service to the area will enhance these efforts and strengthen the collaborative model.

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In terms of workforce training and tourism promotion, the GBCVB's strategy is to create an educational module to service the needs of international travelers. This module could be used by other regions in Massachusetts. Overseas visitation to Boston has doubled in the past decade, and all segments of the hospitality industry would benefit from training programs to meet the needs of this

burgeoning demographic. Visitors from China and India are growing at exponential rates, while workforce training programs are woefully ill-equipped to address the cultural and consumer trends and needs of this new clientele. Using Commission funding, the GBCVB will develop a comprehensive plan to make Boston “China-Friendly,” which is imperative since Chinese visitors have surpassed UK visitors as the number one source market for overseas visitation to Boston. Chinese visitors research and experience a destination in unique ways. China is the most digitized populace in the world and Chinese travelers overwhelmingly make decisions based on peer referrals and influencer trends they see on social media. The preeminence of WeChat, and advent of WeChat Pay, has created an opportunity to reach a consumer audience whose size and spending power is simply unprecedented in the history of travel and tourism.

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