



Economic Development Bill Includes Enabling Legislation for Tourism Destination Marketing Districts

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The Massachusetts Legislature, under the leadership of Speaker Mariano, has delivered a critical piece of legislation for the travel, tourism, and hospitality sector, an industry that has been devastated by COVID-19. The economic development bill that Governor Baker signed last week included a provision enabling the formation of Tourism Destination Marketing Districts (TDMDs) in Massachusetts. The Greater Boston Convention & Visitors Bureau (GBCVB) has been working with industry partners for nearly two years to navigate passage of this enabling legislation. The pandemic made the need more acute and the Legislature came through for the industry.

"There is still work to be done towards creating our district, but this is a crucial development and the State Legislature really stepped up," said Martha J. Sheridan, GBCVB President & CEO. "We recognize the vital work of Chairman Michlewitz and Leader Moran in shepherding this through, and of course Governor Baker for signing it into law. This will be a game-changer for the destination."

Dan Donahue, Chairman of the GBCVB Board of Directors and President of Saunders Hotel Group, echoed Sheridan's sentiment. "Speaker Mariano and the Leadership understood the urgency of this moment, and how desperately our industry needs new modes of funding. We appreciate their efforts and are also grateful to Senate President Spilka and Chairman Rodrigues for their support."

Per the legislation, TDMDs must be ratified by the hotel community and municipal government entities within the borders of the district. The Boston TDMD will encompass both Boston and Cambridge. 62% of hotels with 50 or more rooms in Boston and Cambridge must vote to approve the district, as does Boston City Council and Cambridge City Council.

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