

City of Revere, Massachusetts

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Patrick M. Keefe Jr.

Mayor

May 27th, 2026

The Honorable Revere City Council

Revere City Hall

281 Broadway

Revere, MA 02151

Re: City of Revere Tourism Destination Marketing District Proposal

Dear Members of the Revere City Council,

I am writing to respectfully request an opportunity to appear before the City Council's Economic Development & Planning Committee to present on the concept and potential benefits of establishing a Tourism Destination Marketing District in Revere. Given Revere's unique assets—including Revere Beach, growing hospitality and restaurant activity, major redevelopment projects like Suffolk Downs, and regional transit access—I believe the time is right to consider a more coordinated strategy for strengthening the city's visitor economy.

The last time I presented to the subcommittee, we discussed the possibility of applying for a "TDI" District along Revere Beach. While the grant was not awarded to Revere, we have continued to explore funding opportunities to keep the work going. One of the opportunities would be through the creation of a Tourism Destination Marketing District, a special assessment district enabled through Massachusetts General Law Chapter 40X.

A Tourism Destination Marketing District could serve as a framework for advancing economic development goals by supporting local businesses, improving visitor experiences, encouraging strategic marketing and branding, and identifying opportunities for public-private collaboration. This concept is outlined further in the attached memo. A presentation to the committee would provide an opportunity to discuss the potential structure, policy considerations, implementation steps, and the ways such an initiative could complement the city's broader planning and economic development priorities.

I would be grateful for the opportunity to be placed on a forthcoming committee agenda at your convenience.

Thank you for your consideration. I appreciate your time and would welcome the opportunity to contribute to this discussion.

Sincerely,

Tom Skwierawski

Chief of Planning and Community Development

City of Revere



Revere Tourism Destination Marketing District

The Need:

Revere is at an inflection point. Suffolk Downs, the Shirley Avenue corridor, new hotels, and a booming beachfront are generating momentum most cities would envy.

The City, DCR, MBTA, the Chamber, nonprofits, developers, and local businesses are all doing important work to drive Revere forward. But they're doing it in silos, without a shared workplan, a coordinating entity, or dedicated funding.

Because of this gap, Revere events don't always connect to local businesses. Visitor traffic on the Beach doesn't necessarily translate into economic activity for local businesses. Investment happens without a shared vision for what it should add up to, and how it benefits residents.

What the District Would Do:

The District, which would establish a **Lead Organizer**: a dedicated, full-time role with a clear mandate and the relationships needed to get things done across sectors. This is not a new bureaucracy. It is one person whose job is coordination.

- Convene the City, DCR, MBTA, developers, nonprofits, and local businesses around a shared beachfront agenda
- Coordinate signature events like the Sand Sculpting Festival and expanded fall and winter activations, while connecting visitor activity to Revere-based vendors and businesses
- Advocate for local small businesses as ground-floor retail takes shape at Suffolk Downs and along the corridor, ensuring future business growth reflects our community character and local businesses, not just national chains
- Cultivate the hotel partnerships needed to establish a Chapter 40X Tourism District, creating a self-sustaining funding stream in Year 2
- Pursue complementary grants and philanthropic co-investment to expand programming and support existing local organizations

Existing groups like the Revere Beach Partnership and Shirley Avenue Neighborhood Association would be direct beneficiaries through contracts and structured partnerships.

The 40X Funding Path:

Chapter 40X, enacted in 2021, allows cities to place a small assessment on hotel stays of up to 2% to fund tourism marketing, events, and district coordination. The assessment is paid by hotels, not

residents. It creates a dedicated, annually recurring revenue stream with no impact on the general tax base.

Revere has eight hotels with 50 or more rooms generating an estimated \$55–70 million in annual room revenue. Projected 40X yields:

Rate	Estimated Annual Revenue
1%	\$550,000 – \$700,000
1.5%	\$825,000 – \$1,050,000
2%	\$1,100,000 – \$1,400,000

40X funds can be used for events, marketing, partnership coordination, and contracts with local organizations. Boston and Cambridge jointly generate \$30–35 million annually through Meet Boston. Revere would establish its own independent district, with an option to explore Boston co-marketing partnerships.

Year 1: What We’d Need

Year 1 is designed as a lean startup phase. The core investment is the Lead Organizer role (salary + fringe: **\$110,000–\$140,000**). With program and demonstration funds added, total Year 1 budget is approximately **\$175,000–\$250,000**.

Potential funding sources:

- City of Revere general budget/CDBG
- Ward-level Community Investment Trust (CIT) funds — Wards 1, 2, and 5 are a natural fit given direct geographic alignment with the beachfront
- MassDevelopment and other state support (50k committed)
- Philanthropic co-investment

By end of Year 1, the goal is to have the 40X district organized and positioned for City Council approval, transitioning the District to a fully self-sustaining model.

A modest Year 1 investment unlocks a self-sustaining model that puts Revere in control of its own beachfront story and generates lasting returns for residents and business owners.

Revere has seen the impact of organized collaboration between nonprofits, different levels of government, and the private sector through the impact of the MassDevelopment Transformative Development Initiative (TDI) in the Shirley Ave Neighborhood. This program would allow the City to apply these principles of collaboration and neighborhood-driven investment through the entire beachfront and the City as a whole.