



CITY OF BOSTON, MASSACHUSETTS

Office of the Mayor

Thomas M. Menino

**PRESS RELEASE**

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## **Mayor Menino Unveils Innovative Global Marketing Campaign to Grow Local Economy**

*Cost-efficient strategy will share information through people's personal networks, like an alumni organization, to inform the world about Boston's economic assets and opportunities*

This afternoon in Downtown Crossing, Mayor Thomas M. Menino will join some 200 business leaders to launch a metropolitan marketing initiative that sets new standards and breaks new ground in terms of its cost-efficiency, its innovative methodology, and the scale of its ambitions. Developed and managed by Boston World Partnerships (BWP), the campaign will build a global network of Bostonians, like an alumni network, which uses innovative web tools to share information about Boston's economic assets and opportunities, and to connect people to those resources.

"We're removing the biggest line items of any city's marketing budget – print ads and travel costs – and we're strengthening our focus on results at the same time," Mayor Menino said. "This strategy is tailor-made to promote what I've always said is Boston's greatest economic asset: the human capital that businesses find here. The people who have experience living and working and doing business in Boston, they are the ones who get to tell this city's story to the world."

BWP is a non-profit venture founded by the mayor to raise the world's awareness of everything that Boston offers to growth-minded businesses. The organization is built to inform and connect. BWP seeks to *inform* the world about everything that Boston offers, and to better *connect* business people both locally and abroad with the resources they need to grow their businesses. At the heart of this strategy are BWP's Connectors.

The Connectors are 125 dynamic, high-achieving business people who represent a broad cross-section of key industries, as well as a range of cultural communities and countries of origin. They comprise the vanguard of BWP's global network, not unlike the volunteer officers of a university alumni organization. Connectors help to share information about Boston's competitive advantages and gather intelligence on economic growth opportunities that should be pursued. They also provide specialized knowledge, answering questions regarding their respective areas of expertise.

"It's our spin on the crowd-sourcing model that has been so effective in certain technology ventures," says Mark Maloney, a successful real estate entrepreneur and former Director of the Boston Redevelopment Authority, who serves pro bono as the President of Boston World Partnerships' Board of Directors. Crowd-sourcing is a concept best illustrated by Wikipedia's model for capturing vast amounts of information by offering the general public, or the "crowd," the ability to participate and contribute.

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“By inviting business people to participate, we can share information much more broadly,” Maloney adds. “We also deepen the human intelligence that is available to us as we work to service requests for assistance from business people who want to access Boston and grow here.”

The Connectors represent one of several key components to this comprehensive campaign. Also being launched is a new, information-rich website, [www.bostonworldpartnerships.com](http://www.bostonworldpartnerships.com), offering high-value news, commentary, data and analysis on Boston’s economic assets and opportunities. This site will be a go-to source for valuable information and connections for anybody who wants to access Boston’s economy. In addition to the informational content, this site is also the principal way for learning about Connectors as resources.

A true public-private partnership, BWP receives guidance from a Board of Directors made up of leading representatives of both city and state government, universities, healthcare institutions, major private corporations, and entrepreneurs. Procter & Gamble and the Boston Redevelopment Authority provided performance-based seed funding, and the organization expects to become self-sustaining in 2010.

“Mayor Menino constantly challenges his administration to develop ambitious new ideas, and to identify ways to use new technology to increase efficiency and enhance results,” said BRA Director John Palmieri, the City’s chief economic development officer. “Boston World Partnerships is pushing the envelope in all of those ways.”

Boston World Partnerships’ website is not a social networking site, but it does interface seamlessly with widely used social media tools, leveraging sites from Facebook and LinkedIn to Twitter and YouTube. This allows Connectors and other users to take current, compelling content from BWP’s site and share it using the interactive, social features of those other sites.

“Today’s social media represent a very robust infrastructure for sharing and gathering information – and all of it is free to use,” says Dave McLaughlin, BWP’s Executive Director. “But it’s also important that people have ways to come together in face-to-face settings. That can never be overlooked.”

To help people connect in person, BWP will aggregate and promote targeted, high-value events here and abroad. In addition, BWP will leverage the business travel of its Board members and other prominent Bostonians in order to convene chapters of the network in cities around the world. In some cases, BWP will promote these events through the respective alumni chapters of Boston-based universities.

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