

Boston Business Journal

May 28 – June 3, 2004 Volume 24, Number 17

boston.bizjournals.com

DNC's silver lining

Despite the gloom, some businesses will see an unexpected boost from the convention

Bill Archambeault and Jill Lerner
Journal Staff

June 12, Cambridge-based security company **Corporate Resources Group Inc.** will do something it's never done before -- hold an "open house" for job interviews.

It needs to if it expects to meet demand for the Democratic National Committee's convention at the end of July. The company, which did \$1 million in revenue last year, is anticipating a boost of somewhere between 25 percent and 40 percent in annual revenue because of convention-related work alone.

Clearly, despite all the headaches the convention is causing in terms of traffic nightmares and lost productivity, some companies are thrilled the circus is coming to town. The event, estimated to deliver a negative economic impact of \$50 million, will provide a windfall for some companies uniquely positioned to take advantage of the event. And while small businesses generally have reported limited opportunities from organizers' official vendor directory, some business is beginning to trickle in.

CRG has already scheduled about 30 people to work each day during the convention, and a number of contracts are still pending. **CRG** has already been hired by celebrities, hotels and limousine companies to provide executive/celebrity protection, event security and facility security, and is still trying to line up work with the DNC itself. Managing partner **Gerard Boniello** said he expects he will need at least 60 people a day, and as many as 100.

"Once we knew the DNC was coming to town, we knew the security aspects would be huge, that security would be on the forefront," said **Boniello**, who runs the company with co-managing partner **Scott Campbell**.

"It's a windfall in the sense that there's going to be a lot of business," **Boniello** said. "But it's also an aggravation because it's very time-consuming. Our people are going to have to deal with the same transportation and lodging issues as everyone else."

For BostonCoach, an Everett-based subsidiary of FMR Corp. that provides limousine, van and bus services, the convention is expected to be both a drain and a boon to business. According to spokeswoman Eileen Newman, BostonCoach expects to come out ahead in revenue by 10 percent to 15 percent because of convention work, but it won't be a home run.

"Clearly, there's going to be a lot of business attributable to the DNC, but there are also a lot of people who have said they're not going to travel then because of it," she said.



W. MARC BERNSAU / BUSINESS JOURNAL
Gerard Boniello (left) and Scott Campbell of Cambridge-based Corporate Resources Group expect to be doing a lot of security-related business for celebrities and private businesses when the Democratic National Convention hits the FleetCenter in late July.