

# Commonwealth of Massachusetts MA MARKETING PARTNERSHIP MA OFFICE OF TRAVEL AND TOURISM 1 Ashburton Place, 21st Floor, Boston, MA 02108

# FY25 DESTINATION DEVELOPMENT CAPITAL GRANTS

# REQUEST FOR RESPONSES (RFR) GUIDELINES AND APPLICATION INFORMATION

RFR RELEASE DATE: Monday, April 22, 2024

**ONLINE APPLICATION DEADLINE:** Friday, May 31, 2024 at 3:00 PM Online applications only. Hard copies or electronic copies will not be considered. Applications must include all required documentation by the program deadline. Application link: <a href="https://mott.submittable.com/submit/293586/fy25-destination-development-capital-grants">https://mott.submittable.com/submit/293586/fy25-destination-development-capital-grants</a>

# **QUESTIONS:**

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An optional, informational webinar for prospective applicants will be held on Wednesday, May 1, 2024 at 10:00 a.m. Please email <a href="marc.zappulla@mass.gov">marc.zappulla@mass.gov</a> to register.

#### **OVERVIEW:**

The Executive Office of Economic Development (EOED) through the Massachusetts Office of Travel and Tourism (MOTT) is committed to helping communities contribute to the long-term strength and sustainability of the Commonwealth. The FY25 Destination Development Capital (DDC) Grant Program is a competitive grant program that will award funds to improve facilities and destinations visited by in state and out-of-state travelers, with the goals of increasing visitation, enticing repeat visitation, and increasing the direct and indirect economic impacts of the tourism industry in all regions of the commonwealth.

Eligible projects will enhance tourism resources and infrastructure and will aid in destination resiliency. Applications will be accepted for projects that include plans to expand, construct, restore or renovate Massachusetts tourism destinations and attractions. Applicants must demonstrate how the tourism capital project will work to promote the tourism goals of the Massachusetts Office of Travel and Tourism and the corresponding Regional Tourism Council. The DDC grant is focused on capital improvements with a direct relationship to tourism, and other physical/structural items with a greater than five-year lifespan. In accordance with the ResilientMass Plan, projects that include elements intended to increase the climate resilience of a tourism destination or attraction will receive consideration in the review process. Projects with a presence in a Designated Cultural District, locations within rural communities, and nexus with commemorations of the 250<sup>th</sup> anniversary of American Independence may receive priority consideration.

The Destination Development Capital (DDC) Grant Program anticipates awarding up to \$6,000,000 in FY25, subject to funding availability.

The grant process opens on April 22, 2024 with applications due May 31, 2024. Grant awards will be announced in June 2024, subject to appropriation.

Projects must be completed by June 30, 2025

# **APPLICANT ELIGIBILITY:**

- 1) A public agency, municipality, or nonprofit organization incorporated in Massachusetts with 501(c)3, 501(c)5, 501(c)6, status from the Internal Revenue Service (IRS) that does one of the following:
  - a. Produces, promotes, or presents tourism attractions and activities for the public.
  - b. Provides public access to physical collections and exhibits.
- 2) In operation for at least two consecutive years since January 2020.
- 3) Agency must be in good standing with the Commonwealth of Massachusetts and city/town: Must be current on all taxes due through December 31, 2022; and have active and valid state licenses/registrations, if applicable.
- 4) Applicants must have spent at least \$15,000 in a fiscal year on tourism related items.
- 5) Applicant must indicate how they are addressing diversity, equity, and inclusion within their organization.
- 6) Applications must be complete, must include all required documentation and be submitted through the online portal, by the deadline, in order to be considered.

# Ineligible Organizations:

- 1) For-profit organizations
- 2) Any organization whose sole or primary purpose is to fundraise
- 3) Public colleges and universities, and entities that receive state-level operating

support or non-project support directly from the Massachusetts General Fund

4) Organizations not located in Massachusetts

GRANT A	AMOUNTS AND DI	STRIBUTION:		
	Level 1 (<49,999)	☐ Level 2 (\$50,000-	<b>\$149,999</b> )	Level 3 (\$150,000-\$250,000)
Only one	application per grant	round may be submitte	d. Eligible costs inclu	de direct expenses for the
bidding a	nd construction of	tourism infrastructure	projects, including,	but not limited to, bid
administra	tion, contracting, con	nstruction administratio	n, construction, and e	quipment.
Grant fund	ds are disbursed on a	i cost-reimbursement ba	ısis.	

#### **MATCHING REQUIREMENTS:**

<u>All grants require a 1:1 match</u>. This means the grant recipient must raise an amount equal to or more than the grant amount. For example, if a grant in the amount of \$10,000 is awarded, the recipient must contribute \$10,000 or more of matching funds to the project.

DDC recipients will have up to 12 months from the grant approval date to raise matching funds. Matching funds must be used for eligible project costs. Grants that are not matched will be required to reimburse the Commonwealth for the amount not met.

Matching funds may include any of the following assets:

- 1) cash funds
- 2) in-kind contributions to the capital project
- 3) land acquired for the capital project at the purchase price, or fair market value if donated
- 4) capital project design and engineering donations
- 5) capital equipment donation
- 6) municipal funding
- 7) donation of consultant time

Match amount may not include:

- 1) donation of employee time or fringe benefits
- 2) consultant fringe benefits
- 3) endowment funds
- 4) MOTT funds, other Commonwealth grant funds, including grants from independent and quasi-public state agencies, and federal grant funds

#### TYPES OF GRANTS AND PROJECT ELIGIBILITY:

- 1. Infrastructure Projects including but not limited: additions, renovations, or repair to an existing structure; recreation improvements (signage, kiosks); parking/transportation strategies and solutions
- **2.** Facilities: Projects related but not limited to garbage management solutions; restroom facility updates; ADA accessibility, systems upgrades and replacements
- **3. Design and Engineering:** Funding for design, engineering and permitting related to tourism projects. Design and engineering grants must be directly connected with a capital project and lead to completion of the project within a 3-year time frame

#### Ineligible expenses:

*Ineligible expenses include, but are not limited to, the following:* 

- 1) Expenses incurred or obligated prior to or after the funding project period
- 2) Annual operating expenditures or overhead expenditures (e.g. rent, utilities, etc.)

- 3) Salaries, bonuses, or fringe benefits of personnel not directly related to the project. No more than 20% of the grant may be spent on administrative or marketing salaries.
- 4) Prize money, gift cards, scholarships, awards, plaques, T-shirts, uniforms or certificates
- 5) Entertainment expenses, including food, beverages including alcohol, cannabis or tobacco
- 6) Legal fees, insurance/liability insurances and/or membership fees
- 7) Mini-grants or reallocation to other organizations
- 8) Any expenses not related to the described grant project

#### **REVIEW CRITERIA:**

Applications will be reviewed by the strength of the following criteria and financial need:

# Vision And Clarity (30%):

- Clearly shows the scope and vision of the project and how the Destination Development Capital grant will continue that vision.
- Demonstrates the value of the project within the community and can clearly articulate what the project is trying to achieve.
- Articulates the stakeholders, outcomes, and deliverables of the project.
- Describe unique attributes of the project and its value as a tourist destination for visitors from Massachusetts, nationally, or internationally.

# Alignment & Partnerships (25%):

- Clearly identifies the top tourism assets in the community including target markets and demographics.
- Clearly shows how the project is consistent with community plans around economic development in the tourism industry.
- Articulates why tourists would choose this destination.
- Shows thoughtful inclusion of relevant project partners.
- Demonstrates capacity of partners involved in the program.
- Projects that are located within a Designated Cultural District or a rural community may receive priority.
- Projects that relate to commemorations of the 250<sup>th</sup> anniversary of American Independence may receive priority.

# **Economic Impact (15%):**

- Shows how the success of the project will be measured.
- Clearly articulates the impact on the tourism economy.
- Shows a clear target area of focus within the tourism sector with metrics and background.

# Ability To Execute (25%):

- Clarity of the budget and matching funds
- Appropriateness of the timeline
- Has held relevant meetings and made progress on local, state, or federal permits required to implement the proposed project, where applicable.

#### Climate Resilience (5%):

• Demonstrates that the project will enhance the tourism asset and/or the community's resilience to the effects of climate change. (For applicants requesting engineering or construction funding, reviewer will consider the project's Climate Standards Tool Report.)

# CLIMATE STANDARDS TOOL REPORT

Applicants requesting engineering or construction funds must attach a project output report from the Commonwealth's online Climate Resilience Design Standards Tool ("Climate Standards Tool"). This Tool guides users to input basic project information and generates a downloadable report for attachment. These reports provide preliminary climate exposure ratings for a location, which reviewers will use to better understand future climate risks to a project site. The entire process, exclusive of registration, should take no more than 15 minutes. Step-by-step guidance for generating a project report is given in Appendix A.

#### LETTERS OF SUPPORT:

Each application must include three different letters of support on official letterhead. **One from a civic or business leader, one from a state and/or municipal official, and one from an area tourism business owner.** These must be scanned into one document and submitted through the online portal by the grant deadline. Letters submitted after the deadline and letters that are clearly the same in wording will not be considered.

# **AWARD PROCESS:**

Massachusetts Office of Travel and Tourism (MOTT) staff will review all complete, eligible proposals submitted by May 31, 2024 at 3:00 pm. Any applicants experiencing technical difficulties must alert MOTT by May 30, 2024 at 12:00 p.m. MOTT will award and disburse grants based upon criteria outlined above in consultation with EOHED and subject to appropriation. Grant funds are disbursed on a cost-reimbursement basis. Organizations that are awarded a Destination Development Capital grant are encouraged to support diversity, equity, and inclusion. Please see the Commonwealth's Directory of Certified Businesses to find minority and women business enterprises.

**PROGRESS MEETINGS:** Each award recipient will meet with MOTT twice during the year for one-hour virtual progress updates. Initial meetings will be scheduled after the awards are announced. Mid-project meetings will take place in January-February 2025.

# FINAL ACCOMPLISHMENT REPORT:

<u>Projects must be completed by June 30, 2025,</u> unless an extension is requested and approved by MOTT. Extension requests must be submitted to MOTT by April 1, 2025. The Final Accomplishment Report format will be included with contract documents. Copies of original vendor invoices showing the actual matching and grant costs incurred, the check number, and date of the check corresponding to the invoices must be submitted. **Final Accomplishment Reports are due by July 31, 2025.** 

# DESTINATION DEVELOPMENT GRANTS APPLICANT INFORMATION

PLEASE REVIEW CAREFULLY AND ANSWER THE FOLLOWING QUESTIONS. IF THE ANSWER IS NO TO ANY OF THE QUESTIONS, THE DESTINATION DEVELOPMENT CAPITAL GRANT IS NOT A FIT FOR YOUR ORGANIZATION.

Organization Name:				
Federal Tax ID #:				
Website:				
Lead Contact Info:	Name/Title: Phone: Email:			
Organization Address:				
Organization Phone:				
Organization Details	Year established:	Number of full-time emplo	oyees:	
If a membership organization, list the number of members:				
Do you have a Board of Directors or municipality governing board?  Yes			Yes	No
If yes, attach a list of board members/governing board  Attachment 1			ent 1	
A public agency, municipality, or nonprofit organization incorporated in Massachusetts with 501(c)3, 501(c)5, 501(c)6, status from the Internal Revenue  Service (IRS)  Yes  No			No	
Agency is in good standing with the Commonwealth of Massachusetts and city/town?  Yes No			No	
Organized since January 2020?  Yes N			No	

Organization spends at least \$15,000 in a fiscal year on tourism related items	Yes	No 🗌		
If yes, list how the funding is spent on tourism related items				
Can demonstrate financial need for grant amount requested?	Yes	No 🗌		
Grant Amount Request:	\$			
Short project description (must be less than 50 words):				
Capital project type:  Infrastructure: Tourism infrastructure grants are available for projects including but not limited to additions, renovations, or repair to an existing structure; recreation improvements (signage, kiosks); restroom improvements, parking/transportation strategies and solutions				
Facilities: Tourism facilities grants are available to assist with projects related but not limited to garbage management solutions; restroom facility management; ADA accessibility, systems upgrades and replacements  Design and Engineering: Funding for design, engineering and permitting related to				
capital projects with a clear connection to tourism. Design and engineering grants must be in connection with a capital project and lead to completion of the project within a 3-year time frame.				
Capital project meets eligibility requirements?	Yes	No _		
For all projects, identify the following for the existing or proposed facility:  Owner:				
Facility Name:				
If the facility or land is leased or licensed, indicate the date the lease/license period ends:				
Facility is open to the public?	Yes	No 🗌		
Project can be completed by June 30, 2025?	Yes	No 🗌		

Able to match grant funds 1:1. Funds not matched will need to be returned to MOTT.	Yes	No 🗌
Will the project promote the goals of MOTT and the goals of the Regional Tourism Councils?	Yes	No 🗌
Demonstrated community need for the project?	Yes	No 🗌
Demonstrated history of collaboration with the tourism community, local officials, and other strategic partners within the identified region?	Yes _	No
Able to obtain required permits or regulatory approval needed for the project?	Yes	No 🗌
Will hold relevant meetings and update MOTT on progress with local, state or federal permits required to implement the proposed project?	Yes	No

FY25 Operating Budget:	Total operating budget of organization \$			
Audited Financial Information	Audited financial or draft audit statements for the most recent fiscal year.	Attachment 2		
	If your organization does not have audited financials available, please provide a Form 990 for the most recent year.			
Federal Grant	Did your organization receive any federal grants in FY24?	Yes No No		
Funds:	If yes, please list granting organization and amount:			
	Did your organization receive funds from the Cultural Facilities Fund in FY24?	Yes No No		
Massachusetts State, Quasi and Local Grant Funds:	If yes, please list project and amount:			
Grant Funds:	Did your organization receive any other state or quasi-public funding in FY24?	Yes No No		
	If yes, please list granting organization and amou	int:		
Letters of Support:	Three letters of support. Each application must include at least three different letters of support on official letterhead. One from a civic or business leader, one from a state and/or municipal official, and one from an area tourism business owner or regional tourism council.	Yes No		
	Scan each letter of support into one PDF for attachment.	Attachment 3		
Project Images	Images of the overall site as well as specific areas of work (1 page max)	Attachment 4		
OPTIONAL Supplemental Materials	Scan each document into one PDF for attachment.  • Architectural plans for the building or renovation.  • Maintenance plans and replacement schedules for the facility	Attachment 5		

Climate Standards Tool	Attach the project's Climate Standards Tool	
Report (for engineering	Report	Attachment 6
and construction		
projects only)		

# DESTINATION DEVELOPMENT CAPITAL PLAN Required for each grant. Attachment 7

Keep answers short and concise. Each DDC grant will be scored based on the percentages noted.

# Each required section must be organized and titled based on the categories below and answer the following questions:

Vision And Clarity: 30% (250 word maximum)

- What is the scope and vision of the project and how will the Destination Development Capital grant continue that vision?
- What is the project trying to achieve and what is the value of the project within the community?
- Who are the stakeholders and what are the outcomes and deliverables of the project?
- What are the unique attributes of the project and its value as a tourist destination for visitors from Massachusetts, nationally, or internationally?

#### **Alignment and Partnerships**: 25% (250 word maximum)

- What are the top three tourism assets in the community including target markets and demographics?
   These assets should be within a 15-mile radius of the project. Tourism assets fall into several categories:
   Natural and Scenic; Cultural, Historic and Architectural; Recreational; Special Events; Agricultural Attractions; Health, Wellness and Lifestyle
- How is the project consistent with community plans around economic development in the tourism industry?
- Why do you think tourists will choose this destination?
- Who are your project partners and how will you work with them to accomplish the project?
- What is the capacity of the partners involved in the program?
- Does this asset fall within a Designated Cultural District?
- Does this asset fall within a rural municipality?
- Does this project positively impact commemorations of the 250th anniversary of American Independence?

# **Economic Impact**: 15% (250 word maximum)

- How will the success of the project be measured?
- What is the projected impact on the tourism economy in the region?
- What is the target area of marketing the project with metrics and background?

# **Ability To Execute:** 25% Please fill in the charts below.

- What is your budget? Do you have the matching funds and where are those from?
- What is your timeline for completion?

### Climate Resilience: 5% (250 word maximum; optional)

• How will the project enhance the tourism asset and/or the community's resilience to the effects of climate change? Examples may include solar energy use, outdoor shade structures, rain gardens, permeable pavement, floodproofing or weatherizing buildings, etc.

# **ATTACHMENT 8 - PROJECT BUDGET:**

Spending Category	Amount of Funds Requested	Amount of Match/ Other Funds	Source of match funds/other funds	Match Secured? Y/N/
Planning/Feasibility				
Design/Engineering				
Review/Permitting				
Bidding				
Construction *itemization required (see below)				
Contingency				
Construction Admin.				
Equipment				
Other / Miscellaneous				
TOTAL BUDGET				
Construction Itemization: P	Provide line item expla	anation, justification	ns, and/or notes, as neede	ed.

# ATTACHMENT 9 - TIMELINE FOR COMPLETION:

Milestone	Start Date	End Date
Planning/Feasibility		
Design/Engineering		
Review/Permitting		
Bid/Contract		
Start Construction		
25% Construction		
50% Construction		
75% Construction		
100% Construction		
Punch List		

# SIGNATORY, CERTIFICATION & ACKNOWLEDGEMENT

Development Co the Massachuse and to provide a herein is true an understand that whether to cont applicant organ provided misled perjury. The sig Massachusetts,	apital Grant Program, as e tts Office of Travel and To the information within and and complete and that it refl the information provided v ract with the organization of sization or any other benefication, inaccurate, or false inatories also hereby acknow	(organization) submitting a proposal for the FY25 Destinates tablished by the Commonwealth of Massachusetts and administration, hereby certify that I/we have been authorized to file this accompanying this proposal. I/we certify that the information elects the applicant's intentions to the best of my/our knowledge within this proposal will be relied upon by the Commonwealth and that the Commonwealth reserves the right to take action of iciary if the Commonwealth discovers that the applicant intention information. I/We make this certification under the pains and prowledge that, under the Public Records law of the Commonwealth cuments submitted in support thereof are public records under sec. 7 (26).	nistered by s s proposal provided provided provided in deciding against the stronally penalties of alth of
Written Name	:	Title:	
Signature:		Date:	
	:		

CONFLICT OF INTEREST				
Pursuant to Chapter 240 of the Acts of 2010, applicants are subject to performance measurements and uniform standards related to accounting procedures, personnel practices, and purchasing procedures, and are subject to Commonwealth conflict of interest rules. As a condition to receiving grant funds from MOTT, the DDC Grant contract shall require that in any matter in which a person, corporation or other business entity in which you or any member of your organization is in any way interested, such interest shall be disclosed in writing in advance. In addition, you or any member of your organization having such an interest may not participate in a decision relating to such person, corporation or other business entity. As deemed necessary, the DDC Grant contract shall also require that the Grantee undergo a biennial audit and examination of the audited financial statements of the applicant conducted by the auditor of the Commonwealth. I agree				
Written Name:	Title:			
Signature:				
Written Name:	Title:			
Signature:	Date:			

# **APPLICATION CHECKLIST:**

Attachments 1-8 must be uploaded in the online portal. Applications are due May 31, 2024 at 3:00 pm.

- Attachment 1: Board of Directors or community council
- Attachment 2: Audited financial statement
- Attachment 3: Letters of support
- Attachment 4: Project photos
- Attachment 5: Optional supplementary materials
- Attachment 6: Climate Standards Tool Report
- Attachment 7: Destination Development Plan
- Attachment 8: Project Budget
- Attachment 9: Timeline
- Signatory Acknowledgment (signed)
- Conflict of Interest (signed)

# Appendix A: Climate Resilience Design Standards Tool

All applicants requesting engineering or construction funds from Destination Development Capital (DDC) Grant Program must include a project output report from the Commonwealth's online Climate Resilience Design Standards Tool ("Climate Standards Tool"). This Tool guides users to input basic project information and generates a downloadable report for attachment. These reports provide preliminary climate exposure ratings by location, which reviewers use to better understand future climate risks to your project site.

This appendix provides step-by-step guidance to assist DDC Grant applicants with inputting projects into the Climate Standards Tool. **The entire process, exclusive of registration, should take no more than 15 minutes.** For additional guidance on the Tool, please see the <u>Tool Training Video</u> or <u>Tool User Guide</u>.

#### Technical Assistance

For technical assistance with the Tool, please email <a href="mat@mass.gov">mat@mass.gov</a>. Please note that problems may require investigation. Applicants should generate their project output report as soon as possible to allow adequate time for contact and resolution, should a problem arise. As a precaution, applicants are advised to budget at least three (3) business days for a resolution.

# Log-In / Register

- Navigate to the <u>Tool</u>
- Click the Log-in/Register button
- If returning user:
  - o Enter username and password, then click Login
- If first-time user:
  - Click Create an account
  - O Complete the sign-up form, then click Sign Up
  - Follow the on-screen / emailed instructions to activate your user account

# • If forgotten password:

- Click Forgot password
- o Enter username, then click Send Reset Code
- Follow the on-screen / emailed instructions to reset your password

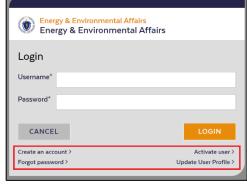


Figure 1: Log-in dashboard for the Tool

# • If forgotten username:

- Usernames cannot be retrieved without technical assistance. Please email <u>rmat@mass.gov</u> as soon as possible.
- Troubleshooting Tip: A username is not an email address, but many users choose to use an abbreviation of their email address as their username. For example, a user with the email address john.doe@mass.gov might choose john.doe as their username.

# **Inputting Your Project**

For building projects—Additions, renovations, or repairs to a structure with four walls and a roof:

- Register and log-in to the Tool (see guidance above, if needed)
- Click New Project and enter the project name
- Follow the on-screen instructions to draw the project area; then complete the first three steps of the Tool to input basic project information. Hyperlinks to training clips for each step are provided below for additional assistance, if needed.
  - o <u>Draw Project Area</u> (don't overthink it!)
  - o Step 1 Core Project Information
  - o Step 2 Project Ecosystem Service Benefits
  - Step 3 Project Climate Change Exposure
- Click Step 4 Project Asset > Building/Facility Assets (•)

- For the Asset Name, enter the name or a 1 to 3-word description of the building—e.g., "Welcome Center" or "concessions stand"
- For the Asset Type:
  - o Select Typically Occupied for buildings that allow year-round public access
  - o Otherwise, select Typically Unoccupied
- For the Asset Sub-Type, select Other, then type the name or a 1 to 3-word description of the building—e.g., "Welcome Center" or "concessions stand"
- For the Construction Type, select the option that best matches your project
- For Construction Start Year, enter the calendar year during which construction of the project will start
- For Asset Useful Life, enter the estimated number of years before the project will likely major renovation or replacement
- Complete the Asset Criticality Questions to the best of your ability. **Don't overthink it!** See the question mark icons for guidance as you go (②).
- Click the Project Output header. If no errors are found, the Tool will advance to the Project Output tab.
- Click the Submit Project header, then click Submit Project > Submit
- Click Download Report

For non-building projects—Improvements, renovations, or new construction of outdoor spaces or structures *without* four walls (walking paths, public plaza, parking area, bleachers, pavilions, an outdoor stage, etc.)

- Register and log-in to the Tool (see guidance above, if needed)
- Click New Project and enter the project name
- Follow the on-screen instructions to draw the project area; then complete the first three steps of the Tool to input basic project information. Hyperlinks to training clips for each step are provided below for additional assistance, if needed.
  - o <u>Draw Project Area</u> (don't overthink it!)
  - o Step 1 Core Project Information
  - Step 2 Project Ecosystem Service Benefits
  - Step 3 Project Climate Change Exposure
- Click Step 4 Project Asset > Infrastructure Assets (♥)
- For the Asset Name, enter the name or a 1 to 3-word description of the outdoor space or structure—e.g., "pavilion," "grandstand," or "stone wall"
- For the Asset Type, select Other
- For the Asset Sub-Type, select Other, then type the name or a 1 to 3-word description of the infrastructure—e.g., "pavilion," "grandstand," or "stone wall"
- For the Construction Type, select the option that best matches your project
- For Construction Start Year, enter the calendar year during which construction of the project will start
- For Asset Useful Life, enter the estimated number of years before the project will likely major renovation or replacement
- Complete the Asset Criticality Questions to the best of your ability. **Don't overthink it!** See the question mark icons for guidance as you go (②).
- Click the Project Output header. If no errors are found, the Tool will advance to the Project Output tab.
- Click the Submit Project header, then click Submit Project > Submit
- Click Download Report