

# Massachusetts Office of Travel & Tourism

## Destination Development Capital Grants Informational Webinar

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## ABOUT MOTT

- The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination.
- MOTT publishes the Massachusetts Travel Guide and several other publications
- Follow and tag us!
  - Website: **VisitMA.com**
    - (Please register your business/attraction as well as events (for free!) on VisitMA.com)
  - X: **@VisitMA**
  - Instagram: **@VisitMA**
  - Facebook: **@VisitMassachusetts**



## MASSACHUSETTS TOURISM DATA

- Domestic visitation has exceeded pre-pandemic levels, but international visitation remains below pre-pandemic levels.
- Economic impact of tourism expected to slightly increase in CY 2023 vs CY 2022.
  - **International** impact (10% of MA tourism) expected to be higher in CY 2023
    - International flights at Logan were up 30% in CY 2023 (source: US Dept Comm and Massport)
  - **Domestic** impact (90% of MA tourism) expected to be flat in CY 2023
    - Modest increase in overall spending per trip (source: Omnitrak)
    - Hotel room revenue and corresponding room tax increased in CY2023 (source: STR)

## DOMESTIC MARKETING

- Domestic marketing campaign
- Social media
- Public relations / familiarization tours
- VisitMA.com

## MASSACHUSETTS 250

- 2024 – 2026
- Statewide commemorations and celebrations
- MA250 domestic and international marketing strategy
- MA250 Brand: 250.MA; @massachusetts250

## FILM

- Developing a new strategy to increase film projects in Massachusetts
- Celebrating award winning projects

## INTERNATIONAL MARKETING

- Primary markets: Canada, UK, Germany, France
- Discover New England
- Brand USA
- Travel agent training
- Digital campaigns

## GOVERNOR'S CONFERENCE

- Industry updates
- Professional development
- Networking

## SPORTS MARKETING

- Large scale events like Army/Navy Game, FIFA World Cup, NCAA March Madness
- Regional events that have statewide impact
- Developing a statewide strategy



## GRANT PROGRAMS

- **Destination Development Capital (DDC) Grants**
- Regional Tourism Council (RTC) Grants
- Travel & Tourism Season Extension (TTSE) Grants
- Legislative Earmarks
- MA250 Grants– *coming soon!*



## DESTINATION DEVELOPMENT CAPITAL (DDC) GRANTS

- The Destination Development Capital (DDC) Grant Program for FY25 is funded at up to \$5,000,000 through the Capital Budget, subject to appropriation
- Highly competitive program designed to foster sustainable tourism and increase value for tourism destinations
- The grant process opened on April 22, 2024, with applications due **May 31, 2024**. Grant awards are expected to be announced in June 2024, subject to appropriation. Projects must be completed by **June 30, 2025**.
- All information and the link to the online submission portal: [VisitMA.com/DDC-Grants](https://VisitMA.com/DDC-Grants)
  - *Applications must be submitted electronically along with attachments through MOTT's online application portal. Hard copies or electronic copies will not be considered. Please be advised, applications must include all required documentation by the program deadline in order to be considered.*

## APPLICANT ELIGIBILITY

- 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:
- Produces, promotes, or presents tourism attractions and activities for the public.
- Provides public access to physical collections and exhibits.
- In operation since January 2020.
- 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.
- Applicants must have spent at least \$15,000 in a fiscal year on tourism related items.
- Applicant encouraged to indicate how they are addressing diversity, equity, and inclusion within their organization.
- Applications must be complete, must include all required documentation and be submitted through the online portal, by the deadline, in order to be considered.

## NOT ELIGIBLE TO APPLY

- For-profit organizations
- Any organization whose sole or primary purpose is to fundraise
- Public colleges and universities, and entities that receive state-level operating support or non-project support directly from the Massachusetts General Fund
- Organizations not located in Massachusetts
- Restaurant owners, hotels, and private businesses





## TYPES OF PROJECTS AND ELIGIBLE EXPENSES

- **Infrastructure:** Projects including but not limited to: additions, renovations, or repair to an existing structure; recreation improvements (signage, kiosks); 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 updates; ADA accessibility, systems upgrades and replacements
- **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

## AMOUNT OF GRANTS

- Grant funding will be awarded up to \$250,000. Only one application per grant round may be submitted. Eligible costs include direct expenses for the bidding and construction of tourism infrastructure projects, including, but not limited to, bid administration, contracting, construction administration, construction, and equipment.
- *Note: Be sure to apply for funds that will fit your project. Just because the maximum is \$250,000, does not mean you should apply for that amount.*
- Grant funds are disbursed on a cost reimbursement basis. You will receive funding after you demonstrate the project has been paid for.
- All grants require a 1:1 match. For example, an award of \$100,000 requires a match of \$100,000 towards the project.

## MATCHING REQUIREMENTS DETAIL

- All grants require a **1:1** match.
- Matching funds must be used for eligible project costs.
- Grant recipients have 12 months to make the match. In the event the 100% match is not made, the portion of the grant not matched will need to be paid back to the Commonwealth.
- Ability to secure matching funds will be weighed in evaluation of grant applications.

### Matching funds may include any of the following assets:

- Cash funds
- In-kind contributions to the capital project
- Land acquired for the capital project at the purchase price, or fair market value if donated
- Capital project design and engineering donations
- Capital equipment donation
- Municipal funding
- Donation of consultant time

### Match amount may not include:

- Donation of employee time or fringe benefits
- Consultant fringe benefits
- Endowment funds
- Other Commonwealth funds (including grants from independent and quasi-public state agencies), MOTT funds, or federal grant funds (possible exception for CARES funding).

## INELIGIBLE EXPENSES

- Expenses incurred or obligated prior to or after the funding project period
- Annual operating expenditures or overhead expenditures (e.g. rent, utilities)
- 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.
- Prize money, gift cards, scholarships, awards, plaques, T-shirts, uniforms or certificates
- Entertainment expenses, including food, beverages including alcohol, cannabis or tobacco
- Legal fees, insurance/liability insurances and/or membership fees
- Mini-grants or reallocation to other organizations
- Any expenses not related to the described grant project

## HOW TO APPLY

- Access the guidelines and application via [visitma.com/ddc-grants](https://visitma.com/ddc-grants).
- Applications must be submitted electronically along with all attachments through MOTT's online application portal. Applications must include all required documentation by the program deadline to be considered.
- **Application deadline is 3:00 p.m. on Friday, May 31, 2024.**
- **If applicants are having technical issues, they must contact MOTT by noon on Thursday, May 30, 2024.**
- There is an option to save the online application once you have started filling it out.
- Once you complete and submit your application, you will receive a confirmation from Submittable.
- Applications cannot be edited once submitted. Multiple applications will not be accepted.



## FUNDING PRIORITIES – NEW FOR FY2025!



- Grants in the following categories may receive funding priority:
  - Projects located in a Cultural District
  - Projects located in a Rural Community
  - Projects with a connection to the 250<sup>th</sup> Anniversary of American Independence
  - Projects that enhance Climate Resiliency
    - *Applications for construction or engineering are required to include a report from the Climate Resilience Design Standards Tool. The process should add no more than 15-20 minutes to the development of an application. Technical Assistance is available through EOEEA.*

## SUMMARY

- Applications due **May 31, 2024**
- Projects must be complete by **June 30, 2025**
- 1:1 match required
- Clear Tourism Impact and community support required
- Applications for construction or engineering are required to include a report from the Climate Resilience Design Standards Tool.
- Guidelines and link to online application: [VisitMA.com/DDC-Grants](https://VisitMA.com/DDC-Grants)

**THANK YOU!**

**[VisitMA.com/DDC-Grants](https://www.visitma.com/DDC-Grants)**

**Please Write Questions in the Q&A  
or**

**Email [Marc.Zappulla@mass.gov](mailto:Marc.Zappulla@mass.gov)**