



Commonwealth of Massachusetts
MA MARKETING PARTNERSHIP
MA OFFICE OF TRAVEL AND TOURISM
136 Blackstone St, 5th Floor
Boston, MA 02109

FY21 Travel and Tourism Recovery Grants

REQUEST FOR RESPONSES (RFR) GUIDELINES AND APPLICATION INFORMATION

RFR RELEASE DATE: Friday, January 22, 2021 at 12:00 pm

ONLINE APPLICATION DEADLINE: Friday, February 12, 2021 at 11:59 p.m.

***[Online applications only](#). Hard copies or electronic copies will not be considered.**

Late and/or incomplete applications will not be accepted.

QUESTIONS:

If you have any questions about eligibility or application procedures please contact MOTT:

Maria Speridakos Maria.Speridakos@mass.gov

Keiko Matsudo Orrall Keiko.m.orrall@mass.gov

OVERVIEW

The Executive Office of Housing and Economic Development (EOHED) through the Massachusetts Office of Travel and Tourism (MOTT) is committed to helping communities recover from the impact of COVID19 and contribute to the long term strength and sustainability of our Commonwealth. The Travel and Tourism Recovery Grant Program for FY21 intends to strengthen the economy of Massachusetts through the development and enhancement of the state's tourism industry. These funds are dedicated to marketing projects that support the My Local MA campaign, enhance tourism recovery and have the potential to increase non-resident visitation. MOTT will endeavor to assure broad geographic diversity among grantees. MOTT staff, in consultation with EOHED, will review all complete, eligible proposals submitted by the deadline.

The Travel & Tourism Recovery Grant is competitive and will **open January 22, 2021 with applications due February 12, 2021**. Evaluation of applications will take place and awards will be announced in March 2021 (award date subject to change).

The Travel and Tourism Recovery Grant Program for FY21 is funded at \$1,000,000 through the Tourism Trust Fund. The amount of funds received by any one agency will be based on selection criteria in this application. This is a new program focused on providing funding for marketing in conjunction with the statewide My Local MA campaign.

APPLICANT ELIGIBILITY:

- Any public, nonprofit agency, 501(c)3, 501(c)6, which has been in operation in Massachusetts for at least two consecutive years since January 2019
- Agency must be in good standing with the Commonwealth of Massachusetts and city/town:
 1. Must be current on all taxes due through December 31, 2020; and
 2. Have active and valid state licenses/registrations, if applicable
- Applications must be complete, must include all required documentation and be submitted through the online portal, by the deadline, in order to be considered.
- Applicant must have a Massachusetts place of business.

GRANT AMOUNTS AND DISTRIBUTION:

There are three grant levels open for application: Level 1, Level 2, and Level 3.

Level 2 and Level 3 must be a collaborative joint proposal between two or more eligible organizations. They must propose a cohesive work plan and work together to implement and achieve their proposed objectives. Must have one lead organization and one person responsible for the application and administration of grant monies, as well as all reporting and communication with MOTT.

Level 1 Grant (up to \$49,999): Maximum grant amount to programs proposed by a single organization not to exceed \$49,999.

Level 2 Grant (\$50,000-\$99,999): Minimum award \$50,000 maximum not to exceed \$99,999.

*Projects must be a collaborative joint proposal

Level 3 Grant (\$100,000-\$150,000): Minimum award \$100,000 maximum not to exceed \$150,000.

*Projects must be collaborative joint proposal

PROJECT ELIGIBILITY

Eligible marketing projects should support the My Local MA campaign and create an enhancement to the visitor experience intended to increase the likelihood of visitation from 50 miles outside the local area or increase overnight stays. Level 3 grant projects must have an impact to multiple regions or statewide. Partnerships with tourism entities and businesses, economic development and/or government entities strengthen an application. Successful proposals will meet the minimum eligibility requirements, and:

- Demonstrate the value added by the organization to the region, and present a thoughtful, organized, well-written, and complete grant proposal;
- Demonstrate the ability to successfully implement and complete all the services outlined in the organization's Travel and Tourism Recovery Grant Program contract with MOTT;
- Demonstrate strong and committed collaboration with partners. Community support is evident both through local or in-kind match contributions and support letters

All projects must fall within one of these project types:

- Marketing content development
- Website development/optimization
- Branding development
- Visitor/Consumer outreach
- Digital advertising
- Language translations
- Posters, banners, signage, billboards
- Photography, B-roll video footage

Ineligible projects:

- Activities that are not part of marketing efforts
- Mobile app development
- Alcohol, cannabis or tobacco tourism – related projects

APPLICATION AND EVALUATION INFORMATION:

1. Marketing strategy

The marketing strategy will be scored based on:

- a clear direction of organizational goals and projects
- integration with the My Local MA campaign
- focused promotional planning that identify target markets and is monitored for effectiveness
- designated metrics that will show the return on investment
- integration with other public and nonprofit agencies

This is an opportunity for the organization to identify initiatives and programming, define the most organizationally relevant performance measures and ensure that the organization can meet the minimum grant conditions and deliverables required by MOTT.

2. Evaluation Criteria

Projects will be evaluated by a review committee appointed by the Executive Director of MOTT. This is a **competitive process** and projects will be scored on eligibility and completeness of application:

- 1) Project Overview: Description of marketing project, proposed use of funds, overall strategy (5% of score)
- 2) Alignment with the My Local MA campaign (25 % of score)
- 3) Marketing Plan: (40% of score)
 - a) What is the promotion plan for the project and who is the potential audience?
 - b) How does the project provide value or benefit to the community?
- 4) Return on investment: How will success of the project be measured? Be as specific as possible. Include metrics that will be used to define success for the proposed use of funds (15% of score)
- 5) For Level 1 Grants: Creative example (15% of score)
For Level 2 and Level 3 Grants: Collaboration with other public or non-profit agencies and list partners involved in funding (15% of score)

Cash Matching Information:

The applicant is not required to match funds but additional weight is given for matching funds applied to the project.

3. Letters of Support

Each grant application must include letters of support on official letterhead from community leaders, state, and/or municipal officials. Level 1 grants must include at least one letter of support. Level 2 grants must include at least two letters. Level 3 grants require at least three letters of support highlighting the benefits of the project.

4. Reporting

Each organization is required to keep accurate records of expenditures associated with the grant and is required to submit a final expenditures report. No more than 20% of the grant may be spent on administrative or marketing salaries. Each expenditure must be documented with a receipt, canceled check, and/or bank statements. Any grant funds not used as approved shall be returned to MOTT pursuant to the grant contract.

Projects must be **paid for by June 30, 2021** and **campaigns completed by September 1, 2021**.

A Final Grant Accomplishment Report must be submitted to the Massachusetts Office of Travel and Tourism by July 15, 2021. The final budget along with copies of project expenses must be included as part of the report.

GRANT REQUIREMENTS - SUMMARY

	Level 1 Grant	Level 2 Grant	Level 3 Grant
Marketing Grants	<\$49,999	\$50,000-\$99,999	\$100,000-\$150,000
Number of Awards	At least 6 awards	Up to 4 awards	Up to 2 awards
Collaboration with at least one other organization required	No	Yes	Yes
Component tie-in with My Local MA required	Yes	Yes	Yes
Letters of Support	1	2	3
Grant Accomplishment Report	Yes	Yes	Yes

NOTE:

- Only one application per applicant can be accepted for the Travel and Tourism Recovery Grants. Collaborating organizations cannot apply individually.
- MOTT reserves the right to amend the number of awards granted.
- Massachusetts Office of Travel and Tourism will not reimburse a grant recipient for any costs associated with a grant project that are incurred before a grant contract has been signed.

APPLICATION SUBMISSION INSTRUCTIONS:

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.**

TIMELINE:

Application Opens: Friday, January 22, 2021 at 12:00 PM

Application Closes: Friday, February 12, 2021 at 11:59 PM

AWARD PROCESS:

After the application period closes, Massachusetts Office of Travel and Tourism (MOTT) will review all applications to determine eligibility. MOTT staff, in consultation with EOHED, will review all complete, eligible proposals submitted by the deadline. MOTT will award and disburse grants based upon criteria outlined above.

QUESTIONS: CONTACT MOTT

Maria Speridakos, maria.speridakos@mass.gov;
Keiko Matsudo Orrall, Keiko.m.orrall@mass.gov

TRAVEL AND TOURISM RECOVERY GRANTS APPLICANT INFORMATION

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 employees:	
Membership organization?			Yes <input type="checkbox"/> No <input type="checkbox"/>
If yes , list the number of members for each organization including any collaborative efforts			
Board of Directors?			Yes <input type="checkbox"/> No <input type="checkbox"/>
If yes , attach a list of board members for each organization including any collaborative efforts			Attachment 1 <input type="checkbox"/>
An IRS designated 501(c)?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Organized by January 2019?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Agency is in good standing with the Commonwealth of Massachusetts and city/town?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Able to match the grant application amount?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Capable of and agrees to provide services to the region identified in the proposal?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Have a demonstrated history of collaboration with the tourism community, local officials, and other strategic partners within the identified region?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Establish, track, and evaluate results-driven performance measures of programs, initiatives and regional market activity?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Emphasize programs that will show Return on Investment (ROI) for the Commonwealth			Yes <input type="checkbox"/> No <input type="checkbox"/>

FY21 Travel and Tourism Recovery Grant Program

FY2020 Operating Budget:	Total estimated operating budget of organization:	\$
Audited Financial Statements	Please submit a copy of the most recent audited or reviewed financial statements.	Attachment 2 <input type="checkbox"/>
Federal Grant Funds:	Did your organization or your affiliate organization receive any federal grants in FY21?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	If yes , please list granting organization and amount: _____ _____	
Massachusetts State, Quasi and Local Grant Funds:	Did your organization or affiliate organization receive any other state or quasi-public funding in FY21?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	If yes , please list granting organization and amount: \$	

TRAVEL AND TOURISM RECOVERY GRANT		
Grant Project Overview (1 pg coversheet)	*Required for each grant	Attachment 3 <input type="checkbox"/>
<ol style="list-style-type: none"> 1) Project title 2) Description of marketing project and proposed use of funds 3) Grant amount requested 4) Total project cost 5) Timeline for completion - Include benchmark dates 		
Estimated Project Budget Based on the grant amount requested	*Required for each grant	Attachment 4 <input type="checkbox"/>
Narrative on Specific Project	*Required for each grant	Attachment 5 <input type="checkbox"/>
<p>Describe each marketing project in 2 pages. Keep answers short and concise. Each grant will be scored based on the percentages noted. Description should include, but is not limited to, the factors below:</p> <ol style="list-style-type: none"> 1) Project Overview: Description of marketing project, proposed use of funds, overall strategy (5% of score) 2) Alignment with the My Local MA campaign (25 % of score) 3) Marketing Plan: (40% of score) <ul style="list-style-type: none"> What is the promotion plan for the project and who is the potential audience? How does the project provide value or benefit to the community? 4) Return on investment: How will success of the project be measured? Be as specific as possible. Include metrics that will be used to define success for the proposed use of funds (15% of score) 5) For Level 1 Grants: Creative example (15% of score) For Level 2 and Level 3 Grants: Collaboration with other public or non-profit agencies and list partners involved in funding (15% of score) 		

SIGNATORY, CERTIFICATION & ACKNOWLEDGEMENT

I/We, (names and titles) of the (organization) submitting a proposal for the FYY21Travel and Tourism Recovery Grant Program, as established by the Commonwealth of Massachusetts and administered by the Massachusetts Office of Travel and Tourism, hereby certify that I/we have been authorized to file this proposal and to provide the information within and accompanying this proposal. I/we certify that the information provided herein is true and complete and that it reflects the applicant's intentions to the best of my/our knowledge. I/We understand that the information provided within this proposal will be relied upon by the Commonwealth in deciding whether to contract with the organization and that the Commonwealth reserves the right to take action against the applicant organization or any other beneficiary if the Commonwealth discovers that the applicant intentionally provided misleading, inaccurate, or false information. I/We make this certification under the pains and penalties of perjury. The signatories also hereby acknowledge that, under the Public Records law of the Commonwealth of Massachusetts, this application and all documents submitted in support thereof are public records under the provisions of Massachusetts G. L., Ch. 4, sec. 7 (26).

Written Name: _____ **Title:** _____

Signature: _____ **Date:** _____

Written Name: _____ **Title:** _____

Signature: _____ **Date:** _____

APPLICATION CHECKLIST:

- Attachment 1: Board of Directors
- Attachment 2: Most recent audited or reviewed financial statements
- Attachment 3: Grant Project Overview
- Attachment 4: Estimated Project Budget
- Attachment 5: Narrative
- Signatory Acknowledgment