



# MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

## DESTINATION DEVELOPMENT CAPITAL GRANT Q/A

### APRIL 28, 2021





# PRESENTERS

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# ABOUT MOTT

## MISSION

- To promote Massachusetts as both a leisure and business travel destination for domestic and international markets and to contribute to the growth of the Commonwealth's economy.

## WHAT DO WE DO?

- MOTT develops integrated tourism, sports and film production marketing programs to brand the Commonwealth as a desirable place to visit, work and live.

## OUR STRATEGY

- Market Massachusetts to travelers and support the travel industry in their efforts to do the same.

# KEY PARTNER COLLABORATIONS

## STATE TOURISM GROUPS

- Regional Tourism Councils (RTCs)
- Mass Cultural Council (MCC)
- Massport / Cruiseport Boston
- Mass Convention Center Authority (MCCA)
- Mass Lodging Association
- Mass Restaurant Association
- Mass Humanities
- Mass Visitors Industry Council
- Massachusetts Camping Ground Association
- Massachusetts Historical Commission
- Massachusetts Gaming Commission
- Massachusetts Audubon Society

## STATE GOVERNMENT

- Joint Committee on Tourism, Arts & Cultural Development
- Department of Conservation & Recreation (DCR)
- Mass Department of Agricultural Resources (DAR)
- Mass Labor & Workforce Development
- MassDOT/ Highway Division
- MassDOT/ Aeronautics Division
- Mass Department of Fisheries & Wildlife
- Mass Office of Consumer Affairs
- Municipalities throughout Massachusetts

# KEY PARTNER COLLABORATIONS

## NATIONAL

- U.S. Travel Association
- National Council of State Tourism Directors
- National Travel & Tourism Office (NTTO)

## INTERNATIONAL

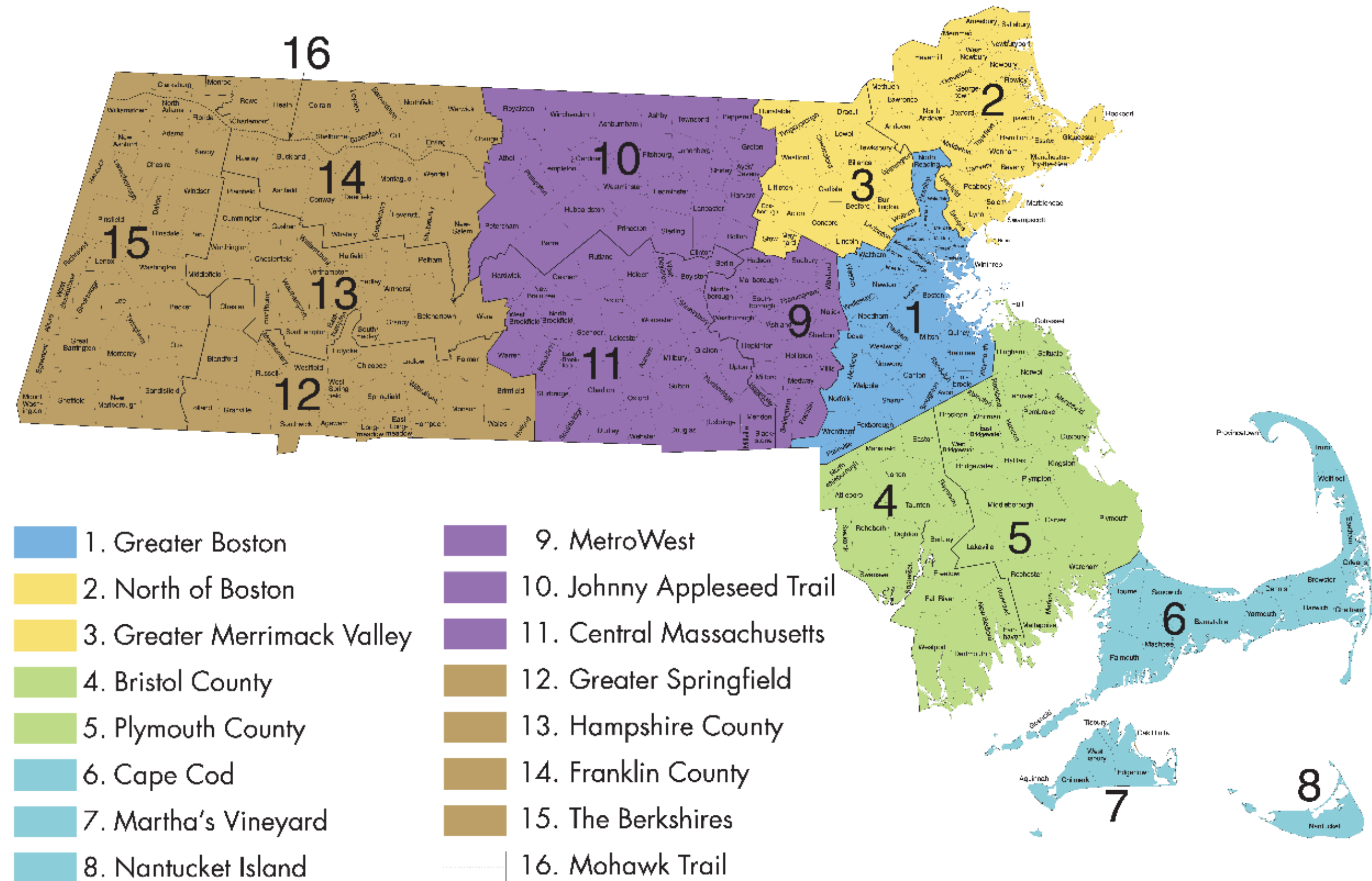
- Brand USA
- Foreign Diplomatic Consular Corps
- World Tourism Organization

## REGIONAL

- Discover New England
- New England Inn Keepers Association
- New England Museum Association
- New England Bus Association
- New England Association of Amusement Parks & Attractions
- New England Association of Chamber of Commerce Executives

# 16 REGIONAL TOURISM COUNCILS

\$6 million annual grant program for regional tourism marketing

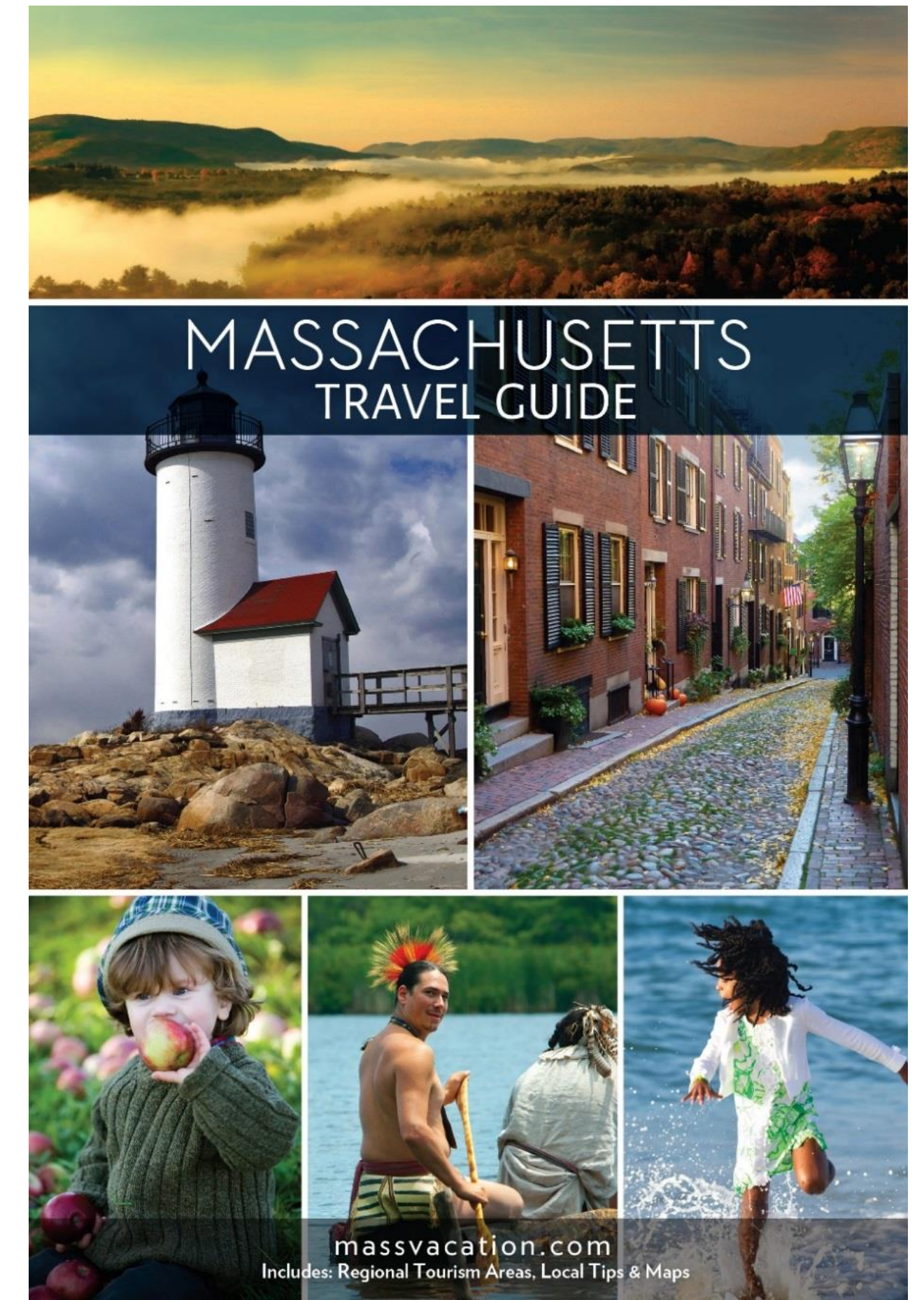




# STATEWIDE MARKETING

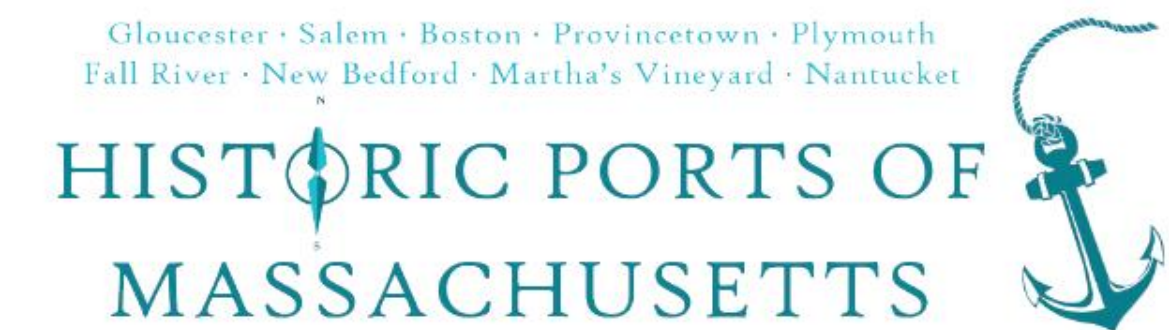
## KEY DOMESTIC MARKETING PROGRAMS

- Engaging digital channels
  - Website: **VisitMA.com**
  - Businesses associated with travel and tourism can be featured and linked to VisitMA by creating a **FREE** account
  - Social media channels:  
**Follow us on Facebook, Twitter, Instagram**
- Massachusetts Travel Guide
- Niche, regional, seasonal marketing promotions





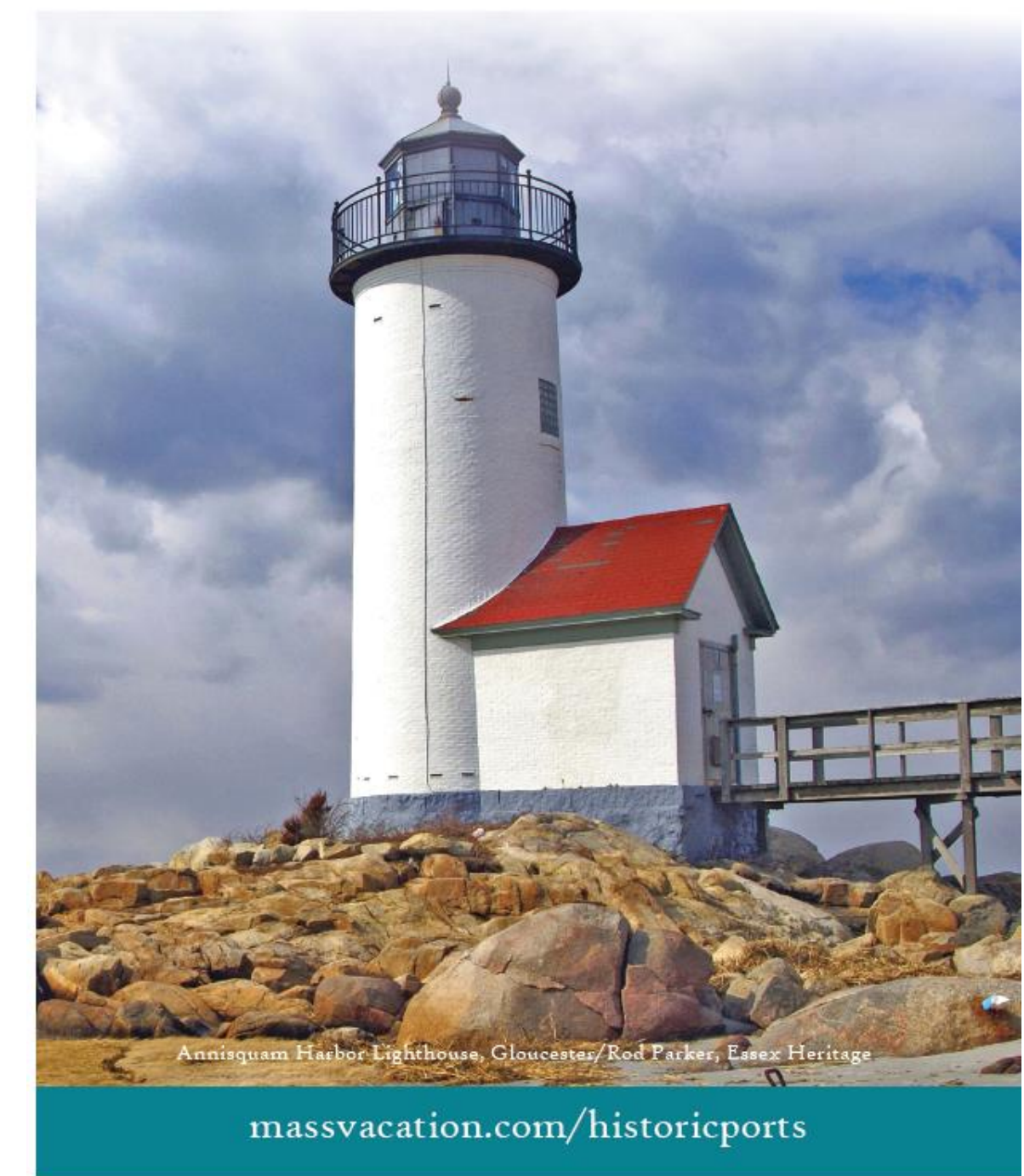
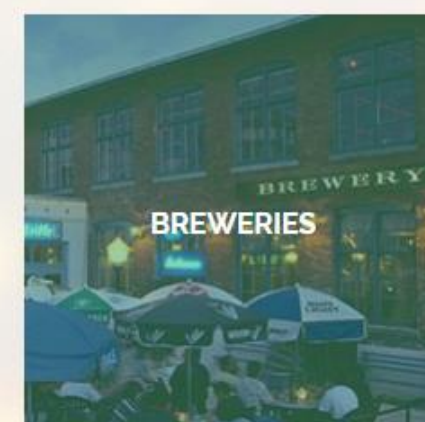
# SEASONAL AND REGIONAL PROMOTIONS



## DRINK MASSACHUSETTS

Looking for something to wash down all that delicious food you got in Massachusetts? There's no shortage of liquid refreshment either. From artisan beverages to national brands and from Cape Cod to the Berkshires, you'll find some great places to taste and buy the best beer, wine and spirits Massachusetts has to offer.

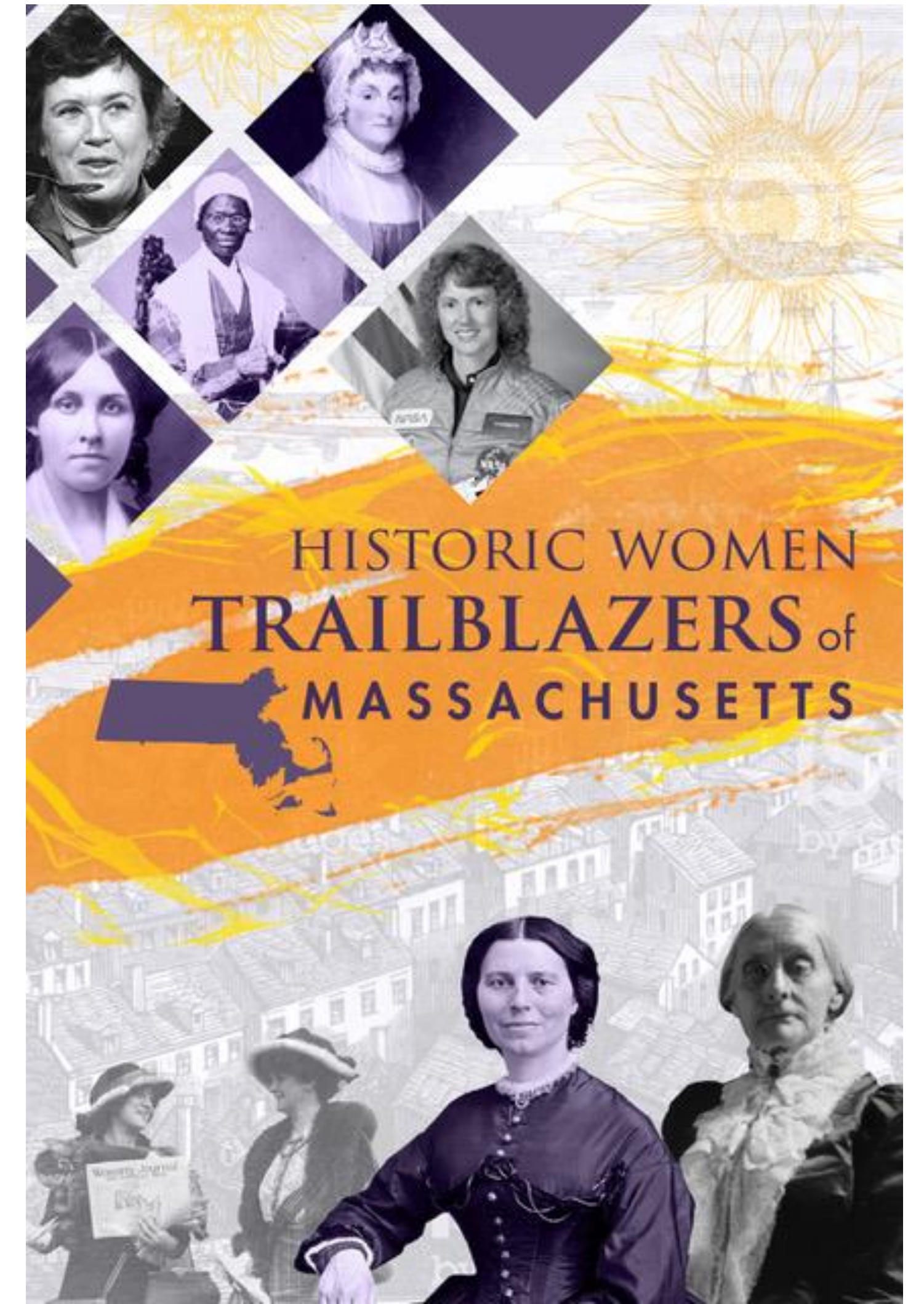
Sign up to receive emails about Massachusetts food and drink.





# HISTORIC WOMEN TRAILBLAZERS

- New digital booklet features over 70 historic women “Trailblazers,” whose contributions to the Commonwealth, the nation, and the world from various fields including sports, arts, and science are unparalleled.
- Learn about the stories of these remarkable women and their ties to Massachusetts, The Woman Suffrage Movement, commemorative sculptures and statues at the Massachusetts State House, the significance of the Sunflower, the Colors of Suffrage and much more!





# MA FILM OFFICE

- Mass Film Office is the state agency dedicated to promoting the Commonwealth as a premier location for commercial, film and television production
- The Film Office recently created a “Massachusetts Film Location Map for Little Women” and translated it into French, Italian and Japanese for the international market. Little Women was filmed in Boston, Concord, Lawrence, Ipswich, Groton, Harvard, Waltham, Canton, Franklin, Lancaster and Stoughton
- New England Studios in Devens is a great resource for film production in Massachusetts





# MA FILM OFFICE

## MAFilm.org

### Currently in Production:

Apple+ Feature – *various locations*

Netflix Feature – *various locations*

AMC Series - *Randolph/Brockton*

Amazon Feature – *various locations*

Showtime Series - *Central and Pioneer Valley*

HBO Series - *Cambridge, Boston*

MRC/Netflix Feature – *various locations*

Various Episode “Pilgrim” – *Provincetown*

Disney+ Feature- *North Shore*

### 2020 Productions

Total Number of Productions: 17

TV Productions - 6

Feature Films – 11



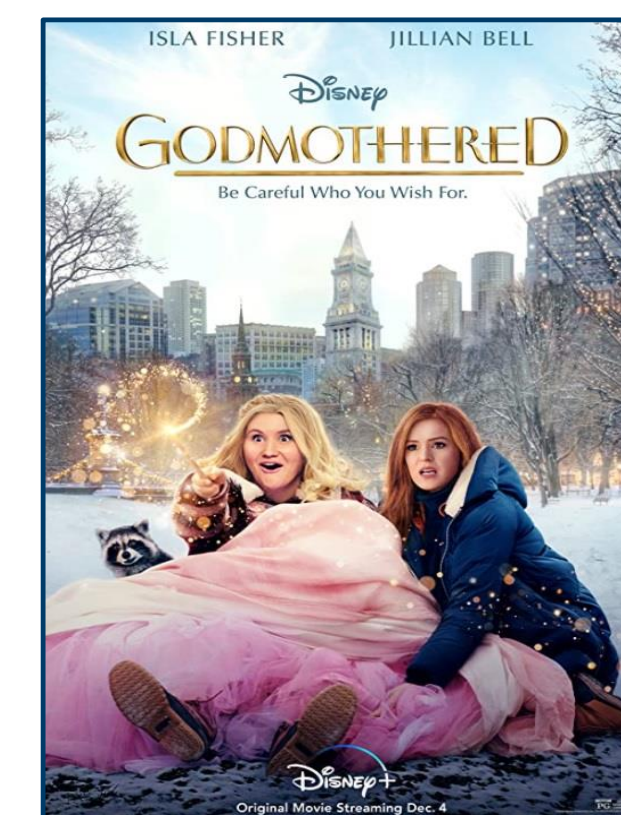
### Currently Streaming:



Netflix



Amazon



Disney+



# MA FILM OFFICE DIVERSITY INITIATIVE

## Recent Events

### 2021 - Advancing Diversity in the MA Film & TV Industry Film Crafts 101

*A virtual eight part series providing an in-depth look at specific crafts, with commentary from local crew*

## Past Events

### 2020 – Virtual Advancing Diversity in the MA Film & TV Industry Event, Virtual PA Workshop

### 2019 – Advancing Diversity in the MA Film & TV Industry Event - Roxbury, PA Workshop – Roxbury CC

**INTERESTED IN WORKING IN THE MOVIE BUSINESS?**  
A FREE VIRTUAL EVENT, ADVANCING DIVERSITY IN THE MA FILM AND TELEVISION INDUSTRY

**SATURDAY  
DECEMBER 5<sup>TH</sup>  
10AM-12:30PM**  
Registration Link Below

Photo courtesy of Triforce Creative Network, thecn.com. Photographer Darren Odehinde

**WANT TO WORK IN FRONT OF THE CAMERA?**  
Learn about becoming an actor!

**WANT TO WORK BEHIND THE CAMERA?**  
It takes hundreds of people with different skills to make a movie – learn who they are, and how you could be one of them!

**LOOKING FOR ENTRY LEVEL WORK?**  
Learn how you can become a production assistant (PA)!

**SPACE IS LIMITED! REGISTRATION EXTENDED TO DECEMBER 3<sup>RD</sup> 2020:**  
(Be sure to create an Eventbrite account prior to registering if you don't have one)  
[https://mafilm\\_admaftvi2020.eventbrite.com](https://mafilm_admaftvi2020.eventbrite.com)

MA Film Office

**ADVANCING DIVERSITY IN THE MASSACHUSETTS FILM & TV INDUSTRY**  
**FILM CRAFTS 101**  
Presented by the Massachusetts Film Office & IATSE Local 481

**SET CONSTRUCTION**  
FEBRUARY 20, 2021  
When a film or television production needs to build a set for a scene from the ground up or to structurally modify an actual location for a scene, it is the set construction department that does it.

**LOCATIONS**  
FEBRUARY 27, 2021  
The locations department is responsible for scouting and securing places to shoot a scene. This requires looking for and photographing possible locations, reviewing them with the director and production designer, dealing with property owners, and getting permits.

**ART DEPT. & SET DECORATION**  
MARCH 13, 2021  
All sets must be decorated to support the story and characters of the script and to fulfill the creative vision of the production designer and director. It is the job of the set decoration department to select, design, fabricate, and source the décor elements inside the sets, and sculptures.

**COSTUME DEPARTMENT**  
MARCH 20, 2021  
The costume department is responsible for all the clothing and costumes worn by all the actors that appear on screen. They are responsible for designing, purchasing, planning, and organizing the construction of the garments down to the fabric, colors, and sizes, tailoring, aging, distressing, and dyeing the costumes.

**BEGINNING IN FEBRUARY, THE MASSACHUSETTS FILM OFFICE IN PARTNERSHIP WITH IATSE LOCAL 481, WILL HOST FILM CRAFTS 101, AN 8 - PART VIRTUAL SERIES PROVIDING AN IN DEPTH LOOK AT SPECIFIC FILM/TV CRAFTS. EACH 90 MIN. CLASS WILL INCLUDE PERSONAL EXPERIENCES FROM A GROUP OF TALENTED AND DIVERSE INDUSTRY PROFESSIONALS. STAY TUNED FOR NEXT FOUR CLASSES!**

**SCHEDULE**  
10:00 AM  
EVENT WELCOME  
10:05 AM  
INTRODUCTIONS & DEPARTMENT PRESENTATIONS  
(Presented by various local crew members)  
10:25-11:25 AM  
OPEN Q&A  
11:30 AM  
EVENT WRAP UP

**SPACE IS LIMITED, SIGN UP TODAY - [https://mafilm\\_admaftvi.eventbrite.com](https://mafilm_admaftvi.eventbrite.com)**



# MAJOR SPORTING EVENTS: 2021

Massachusetts is hoping for a great sports comeback in 2021:

- › Laver Tennis Cup rescheduled at TD Garden for Sept 2021
- › Negotiating return of Worldwide Wrestling Entertainment (WWE) to TD Garden in 2022 / 2023
- › NCAA Fenway Bowl Game inaugural launch is Dec 2021, multi-year deal with ESPN
- › The PGA returns Northern Trust to TPC Boston in 2022

Other major events that are currently confirmed for the destination:

- › 2022 NCAA Men's Frozen Four at TD Garden
- › 2022 US Open at The Country Club in Brookline
- › 2026 World Cup Soccer, Boston is one of the remaining Bid Cities



# My Local MA Campaign Overview

The goal of the My Local MA campaign is to encourage more Massachusetts residents **to choose local** when they shop, eat, and travel.

To do that, we've developed a comprehensive marketing campaign that makes an emotional connection between buying local and being local.

My Local MA is about pride of place, about stewardship and responsibility. It's about giving people a good reason to pause, think, **and put their money where their heart is – right here in Massachusetts.**





# How does My Local MA work?

Every day, many of our neighbors choose to spend their money outside of Massachusetts. Our goal is to change that.

To do that, we are:

- Getting people to **pause and think** before they make a purchase or travel decision.
- Giving people **a good reason** to make the effort to choose local

The campaign makes it clear that, when it comes shopping, dining, and traveling, our choices matter. We're highlighting the positive, human side of the local experience.

Our tagline says it best: **Put your money where your heart is: right here in Massachusetts.**

99.5%

of businesses in MA are small businesses, employing 1.5 million people

53,980

net new jobs at small businesses in MA were created in 2019

46%

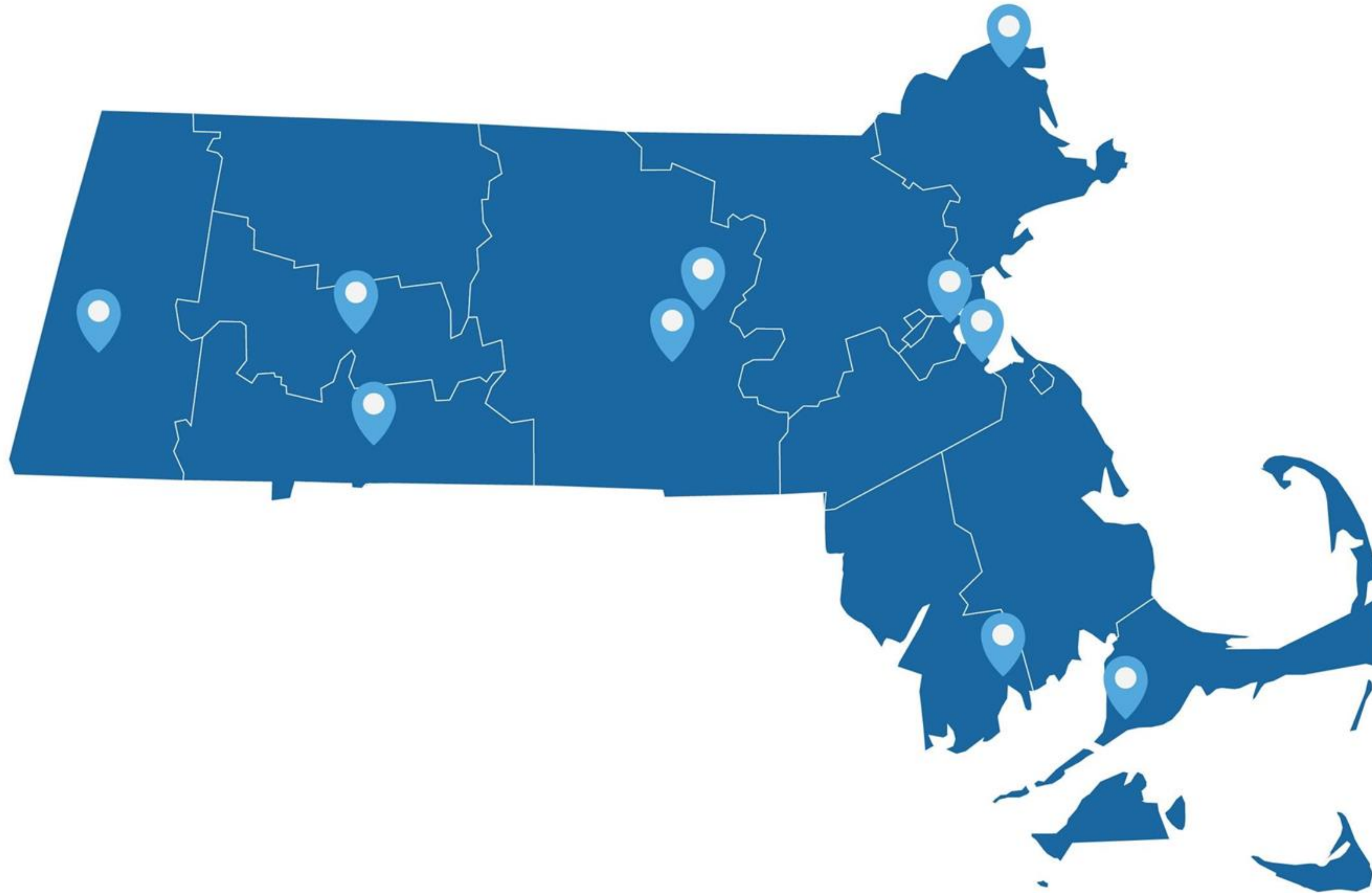
of employees in MA work for a small business

125,998

people across the Commonwealth were employed by minority-owned businesses in 2019



A statewide message: 107+ million impressions





# Creative messaging

**LOCAL IS MORE FUN**

findmylocalMA.com

 #maskupma  MASSACHUSETTS



**MY LOCAL MA FUN SPOT**

**LOCAL FITS BETTER**

findmylocalMA.com

 #maskupma  MASSACHUSETTS



**MY LOCAL MA LOOK**

**LOCAL IS MORE THAN A PLACE. IT'S WHO WE ARE.**

lovelylocalMA.com

  MASSACHUSETTS

**STAY SAFE. BUY LOCAL.**

lovelylocalMA.com

  MASSACHUSETTS

**MAKE LOCAL THRIVE.**

**LOCAL LOOKS BRIGHTER**

findmylocalMA.com

 #maskupma  MASSACHUSETTS



**MY LOCAL MA HAPPY PLACE**

**LOCAL GOES FURTHER**

findmylocalMA.com

 #maskupma  MASSACHUSETTS



**MY LOCAL MA ESCAPE**

**LOCAL TASTES BETTER**

findmylocalMA.com

 #maskupma  MASSACHUSETTS



**MY LOCAL MA FOODIE HIT**

**LOCAL GOES FURTHER**

findmylocalMA.com

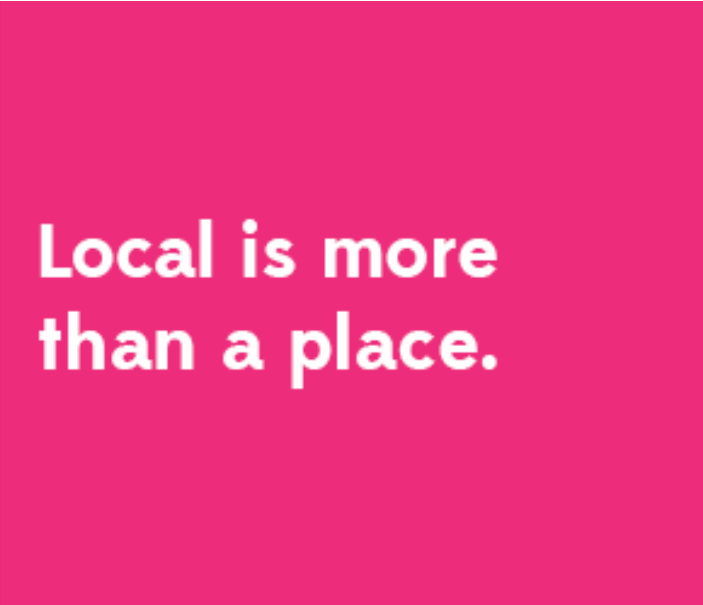
  MASSACHUSETTS



**MY LOCAL MA ESCAPE**



# Digital





# Boston Convention Center PSA



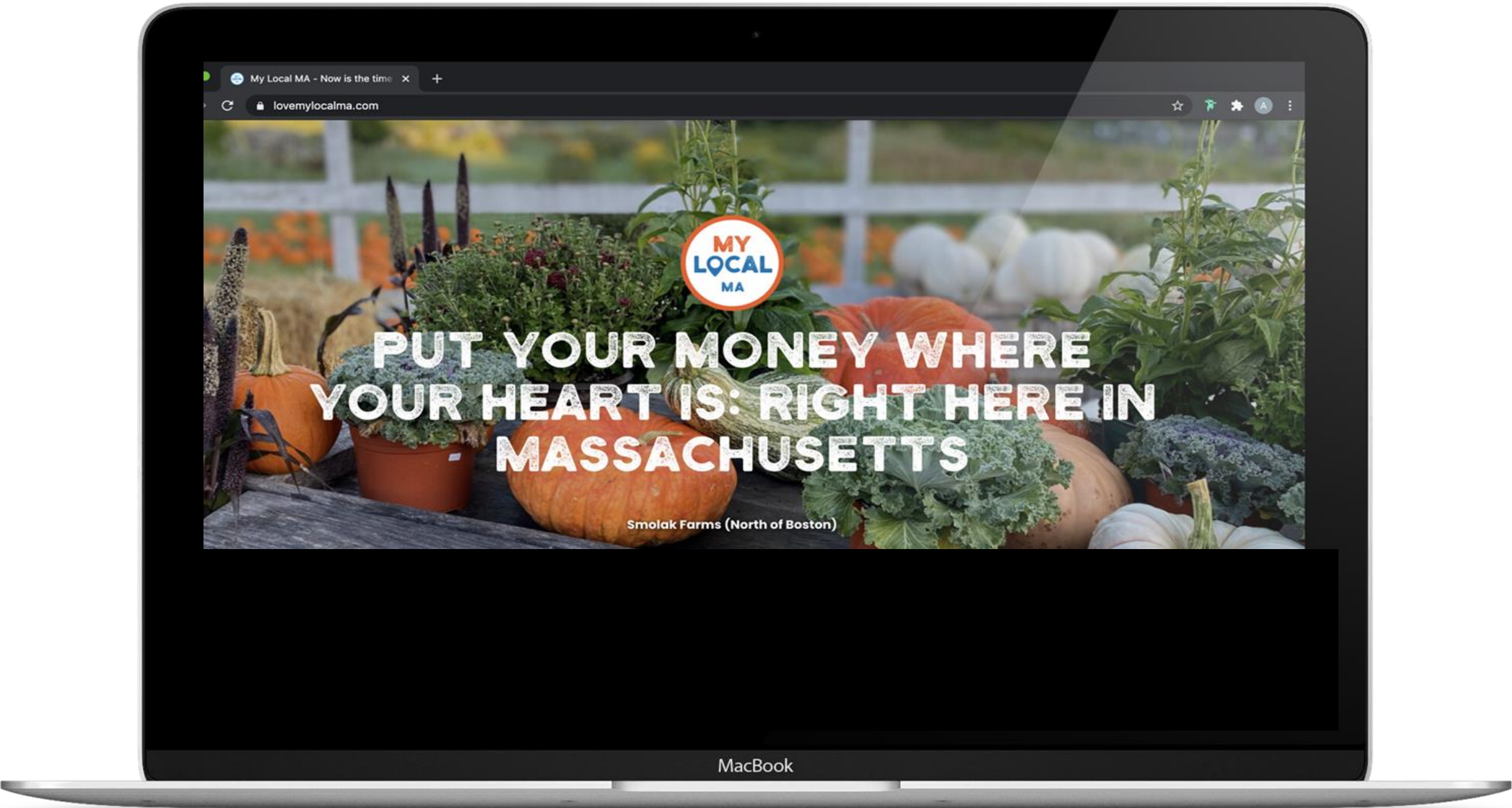


# Television





# Toolkit at lovemylocalma.com



### READY-TO-USE RESOURCES

If you own or manage a local business or organization, you already wear a lot of hats. But maybe visual designer is not one of them. You can use these resources as is, without special knowledge of graphics applications. Put up a flyer in your store. Show your support on social media. Let people know that local matters.

#### For your business

- 8.5" x 11" window flyer
- Info sheet
- Poster – text only

[Download](#)

#### For social media

- My Local MA Instagram post image
- My Local MA Facebook & Twitter header image
- Mask Up MA Instagram post image
- Mask Up MA Facebook & Twitter header image

[Download](#)

#### Our logos

- My Local MA logo
- Mask Up MA logo
- Color badges
- Badge instructions

[Download](#)

#### Other useful stuff

- Email signature file
- Window/bumper sticker including logo and "Put your money where your heart is"

[Download](#)

### MAKE IT YOUR OWN

The resources below are fully editable using Adobe applications and available to you free of charge. Go ahead and make them your own.

#### For your business

- Template for 1/4 page newspaper ads for publications
- Poster – space to add specific business photo/logo
- Safe shopping/safe dining location window flyer
- 4-up size flyer
- Sample customer email/newsletter

[Download](#)

#### For social media

- Customizable Facebook header cover photo with MyLocal MA badge
- Customizable Twitter header with My Local MA badge
- Facebook & Twitter post image with My Local MA badge

[Download](#)

#### Our logos

- Available in multiple file types

[Download](#)

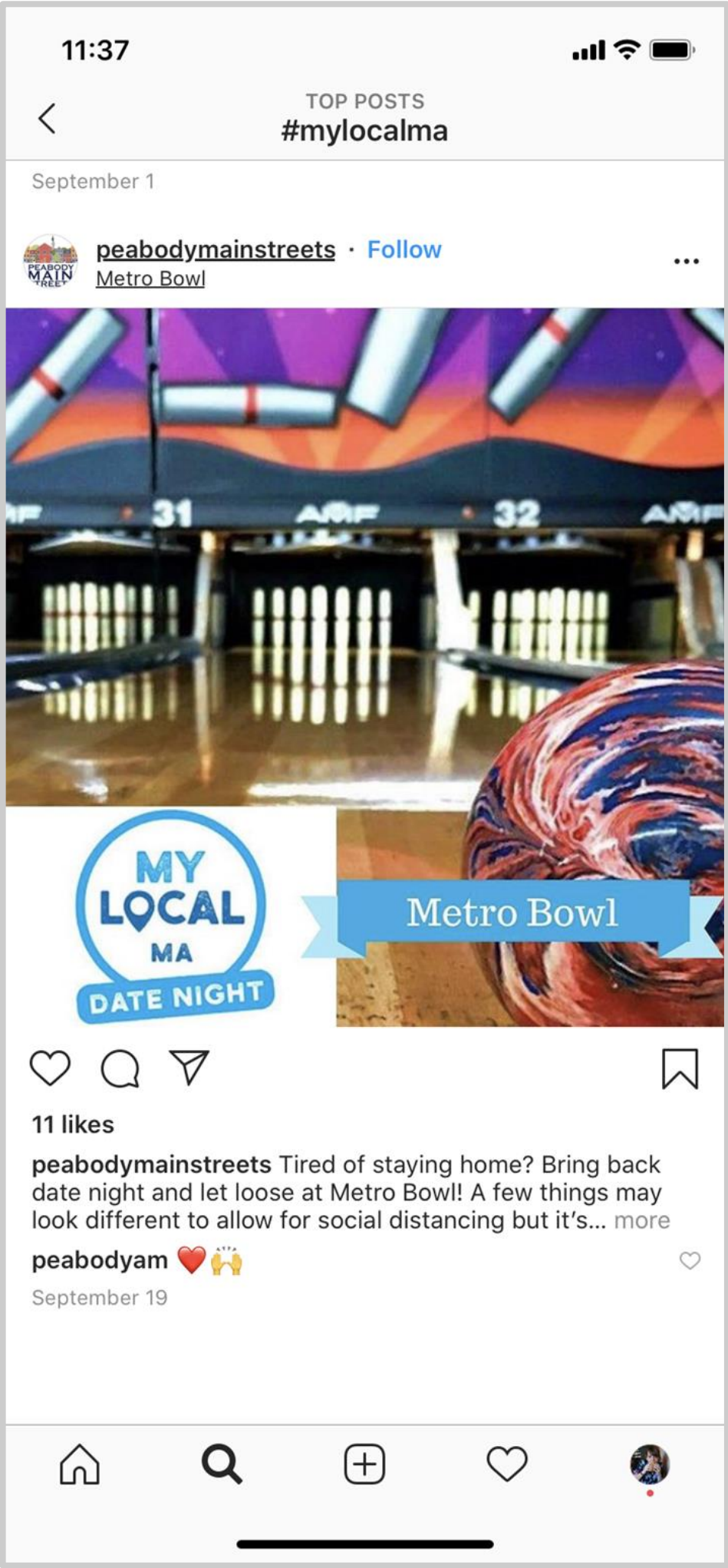
#### Other useful stuff

- Banners for poles on Main Streets

[Download](#)



# Seen and heard





# TRAVEL AND TOURISM RECOVERY GRANTS

- **MARKETING GRANTS:** The Travel and Tourism Recovery Grants (TTR) are competitive marketing grants which support the My Local MA campaign and create an enhancement to the visitor experience. This new program **funded 59 awards across the Commonwealth at \$1,587,791** through the Tourism Trust Fund. With three different sizes of grants, we saw most interest in the smaller grants indicating that many organizations believe **with a little bit of help, they can have a lot of influence.**
- **PARTNERSHIPS:** In ways we have never seen before, we are seeing partnerships with tourism entities and businesses, economic development and government entities. **My Local MA** is a movement helping people realize the importance of our local small businesses in the road to recovery.
- **FUNDS WILL BE USED FOR:**  
Marketing content development, Website development/optimization, Branding development, Visitor/Consumer outreach, Digital advertising, Language translations, Posters, banners, signage, billboards, Photography, B-roll video footage



# DESTINATION DEVELOPMENT CAPITAL GRANTS

The **Destination Development Grant (DDG) Program** for FY22 is funded at \$2,000,000 through the Capital Budget, subject to appropriation.

This is a competitive pilot program designed to foster sustainable tourism and increase value for tourism destinations. Tourism is an important part of the MA economy, supporting thousands of jobs and small businesses. It is defined as the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. A tourist is one who travels more than 50 miles and/or stays overnight in that location.

The grant process opened on April 20, 2021 with applications due May 21, 2021. Grant awards will be announced in July 2021. Projects must be completed by June 30, 2022.



# ELIGIBLE ORGANIZATIONS

- 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 for at least two consecutive years since January 2019
- Agency must be in good standing with the Commonwealth of Massachusetts and city/town:
  - Must be current on all taxes due through December 31, 2020; and
  - Have active and valid state licenses/registrations, if applicable
- Applicants must have spent at least \$15,000 in FY19 or FY20 on tourism
- Applicant must 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.



# INELIGIBLE ORGANIZATIONS

- For-profit organizations
- Any organization whose sole or primary purpose is to fundraise  
(e.g., “friends of” groups, foundations, etc.)
- 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 or whose service does not primarily serve Massachusetts residents
- Restaurant owners, hotels and private businesses are not eligible..



# OTHER FUNDING

**My organization or affiliate organization applied for federal, state or quasi-public funding grant in FY21. Can my organization still apply for a DDC grant with the Commonwealth of Massachusetts?**

Yes, you can apply for a DDC grant with the Commonwealth of Massachusetts. The capital project proposal must meet the criteria listed in the RFR to be eligible.

**Can my organization use Federal CARES Act funding or other grant funding for matching funds?**

No. Matching funds must be raised or promised for this grant program from outside funds, not from existing funds.



# TYPES OF PROJECTS

- **Infrastructure** – Tourism infrastructure grants are available for projects that are shovel-ready including but not limited: 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



# LEVELS OF GRANTS

- ❑ Level 1 (<49,999)
- ❑ Level 2 (\$50,000-\$149,999)
- ❑ Level 3 (\$150,000-\$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.

Grant funds are disbursed on a cost-reimbursement basis. All grants require a 1:1 match. For example, an award of \$100,000 requires a match of \$100,000 towards the project.



# APPLICATION DETAILS

What are the opening and closing dates of the TTR application?

Application Opens: Tuesday, April 20, 2021 at 12:00 PM Application Closes: Friday, May 21, 2021 at 5:00 PM

How does my organization apply?

- Applications must be submitted electronically along with all attachments through MOTT's [online application portal](#). Hard copies or electronic copies will not be considered. Applications must include all required documentation by the program deadline in order to be considered.

My organization submitted an application online. However, we forgot to submit a required document or did not fill out the information correctly when submitting online. Can we submit corrected information by email and/or by postal mail before or after the closing deadline? Can we submit another application?

- No. Applications must be submitted electronically along with attachments through MOTT's online application portal. Submit your application online when you have all the required information and attachments ready. Review your information before submitting to be sure it is submitted correctly only once. Multiple applications or multiple online submissions will not be accepted. **KEEP A COPY FOR YOUR RECORDS.**



# APPLICATION DETAILS

Will my application time-out while I am filling out the information on the online application portal? No.

Is there an option to save my work online while I am filling out the application via the online portal?

- There is no opportunity to save the online application once you have started filling it out. You must fill out all the required information, upload the required attachments, review, sign and submit your application via the online portal by the application deadline. **Keep a copy for your records.**

My organization submitted an application for a DDC grant online and upon submitting my application, I see a message on the screen that says my submission was successful. Does that mean I will receive a grant?

- If your online submission was successful and was electronically submitted by the program deadline, the submission materials will be reviewed by MOTT. Submission of an online application does not guarantee a grant.



# APPLICATION DETAILS

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

## **Vision And Clarity: 25% (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?



# APPLICATION DETAILS

## **Alignment: 20% (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?
- How will the project align with the goals of the My Local MA campaign to support the MA local economy?



# APPLICATION DETAILS

## **Strong Partnerships: 15 % (250 word maximum)**

- 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?

## **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 in application as a PDF.**

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



# INELIGIBLE EXPENSES

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



# BUDGET

## Spending Category

Planning/Feasibility

Design/Engineering

Review/Permitting

Bidding

Construction \*itemization required

Contingency

Construction Admin.

Equipment

Other / Miscellaneous

TOTAL



# TIMELINE

## Provide Estimated Timelines:

Planning/Feasibility

Design/Engineering

Review/Permitting

Bid/Contract

Start Construction

25% Construction

50% Construction

75% Construction

100% Construction

Punch List



# 1:1 MATCH INFORMATION

Matches that are not met will reimburse MOTT for the amount not met. **All grants require a 1:1 match.** DDC recipients will have up to 12 months from the grant approval date to raise matching funds. Applicants who demonstrate ability to raise matching funds within 6 months of the application deadline will be prioritized for award. Matching funds must be used for eligible project costs.

**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



# INELIGIBLE FOR MATCH

**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, federal grant funds

**Grants that are not matched 1:1 will reimburse MOTT for the amount not met.**

# APPLICATION ATTACHMENTS

**Attachment 1** – Board of Directors, governing board

**Attachment 2** – Audited financial documents, Form 990

**Attachment 3** - Letters of Support: Three different letters of support on official letterhead – one from business/civic leader, one from state or municipal official, one from a tourism business owner or regional tourism council. Scan into ONE PDF for the online application.

**Attachment 4** - Project photos – Images of the overall site as well as specific area of work (one page max)

**Attachment 5** – Optional supplementary materials – architectural plans, maintenance plans, etc

**Attachment 6** – Destination Development Capital Plan

**Attachment 7** – Budget

**Attachment 8** - Timeline



# KEYS TO REMEMBER

- Competitive– Applications must be complete, follow directions
- Clear tourism impact
- “Shovel ready” projects
- Community support
- 1:1 Match
- Project must be completed by June 30, 2022

# MORE QUESTIONS?

Contact:

[Marc.Zappulla@Mass.gov](mailto:Marc.Zappulla@Mass.gov)

or

[Keiko.M.Orrall@Mass.gov](mailto:Keiko.M.Orrall@Mass.gov)