



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

FY22 DESTINATION DEVELOPMENT CAPITAL GRANTS

REQUEST FOR RESPONSES (RFR) GUIDELINES AND APPLICATION INFORMATION

RFR RELEASE DATE: April 20, 2021

ONLINE APPLICATION DEADLINE: May 21, 2021 at 5:00 p.m.

Online applications only. Hard copies or electronic copies will not be considered.
Applications must include all required documentation by the program deadline.

QUESTIONS:

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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 COVID-19 and contribute to the long-term strength and sustainability of the Commonwealth. The FY22 Destination Development Capital (DDC) Grant Program is a competitive grant program that will award funds to strengthen the economy of Massachusetts through destination development projects that enhance tourism recovery, support the statewide My Local MA campaign, and have the potential to increase non-resident visitation.

Eligible projects will enhance tourism resources and infrastructure and will aid in destination recovery and 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 MA Office of Travel and Tourism and the corresponding Regional Tourism Council. Successful tourism capital projects will also complement the goals and strategies of the statewide My Local MA campaign. 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.

The Destination Development Capital (DDC) Grant Program for FY22 is funded at \$2,000,000 through the Capital Budget, subject to appropriation.
The grant process opens on April 20, 2021 with applications due May 21, 2021.
Grant awards will be announced in July 2021, subject to appropriation.
Projects must be completed by June 30, 2022.

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 2019
- 3) Agency must be in good standing with the Commonwealth of Massachusetts and city/town:
 - a. Must be current on all taxes due through December 31, 2020; and
 - b. 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

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- 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 (e.g., "friends of" groups, foundations, etc.)*
- 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 or whose service does not primarily serve Massachusetts residents*

GRANT AMOUNTS AND DISTRIBUTION:

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.

MATCHING REQUIREMENTS:

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. Grants that are not matched will 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, federal grant funds

TYPES OF GRANTS AND PROJECT ELIGIBILITY:

- 1. Infrastructure** – 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
- 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, food and 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 (25%):

- 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 (20%):

- 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

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- Describes how the project will align with the goals of the My Local MA campaign to support the MA local economy and encourage residents to buy, eat, and stay local

Strong Partnerships (15%):

- Shows thoughtful inclusion of relevant project partners
- Demonstrates capacity of partners involved in the program

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. Applications that show the necessary progress on these items will be the most competitive.

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 21, 2021 at 5:00 pm**. MOTT will award and disburse grants based upon criteria outlined above in consultation with EOHE 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 2022.

FINAL ACCOMPLISHMENT REPORT:

Projects must be completed by June 30, 2022 unless an extension is requested and approved by MOTT. 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, 2022.

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 employees:	
If a membership organization, list the number of members:			
Do you have a Board of Directors or municipality governing board?		Yes <input type="checkbox"/> No <input type="checkbox"/>	
If yes, attach a list of board members/governing board		Attachment 1 <input type="checkbox"/>	
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 <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"/>	
Organized since January 2019?		Yes <input type="checkbox"/> No <input type="checkbox"/>	

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Able to match grant funds 1:1. Funds not matched will need to be returned to MOTT.	Yes <input type="checkbox"/> No <input type="checkbox"/>
Will the project promote the goals of MOTT and the goals of the Regional Tourism Councils?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Demonstrated community need for the project?	Yes <input type="checkbox"/> No <input type="checkbox"/>
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"/>
Able to obtain required permits or regulatory approval needed for the project?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Will hold relevant meetings and update MOTT on progress with local, state or federal permits required to implement the proposed project?	Yes <input type="checkbox"/> No <input type="checkbox"/>

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FY21 Operating Budget:	Total operating budget of organization	\$
Audited Financial Information	Audited financial or draft audit statements for the most recent fiscal year. If your organization does not have audited financials available, please provide a Form 990 for the most recent year.	Attachment 2 <input type="checkbox"/>
Federal Grant Funds:	Did your 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 receive funds from the Cultural Facilities Fund in FY21?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	If yes, please list project and amount: _____ _____	
	Did your 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: _____ _____	
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 <input type="checkbox"/> No <input type="checkbox"/>
	Scan each letter of support into one PDF for attachment.	Attachment 3 <input type="checkbox"/>
Project Images	Images of the overall site as well as specific areas of work (1 page max)	Attachment 4 <input type="checkbox"/>
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 <input type="checkbox"/>

DESTINATION DEVELOPMENT CAPITAL PLAN

Required for each grant. Scan multiple pages into one PDF for attachment.

Attachment 6

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: 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?

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?

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 below..

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

ATTACHMENT 7 - 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: Provide line item explanation, justifications, and/or notes, as needed.

ATTACHMENT 8 - 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

I/We, (names and titles) of the (organization) submitting a proposal for the FY22 Destination Development Capital 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:** _____

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 the applicant conducted by the auditor of the Commonwealth. **I agree***

Written Name: _____ **Title:** _____

Signature: _____ **Date:** _____

Written Name: _____ **Title:** _____

Signature: _____ **Date:** _____

APPLICATION CHECKLIST:

Attachments with multiple pages should be scanned into one document. There is a place for uploading each document on the online application.

- **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: Destination Development Plan**
- **Attachment 7: Project Budget**
- **Attachment 8: Timeline**
- **Signatory Acknowledgment (signed)**
- **Conflict of Interest (signed)**