

***Commonwealth of Massachusetts*   
MA MARKETING PARTNERSHIP**

**MA OFFICE OF TRAVEL AND TOURISM**

**136 Blackstone St, 5th Floor**

**Boston, MA 02109**

**FY22 REGIONAL TOURISM COUNCIL GRANTS**

**REQUEST FOR RESPONSES (RFR)**

**GUIDELINES AND APPLICATION INFORMATION**

**RFR RELEASE DATE: April 1, 2021**

**ONLINE APPLICATION DEADLINE: July 1, 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:**Phyllis M. Cahaly, Director of Partnership Marketing Phylliscahaly@mass.gov  
Keiko Matsudo Orrall, MOTT Executive Director [Keiko.m.orrall@mass.gov](mailto: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 the Commonwealth.   
The FY22 Regional Tourism Council (RTC) Grant Program will award funds to strengthen the economy of Massachusetts through marketing projects that enhance tourism recovery, support the statewide My Local MA campaign, and have the potential to increase non-resident visitation.

**The Regional Tourism Council (RTC) Grant Program for FY21 is funded at $6,000,000 through the Tourism Trust Fund subject to appropriation.** **The grant process opens on April 1, 2021 with applications due July 1, 2021. Grant awards will be announced in August, 2021 subject to appropriation.**

**ELIGIBLE APPLICANTS**

Agencies identified as Regional Tourism Councils, representing the following designated service areas: Greater Boston, North of Boston, Greater Merrimack Valley, Bristol County, Plymouth County, Cape Cod, Martha’s Vineyard, Nantucket Island, MetroWest, Johnny Appleseed Trail, Central Massachusetts, Greater Springfield, Hampshire County, Franklin County, The Berkshires, and Mohawk Trail. Any other public or nonprofit agency which fulfills the following requirements:

* In operation for two consecutive years prior to applying for this grant
* Spends $15,000 in its fiscal year on tourism or a public or nonprofit agency
* Has a total budget larger than the average of Massachusetts tourist promotion agencies as estimated by the executive director of MOTT and which spends 25% percent of said budget on tourism *\*To fulfill legislative management: from the total budget appropriation, 2.158% is allocated to the Mohawk Trail Association.*

**CASH MATCHING REQUIREMENTS**

The applicant is required to report amount of nongovernmental (i.e. private) funds held by, committed, or subscribed to the applicant for application to the proposals herein described. The maximum received by the applicant must match the amount received from non-governmental sources. If the RTC does not meet the matching obligation during the grant period, the RTC may need to return to the Commonwealth that portion funds not matched. \**MOTT funds may not be used as matching funds for any grant application submitted.*

**LETTERS OF SUPPORT**

Each RTC application must include 2 letters of support of the marketing strategy on official letterhead from community leaders, state, and/or municipal officials.

**COMPETITIVE FUNDING FORMULA:**

1. ***50% Economic Impact*** *-* State Rooms Tax Collections FY20 and regional share of direct spending by all domestic travelers (CY2019) Contribution of region to statewide economic impact.
2. ***20% Regional Commitment*** - Region’s FY19 private-sector commitment to tourism services

* 10% Proportion of private sector funds exceeding one-to-one match requirement (Based on actual FY19 private sector funds)
* 10% Relative share of each RTC’s private sector funds to total of all RTC private sector funds (Based on actual FY19 private sector funds)

1. ***30% Marketing Strategy*** *-*Competitive score based on marketing strategy and the promotion of tourism with emphasis on return on investment.

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| **FY22 RTC Grant Program Performance-Based Formula** | | | | |
| **Measure** | **Criterion** | **Evaluates** | **Source** | **Formula points** |
| Economic Impact  **50%** | State Rooms Tax Collections FY20 and Regional share of direct spending by all domestic travelers (CY2019) | Contribution of region to statewide economic impact | USTA Economic Impact Study | 50 |
| Regional Commitment **20%** | Proportion of FY19 private sector funds exceeding one-to-one match requirement | Region’s private-sector commitment to tourism marketing and services | RTC Grant Application | 10 |
| Relative share of each RTC’s FY19 private sector funds to total of all RTC private sector funds | Region’s private-sector commitment to tourism and marketing services | RTC Grant Application | 10 |
| Marketing Strategy **30%** | FY22 Marketing plan evaluation  \*criteria listed below | Effective planning and implementation of tourism programs | RTC Marketing Plan | 30 |

**MARKETING STRATEGY**

This is an opportunity for the RTC 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. Each RTC marketing strategy will be scored based on the percentages noted.

**Each required section must be titled based on the categories below.**

1. **Review of prior year FY21** **(30%).** Brief description of top three FY21 campaigns and results. Choose one campaign to describe in detail. Description should include: Campaign overview, Strategy, Budget information -Total budget and cost paid by grant funds, Run time, Target description, Geography of campaign., Performance indicators, Actual campaign results, Other relevant details.
2. **Target Markets (5 %):** Identify your top 3 target markets for FY22. For each target market, provide a description that includes spending habits and other demographic details used to shape marketing decisions.
3. **Marketing Plan and Estimated Budget (50%):**   
   Describe how FY21 results impact your FY22 proposed projects. Use an estimated budget based on FY21. Additional consideration will be given for plans that demonstrate partnerships with other regional tourism councils, private and public agency plans.
4. **Return on Investment (5%):** How will the success of your FY22 campaigns be measured? Be as specific as possible. Include metrics that will be used to define success for the proposed use of funds.
5. **Marketing Presentation (10%)**  
   Each RTC may present their marketing strategy virtually to an RTC Grant Review committee. This will be an hour interview and **will be scheduled July 12- July 15, 2021.**

**PROGRAM RESTRICTIONS**

* Administration and marketing salaries: Total grant funds allocated for the salaries and benefits of any employees whose primary responsibilities are for administration and marketing may not exceed 20% of total grant for FY22 in either category. Use of grant funds for payment of employee bonuses and commissions is prohibited.
* Grant funds may not be used for depreciation, equipment purchases, taxes, contributions, travel, entertainment, or meals.
* Funds provided under this contract may not be used for the purchase of any alcohol, tobacco or cannabis products.
* Use of grant funds are prohibited for the purposes of advertising, marketing, or promoting the use, sale, manufacture, cultivation, or distribution of tobacco or tobacco-related products including electronic nicotine delivery systems, alcohol or alcohol-related products, marijuana or marijuana-related products, or products that simulate or are modeled on smoking or consumption of the same. Provided, however, grants funds are permitted for the purposes of advertising, marketing or promoting the destination of any alcohol beverage manufacturer licensed pursuant to G.L. c. 138 Section 19D or 19H for the sale of on-premise consumption of alcoholic beverages produced by the licensee.

**AWARD PROCESS:**

Massachusetts Office of Travel and Tourism (MOTT) staff will review all complete, eligible proposals submitted by the deadline. **Applications are due July 1, 2021 5:00 pm. MOTT will award and disburse grants based upon criteria outlined above in consultation with EOHED and subject to appropriation. Grant awards will be announced in August, 2021.**

**COMPLETE APPLICATION BELOW. SCAN AND UPLOAD THE COMPLETE APPLICATION IN THE ONLINE PORTAL.**

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| REGIONAL TOURISM COUNCIL 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: | |  | |
| 1. Membership organization? | | | **Yes**  **No** | | |
| **If yes,** list the number of members | | |  | | |
| Attach a list of Board of Director members | | | **Attachment 1** | | |
| 1. Designated as a Regional Tourism Council in MGL? | | | **Yes**  **No** | | |
| 1. Organized since January 2019? | | | **Yes**  **No** | | |
| 1. Agency is in good standing with the Commonwealth of Massachusetts and city/town? | | | **Yes  No** | | |
| 1. Capable of and agrees to provide services to the region designated for the RTC? | | | **Yes**  **No** | |

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| 1. Demonstrated history of collaboration with the tourism community, local officials, and other strategic partners within the identified region? | | **Yes**  **No** |
| Will establish, track, and evaluate results-driven performance measures of programs, initiatives and regional market activity? | | **Yes**  **No** |
| Will be able to present marketing strategy virtually to an RTC Grant Review committee? This will be an hour Zoom interview and will be scheduled July 12- July 15, 2021. | | **Yes  No** |
| **If yes,** list top 3 preferred days and time: | |  |
| 1. **FY21** 2. **Operating Budget:** | Total operating budget of organization | **$** |
| 1. **Audited Financial Statements** | Did you file your FY20 independent audit with MOTT? | **Yes**  **No** |
| Please note any unresolved issues and remedies.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | |
| 1. **Federal Grant Funds:** | Did your organization receive any federal grants in FY21? | **Yes**  **No** |
| **If yes**, please list granting organization and amount:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | |
| 1. **Massachusetts State, Quasi and Local Grant Funds:** | 1. Did your organization receive any other state or quasi-public funding in FY21? | **Yes**  **No** |
| 1. **If yes**, please list granting organization and amount: $ |  |
| 1. **Letters of Support:** | Each RTC application must include 2 different letters of support on official letterhead from community leaders, state, and/or municipal officials. | **Yes**  **No** |
| Scan each letter of support into one PDF for attachment. | **Attachment 2** |

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| RTC MARKETING STRATEGY | |
| **Required for each grant. Scan multiple pages into one PDF for attachment.** | **Attachment 3** |
| Keep answers short and concise. Each RTC grant will be scored based on the percentages noted.  **Each required section must be titled based on the categories below**.   1. **Review of Prior Year FY21** **(30%).** Brief description of top three FY21 campaigns and results. Choose one campaign to describe in detail. Description should include: Campaign overview, Strategy, Budget information -Total budget and cost paid by grant funds, Run time, Target description, Geography of campaign., Performance indicators, Actual campaign results, Other relevant details. (300 word max) 2. **Target Markets (5 %):** Identify your top 3 target markets by origin for FY22. For each target market, provide a description that includes details used to shape marketing decisions. (150 word max) 3. **Marketing Plan and Estimated Budget (50%):**  Use template below.  * Narrative: Describe how FY21 results impact your FY22 proposed projects. (150 word max) * List FY22 projects and use an estimated budget based on FY21 grant amount. Additional consideration will be given for plans that demonstrate partnerships with other regional tourism councils, private and public agency plans.  1. **Return on Investment (5%):** How will the success of your FY22 campaigns be measured? Be as specific as possible. Include metrics that will be used to define success for the proposed use of funds.  (300 word max) 2. **Marketing Presentation (10%)** Each RTC may present their marketing strategy virtually to an RTC Grant Review committee. This will be an hour interview and **will be scheduled July 12- July 15, 2021.**   **Regional Tourism Council Grant Marketing Plan**  Narrative: Describe how FY21 results impact your FY22 proposed projects. List FY22 projects and estimate budget based on FY21. Additional consideration will be given for plans that demonstrate partnerships with other regional tourism councils, private and public agency plans. ***Add lines as needed.***   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **FY21 Grant Amount:** | | | | | | | | **Narrative (150 word maximum):** | | | | | | | | **FY22 Marketing Strategy** | **Tactics (timing)** | **Performance metrics** | **Anticipated Results** | **Total Cost** | **Amt Paid by grant** | **Partner agencies** | | Example:*Inspire overnight travel in winter season with digital coupons for hotel deals* | *develop landing page (Q1)* | *# site visits, avg time on site, bounce rate* | *500 site visits, 1min+ time on site, 20% bounce rate* | *Free  (in-house)* | *n/a* | *BrandUSA*  *XXXRTC* | | *advertise on nytimes.com w/ dedicated url (Q2)* | *impressions, click thru rate, cost per click, time on site from dedicated url* | *10,000 impressions, above NYT benchmark ctr/cpc; 1:00+ time on landing page* | *$ 5,000.00* | *$ 2,500.00* | | *advertise on tripadvisor w/ dedicated url (Q2)* | *impressions, click thru rate, cost per click, time on site from dedicated url, hotel bookings on TA* | *25,000 impressions, above TA benchmark ctr/cpc; 1:00+ time on landing page; 20% increase hotel bookings on TA* | *$ 7,500.00* | *$ 3,000.00* | | *email consumer list w/ discount code (Q2)* | *Open rate, click thru rate, hotel bookings on partner sites* | *25% open rate, 15% ctr, 100 bookings during campaign using email code* | *Free  (in-house)* | *n/a* | |  | | | | | | | | Exampl*e:* *Develop relationships with key group tour operators* | *attend ABA and NTA (Q3)* | *# of appointments, # of leads, # of inquiries following show* | *per show: 50 appointments; 30 leads, 25 inquiries following show* | *$ 4,000.00* | *$ 2,000.00* | *DNE* | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | | |

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| **SIGNATORY, CERTIFICATION & ACKNOWLEDGEMENT** |
| *I/We,      (names and titles) of the       (organization) submitting a proposal for the FY22 Regional Tourism Council 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** |
| **ACKNOWLEDGET**  *Pursuant to Chapter 240 of the Acts of 2010, RTC’s 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*](http://www.mass.gov/ethics/education-and-training-resources/implementation-procedures/state-employees-summary.html)*. As a condition to receiving grant funds from MOTT, the RTC 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 RTC Grant contract shall also require that the Grantee undergo a biennial audit and examination of the audited financial statements of the RTC conducted by the auditor of the Commonwealth.* ***I agree*** |

**APPLICATION CHECKLIST:**

* **Attachment 1: Board of Directors (one PDF)**
* **Attachment 2: Letters of support (one PDF)**
* **Attachment 3: Marketing Strategy (one PDF)**
* **Signatory Acknowledgment (signed)**
* **Conflict of Interest (signed)**