



Office of Performance Management Oversight (OPMO)

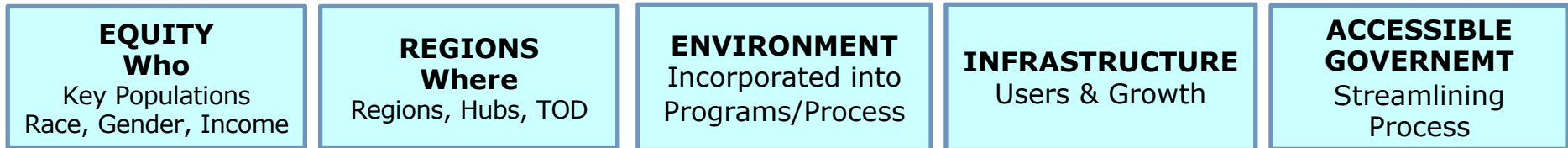
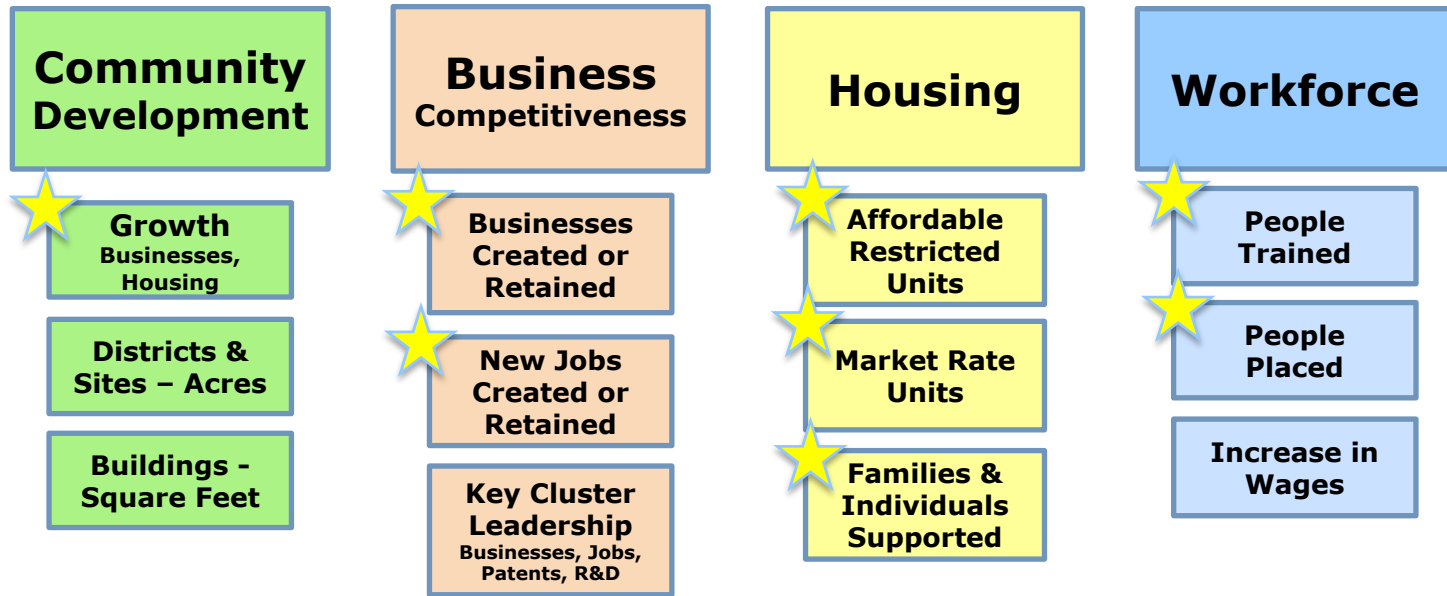
**Massachusetts Office of Travel and Tourism
FY2022 Report**



Economic Development Plan

Key Outcome Metrics

Economic Development Plan Pillars & Principals



Investment Leveraged from Other Sources - \$

Engagement & Technical Assistance – Contact with Individuals & Companies



Agency Mission

- **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. Guiding Principles: Implement core marketing programs for long haul domestic and international markets, while supporting the Regional Tourism Council efforts in the short haul markets; Promote collaboration among stakeholders, whether public agencies or private businesses, for greater economic development; Develop niche marketing initiatives that identify iconic, seasonal, innovative and regional thematic assets; Maintain a relationship with all New England states to promote the region, and seek partnerships with other Eastern Seaboard states or provinces as appropriate; Manage the Commonwealth's brand to ensure consistent messaging throughout the travel and tourism industry.
- **Contribution to Partnerships for Growth:**
- MOTT and the state's tourism sector are relevant to three of the four pillars in EOHEd's economic development plan, Partnerships for Growth: Build Vibrant Communities, Support Business Competitiveness and Train a Skilled Workforce.
- Additionally, MOTT's mission also aligns with the Regional Strategies of Partnerships for Growth, be recognizing that certain regions of the state lack economic parity with others. MOTT is equipped to help with regional strategies such as the destination development capital program, and the blue economy for our 78 coastal communities, with Gateway Cities and with rural communities that rely on agritourism and outdoor visitation.



Agency Goals

- **Agency Goal 1:** Through the work with the 16 RTCs and with local businesses, inspire in-state travel through My Local MA campaign. Continue this effort along with “Let’s Go Out” Restaurant Campaign.
- **Agency Target for Goal 1:** Continue brand campaign targets and creative; Continue to build upon MOTT benchmark for advertising; create an incremental increase in localized partnerships impacting 3500 businesses.
- **Results of Goal 1:** MOTT developed three marketing campaigns: My Local MA, a Let’s Go Out extension of the My Local MA campaign which ran in Q1 of FY22, and an out-of-state marketing campaign called “Your Massachusetts”. These marketing campaigns established benchmarks for MOTT advertising, and included over 300 tourism industry partnerships across Massachusetts. These partnerships translated to the promotion of well over 3500 businesses, and use of the My Local MA logo. Currently, we are at 31,700 uses of the #mylocalMA hashtag through social media promotion. The \$4M out-of-state advertising campaign ran on all marketing channels which included tv, radio, print, billboards and digital in our target drive markets of NY, CT, NH, ME, RI. We collaborated with Massport, MassDOT, MBTA, MCCA, and the Boston Red Sox.
- **Agency Goal 2:** Through all of the programs at MOTT, ensure that the strength of the regional tourism sectors are as strong as possible, continuing on a path towards the travel and tourism sector recovery.
- **Agency Target for Goal 2:** Track the tourism data for each of the region of the Commonwealth, working towards a 5% increase in tourism visitation.
- **Results of Goal 2:** According to Smith Travel Research data, MOTT worked to increase tourism visitation statewide from 11,781,625 to 20,007,326, exceeding our target goal of 5%, for a 70% increase in FY22.



Agency Goals

- **Agency Goal 3:** Support the growth of women and minority businesses within the tourism industry.
- **Agency Target for Goal 3:** Retain and support at least 32 women and minority businesses through the MOTT programs.
- **Results of Goal 3:** Through the My Local MA campaign, the Let's Go Out extension, and out-of-state marketing we exceeded our target goal of 32 women and minority owned businesses, and featured and supported over 250 diverse groups of businesses. We featured these businesses in social media posts as well as business stories and photos in our advertising campaigns.
- **Agency Goal 4:** Support key hospitality sectors such as restaurants and lodging.
- **Agency Target for Goal 4:** Work with hospitality leaders to support at least 3500 hospitality businesses with marketing efforts.
- **Results of Goal 4:** Through our website visitma.com, we partnered with the Massachusetts Lodging Association, the Massachusetts Restaurant Association, and statewide chambers of commerce to feature businesses through the My Local MA campaign as well as the Let's Go Out campaign extension. Over 10,671, hospitality businesses are now included in the visitma.com database, including 1913 lodging establishments, and 2,673 restaurants.



Regional Tourism Council Assistance Grants

- **Program Description:** Financial assistance to those public or nonprofit agencies which promote or provide services for tourism, convention, travel and recreation in the commonwealth. Funds shall be used to strengthen efforts of tourism, convention, travel and recreation agencies to attract and service visitors to the commonwealth and to better manage and distribute the influx of said visitors. MOTT makes grants to agencies to assist such agencies in planning and carrying out their promotional programs and projects.
- **Program Budget:** \$7.2 million
- **Partnerships for Growth Goal Alignment:** (Housing, Business, Community, Workforce)



Regional Tourism Council Assistance Grants

- **Fiscal Year Goal 1:** Increase economic impact of tourism through greater collaboration among local tourism councils.
- **Fiscal Year Target 1:** Increase in volume and visitor spend within local tourism councils, supporting and retaining at least 1000 businesses; increase volume and quality of site traffic year over year among each of the local tourism councils.
- **Results of Goal 1:** MOTT participated in collaboration with Regional Tourism Councils on several campaigns including Expedia and Hearst Media. Additionally, the Travel and Tourism Recovery Grant application process encouraged collaboration, communication, and support between community organizations and RTCs. This effort supported over 1000 businesses.
- **Fiscal Year Goal 2:** Through all of the programs at MOTT, ensure that the strength of the regional tourism sectors are as strong as possible.
- **Fiscal Year Target 2:** Track the tourism data for each of the regions of the state, working towards a 5% increase in tourism visitation.
- **Results of Goal 2:** MOTT distributed over \$18 million to the Regional Tourism Councils. This included \$6 million by statute, an additional \$1.2 million from the Legislature, as well as \$10 million in ARPA funding. This in turn worked to increase tourism visitation by 70% statewide.



Destination Development Capital Grants

- **Program Description:** The FY22 Destination Development Capital (DDC) Grant Program is a competitive grant program that awarded funds to strengthen the economy of Massachusetts through destination development projects that enhance tourism recovery. Projects will enhance tourism resources and infrastructure and will aid in destination recovery and resiliency. Projects included plans to expand, construct, restore or renovate Massachusetts tourism destinations and attractions. Grant recipients demonstrated 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. 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. Projects must be completed by June 30, 2022.
- **Program Budget:** The Destination Development Capital (DDC) Grant Program for FY22 is funded at \$2 million through the Capital Budget
- **Partnerships for Growth Goal Alignment:** (Housing, Business, Community, Workforce)



Destination Development Capital Grants

- **Fiscal Year Goal 1:** Strengthen tourism assets in communities across Massachusetts.
- **Fiscal Year Target 1:** Improve at least 10 tourism assets to increase volume and visitor spend within local tourism councils, supporting at least 1000 businesses.
- **Results of Goal 1:** \$2 million in awards to 34 recipients supporting at least 1000 businesses as part of the Destination Development Capital (DDC) Grant Program, a new competitive grant program created through the economic development bill signed into law by Governor Baker earlier this year. The announcement was made at Sterling and Francine Clark Art Institute, commonly referred to as The Clark, in Williamstown.



Travel and Tourism Recovery Grants

- **Program Description:** The FY22 Travel and Tourism Recovery (TTR) Grant Program is a competitive grant program that awarded funds to strengthen the tourism economy of Massachusetts. Funds from the [TTR Grant Pilot Program](#) are dedicated to marketing projects that support the My Local MA campaign, enhance tourism recovery, and have the potential to increase non-resident visitation. The program's goal is to strengthen the Massachusetts economy through the development and enhancement of the state's tourism industry. Examples of projects aligned with the program's goals include Yarmouth Chamber of Commerce for creating new website landing pages for 14 Cape Cod chambers; Greater Northampton Chamber of Commerce, for an integrated marketing campaign to promote summer festivals and local attractions; and The House of Seven Gables Settlement Association, by promoting culturally oriented visitor experiences in Salem.
- **Program Budget:** The Travel and Tourism Recovery (TTR) Grant Program for FY22 is funded at \$4 million through the FY22 Operating Budget. This was recovery funding that was provided by the Legislature.
- **Partnerships for Growth Goal Alignment:** (Housing, Business, Community, Workforce)



Travel and Tourism Recovery Grants

- **Fiscal Year Goal 1:** Strengthen tourism assets in communities across Massachusetts.
- **Fiscal Year Target 1:** Improve at least 10 tourism assets to increase volume and visitor spend within local tourism councils, supporting at least 1000 businesses.
- **Results of Goal 1:** \$4 million in awards to 80 recipients supporting at least 1000 businesses as part of the Travel and Tourism Recovery Grant Program, a competitive grant program created at the recommendation of the Legislature.



Commonwealth Marketing Office

- **Program Description:** The Commonwealth Marketing Office (CMO) is part of the Massachusetts Marketing Partnership (MMP). Its focus is to coordinate marketing efforts on behalf of MMP, with an emphasis on economic development in the areas of tourism, sports, film, international investment and business development. The Commonwealth Marketing Office works with departments across the administration, and with businesses, nonprofits, tourism entities and others to promote Massachusetts in a broad-based, positive way.
- CMO's website, Massitsallhere.com, promotes the work of the MMP entities, and includes the initiatives of the Administration, HED and the quasi agencies.
Program Budget: \$4.2 million (MOTT's budget)
- **Partnerships for Growth Goal Alignment:** CMO is relevant to three of the four pillars in EOHEd's economic development plan, Partnerships for Growth: Build Vibrant Communities, Support Business Competitiveness and Train a Skilled Workforce.



Commonwealth Marketing Office

- In FY22, the CMO was a consistent portal for conveying post-COVID-19 recovery, including updates, policy announcements, travel issues and various Commonwealth-related news for business travelers, transportation agencies, small businesses plus local, regional and national travel organizations.
- **Fiscal Year Goal 1:** Highlight federal, state and local grant and loan opportunities. Use massitsallhere.com website to inform MMP audience of updates from B-P Administration, EOHEd and MMP partners including Massport, MassEcon & MCCA. Target is to publish 96 posts, an average of 8 posts per month in FY22
- **Fiscal Year Target 1:** Post at least 40 posts pertaining to small business opportunities, sports tourism, Massport, business travel + EOHEd.
- **Results of Goal 1:** In FY22 we highlighted 50+ programs on massitsallhere.com LinkedIn & Social Media.. Examples: TTR and DDC grant announcements, Massport & MCCA initiatives, sports, leisure & business travel news, plus EOHEd programs such as EDIP & Seaport Economic Council.
- **Fiscal Year Goal 2:** Highlight business development initiatives in the six super regions.
- **Fiscal Year Target 2:** Post at least 40 stories on regional activities.
- **Results of Goal 2:** In FY22 we posted 99 blogs on massitsallhere.com. Examples: MA Spotlight profiles of RTC, DMO and regional tourism leaders, RTC Monthly Bulletin, plus regional news such as Worcester Airport expansion, Blue Economy initiatives and Farm Improvement grants.