

FY21 Travel and Tourism Recovery Grants FAQs

1. Who can apply?

To apply for the Travel & Tourism Recovery (TTR) grant, an applicant must meet the applicant eligibility requirements outlined in the RFR, which include: |

- 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.

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

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

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

3. How does my organization apply?

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.

4. How many types of TTR grant levels are open for application?

There are three grant levels open for application: Level 1, Level 2, and Level 3. Level 1 grants are for individual organizational applications. 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. Detailed information on the different requirements for each type of TTR grants is outlined in the RFR.

5. I am an individual organization. Can I apply for a Level 2 or Level 3 TTR grant?

An individual organization can only apply for a Level 2 or Level 3 Grant if they are collaborating in partnership with at least one or more other eligible organizations.

6. I am one of two organizations applying for a Level 2 or Level 3 TTR grant. Can I *also* apply for an individual Level 1 TTR grant?

No. Only one application per applicant can be accepted for the Travel and Tourism Recovery Grants. Collaborating organizations cannot apply individually.

7. What types of project proposals are eligible for TTR grants?

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.

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

8. What types of projects are ineligible for TTR grants?

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

9. My organization wants to apply for a TTR grant to be used for the purchase of a printer, computer, and/or other similar electronic or office-related item(s). Can a TTR grant be used for these types of purchases?

No. TTR grants have to be related to a marketing project. Detailed information on eligible marketing project requirements for each of the different TTR grant levels can be found in the RFR.

10. 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. 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. Submit your application online when you have all the required information and attachments ready to be submitted. Review your information before submitting to be sure it is submitted correctly only once. Multiple applications or multiple online submissions will not be accepted.

11. Will my application time-out while I am filling out the information on the online application portal?

No.

12. 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.

13. My organization submitted an application for a TTR 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.

14. If my organization meets the eligibility requirements and we apply for a TTR grant, will we definitely receive a grant?

No. This is a competitive process and projects will be scored on eligibility and completeness of application.

15. When will grants be awarded?

Grant awards will be announced in March 2021. This date is subject to change.

16. How many grants will be awarded?

At least six Level 1 Grants will be awarded. Up to four Level 2 Grants will be awarded. Up to two Level 3 Grants will be awarded. MOTT reserves the right to amend the number of awards granted.

17. My organization is awarded a TTR grant. As a grant recipient, can my organization be reimbursed for costs associated with the grant project that were incurred prior to the grant contract signing?

No. The 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.

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

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

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

20. Can restaurant owners or hotels apply for a TTR Grant?

No. Only a public, nonprofit agency, 501(c)3, 501(c)6 can apply for a TTR Grant.

What if I have more questions?

Please read about the [application process](#), then contact [Maria Speridakos](#), MA Office of Travel and Tourism.