



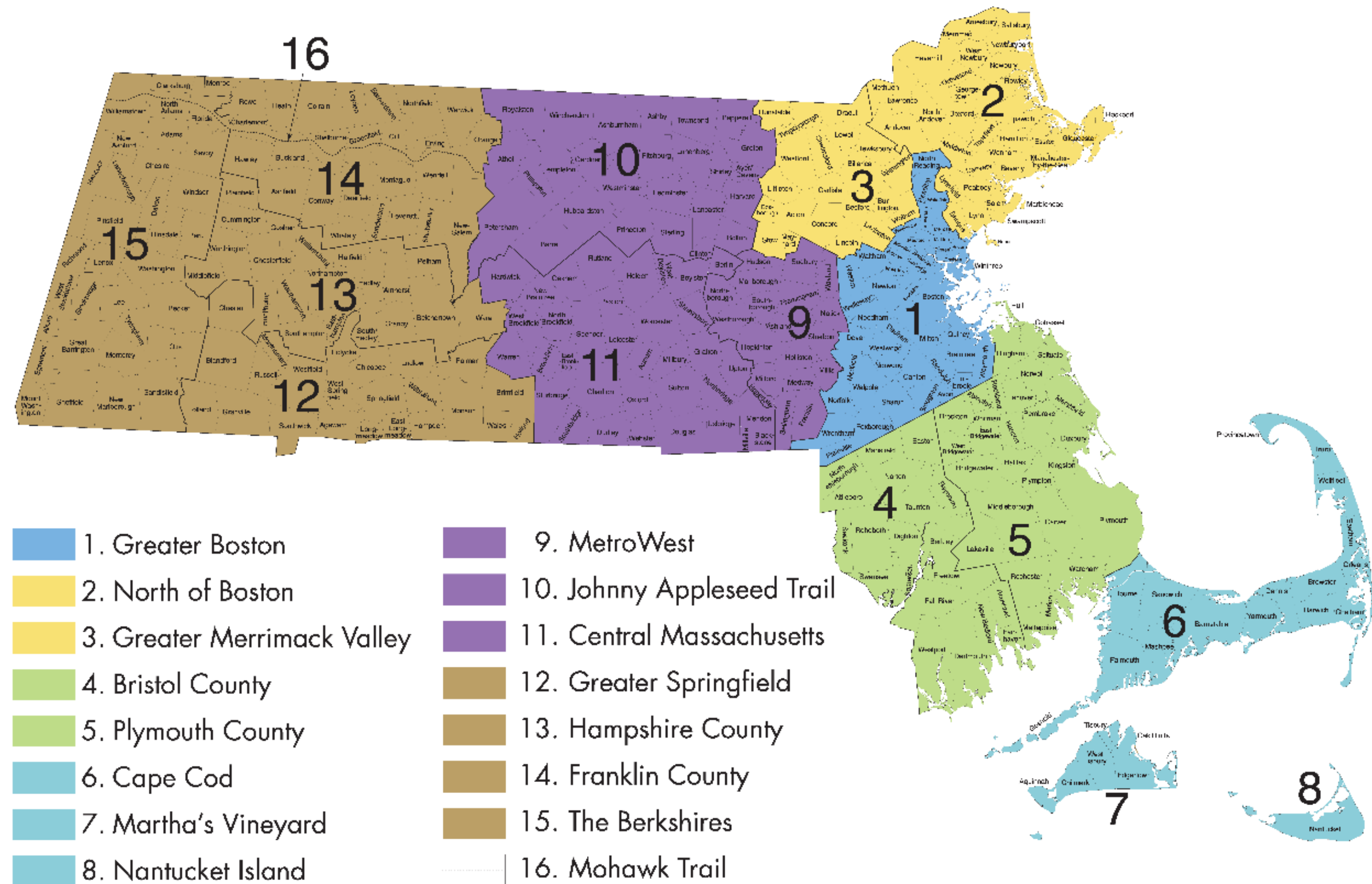
MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

KEIKO MATSUDO ORRALL, EXECUTIVE DIRECTOR



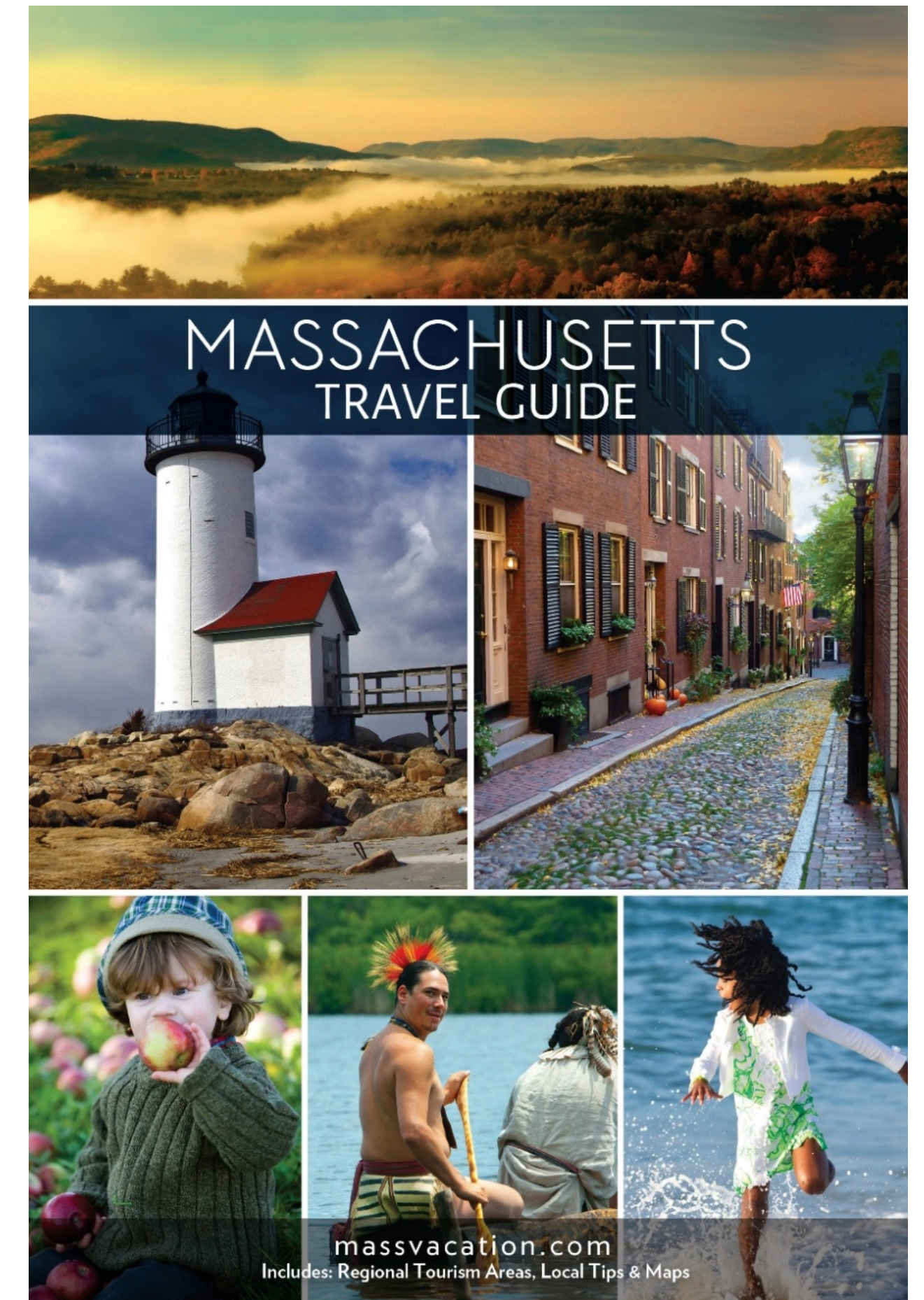
16 REGIONAL TOURISM COUNCILS

\$6 million annual grant program for regional tourism marketing



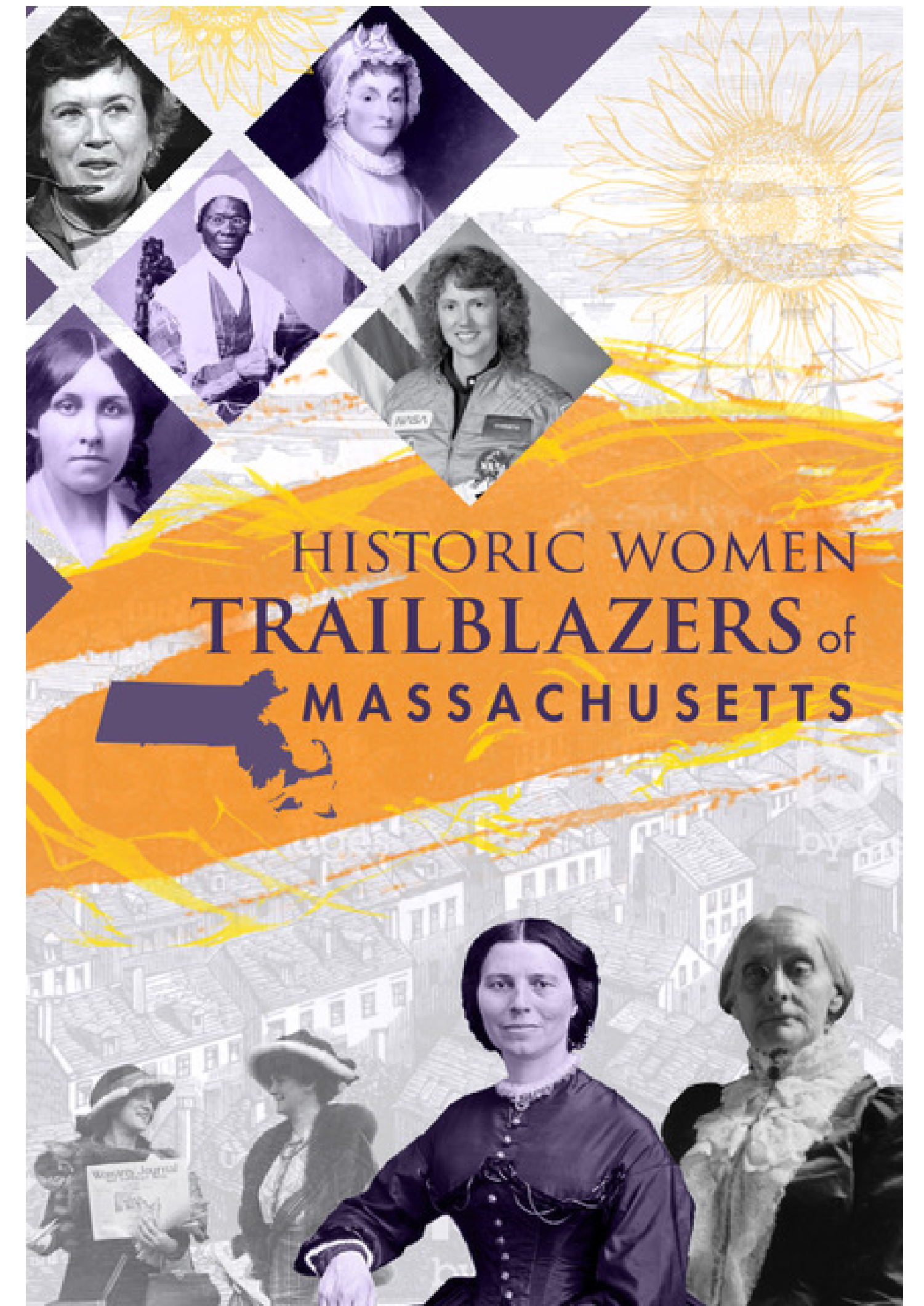
MARKETING

- 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
 - My Local MA: Lovemylocalma.com
- Massachusetts Travel Guide
- Niche, regional, seasonal marketing promotions



HISTORIC WOMEN TRAILBLAZERS

- The Massachusetts Office of Travel & Tourism (MOTT) issued a **Historic Women Trailblazers digital booklet**, celebrating the achievements of women in the Commonwealth .
- With the historic commemoration of the 100th anniversary of the signing of the 19th Amendment granting women the right to vote in 2020, it was the perfect time to celebrate our Massachusetts foremothers.
- The 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!



RESTAURANT PROMOTION COMMISSION

Massachusetts Restaurant Promotion Commission/ Restaurant Recovery Commission

- The Restaurant Promotion Commission was established to review and develop recommendations and best practices for the promotion and continued growth and vitality of the restaurant industry in Massachusetts
- Next meeting is March 16, 2021

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

Website Refresh

www.mafilm.org

Updated design, new information and pages

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

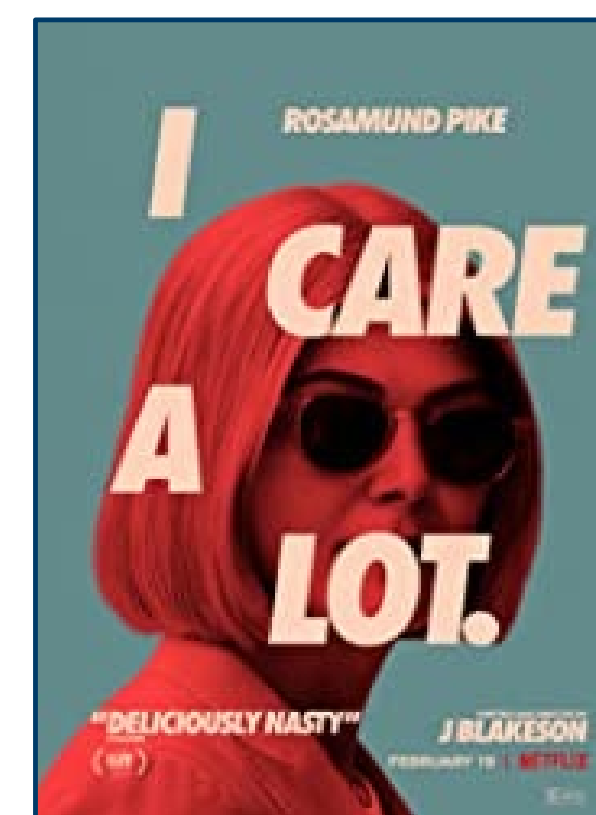
Total Number of Productions: **17**

TV Productions - 6

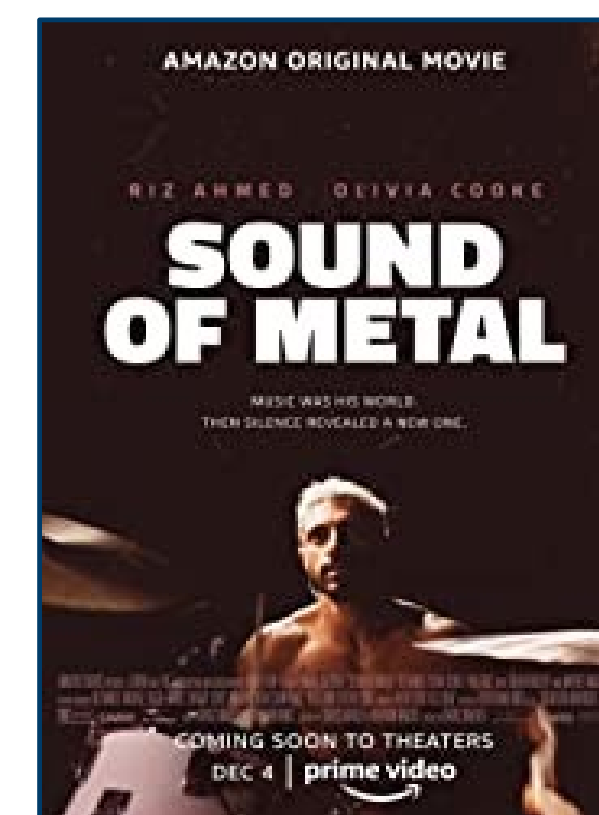
Feature Films – 11



Currently Streaming:



Netflix



Amazon



Disney+

MA FILM OFFICE DIVERSITY INITIATIVE

The Massachusetts Film Office supports diversity, equity and inclusion in the film, television and creative production industry. Through a new webpage and series of in person and virtual events, we hope to amplify underrepresented voices, and level the playing field for work in all areas and at all levels of the local industry.

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 5TH
10AM-12:30PM**
Registration Link Below

Photo courtesy of TriForce Creative Network, theken.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 3RD 2020:
(Be sure to create an Eventbrite account prior to registering if you don't have one)
https://mafilm_admaftvi2020.eventbrite.com



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

MAJOR SPORTING EVENTS: 2021

- . Greater Boston and Massachusetts are hoping for a great sports comeback in 2021:
 - › Laver Tennis Cup rescheduled at TD Garden for Sept 2021
 - › Negotiating return of 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

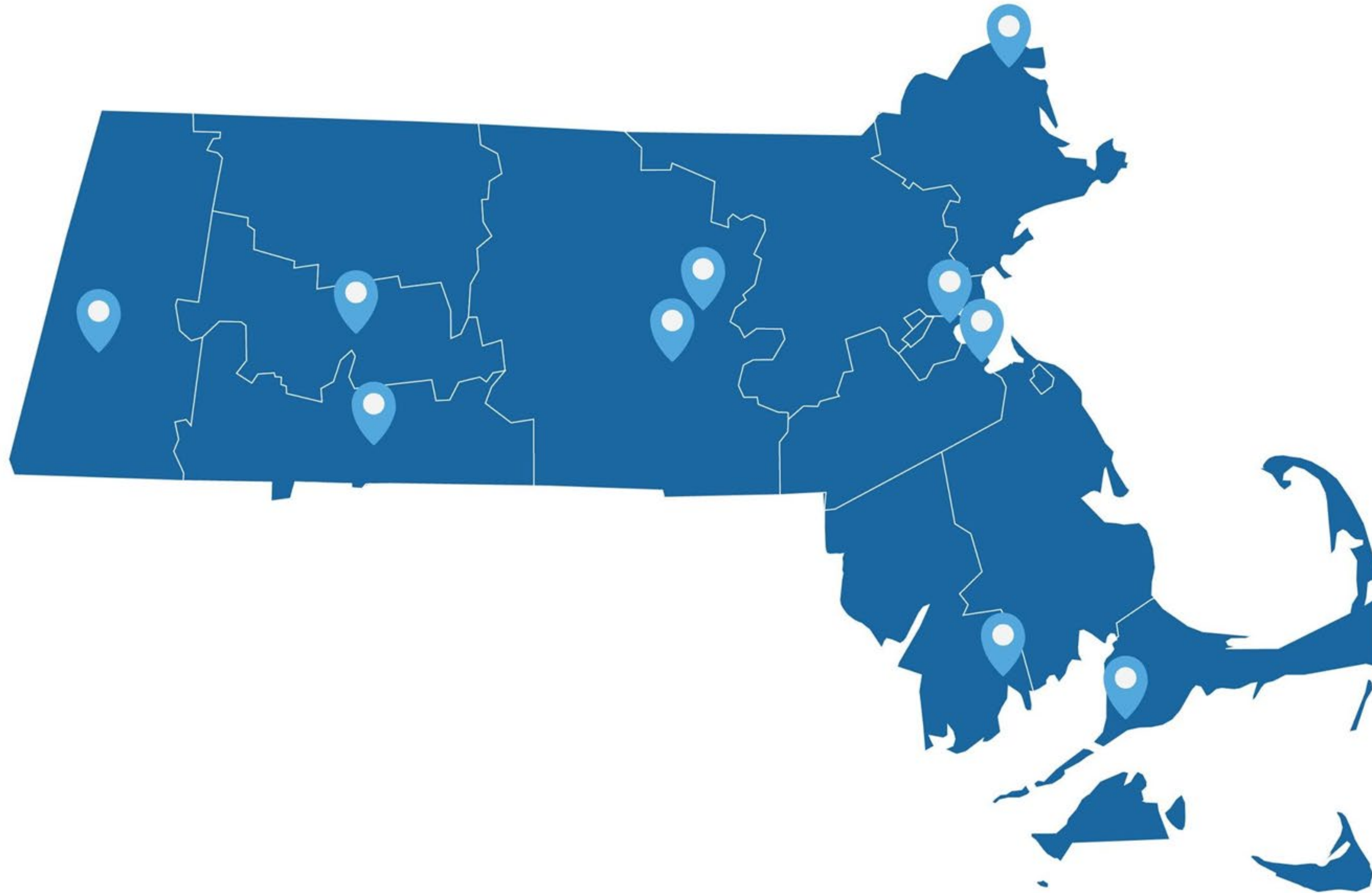
The goal of the My Local MA campaign is to encourage more Massachusetts residents **to choose local** when they shop, eat, and travel.

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

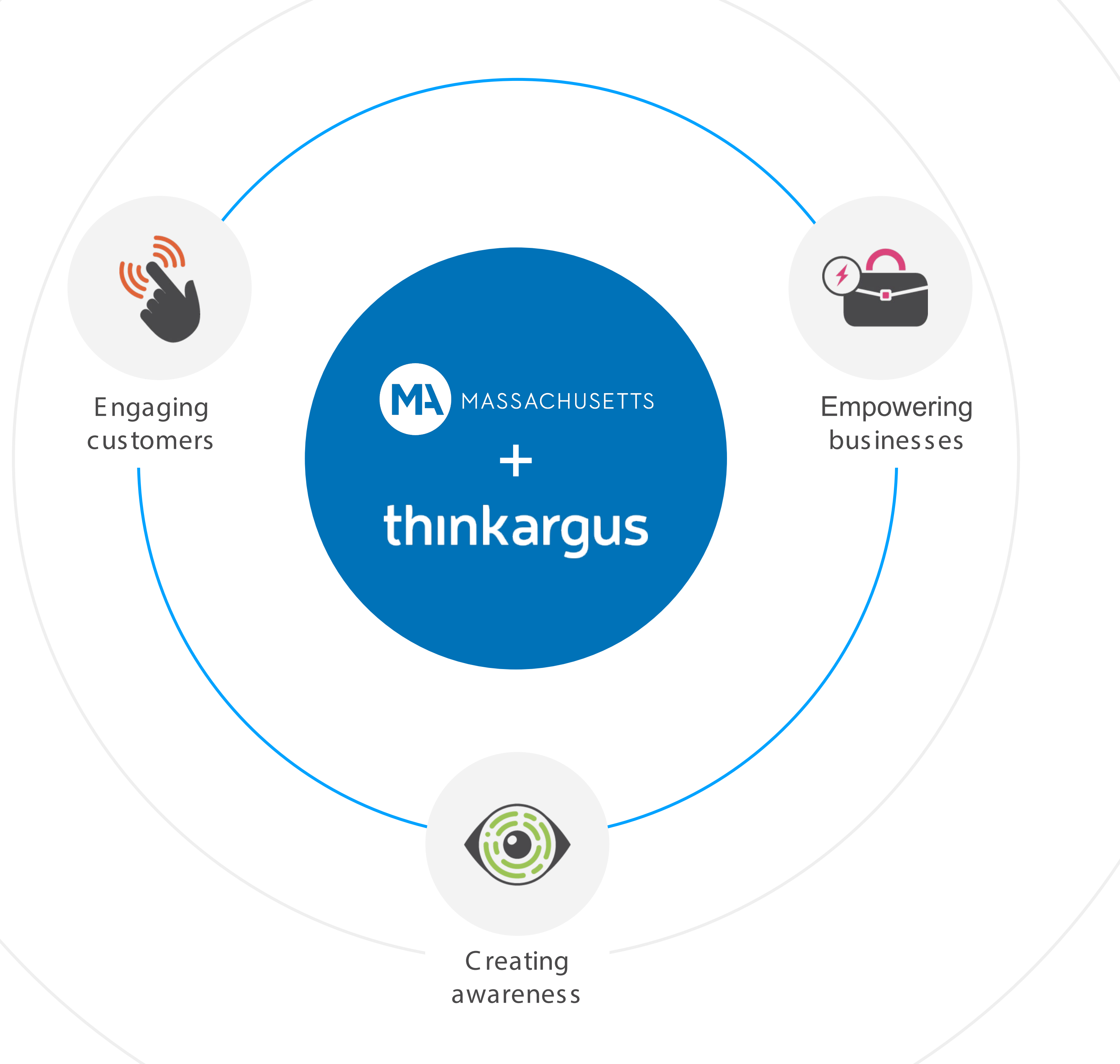
My Local MA is about pride of place, about stewardship and responsibility. It's about giving people a good reason to pause, think, **and put their money where their heart is—right here in Massachusetts.**



A statewide message: 105+ million impressions



Creating a movement



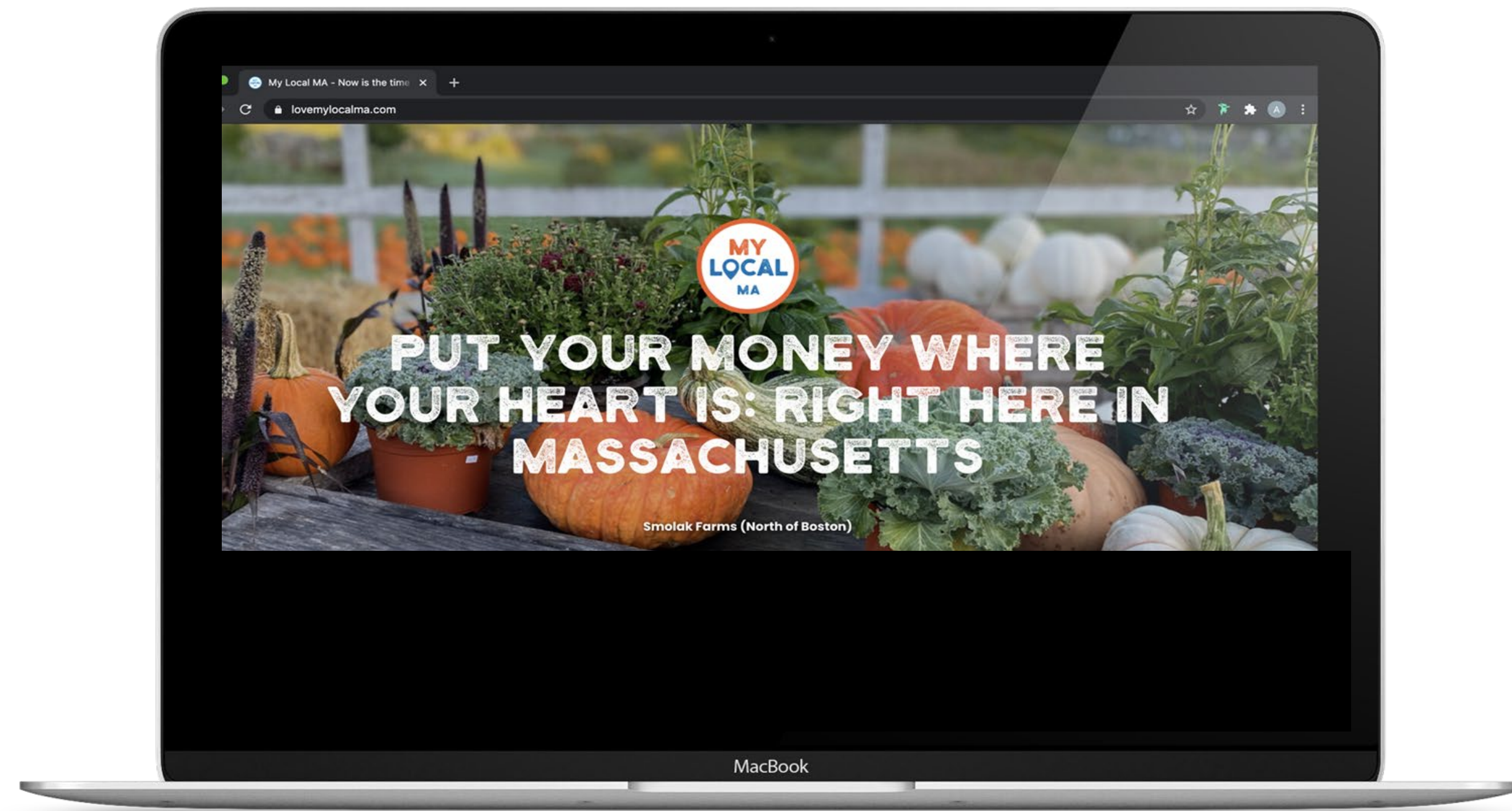
Getting involved

There are a number of ways for you to get involved and show support on a hyper local level;

- Utilizing ready to go marketing assets
- Customizing your own marketing assets
- Printing and displaying posters in the window
- Using social media; Twitter, Instagram, Facebook
- Sending a newsletter or email blast
- Hanging banners from your storefront
- Featuring the sticker in your shop window



Toolkit walkthrough (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.

<h3>For your business</h3> <ul style="list-style-type: none">• 8.5" x 11" window flyer• Info sheet• Poster – text only Download	<h3>For social media</h3> <ul style="list-style-type: none">• 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
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<h3>Our logos</h3> <ul style="list-style-type: none">• My Local MA logo• Mask Up MA logo• Color badges• Badge instructions Download	<h3>Other useful stuff</h3> <ul style="list-style-type: none">• Email signature file• Window/bumper sticker including logo and "Put your money where your heart is" Download
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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.

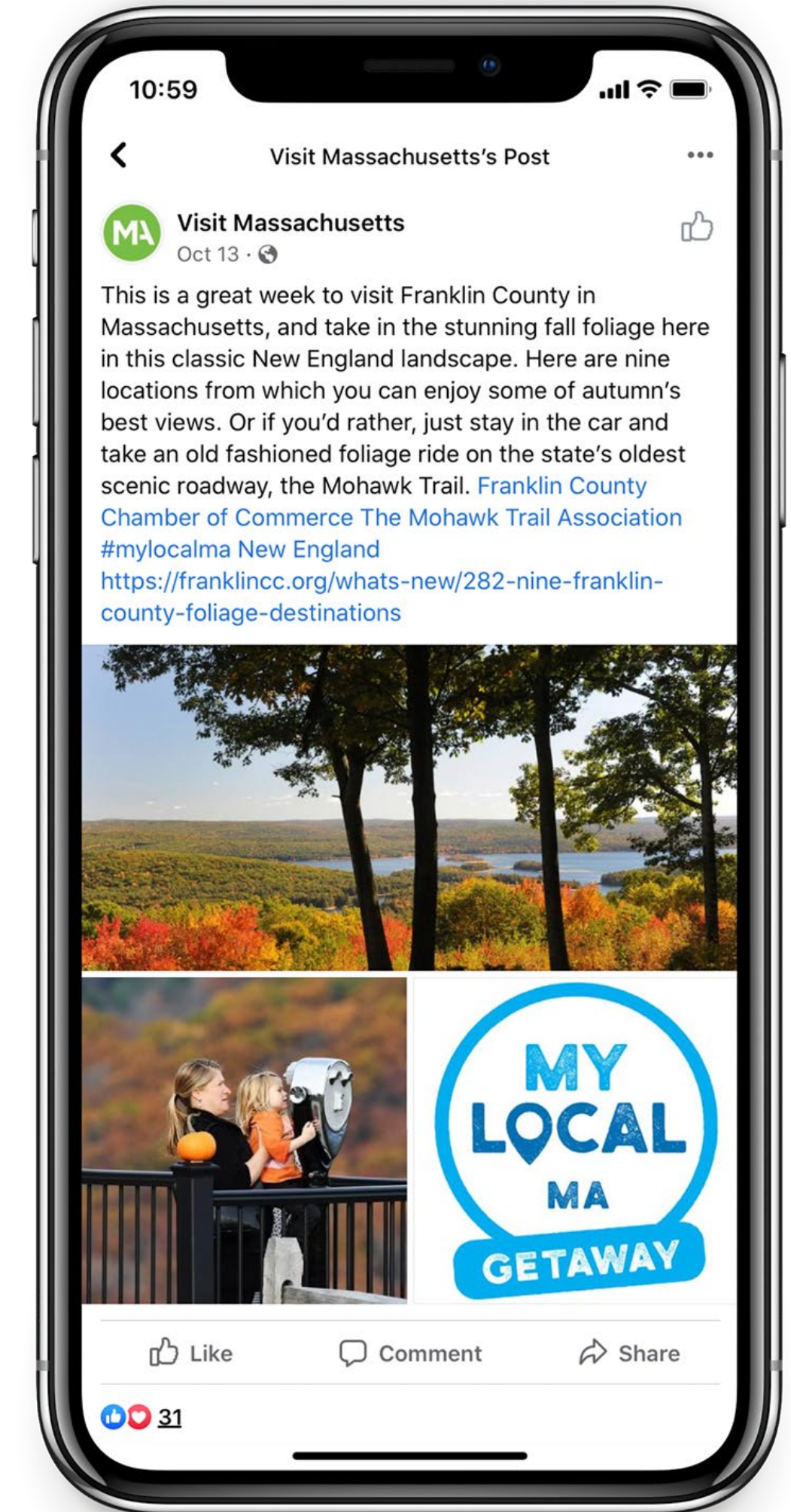
<h3>For your business</h3> <ul style="list-style-type: none">• Template for 1/4 page newspaper ads for publications• Poster – space to add specific business photo/logo• Safe shopping/safe dining location window flyer• 4-up size flyer• Sample customer email/newsletter Download	<h3>For social media</h3> <ul style="list-style-type: none">• 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
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<h3>Our logos</h3> <ul style="list-style-type: none">• Available in multiple file types Download	<h3>Other useful stuff</h3> <ul style="list-style-type: none">• Banners for poles on Main Streets Download
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Empowering businesses

My Local MA is how we stand united for local businesses and organizations across Massachusetts.

Our business toolkit is a big part that. With these resources, you can show support, amplify your efforts, and make the case for local to customers, visitors, and everyone in your network.



Social Media Assets



My Local MA Badges



Logos



Social media shareables

TRAVEL AND TOURISM RECOVERY 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 at \$1,000,000 through the Tourism Trust Fund, has had tremendous interest with over 1100 unique views on the MOTT online portal and 70 complete applications. The application period closed in mid February 2021 and awards will be announce in late March. 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.**
- 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.
- What will grant funds 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



[Lovemyllocalma.com](https://www.lovemyllocalma.com)
[VisitMA.com](https://www.VisitMA.com)

Questions?

Please contact the MA Office of Travel and Tourism at
[VisitMA.com](https://www.VisitMA.com) or email Keiko.M.Orrall@mass.gov