



Commonwealth of Massachusetts
Executive Office of Housing and
Economic Development

Advisory Commission on Travel and Tourism

June 8, 2021





Recovery Effort

- **Tools and resources deployed to support people, businesses, and communities:**
 - **MGCC Business Relief Grants:** The state awarded more than \$687 million in direct financial support to about 15,100 businesses across the Commonwealth.
 - **Cultural Organization Economic Recovery Grant Program:** 183 cultural nonprofit organizations received nearly \$10M in grants in January.
 - **Local Recovery Planning Grants Program:** \$10M program to enable 125 towns and cities to create COVID-19 recovery plans tailored to their needs.
 - **Regional Pilot Project Grant Program:** \$5M competitive program to support 37 municipalities and organizations with the development of regional recovery strategies.
- Additional state programs are underway and will be announced in the coming weeks.
- The Federal Government, via the U.S. SBA, has stood up critical stabilization and recovery programs:
 - **Paycheck Protection Program (PPP):** Nearly 93K loans for a total of approximately \$6.6B in 2021; and over 118K loans for a total of \$14.3B in 2020.
 - **The Shuttered Venue Operators Grant Program** opened for applications on April 8 and the **Restaurant Revitalization Fund** opened on May 3.

Mass Office of Travel & Tourism



- **Travel & Tourism Recovery Grants:**

- The new \$1.6M grant program made 59 awards aimed at supporting the state's tourism industry with funds for marketing projects that can enhance tourism recovery and have the potential to increase non-resident visitation.

- **Destination Development Capital Grants:**

- EOHEd will work to support capital investments in tourism assets across the state. This will complement the existing menu of funding options available to organizations and municipalities involved in the tourism industry. Destination Development Capital Grants launched on April 20 and had 72 applications with an overall ask of \$7.8 mil. Awards will be announced in July.

- **Regional Tourism Council Grants:**

- Annually, the state provides funding to the Tourism Trust Fund: supported through a transfer of \$10M from room occupancy tax collections and 1% of the Gaming Revenue Fund, which is supported by the state's Category 1 licensees. The fund is broken down as follows: (i) 40 percent to the Massachusetts Marketing Partnership; and (ii) 60 percent to Regional Tourism Councils.
- MOTT has waived matching requirements for RTCs during the Pandemic and also adopted a more user-friendly digital application process.
- FY22 Grant Applications are due July 1 and awards will be announced in August



Mass Office of Travel & Tourism Updates

- **State of Wonder Contest** – Enter the photo contest on VisitMA.com. First drawing on June 15, then July 15, and August 15
- **MA Travel Guide** is being updated for the fall
- **Big E** – We hope to see you at the 2021 Big E Fair in Springfield, Sept. 17 - Oct. 3. Please volunteer a day to highlight your region by contacting Phyllis.Cahaly@mass.gov
- **International** – DNE, Brand USA

MA Film Updates



MAFilm.org

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

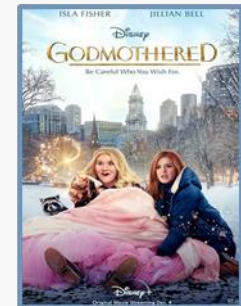
Currently Streaming:



Netflix



Amazon



Disney+

Mass Sports Updates



- **Laver Tennis Cup** rescheduled at TD Garden for Sept 2021
- **NCAA Fenway Bowl Game** inaugural launch is Dec 2021, multi-year deal with ESPN
- **Looking to the Future:**
 - 2022 **NCAA Men's Frozen Four** at TD Garden
 - 2022 PGA returns **Northern Trust** to TPC Boston in 2022
 - Negotiating return of **Worldwide Wrestling Entertainment (WWE)** to TD Garden in 2022 / 2023
 - **US Open** at The Country Club in Brookline
 - **2026 World Cup Soccer**, Boston is one of the remaining Bid Cities



Statewide Campaign: My Local MA

- Launched in late August 2020, this statewide marketing strategy seeks to showcase Massachusetts' vast array of businesses and attractions and to reinforce the notion that residents can shop, dine, and travel while adhering to health and safety protocols.
- MOTT has developed a comprehensive marketing campaign that makes an emotional connection between buying local and being local. **Put your money where your heart is: right here in Massachusetts.**
- Campaign focusing on restaurants launched May 27 and will run through September.



Statewide Campaign: LET'S GO OUT



Local restaurants are the cornerstones of downtowns across Massachusetts. That's why, we've launched a multi-channel statewide advertising campaign to promote the in-person restaurant dining experience: **Let's Go Out**. Learn more about the importance of dining local at [VisitMA.com/LetsGoOut](https://www.visitma.com/LetsGoOut).

To have your restaurant (or other tourism related business) listed [create a free account here](#).



Partnerships



Our campaign messaging is appearing on billboards, social media, web, and radio with the help of our partners – Massport, MBTA, MCCA, MassDOT, the Red Sox, and more.





Questions?