

# Massachusetts Office of Travel & Tourism

## MA250 Grants Informational Webinar

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## ABOUT MOTT

- The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination.
- MOTT publishes the Massachusetts Travel Guide and several other publications
- Follow and tag us!
  - Website: **VisitMA.com**  
Please register your tourism-facing business/attraction as well as events (for free!) on VisitMA.com
  - Instagram & Threads: **@VisitMA**
  - Facebook: **@VisitMassachusetts**
  - LinkedIn: **Massachusetts Office of Travel and Tourism**



# Massachusetts Tourism Economic Impact 2023

\$ **23.6** billion domestic & international spending  
5.3% increase versus CY2022

\$ **2.3** billion in state & local taxes generated from tourism

\$ **350** million local lodging tax collected

**154,330** jobs supported

\$ **395** million state lodging tax collected

**52.3** million hosted visitors  
(international and domestic)

+ **60%** international visitors  
+ **80%** international visitor spending  
versus CY2022

\$ **6.2** billion wages, salaries, & proprietor income

## DOMESTIC MARKETING

- Domestic marketing campaign
- Social media
- Public relations / familiarization tours
- VisitMA.com

## MASSACHUSETTS 250

- 2024 – 2026
- Statewide commemorations and celebrations
- MA250 domestic and international marketing strategy
- MA250 Brand: Website and Social Media

## FILM

- Increasing film projects in Massachusetts
- Celebrating award winning projects

## INTERNATIONAL MARKETING

- Primary markets: Canada, UK, Germany, France
- Discover New England
- Brand USA
- Travel agent training
- Digital campaigns

## GOVERNOR'S CONFERENCE

- Industry updates
- Professional development
- Networking

## SPORTS MARKETING

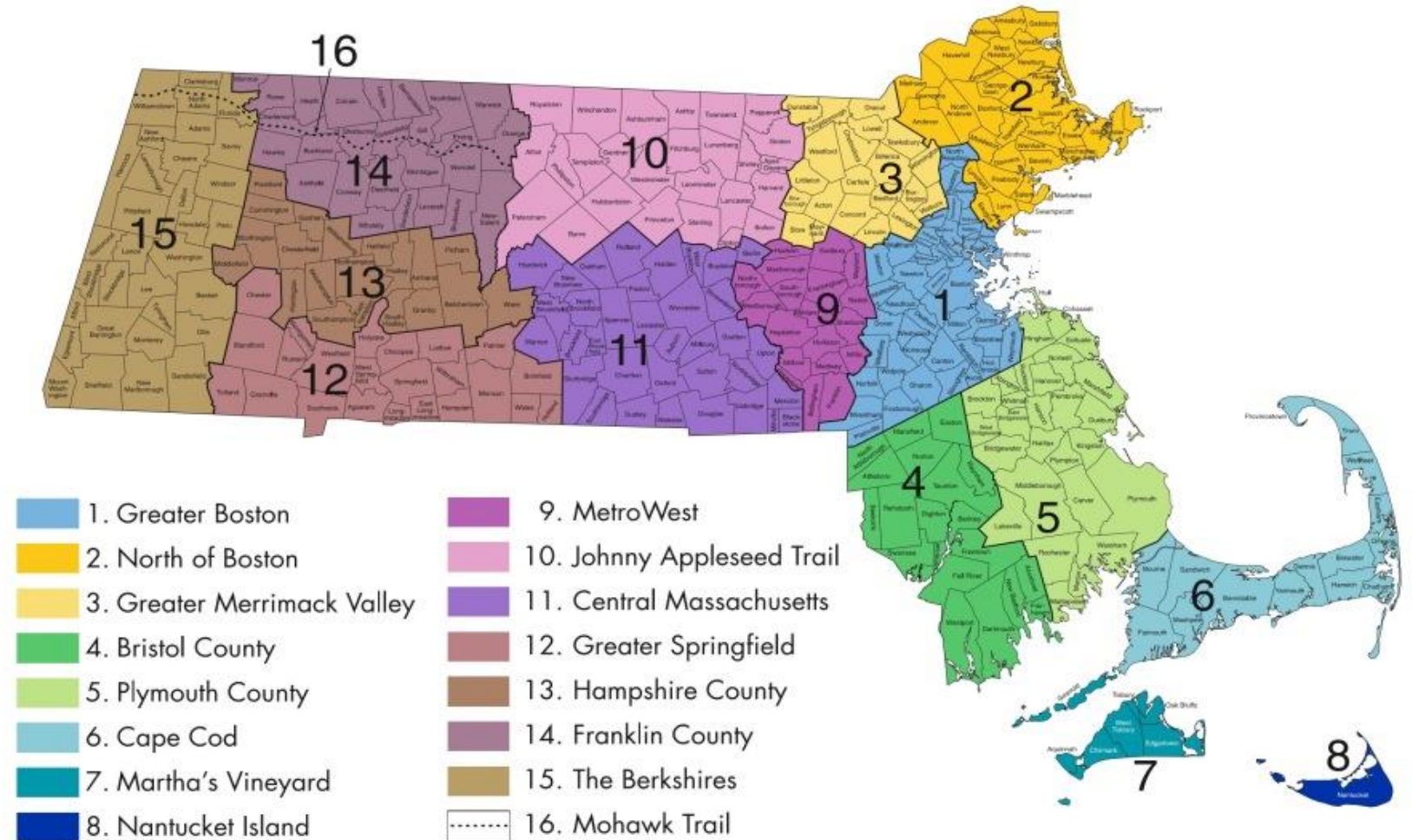
- Partnerships with all MA sports teams for MA250
- Large scale events like Army/Navy Game, FIFA World Cup, NCAA March Madness
- Regional events that have statewide impact

For more information:



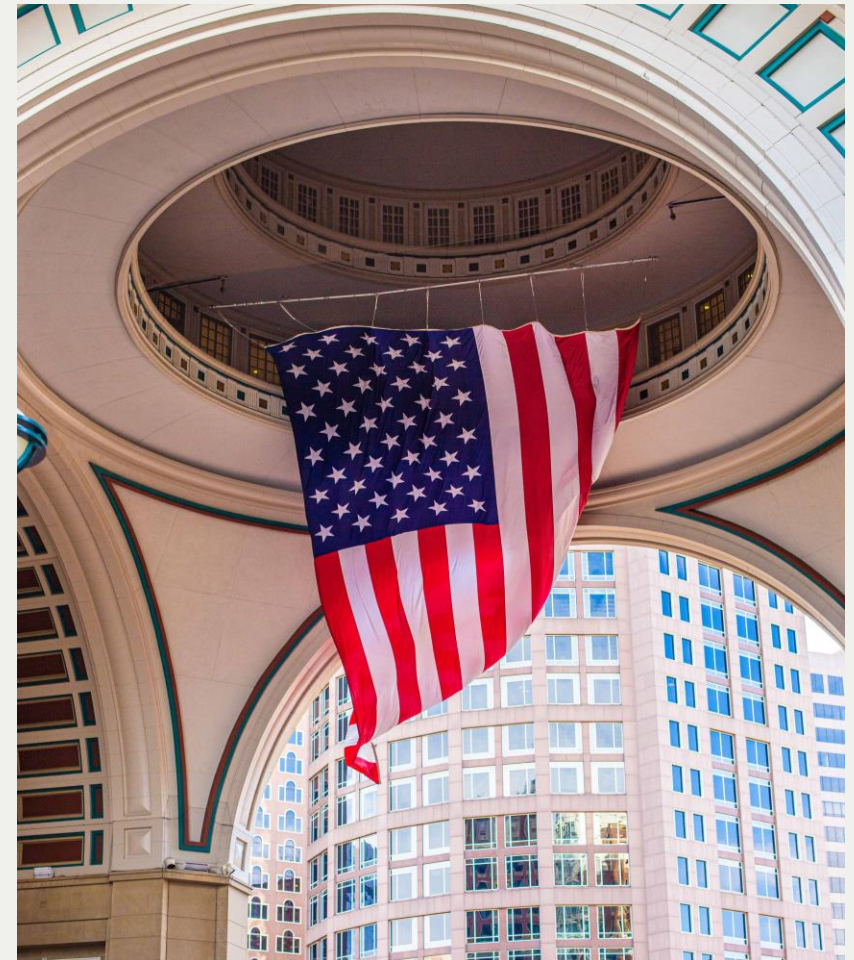
<https://bit.ly/41Lz5wF>

## MASSACHUSETTS TOURISM REGIONS



## GRANT PROGRAMS

- Destination Development Capital (DDC) Grants
- Regional Tourism Council (RTC) Grants
- **MA250 Grants**



## ABOUT MA250

Massachusetts, where the Revolution began, is commemorating 250 years of history. From the first public garden and university to pioneering moments in equality and innovation, MA250 celebrates our past and the lesser-known stories that have shaped our present and future.

Follow and tag us!

- Website: <https://massachusetts250.org/>
- Instagram & Threads: @Massachusetts250
- Facebook: @MA250



**Our First 250 was  
Revolutionary.**

[massachusetts250.org](https://massachusetts250.org)

#OURFIRST250

## MA250 GRANT

- The Massachusetts 250 (MA250) Grant Program anticipates awarding up to \$2,000,000 in FY26, subject to funding availability.
- Competitive grant program that will award funds to support programming and marketing that tell the stories of the American Revolution in Massachusetts and will increase tourism and travel to and within Massachusetts.
- The grant process opened on **March 5, 2025**, with applications due April 11, 2025. Grant awards are anticipated to be announced in **May 2025**, subject to appropriation. Grants funds must be spent by **July 31, 2026**.
- All information and the online submission portal can be found at [\*\*mott.submittable.com\*\*](https://mott.submittable.com)

*\*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.*



## APPLICANT ELIGIBILITY

- Any municipality, public agency, tribal entity, or nonprofit organization (501(c)3, 501(c)5, or 501(c)6 which is operating in Massachusetts
- Municipal applicants must be in compliance with MBTA Communities Act (Section 3A of MGL c. 40A), if applicable/required, to be eligible for funding
- Must be in good standing with the Commonwealth of Massachusetts
- Must be current on all taxes due through December 31, 2023
- Have active and valid state licenses/registrations, if applicable
- Applications must be complete and include all required documentation and be submitted through the online portal, by the deadline, in order to be considered
- While collaboration and creativity is encouraged, the application must be submitted by one eligible, lead organization

## NOT ELIGIBLE TO APPLY



- For-profit organizations
- Any organization whose sole or primary purpose is to fundraise
- Public colleges and universities, and entities that receive state-level operating support or non-project support directly from the Massachusetts General Fund
- A fiscal sponsor that will pass through funds to an ineligible organization
- Organizations not located in Massachusetts

## TYPES OF PROJECTS AND ELIGIBLE EXPENSES



- Eligible projects will have a **direct connection to the American Revolution** in Massachusetts, **connect to historic themes** of revolution and independence, celebrate the **significant firsts** in Massachusetts history that make the state exceptional, tell **lesser-known Revolutionary-era stories**, and/or take a creative or innovative approach to commemorating or celebrating the nation's semiquincentennial.
- Grant funds can be used for programming and marketing.

## MA250 GRANTS

- Grant Award Range: \$5,000 - \$100,000
- Applicants must demonstrate how the project will increase domestic and/or international leisure travel to and within Massachusetts.



## INELIGIBLE EXPENSES

**Ineligible expenses include, but are not limited to, the following:**

1. Expenses incurred or obligated prior to or after the funding project period
2. Annual operating expenditures or overhead expenditures (e.g. rent, utilities, etc.)
3. Salaries, bonuses, or fringe benefits of personnel not directly related to the project. No more than 10% of the grant may be spent on administrative or marketing salaries.
4. Prize money, gift cards, scholarships, awards, plaques, T-shirts, uniforms or certificates; entertainment expenses including food, beverages including alcohol, cannabis or tobacco
5. Legal fees, insurance/liability insurances and/or membership fees
6. Mini-grants or reallocation to other organizations
7. Any expenses not related to the described grant project
8. Capital investments
9. Public Safety
10. Transportation Costs
11. Sanitary facilities/Portable Toilets

## LETTERS OF SUPPORT

**Each application must include three different letters of support on official letterhead:**

1. A civic or business leader
2. A state and/or municipal official
3. An area tourism business owner.

\*No more than three will be reviewed.

These must be scanned into one document and submitted through the online portal by the grant deadline. Letters submitted after the deadline and letters that are identical in wording will not be considered.

## REVIEW CRITERIA

### Tourism Impact (40%)

- Outlines how the success (e.g. visitation, economic, and/or financial) of the project will be measured
- Clearly articulates the impact on the tourism economy.
- Shows a clear target area of focus within the tourism sector with metrics and background.
- Articulates why tourists would choose this destination.

### Vision And Clarity (25%)

- Clearly shows the scope and vision of the project and how the MA250 grant will continue that vision.
- Demonstrates the value of the project within the community and can clearly articulate what the project is trying to achieve.
- Articulates outcomes and deliverables of the project.
- Describes how the project relates to the 250th Anniversary of the American Revolution
- Prioritizes engaging diverse and/or previously lesser-known stories.

## REVIEW CRITERIA (cont.)

### Ability to Execute (20%)

- Clearly presents the budget and matching funds (matching funds are not required).
- Presents an achievable timeline
- Lists the permissions, permits, and internal support are in place or still needed
- *If organization is an FY25 MA250 Grantee, performance on the current grant will be taken into consideration.*

### Alignment & Partnership (15%)

- Clearly shows how the project is consistent with community plans around economic development in the tourism industry
- Describes involvement and support of relevant stakeholders.
- Leverages public dollars with private funding, maximum public/private funding ratio



## HOW TO APPLY

- Access the guidelines and application via [mott.submittable.com](https://mott.submittable.com)
- Applications must be submitted electronically along with all attachments through MOTT's online application portal. Applications must include all required documentation by the program deadline to be considered.
- **Application deadline is 3:00 p.m. on April 11, 2025.**
- **Questions must be submitted in writing to [Sheila.green@mass.gov](mailto:Sheila.green@mass.gov) by April 4, 2025, at 3pm.**
- **If applicants are having technical issues, they must contact MOTT by 3:00 p.m. on Wednesday, April 9, 2025.**
- There is an option to save the online application once you have started filling it out.
- Once you complete and submit your application, you will receive a confirmation from Submittable.
- Applications cannot be edited once submitted. Multiple applications will not be accepted.

## FREQUENTLY ASKED QUESTIONS

- **When do grant programs need to be completed by?** July 31, 2026
- **Can an exhibit or installation remain on display after July 31, 2026?** Yes
- **Can funds from this grant program be used for capital expenses?** No. This grant is for marketing and programming for the semiquincentennial.
- **Are multiple projects eligible within one application?** Yes, as long as they are thematically connected for programming and marketing around the MA250 theme.
- **Is there an ideal application length?** Please see word count limits within the application portal.
- **Does the applicant have to be a 501(c)3?** Any municipality, public agency, tribal entity, or nonprofit organization (501(c)3, 501(c)5, or 501(c)6) which is operating in Massachusetts is eligible to apply.

## FREQUENTLY ASKED QUESTIONS

- **Would public safety costs be eligible?** No. This grant is for programming and marketing.
- **Could grant funds be used to commission art or music?** This grant is to be used for marketing and programming around the semiquincentennial in Massachusetts. We encourage collaborations with the arts and creative community so long as the grant applicant is an eligible entity.
- **Can the grant be used to pay for labor?** No more than 10% of the grant may be used for administrative and marketing salaries.
- **When will the grant funds be dispersed?** The full amount of grant funding will be transmitted after documentation of incurred expenses of 100% of the grant award is submitted to MOTT.

## SUMMARY

- Applications due **April 11, 2025**
  - General questions due by **April 4**
    - Send to Sheila.green@mass.gov
  - Technical questions due by **April 9**
- Grant funds must be spent by **July 31, 2026**
- Matching Funds are optional but encouraged
- Tell the stories of the American Revolution and/or firsts in Massachusetts and increase tourism and travel to and within Massachusetts.
- Guidelines and link to online application: [mott.submittable.com](https://mott.submittable.com)

**THANK YOU!**

[Massachusetts250.org](https://Massachusetts250.org)

**Please Submit Questions in the Q&A**

**For Further Questions:**

[Sheila.Green@mass.gov](mailto:Sheila.Green@mass.gov)