METROWEST VISITORS BUREAU TO OFFER MINI-GRANTS

Bellingham, MA (Feb. 12, 2021) – The MetroWest Visitors Bureau (MWVB) announced today a new mini-grant program funded through the MWVB and the Mass Office of Travel & Tourism (MOTT). The MWVB will consider mini-grant applications for projects devoted to marketing a MetroWest event, attraction, business, service, or cultural or recreational offering including virtual and online projects. Grant applications open Feb. 15, 2021, and close April 1, 2021. Projects must be completed by June 30, 2021. Grants will be awarded in amounts ranging from $1,000 to $15,000.

One of sixteen Regional Tourism Councils in Massachusetts, the MetroWest Visitors Bureau participates in the state’s MyLocalMA campaign encouraging Massachusetts residents to eat, shop and stay local. The Bureau’s mini-grant program aligns with that mission and calls for marketing proposals that will increase revenue generation for MetroWest’s designated region: Ashland, Bellingham, Framingham, Franklin, Holliston, Hopedale, Hopkinton, Hudson, Marlborough, Medway, Milford, Millis, Natick, Northborough, Sherborn, Southborough, Sudbury, Wayland and Westborough.

“Many of our region’s attractions, hospitality and retail operations have been hard hit during the Covid pandemic. These grant funds provide some much-needed assistance as we work together to promote local businesses and stimulate economic recovery,” says Erin Lynch, Executive Director of the Visitors Bureau. “Unlike previous years, there is no match required for grant funding, making it even easier for organizations to take advantage of this opportunity.”

Grant applications and program information can be found online at http://bit.ly/MWVBmini-grants. For questions or more information, please email Erin Lynch at erin@metrowestvisitors.org.

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About the MetroWest Visitors Bureau — As the only regional organization with the mission of stimulating the MetroWest economy by marketing the region’s assets, the MetroWest Visitors Bureau has served hundreds of businesses, nonprofit agencies, and municipalities since its founding. This independent nonprofit organization markets the region’s cultural and recreational venues, retailers, restaurants, accommodations, and educational and other services to visitors and residents alike. These marketing efforts also serve to brand the region, to build collaborations across sectors and towns, to support jobs-producing enterprises, and to celebrate the diverse and vibrant MetroWest community. Learn more about the MWVB by visiting www.metrowestvisitors.org or by following on social media @visitmetrowest.