



The Commonwealth of Massachusetts
House of Representatives
State House, Boston 02133-1054

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Rep. Smola Announces Travel and Tourism Recovery Grants

BOSTON – Representative Todd M. Smola (R-Warren, Ranking Member, Committee on Ways & Means) is pleased to announce that the Town of Sturbridge and Old Sturbridge Village have been awarded funding through the Massachusetts Travel and Tourism Recovery (TTR) Grant Program. Sturbridge will receive \$48,000 for a digital advertising campaign targeted to Connecticut, Rhode Island, New York, Massachusetts, and Northern New England, intended to promote all of the attractions and tourism related businesses in Sturbridge. Old Sturbridge Village will receive \$49,000 for the “*More than a Museum!*” campaign. This initiative will promote economic activity to Old Sturbridge Village and greater Central MA. Advertising through TV, social, web, and print media will encourage visitors from across the Northeast and beyond to enjoy the museum and regional amenities.

“This tourism funding is great news for Sturbridge,” said Representative Smola. “Our district is an amazing place for people to visit and these campaigns will bring additional revenue to our community.”

Funds from the TTR Grant Pilot Program are dedicated to marketing projects that support the My Local MA campaign, enhance tourism recovery, and have the potential to increase non-resident visitation. The program’s goal is to strengthen the Massachusetts economy through the development and enhancement of the state’s tourism industry. Funded through the Tourism Trust Fund, the TTR Grant Program was open to any public, nonprofit agency, 501(c)3, or 501(c)6 that has been in operation in Massachusetts for at least two consecutive years since January 2019, and is in good standing with taxes and licenses/registrations in the Commonwealth. For additional information please contact Representative Smola at Todd.Smola@mahouse.gov or (617)722-2100.

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