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## **MASSACHUSETTS MARINE TRADES ASSOCIATION (MMTA) RECEIVES \$20,000 GRANT TO MARKET AND ENHANCE THE 2021 STAY LOCAL BOAT MA PROGRAM**

The Massachusetts Marine Trades Association (MMTA) is pleased to announce it has received a \$20,000 recovery grant from the Massachusetts office of Travel & Tourism (MOTT) to help market their 2021 Stay Local Boat Ma program. Yesterday **Lieutenant Governor Karyn Polito, Housing and Economic Development Secretary Mike Kennealy, MOTT Executive Director Keiko Orrall, State Senator Edward Kennedy & State Representative Carole Fiola** presented the grant awards virtually to recipients. In alignment with the Baker-Polito administration's partnerships for recovery plan, the Travel & Tourism recovery grant program aims to strengthen the economy of Massachusetts through the development and enhancement of the state's tourism industry. The Stay Local Boat MA program was created in 2009 to help market and promote transient boater travel to destination marinas throughout the state. The program encourages group travel by offering discounts on dockage ranging from 10% to 20%. Participating marinas agree to offer these discounts to boaters from other registered marinas.

Stay Local Boat Ma founder and MMTA Executive Director Randall Lyons said *"2021 will be an important year for recreational boating traffic within Massachusetts. Every \$1 spent on dockage equates to close to \$4 to the local economy where the boaters are traveling. Boaters are spending money on shopping, lodging, at restaurants and more so this program creates a win for boaters, marinas and local economies"*. MMTA Board member and owner of Constitution Marina in Boston Tom Cox said *"This is a terrific program: appreciated and enjoyed by our seasonal customers and it brings new boaters to our marina"*.

The MMTA would like to thank the Massachusetts office of Travel & Tourism for this funding investment and we look forward to marketing the program to enhance boater traffic throughout the upcoming season. For more information on the Stay Local Boat Ma program and or to register your marina visit [www.staylocalboatma.com](http://www.staylocalboatma.com) or contact MMTA Executive Director Randall Lyons at [Randall@boatma.com](mailto:Randall@boatma.com) or (774) 404-8005. For more information on the Massachusetts office of Travel & Tourism please visit [www.visitma.com](http://www.visitma.com) or contact their office [VacationInfo.mott@mass.gov](mailto:VacationInfo.mott@mass.gov) or (617) 973-8500.

*Established in 1964, the Massachusetts Marine Trades Association (MMTA) is the statewide, representative body for approximately 1,000 marine trades businesses in the Commonwealth that employ approximately 20,000 men and women. The mission of the Association is to further the interests of the marine trades and the boating public through the promotion of boating, participation in legislation and professional improvement programs.*

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