



For Immediate Release

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Three Local Organizations Join Forces to Apply for a 'My Local MA' Tourism Grant

See Plymouth, Plymouth Regional Economic Development Foundation (PREDF), and the Plymouth Area Chamber of Commerce (PACC) sign up 41 community partners to apply for a \$150,000 tourism marketing grant.

Plymouth, MA (February 19, 2021) – When the MA Office of Travel & Tourism announced a marketing grant on January 22 with an application deadline of February 12, it stipulated that community cooperation would raise the application score. Points were also given for any pledge matches gathered from area businesses.

With barely twenty days to apply, three organizations quickly came together to plan, nicknaming themselves 'One Plymouth'. Lea Filson with See Plymouth, Stephen Cole with PREDF and Amy Naples with PACC knew they had very little time to gather as many community and business pledge matches as they could. See Plymouth members and PACC members were contacted and asked to consider pledging \$500 each and the pledge matches began coming in.

"If we receive it, this marketing grant will add much needed funds to help us recover after the devastating loss of our 2020 400th anniversary year," said Lea Filson, President/CEO of See Plymouth. "Our campaign will build on the already successful My Local MA campaign and promote Plymouth's extended 400th anniversary through the first Thanksgiving in 2021."

'400 Years - My Local Plymouth' is the title of a billboard and signage marketing campaign that, if chosen, will blanket the Commonwealth. After crunching numbers, the three realized they would have to apply for \$150,000, the largest grant offered but since the hospitality industry is the largest employer in the town and county of Plymouth, they felt it was justified.

PREDF pledged \$10,000 to grant \$500 each to 20 businesses. Then members of See Plymouth and PACC, as well as a list chosen by PREDF, were mixed together and 20 lucky business's names were drawn. Those partners were added to 21 other businesses that had offered \$500 pledge matches on their own.

"The Plymouth Foundation Board of Directors immediately recognized the value of this program. This gives us an opportunity to promote Plymouth and the small businesses that help make this place great," said Stephen Cole, Executive Director, PREDF. "We wanted to do something that showed our

appreciation for them. Their leadership and investment in our community should be rewarded, and the Plymouth Foundation is glad to show our appreciation.”

Then the town of Plymouth stepped up, pledging to advertise the campaign at no cost on the Memorial Hall marquee throughout the summer. Town Manager Melissa Arrighi also offered social media support through the town of Plymouth social channels. Letters of support were written by State Senator Susan Moran and State Representatives Mat Muratore and Kathy LaNatra.

“I feel this opportunity is about community and supporting local businesses,” said Amy Naples, Executive Director, PACC. “I hope we are chosen because our business community needs the marketing and exposure more than ever. Our billboard campaign will be seen by an estimated 150 million people over three months and will create a buzz that will drive visitors here, and bring much needed sales to Plymouth businesses.”

The grant has been submitted, but any further businesses that wish to pledge \$500 are still welcome. All additional dollars will go toward adding more billboards and signs throughout the region. If the grant isn’t awarded, all pledges will be forgiven. Winners of the grant will be announced in March, but Plymouth has already won. Forty-one partners and three organizations later, a town has shown unity and determination and how to work together toward a common goal.

‘400 Years – My Local Plymouth’ Grant Pledge Partners

Shopping

Something for your Dust
Windemere Book Shop
The Pretentious Pickle Company
Stellor Jewelry

Arts & Entertainment

Plymouth Mysteries, LLC
Plymouth Center for the Arts
The Art Shoppe
Plymouth Bay Cultural District
Pilgrim Hall Museum
Hawk Visuals
Project Arts of Plymouth
Americana Theatre Company
Priscilla Beach Theatre Company
Plymouth Philharmonic
Spire Performing Arts Center
Salem Witch Museum

Dining

Plymouth Bay Winery
Woods Seafood
The Speedwell Tavern
UVA Wine Bar
Cork & Table Restaurant

For more information, contact Lea Filson at lea.filson@seeplymouth.com.

Civic, Business, Non-Profit, Government

Plymouth Regional Economic Development
Foundation
Plymouth Area Chamber of Commerce
See Plymouth
Tracy Motors
Plymouth Growth & Development Corp.
Park Plymouth
Town of Plymouth
Town of Quincy

Lodging

Inn at Scituate
By the Sea B+B
Hotel 1620
Pinewood Lodge and Campgrounds

Attractions and Events

Cranberry Growers Association
Plymouth 400
USA Thanksgiving Parade
Lobster Tales
Spire Center
Southers Marsh Golf Club
Captain John Boats
Plymouth Cruises

About the Plymouth Regional Economic Development Foundation (PREDF)

The Foundation is a private non-profit organization dedicated to enhancing the community through responsible economic growth. The Board of Trustees supports government and private-sector initiatives to attract, retain, and strengthen employment opportunities. Our overarching purpose is to help businesses locate or expand in the Plymouth region.

About See Plymouth

See Plymouth was founded in 1972 as the Plymouth County Convention and Visitors Bureau, operated by the Plymouth County Development Council. In 1992, Destination Plymouth, funded by the town of Plymouth, became an equal partner and both organizations became the official tourism organization for the town and county of Plymouth, MA. In 2019, the organizations were branded as See Plymouth. Both a Destination Management Organization and the Convention Visitors Bureau for the town and county, See Plymouth is responsible for promoting, advertising, and attracting earned media to market the area as a vacation and meetings travel destination and for providing optimal visitor services.

See Plymouth is one of 16 Regional Tourism Councils (RTC) in the Commonwealth, representing 26 towns and one city, working in conjunction with the MA Office of Travel and Tourism, a state agency under the umbrella of The Executive Office of Housing and Economic Development. See Plymouth operates the Massachusetts Visitor Center located at Route 3, Exit 13 in Plymouth and the See Plymouth Waterfront Visitor Center in the Town of Plymouth. Website and Social Media:

www.SeePlymouth.com; www.twitter.com/seeplymouth; www.Instagram.com/seeplymouth; www.YouTube.com/SeePlymouth. Facebook.com: search [SeePlymouthMA](#).

About Plymouth Area Chamber of Commerce (PACC)

The Plymouth Area Chamber of Commerce is a regional Chamber covering 9 towns along the lower South Shore, with an active membership of over 700 businesses. The PACC promotes economic growth and advocacy in the Plymouth Area by promoting our members and the region's economy, celebrating our rich history, and enhancing our communities' quality of life.