



MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

KEIKO MATSUDO ORRALL, EXECUTIVE DIRECTOR



ABOUT MOTT

MISSION

- To promote Massachusetts as both a leisure and business travel destination for domestic and international markets and to contribute to the growth of the Commonwealth's economy.

WHAT DO WE DO?

- MOTT develops integrated tourism, sports and film production marketing programs to brand the Commonwealth as a desirable place to visit, work and live.

OUR STRATEGY

- Market Massachusetts to travelers and support the travel industry in their efforts to do the same.

KEY PARTNER COLLABORATIONS

STATE TOURISM GROUPS

- Regional Tourism Councils (RTCs)
- Mass Cultural Council (MCC)
- Massport / Cruiseport Boston
- Mass Convention Center Authority (MCCA)
- Mass Lodging Association
- Mass Restaurant Association
- Mass Humanities
- Mass Visitors Industry Council
- Massachusetts Camping Ground Association
- Massachusetts Historical Commission
- Massachusetts Gaming Commission
- Massachusetts Audubon Society

STATE GOVERNMENT

- Joint Committee on Tourism, Arts & Cultural Development
- Department of Conservation & Recreation (DCR)
- Mass Department of Agricultural Resources (DAR)
- Mass Labor & Workforce Development
- MassDOT/ Highway Division
- MassDOT/ Aeronautics Division
- Mass Department of Fisheries & Wildlife
- Mass Office of Consumer Affairs
- Municipalities throughout Massachusetts

KEY PARTNER COLLABORATIONS

NATIONAL

- U.S. Travel Association
- National Council of State Tourism Directors

INTERNATIONAL

- Brand USA
- Foreign Diplomatic Consular Corps

REGIONAL

- Discover New England
- New England Inn Keepers Association
- New England Museum Association
- New England Bus Association
- New England Association of Amusement Parks & Attractions
- New England Association of Chamber of Commerce Executives

VISITOR NUMBERS

- Historically, Massachusetts has welcomed just under **30 M** domestic visitors annually (ranking as 20th among all U.S. states)
- **1.8 M Overseas** visitors (8th among states) and **Just under 700,000** visitors from Canada(10th among states)
- MA has consistently **ranked 16th** in **combined domestic and international traveler spending** amongst all 50 states. (USTA)

ECONOMIC IMPACT OF DOMESTIC & INTERNATIONAL TRAVEL TO MA: CY 2019

DIRECT SPENDING	\$24.9 billion
STATE & LOCAL TAXES	\$1.6 billion
JOB'S SUPPORTED	155,500
WAGES PAID	\$5.9 billion
DOMESTIC VISITORS	28.2 million
OVERSEAS VISITORS	1.8 million
CANADIAN VISITORS	640,000

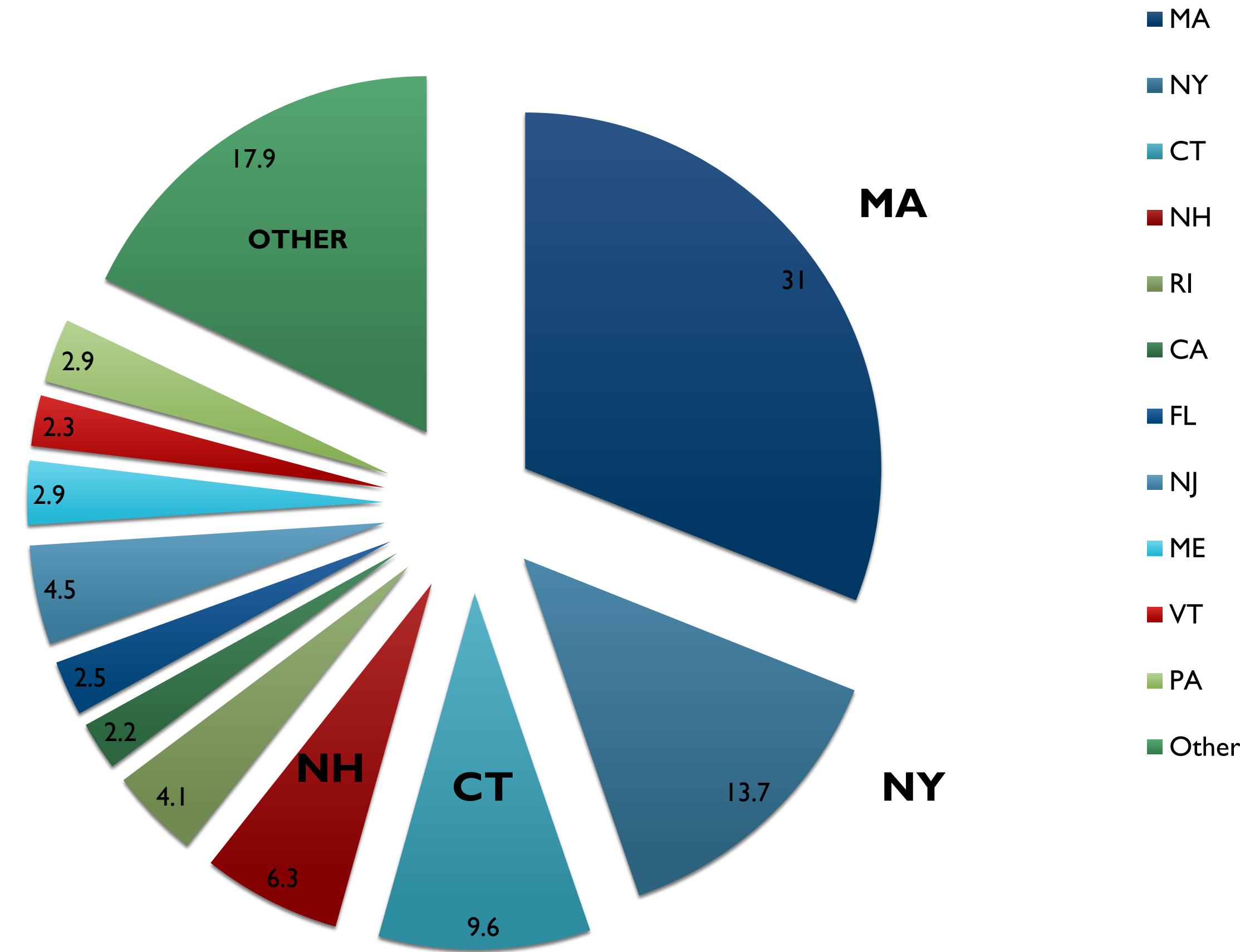
ORIGINS OF DOMESTIC TRAVELERS TO MA: CY2019

PERCENTAGE OF TOTAL

Massachusetts' residents are the number one source of visitors at 31%

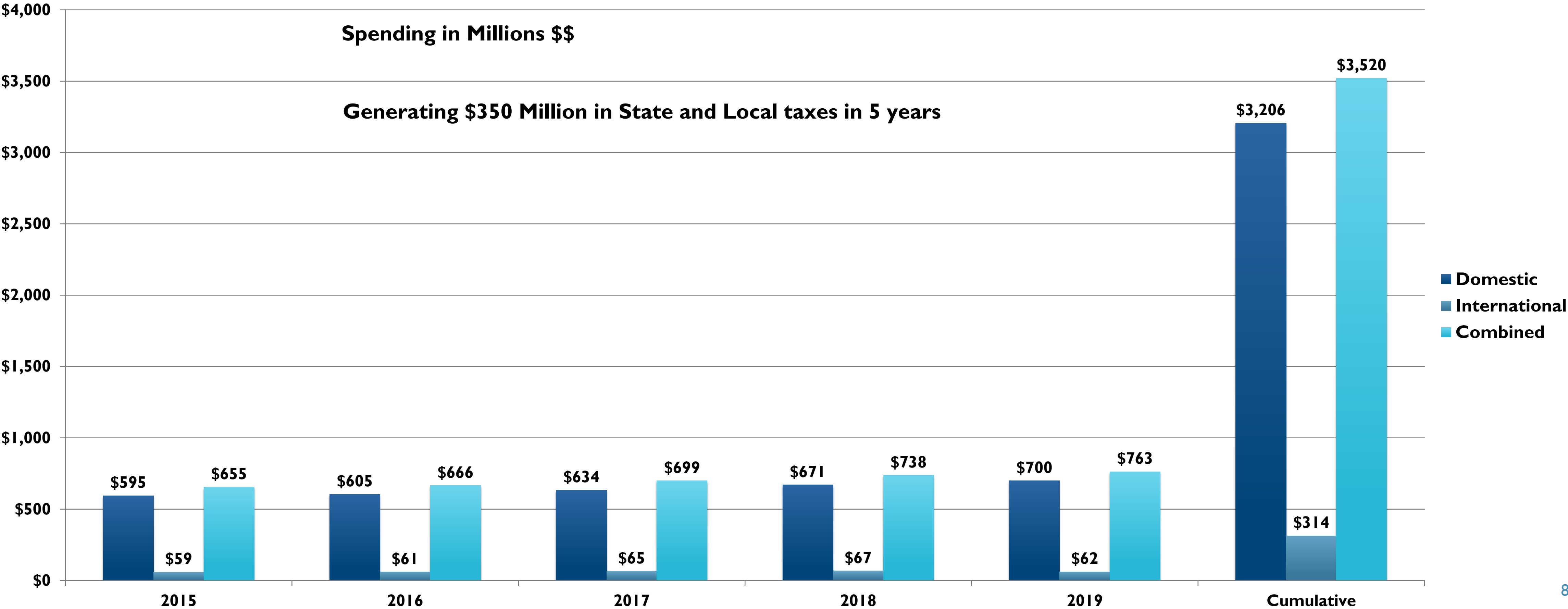
New England States provide 62% of all visitors and the Middle Atlantic states 21%

Massachusetts is a drive market with nearly 72% of visitors arriving in their own vehicle



Source: OmniTrac

PLYMOUTH COUNTY TRAVELER SPENDING 5 YEARS: 2015-2019 > \$3.5 B



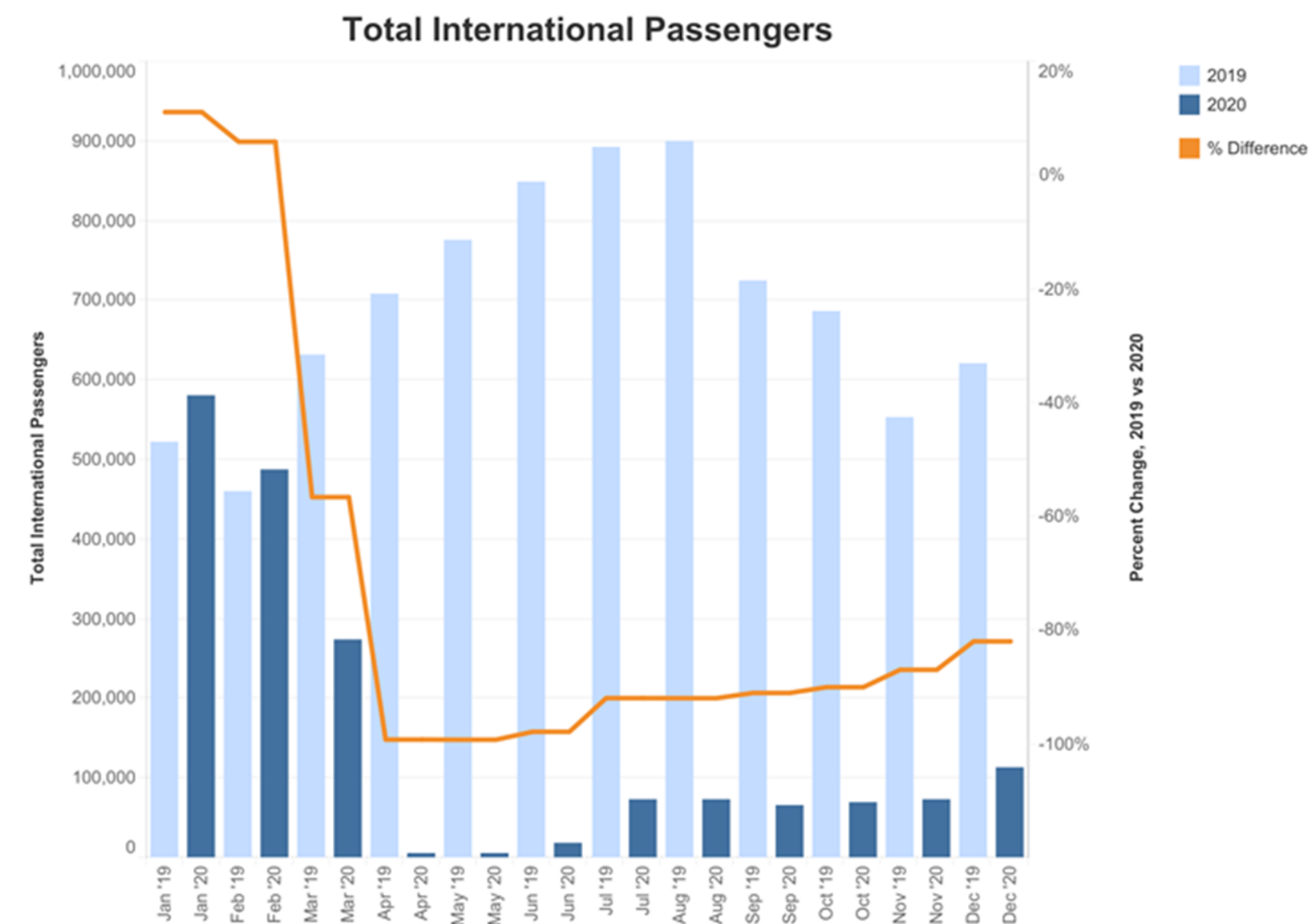
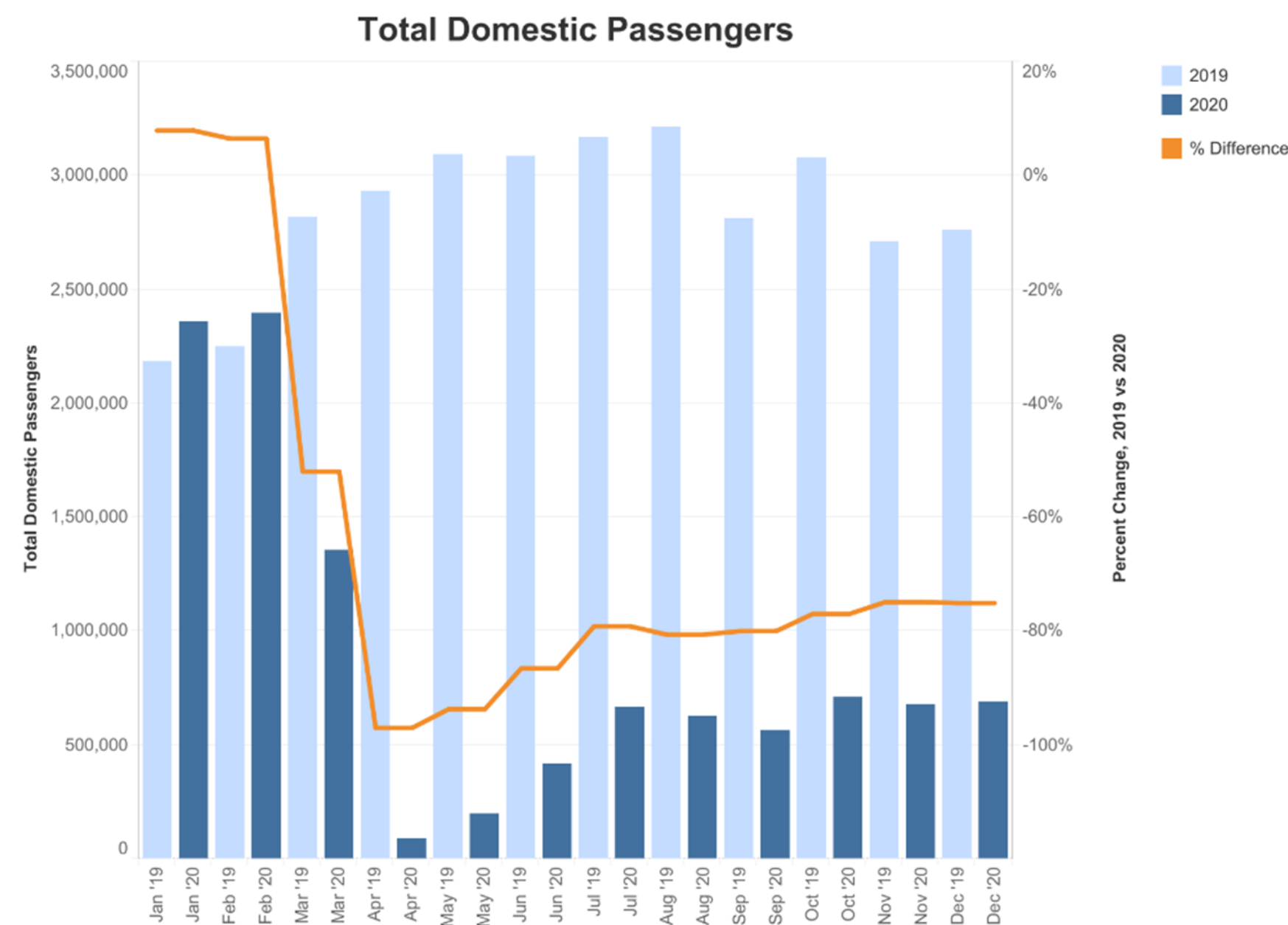
Sources: USTA (2019), MOTT

TRAVEL IMPACT

While hotel occupancy rates are slowly returning around the county, these rates are still down significantly from pre-Pandemic levels. Preliminary estimates for CY 2020 point to at least a 50% reduction from 2019 which would translate to a ~ \$13 Billion loss in domestic and international spending: ~\$800 million loss in state and local taxes; and a loss of ~80,000 jobs

With the vaccine rollout well underway, there does appear to be demand building in the pipeline. According to a recent study of American travelers, 87% now have travel plans in the next six months, the highest level since early March 2020. The same poll found that half of Americans stated that it's important for those destinations to have clear health and safety protocols in place on social distancing, mask wearing, etc.

Logan Airport Flight Operations (2019 vs 2020):

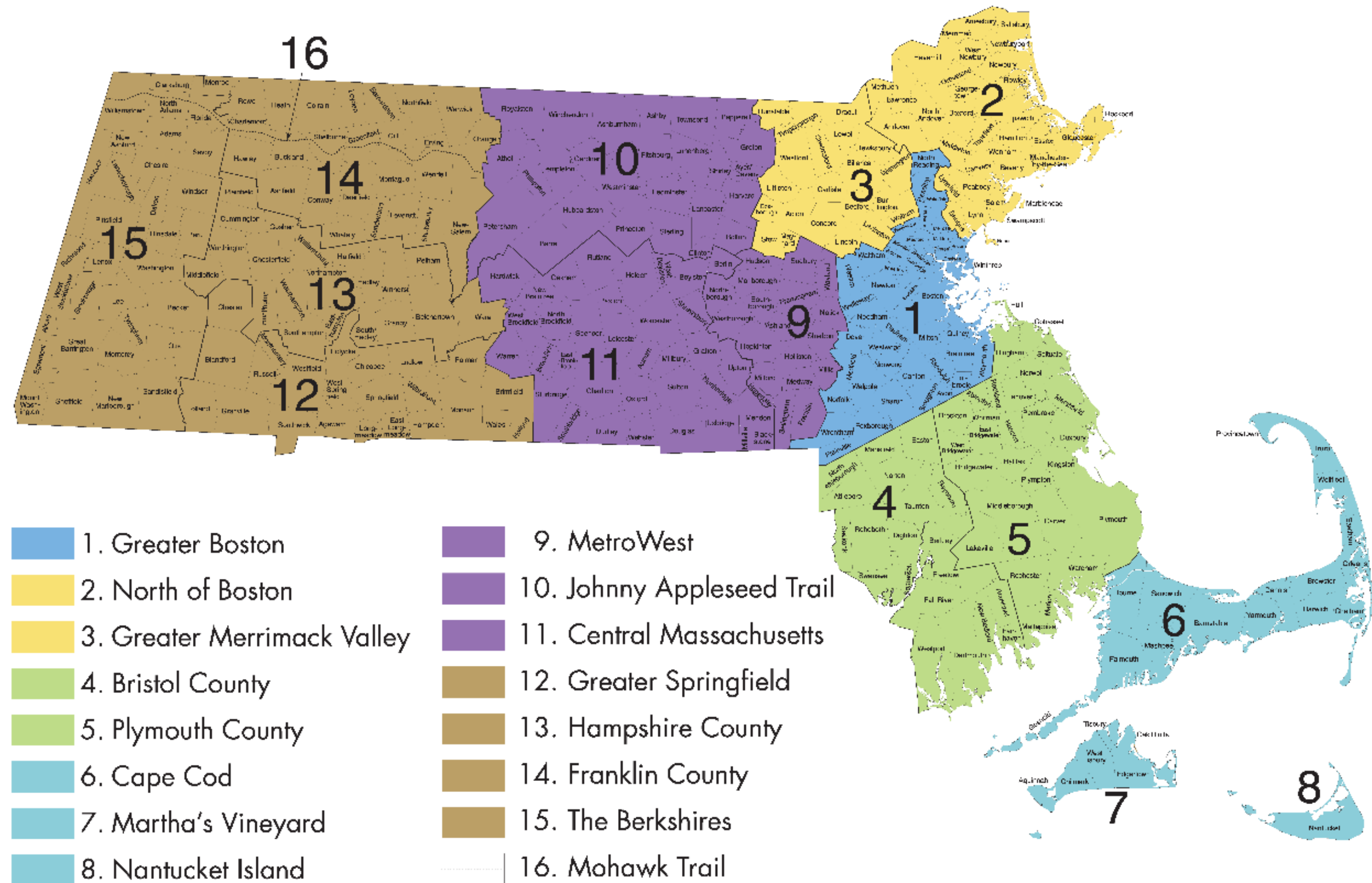


RECOVERY EFFORTS

- While the state remains vigilant, tools and resources are being deployed to support people, businesses, and communities:
 - **MGCC Business Relief Grants:** To date, the state has now awarded more than \$650 million in direct financial support to about 14,400 businesses across the Commonwealth.
 - **Cultural Organization Economic Recovery Grant Program:** 183 cultural nonprofit organizations received nearly \$10M in grants in January.
 - **Local Recovery Planning Grants Program:** \$10M program to enable 125 towns and cities to create COVID-19 recovery plans tailored to their needs.
 - **Regional Pilot Project Grant Program:** \$5M competitive program to support municipalities and organizations in creating solutions for recovery in their specific economies on a regional level.
- Additional state programs are underway and will be announced in the coming weeks.
- The Federal Government, via the U.S. SBA, has stood up critical stabilization and recovery programs:
 - **Paycheck Protection Program (PPP):** Over 73K loans for a total of nearly \$6B in 2021; and over 118K loans for a total of \$14.3B in 2020
 - **Shuttered Venue Operators Grant Program:** The \$16B program opened for applications yesterday, April 8th.
- The American Rescue Plan Act also includes a new Restaurant Revitalization Fund at \$28.6B.

16 REGIONAL TOURISM COUNCILS

\$6 million annual grant program for regional tourism marketing



TRAVEL AND TOURISM RECOVERY GRANTS

- **MARKETING GRANTS:** The Travel and Tourism Recovery Grants (TTR) are competitive marketing grants which support the My Local MA campaign and create an enhancement to the visitor experience. This new program **funded 59 awards across the Commonwealth at \$1,587,791** through the Tourism Trust Fund. With three different sizes of grants, we saw most interest in the smaller grants indicating that many organizations believe **with a little bit of help, they can have a lot of influence. Metro South received a marketing grant of \$19,980.** Website buildout, social media web driven promotion, and digital campaign.
- **PARTNERSHIPS:** In ways we have never seen before, we are seeing partnerships with tourism entities and businesses, economic development and government entities. **My Local MA** is a movement helping people realize the importance of our local small businesses in the road to recovery.
- **FUNDS WILL BE USED FOR:**
Marketing content development, Website development/optimization, Branding development, Visitor/Consumer outreach, Digital advertising, Language translations, Posters, banners, signage, billboards, Photography, B-roll video footage

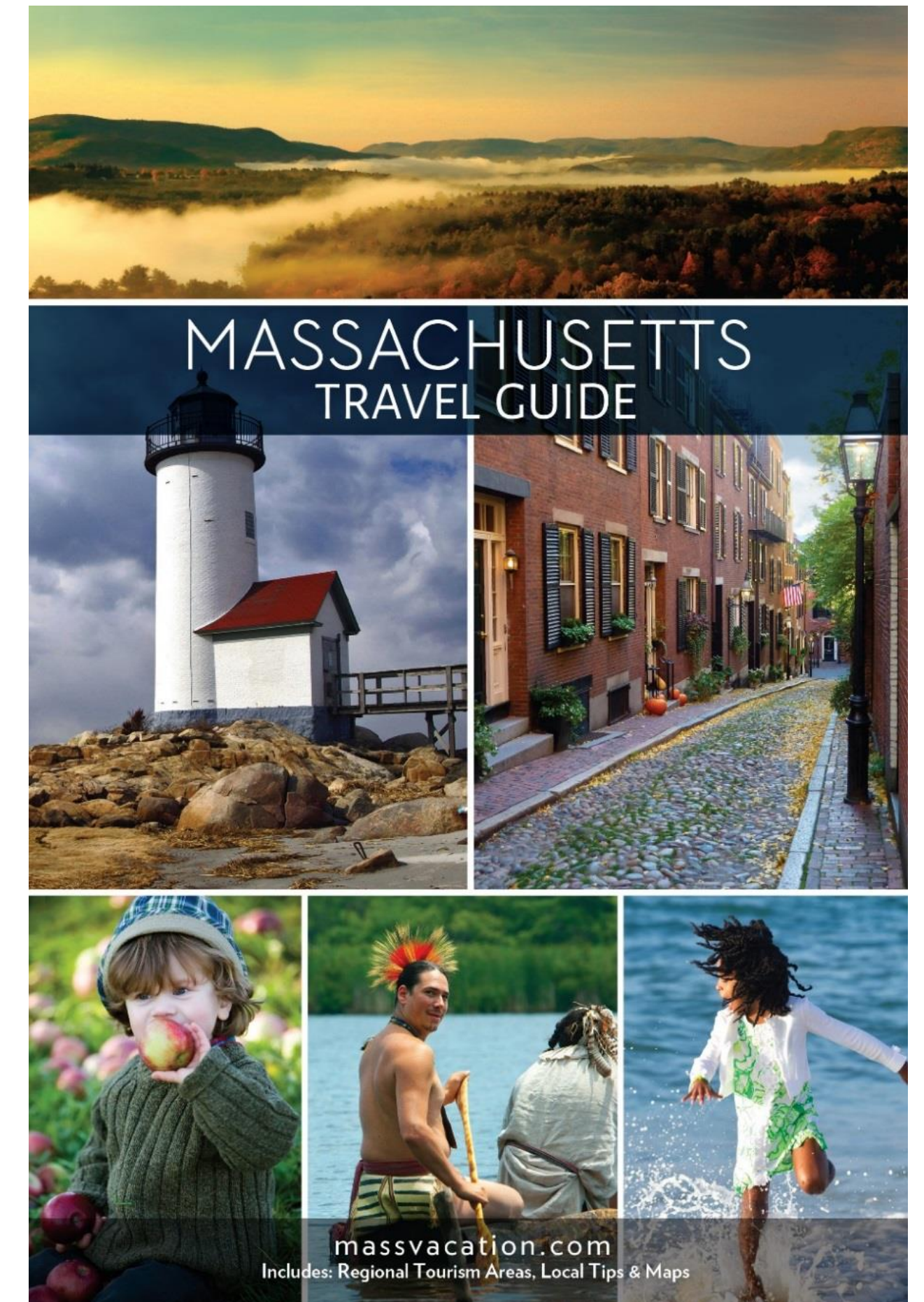
DESTINATION DEVELOPMENT CAPITAL GRANTS

- The Destination Development Grant (DDG) Program for FY22 is funded at \$2,000,000 through the Capital Budget, subject to appropriation. The grant process opened on April 20, 2021 with applications due May 21, 2021. Grant awards will be announced in July 2021.
- **GRANT AMOUNTS AND DISTRIBUTION:**
 - ▢ Level 1 (<49,999) ▢ Level 2 (\$50,000-\$149,999) ▢ Level 3 (\$150,000-\$250,000)
- **TYPES OF PROJECTS:**
 - **Infrastructure** – Tourism infrastructure grants are available for projects that are shovel-ready including but not limited: additions, renovations, or repair to an existing structure; recreation improvements (signage, kiosks); parking/transportation strategies and solutions
 - **Facilities:** Tourism facilities grants are available to assist with projects related but not limited to: garbage management solutions; restroom facility updates; ADA accessibility, systems upgrades and replacements
 - **Design and Engineering:** Funding for design, engineering and permitting related to tourism projects. Design and engineering grants must be directly connected with a capital project and lead to completion of the project within a 3 year time frame

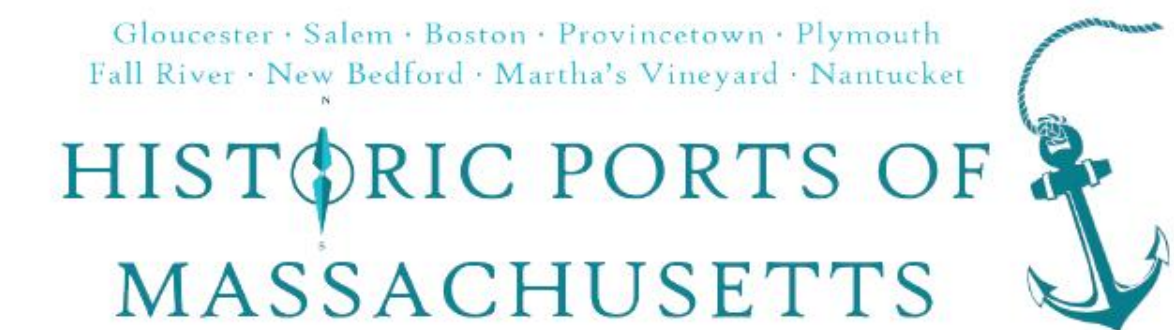
STATEWIDE MARKETING

KEY DOMESTIC MARKETING PROGRAMS

- Engaging digital channels
 - Website: **VisitMA.com**
 - **Businesses associated with travel and tourism can be featured and linked to VisitMA by creating a FREE account**
 - Social media channels:
Follow us on Facebook, Twitter, Instagram
- Massachusetts Travel Guide
- Niche, regional, seasonal marketing promotions



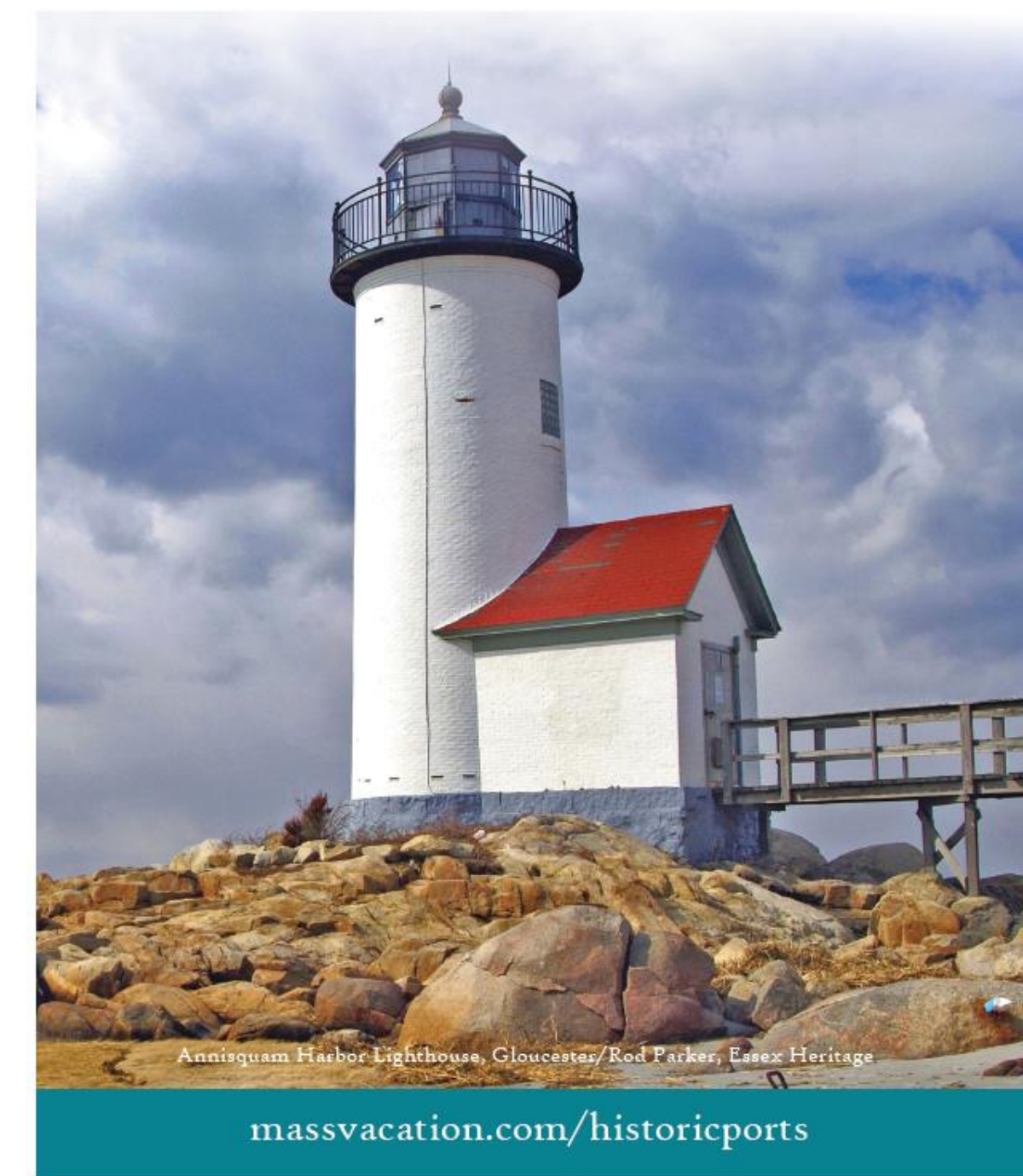
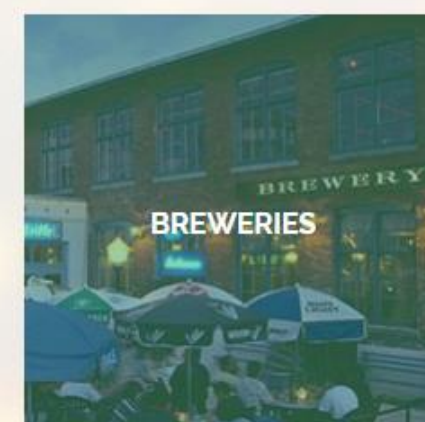
SEASONAL AND REGIONAL PROMOTIONS



DRINK MASSACHUSETTS

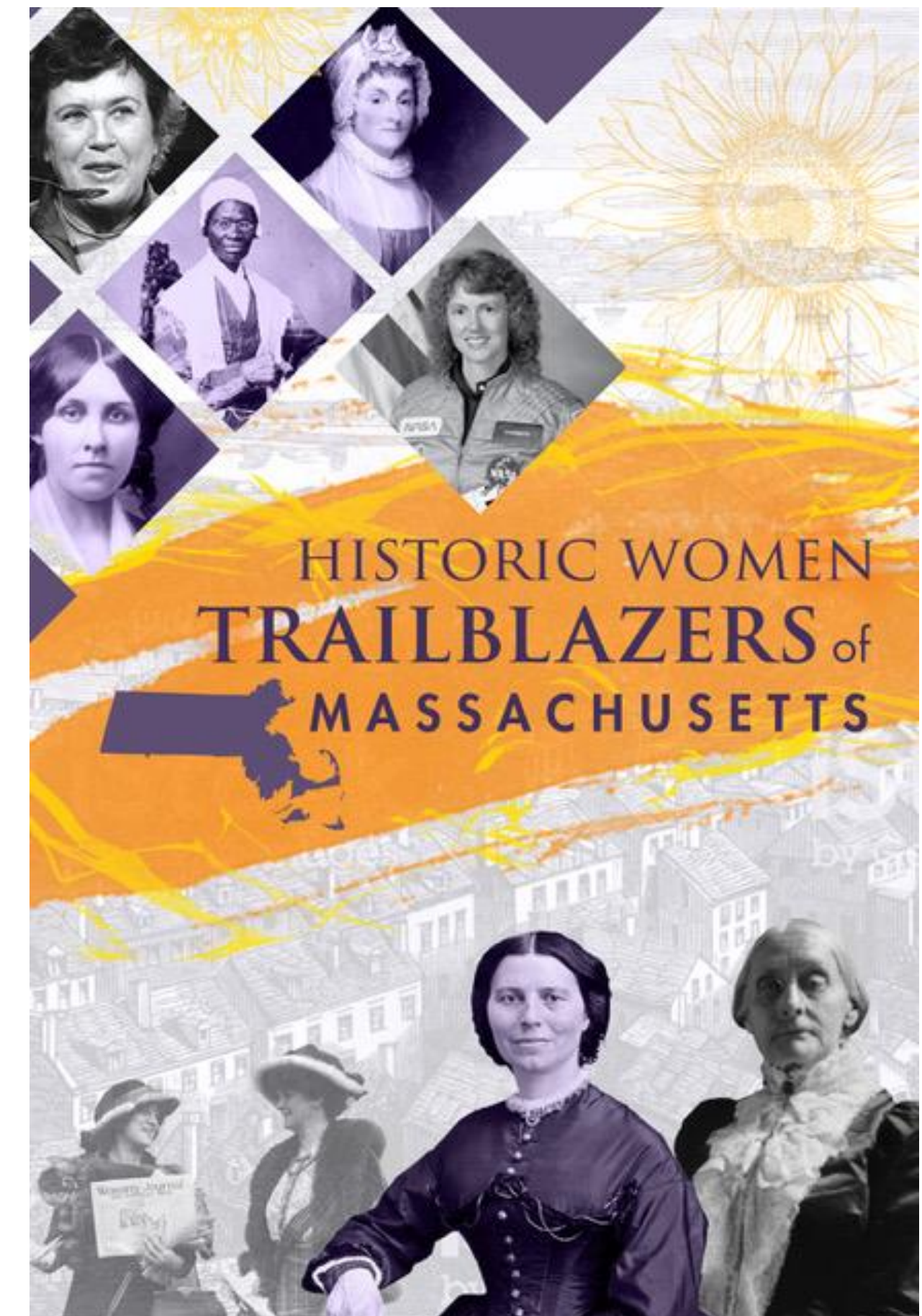
Looking for something to wash down all that delicious food you got in Massachusetts? There's no shortage of liquid refreshment either. From artisan beverages to national brands and from Cape Cod to the Berkshires, you'll find some great places to taste and buy the best beer, wine and spirits Massachusetts has to offer.

Sign up to receive emails about Massachusetts food and drink.



HISTORIC WOMEN TRAILBLAZERS

- This new digital booklet features over 70 historic women “Trailblazers,” whose contributions to the Commonwealth, the nation, and the world from various fields including sports, arts, and science are unparalleled.
- Learn about the stories of these remarkable women and their ties to Massachusetts, The Woman Suffrage Movement, commemorative sculptures and statues at the Massachusetts State House, the significance of the Sunflower, the Colors of Suffrage and much more!



MA FILM OFFICE

- Mass Film Office is the state agency dedicated to promoting the Commonwealth as a premier location for commercial, film and television production
- The Film Office recently created a “Massachusetts Film Location Map for Little Women” and translated it into French, Italian and Japanese for the international market. Little Women was filmed in Boston, Concord, Lawrence, Ipswich, Groton, Harvard, Waltham, Canton, Franklin, Lancaster and Stoughton
- New England Studios in Devens is a great resource for film production in Massachusetts



MA FILM OFFICE

MAFilm.org

Currently in Production:

Apple+ Feature – *various locations*

Netflix Feature – *various locations*

AMC Series - *Randolph/Brockton*

Amazon Feature – *various locations*

Showtime Series - *Central and Pioneer Valley*

HBO Series - *Cambridge, Boston*

MRC/Netflix Feature – *various locations*

Various Episode “Pilgrim” – *Provincetown*

Disney+ Feature- *North Shore*

2020 Productions

Total Number of Productions: 17

TV Productions - 6

Feature Films – 11



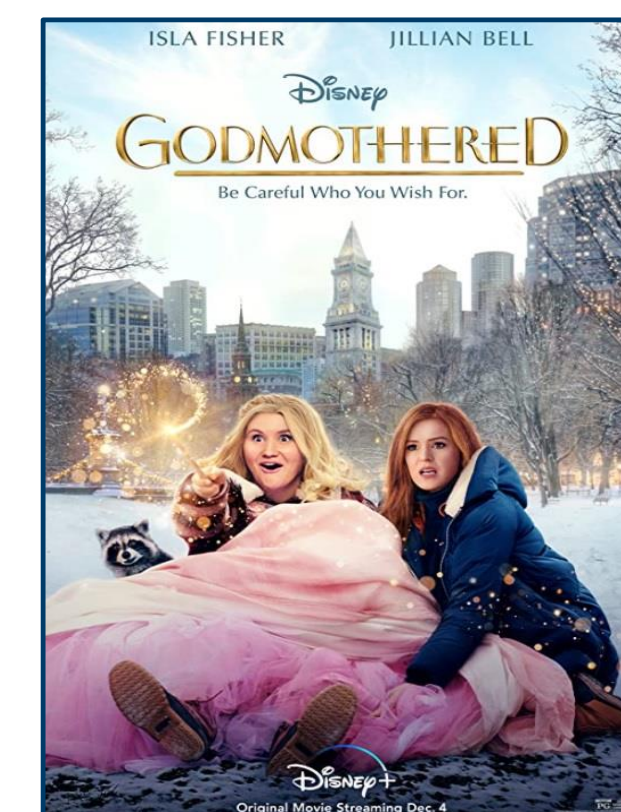
Currently Streaming:



Netflix



Amazon



Disney+

MA FILM OFFICE DIVERSITY INITIATIVE

Recent Events

2021 - Advancing Diversity in the MA Film & TV Industry Film Crafts 101

A virtual eight part series providing an in-depth look at specific crafts, with commentary from local crew

Past Events

2020 – Virtual Advancing Diversity in the MA Film & TV Industry Event, Virtual PA Workshop

2019 – Advancing Diversity in the MA Film & TV Industry Event - Roxbury, PA Workshop – Roxbury CC

**INTERESTED IN WORKING
IN THE MOVIE BUSINESS?**
A FREE VIRTUAL EVENT, ADVANCING DIVERSITY IN THE
MA FILM AND TELEVISION INDUSTRY

**SATURDAY
DECEMBER 5TH
10AM-12:30PM**
Registration Link Below

Photo courtesy of Triforce Creative Network, thecn.com. Photographer Darren Odehinde

**WANT TO WORK IN FRONT
OF THE CAMERA?**
Learn about becoming an actor!

**WANT TO WORK BEHIND
THE CAMERA?**
It takes hundreds of people with different skills to make a movie – learn who they are, and how you could be one of them!

**LOOKING FOR ENTRY
LEVEL WORK?**
Learn how you can become a production assistant (PA)

SPACE IS LIMITED! REGISTRATION EXTENDED TO DECEMBER 3RD 2020:
(Be sure to create an Eventbrite account prior to registering if you don't have one)
https://mafilm_admaftvi2020.eventbrite.com

MA Film Office

**ADVANCING DIVERSITY IN THE
MASSACHUSETTS FILM &
TV INDUSTRY**

**FILM CRAFTS
101**
Presented by the Massachusetts Film Office & IATSE Local 481

SET CONSTRUCTION
FEBRUARY 20, 2021
When a film or television production needs to build a set for a scene from the ground up or to structurally modify an actual location for a scene, it is the set construction department that does it.

LOCATIONS
FEBRUARY 27, 2021
The locations department is responsible for scouting and securing places to shoot a scene. This requires looking for and photographing possible locations, reviewing them with the director and production designer, dealing with property owners, and getting permits.

ART DEPT. & SET DECORATION
MARCH 13, 2021
All sets must be decorated to support the story and characters of the script and to fulfill the creative vision of the production designer and director. It is the job of the set decoration department to select, design, fabricate, and source the décor elements inside the sets, and sculptures.

COSTUME DEPARTMENT
MARCH 20, 2021
The costume department is responsible for all the clothing and costumes worn by all the actors that appear on screen. They are responsible for designing, purchasing, planning, and organizing the construction of the garments down to the fabric, colors, and sizes, tailoring, aging, distressing, and dyeing the costumes.

**BEGINNING IN FEBRUARY,
THE MASSACHUSETTS FILM OFFICE
IN PARTNERSHIP WITH
IATSE LOCAL 481,
WILL HOST FILM CRAFTS 101, AN
8 - PART VIRTUAL SERIES PROVIDING AN
IN DEPTH LOOK AT SPECIFIC FILM/TV CRAFTS.**
**EACH 90 MIN. CLASS WILL INCLUDE
PERSONAL EXPERIENCES FROM A
GROUP OF TALENTED AND DIVERSE
INDUSTRY PROFESSIONALS.**
STAY TUNED FOR NEXT FOUR CLASSES!

SCHEDULE
10:00 AM
EVENT WELCOME
10:05 AM
INTRODUCTIONS &
DEPARTMENT PRESENTATIONS
(Presented by various local crew members)
10:25-11:25 AM
OPEN Q&A
11:30 AM
EVENT WRAP UP

SPACE IS LIMITED, SIGN UP TODAY - https://mafilm_admaftvi.eventbrite.com

MAJOR SPORTING EVENTS: 2021

Massachusetts is hoping for a great sports comeback in 2021:

- › **Laver Tennis Cup** rescheduled at TD Garden for Sept 2021
- › Negotiating return of **Worldwide Wrestling Entertainment (WWE)** to TD Garden in 2022 / 2023
- › **NCAA Fenway Bowl Game** inaugural launch is Dec 2021, multi-year deal with ESPN
- › The PGA returns **Northern Trust** to TPC Boston in 2022

Other major events that are currently confirmed for the destination:

- › **2022 NCAA Men's Frozen Four** at TD Garden
- › **2022 US Open** at The Country Club in Brookline
- › **2026 World Cup Soccer**, Boston is one of the remaining Bid Cities

My Local MA Campaign Overview

The goal of the My Local MA campaign is to encourage more Massachusetts residents **to choose local** when they shop, eat, and travel.

To do that, we've developed a comprehensive marketing campaign that makes an emotional connection between buying local and being local.

My Local MA is about pride of place, about stewardship and responsibility. It's about giving people a good reason to pause, think, **and put their money where their heart is – right here in Massachusetts.**



How does My Local MA work?

Every day, many of our neighbors choose to spend their money outside of Massachusetts. Our goal is to change that.

To do that, we are:

- Getting people to **pause and think** before they make a purchase or travel decision.
- Giving people **a good reason** to make the effort to choose local

The campaign makes it clear that, when it comes shopping, dining, and traveling, our choices matter. We're highlighting the positive, human side of the local experience.

Our tagline says it best: **Put your money where your heart is: right here in Massachusetts.**

99.5%

of businesses in MA are small businesses, employing 1.5 million people

53,980

net new jobs at small businesses in MA were created in 2019

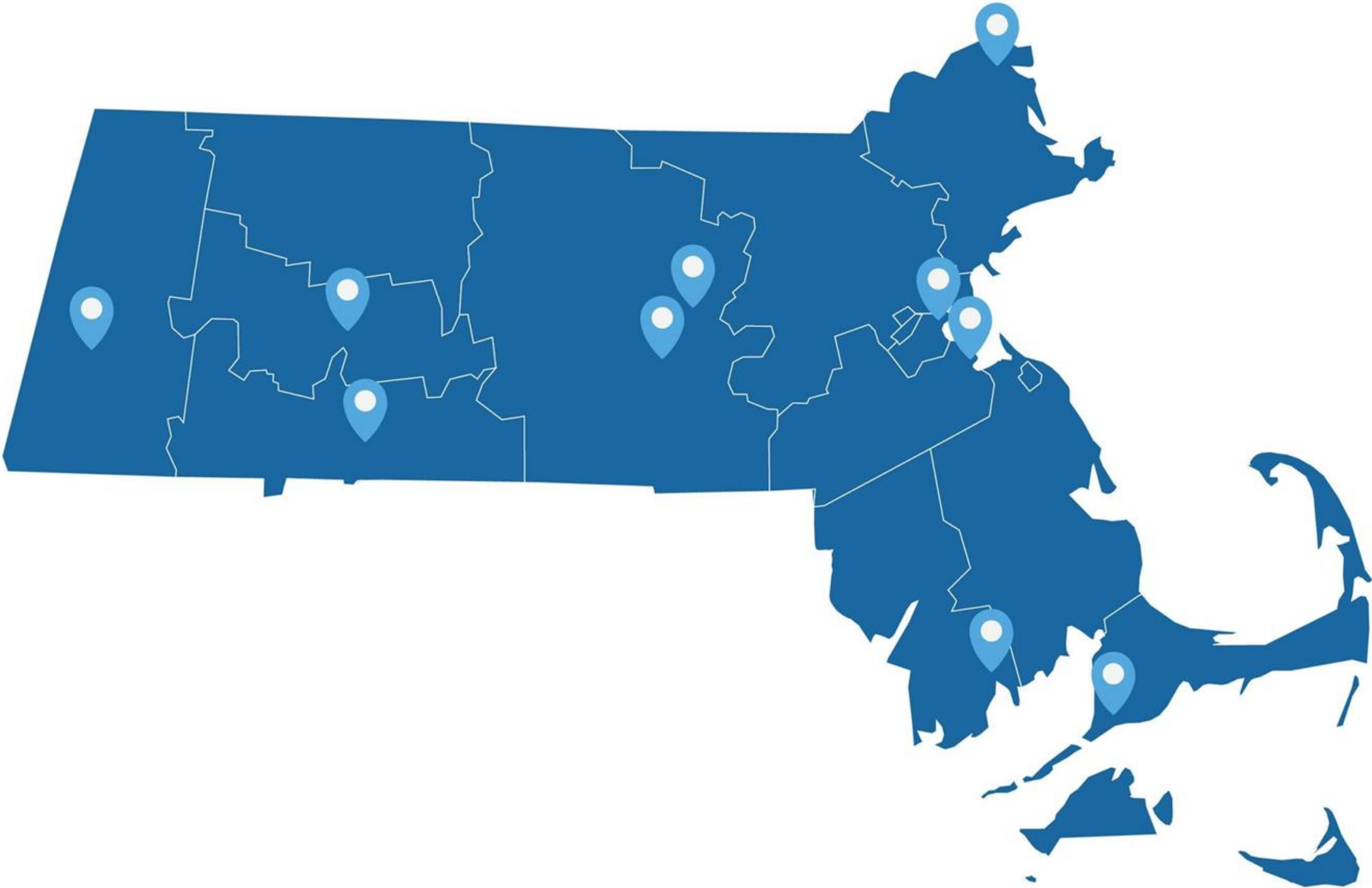
46%

of employees in MA work for a small business

125,998

people across the Commonwealth were employed by minority-owned businesses in 2019

A statewide message: 107+ million impressions



Partners – Logan, Red Sox



Boston Convention Center PSA



Print

**SHOW
MAIN
STREET
SOME
LOVE.**

**MY LOCAL
MA**

Put your money where your heart is:
right here in Massachusetts.

Learn more at lovemylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL IS
MORE THAN
A PLACE. IT'S
WHO WE ARE.**

**MY LOCAL
MA**

Put your money where your heart is:
right here in Massachusetts.

Learn more at findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL
TASTES
BETTER**

**MY LOCAL
MA**

CRAVING

findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**MAKE LOCAL
THRIVE.**

**MY LOCAL
MA**

Put your money where your heart is:
right here in Massachusetts.

Learn more at findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL
LOOKS
BRIGHTER**

findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL IS MORE
THAN A PLACE.
IT'S WHO WE ARE.**

**MY LOCAL
MA**

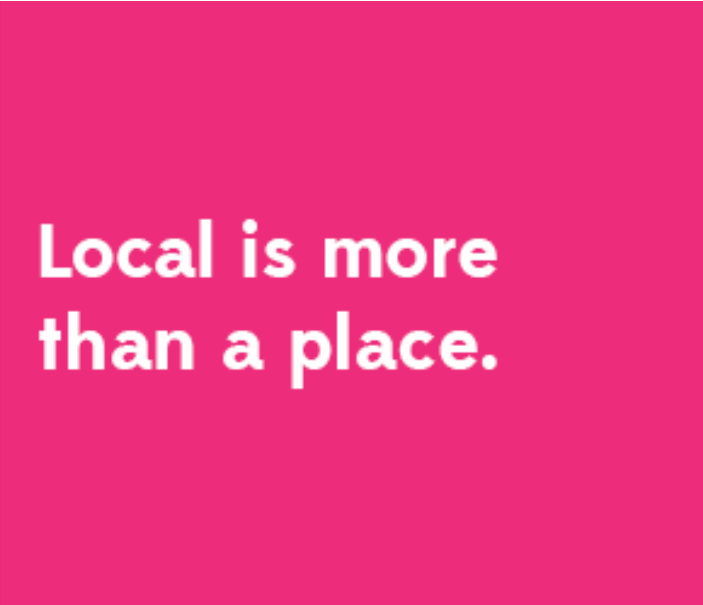
lovemylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**MY LOCAL
MA**

HAPPY PLACE

Digital



Banners



Television



Getting involved

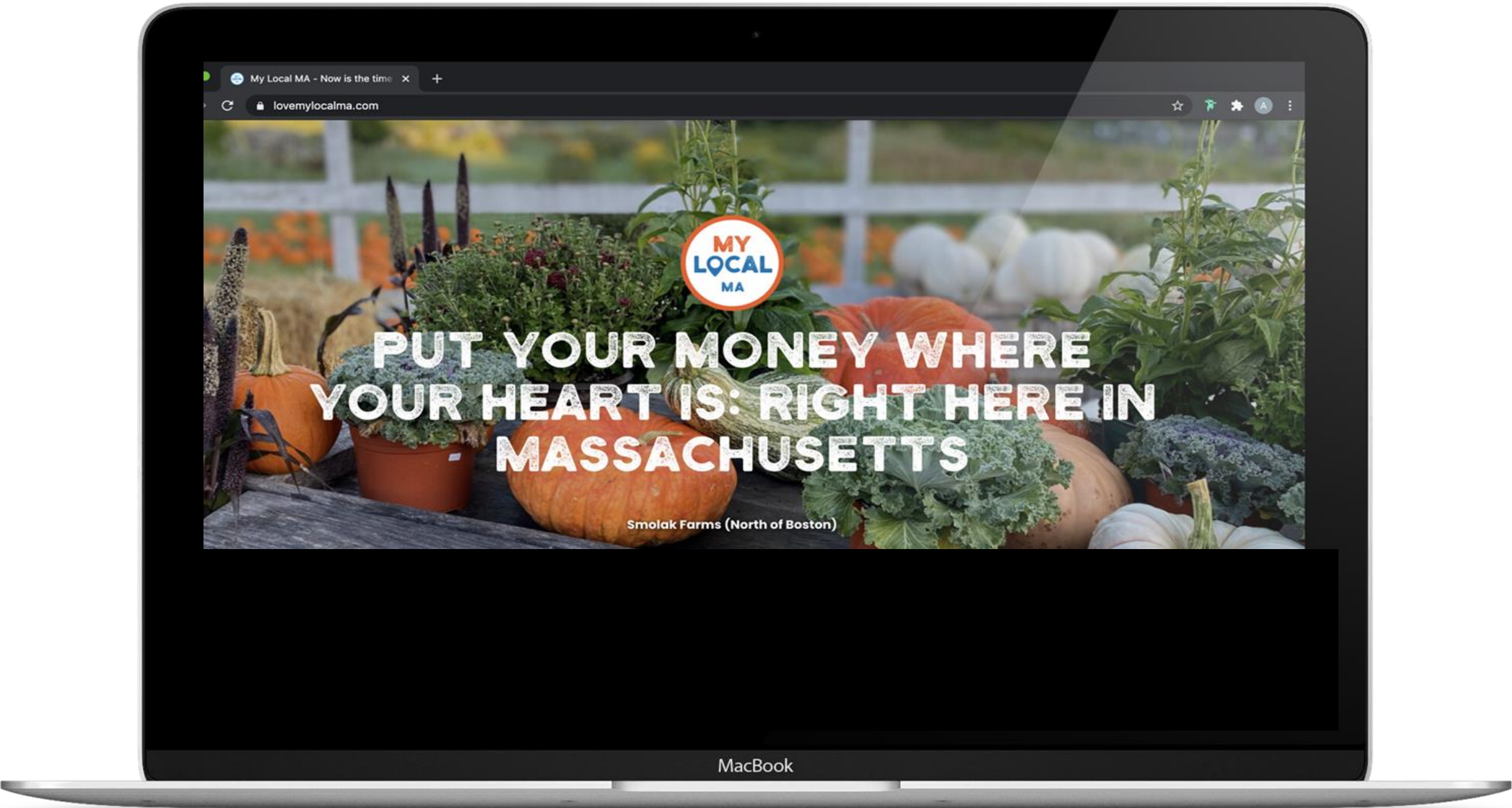
- Utilizing ready to go marketing assets
- Customizing your own marketing assets
- Printing and displaying posters in the window
- Using social media; Twitter, Instagram, Facebook
- Sending a newsletter or email blast

FREE FEATURE: HAVE YOU SHARED YOUR STORY?

Submit your story at lovemylocalMA.com for a chance to be featured on our social media campaign and in our e-newsletter. Read and be inspired by the strength and resilience of our small business community.



Toolkit at lovemylocalma.com



READY-TO-USE RESOURCES

If you own or manage a local business or organization, you already wear a lot of hats. But maybe visual designer is not one of them. You can use these resources as is, without special knowledge of graphics applications. Put up a flyer in your store. Show your support on social media. Let people know that local matters.

For your business

- 8.5" x 11" window flyer
- Info sheet
- Poster – text only

[Download](#)

For social media

- My Local MA Instagram post image
- My Local MA Facebook & Twitter header image
- Mask Up MA Instagram post image
- Mask Up MA Facebook & Twitter header image

[Download](#)

Our logos

- My Local MA logo
- Mask Up MA logo
- Color badges
- Badge instructions

[Download](#)

Other useful stuff

- Email signature file
- Window/bumper sticker including logo and "Put your money where your heart is"

[Download](#)

MAKE IT YOUR OWN

The resources below are fully editable using Adobe applications and available to you free of charge. Go ahead and make them your own.

For your business

- Template for 1/4 page newspaper ads for publications
- Poster – space to add specific business photo/logo
- Safe shopping/safe dining location window flyer
- 4-up size flyer
- Sample customer email/newsletter

[Download](#)

For social media

- Customizable Facebook header cover photo with MyLocal MA badge
- Customizable Twitter header with My Local MA badge
- Facebook & Twitter post image with My Local MA badge

[Download](#)

Our logos

- Available in multiple file types

[Download](#)

Other useful stuff

- Banners for poles on Main Streets

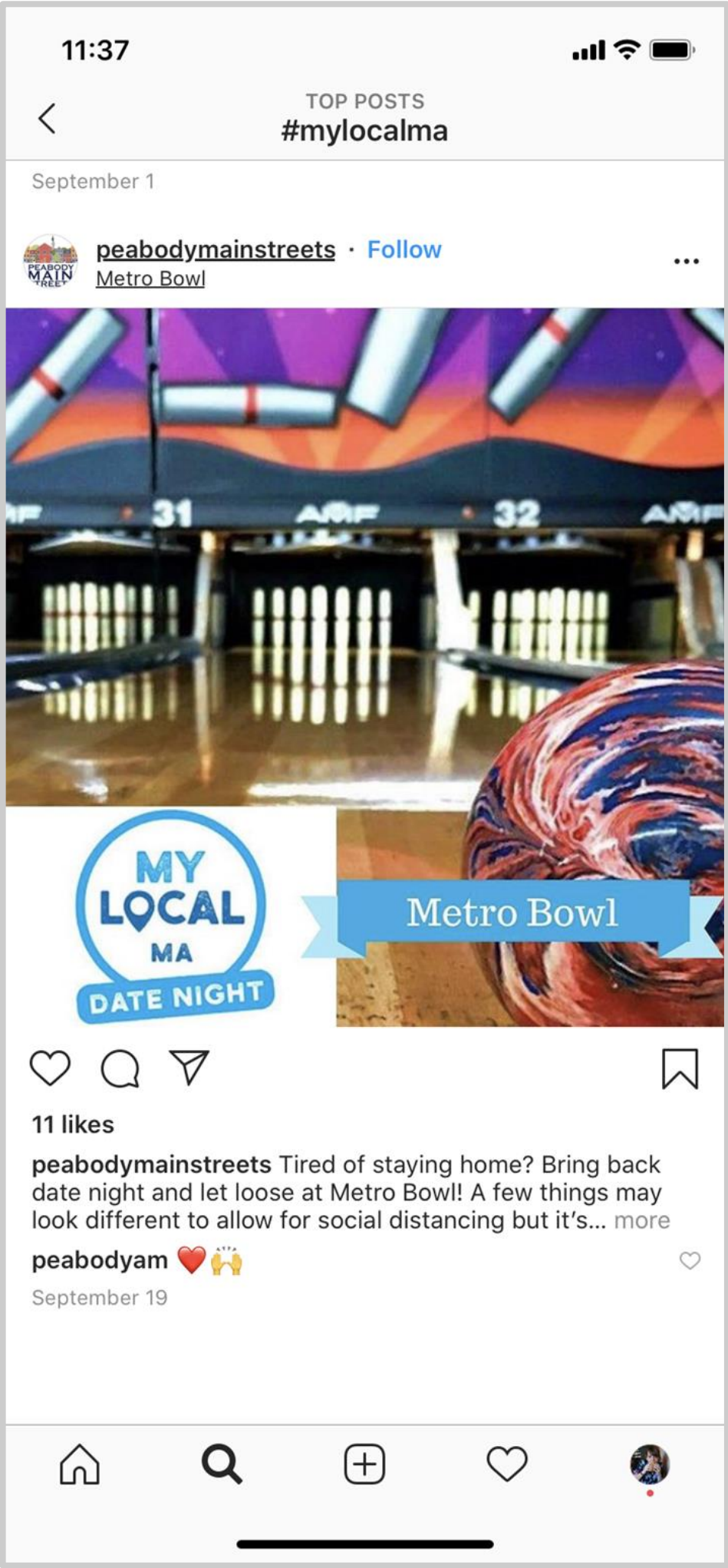
[Download](#)

Social media post examples

- Local businesses like mine create jobs, contribute to our economy, and give character to our cities and towns. But we can't survive without your support. We're proud to be local. You should be, too. lovemylocalMA.com. #mylocalMA
- Our economy runs on small businesses. Proud to be part of the #mylocalMA movement!
- Local is better: That's why we're proud to source our food from local farms. #mylocalMA



Seen and heard





Businesses, Restaurants, Services & Salons are calling **SOS!**
The Amherst BID invites you to take the **PLEDGE TO SUPPORT LOCAL**
Shop Local, Style Local, Take Away & SAVE THE DAY



TAKE THE PLEDGE

Check Off 10 Restaurants,
5 Retail & 3 Service/Salons
by **December 31** w/ Proof of Purchases
and Enter To Win :

First Prize \$500

Second Prize \$250

Third Prize \$100



Amherst Area Gift Card
Cash Plus



Send Back To Us: Amherst Downtown
35 South Pleasant St. Amherst MA 01002

Check off 10 Restaurants 5 Retail and 3 Services/Salons

- | | |
|---|---|
| <input type="checkbox"/> Antonio's | <input type="checkbox"/> Lone Wolf |
| <input type="checkbox"/> Amherst Coffee | <input type="checkbox"/> Miss Saigon |
| <input type="checkbox"/> Arigato | <input type="checkbox"/> Mogo Tea |
| <input type="checkbox"/> Bistro 63 | <input type="checkbox"/> Momo Tibetan |
| <input type="checkbox"/> The Black Sheep | <input type="checkbox"/> Oriental Flavor |
| <input type="checkbox"/> Bruno's Pizza | <input type="checkbox"/> Osteria Vespa |
| <input type="checkbox"/> Bruegger's Bagels | <input type="checkbox"/> Panda East |
| <input type="checkbox"/> Bueno y Sano | <input type="checkbox"/> Paradise of India |
| <input type="checkbox"/> Crazy Noodles | <input type="checkbox"/> Pasta E Basta |
| <input type="checkbox"/> Formosa | <input type="checkbox"/> Pita Pockets |
| <input type="checkbox"/> Fresh Side | <input type="checkbox"/> Powerhouse Nutrition |
| <input type="checkbox"/> Henion Bakery | <input type="checkbox"/> Primo Too |
| <input type="checkbox"/> HoneyCrisp Chicken | <input type="checkbox"/> Shanghai Gourmet |
| <input type="checkbox"/> Insomnia Cookies | <input type="checkbox"/> Share Coffee |
| <input type="checkbox"/> Iya Sushi | <input type="checkbox"/> Subway |
| <input type="checkbox"/> Johnny's Tavern | <input type="checkbox"/> The Spoke |
| <input type="checkbox"/> Kaiju | <input type="checkbox"/> Taste Thai |
| <input type="checkbox"/> La Veracruzana | <input type="checkbox"/> 30 Boltwood |
| <input type="checkbox"/> Lili's | <input type="checkbox"/> Vivi Bubble Tea |
| <input type="checkbox"/> LimeRed Teahouse | <input type="checkbox"/> The Works Cafe |
| <input type="checkbox"/> A.J. Hastings | <input type="checkbox"/> Left Click |
| <input type="checkbox"/> Amherst Books | <input type="checkbox"/> Levellers Press |
| <input type="checkbox"/> Clay's | <input type="checkbox"/> Mass Vintage |
| <input type="checkbox"/> Escape Smokeshop | <input type="checkbox"/> M&M Links |
| <input type="checkbox"/> Fretted Instrument | <input type="checkbox"/> Mystery Train |
| <input type="checkbox"/> Hope & Feathers | <input type="checkbox"/> Russells Liquors |
| <input type="checkbox"/> Knowles Flowers | <input type="checkbox"/> Stamell Stringed |
| <input type="checkbox"/> J. Austin Antiques
& Jewelry | <input type="checkbox"/> The Toy Box |
| <input type="checkbox"/> Laughing Dog Bikes | <input type="checkbox"/> Unnameable Books |
| <input type="checkbox"/> Amherst Barbers | <input type="checkbox"/> Zanna |
| <input type="checkbox"/> Amherst Dog Wash | <input type="checkbox"/> Hair by Harlow |
| <input type="checkbox"/> Amherst Laser | <input type="checkbox"/> Hair East |
| <input type="checkbox"/> Amherst Optical | <input type="checkbox"/> If Wishes Were |
| <input type="checkbox"/> Artressa Salon | <input type="checkbox"/> Horses Salon |
| <input type="checkbox"/> Casimir Kocot | <input type="checkbox"/> Matt's Barbershop |
| <input type="checkbox"/> Downtown | <input type="checkbox"/> Ren's Gas Station |
| <input type="checkbox"/> Mindfulness | <input type="checkbox"/> Pioneer Valley |
| <input type="checkbox"/> Elements Hot Tub
& Spa | <input type="checkbox"/> Dermatology |
| <input type="checkbox"/> Eliana's Barbershop | <input type="checkbox"/> Sandy's Barbershop |
| <input type="checkbox"/> Electrolysis by
Athena and Elaine | <input type="checkbox"/> red door salon |
| | <input type="checkbox"/> Sei Bella Salon |
| | <input type="checkbox"/> Vici Hair Studio |

#STATEOFWONDER CONTEST

ENTER THE
#STATEOFWONDER
CONTEST



- Statewide photo contest to showcase our amazing state
- Three vacation packages will be awarded to the top vote getters each month throughout the summer.
- Call to action is VisitMA.com
- Launching soon, the contest will run through August

RESTAURANT PROMOTION CAMPAIGN



- MOTT statewide campaign, stemming from MA Restaurant Promotion Commission
- Promoting restaurants in the Commonwealth tying to the existing My Local MA campaign
- Call to action is VisitMA.com
- Launch is May 28, will run through fall 2021

KEY TAKEAWAYS

- ❑ Use the hashtag #mylocalMA on social media
- ❑ Free advertising at VisitMA.com
- ❑ Share your business story at Lovemylocalma.com
- ❑ Enter the #StateOfWonder photo contest

FOR MORE INFORMATION

MA Office of Travel and Tourism

Websites:

Lovemylocalma.com

VisitMA.com

Questions?

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