



## FY 2019 Maine Office of Tourism Marketing Grants

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### **Annual Regional Tourism Grant Award**

\$1.2 million was awarded to Maine's eight regional tourism organization to support marketing projects attracting visitors to those areas.

### **Spring Special Event Grant Award**

[Coastal Maine Botanical Gardens/Gardens Aglow](#)

**\$50,000**

The highly successful Gardens Aglow event has been a model for attracting visitors during the shoulder season in Maine Mid Coast. While cross promoting Boothbay's Festival of Lights, the coordinated marketing plan hopes to bring over 90,000 visitors to the region during late November and December.

### **Spring Tourism Enterprise Grant Award**

[Portland Museum of Art/Art in Bloom](#)

**\$5,000**

Art in Bloom will attract visitors to the Portland area during February to view innovative floral arrangements inspired by art through digital and radio-broadcast efforts in Massachusetts, New Hampshire and Maine.

### **Fall Tourism Enterprise Grant Awards**

[Visit Freeport](#)

**\$8,250**

Maine's Pumpkin Trail is growing again. Two new partners, Visit Freeport and the Coastal Maine Botanical Gardens, have joined forces in 2018 with the founding members, Maine Maritime Museum and Damariscotta Pumpkinfest & Regatta. Now in entering its fourth year, the partners plan to leverage each other's assets to increase new visitors, visitor spending and encourage longer stays.

Contact: Kelly Edwards, Visit Freeport

[Bates Dance Festival](#)

**\$10,000**

The Bates Dance Festival is a contemporary dance presenting, training, and outreach program that engages audience members through world class dance performances while advancing the work and life of dance students and professional artists by cultivating opportunities for learning, creativity and connection in a supportive and diverse dance and performance environment. Funding will support efforts to build cultural tourism in the Lewiston/Auburn.

Contact: Lindsay Hancock, Bates Dance Festival

[William A. Farnsworth Library and Art Museum](#)

**\$9,250**

The Farnsworth Art Museum in Rockland, Maine, seeks to brand Rockland as a major art destination for travelers to Maine by promoting the city as Rockland - Art Capital of Maine. The goal for this project is to build upon and strengthen previous efforts and present unique Rockland – Art Capital of Maine-branded activities and sites.

Contact: David Troup, Farnsworth Art Museum

[Wesserunsett Arts Council](#)

**\$3,877.50**

A strategy within the Somerset County Rural Cultural Plan, the 2019 Cheese, Brews, and Bread event will expand from an afternoon of sampling cheese at to a full day of local food experiences, demonstrations, and workshops that will culminate in a festival in downtown Skowhegan.

Contact: Mary Haley, Wesserunsett Arts Council

[Abbe Museum](#)

**\$10,000**

Expand the reach of the Abbe Museum Indian Market, both before and after the event - contributing to the wider tourism goals of the region. Projects include a podcast and online press room.

Contact: Stefanie Muscat, Abbe Museum

[Northern Forest Center](#)

**\$2,450**

This project grows from the Moosehead Community Destination Academy (CDA) delivered in Spring 2018 by the Northern Forest Center, Maine Office of Tourism, Piscataquis County Economic Development and Destination Moosehead as part of their collaboration through the Maine Woods Consortium. The Northern Forest Center, in partnership with the Moosehead Event Marketing Committee, will coordinate and support the cooperative marketing of 10 events that attract visitors and boost visitor spending to the Moosehead Lake region.

Contact: Mike Wilson, Northern Forest Center

[Main Street Bucksport](#)

**\$2500**

Main Street Bucksport will utilize funding to promote the 4th annual International Maritime Film Festival (IMFF) scheduled for September 27-29, 2019. The goal of this project is to grow the festival audience and financial stability.

Contact: Brook Minner, Main Street Bucksport