



**MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)**  
**SPECIAL EVENT MARKETING GRANT**  
**FY 2020 Handbook & Guidelines**

The Maine Tourism Marketing Partnership Program (MTMPP) was created to assist with the implementation of marketing programs designed to stimulate and expand Maine’s travel and tourism economy by coordinating the promotional efforts of the private sector with those of the Maine Office of Tourism (MOT).

The intent of the **Special Event Grant** is to provide marketing funds to assist existing, well-established events expand their audience to attract overnight visitation. Special Events have the ability to strengthen Maine’s brand and image nationally and/or internationally, have a direct economic impact on the state economy and/or attract visitation to Maine’s shoulder season. Two Special Event Grants are awarded each year.

Applications will be accepted twice per year for a minimum amount of \$40,000 and a maximum amount of \$60,000.

**Additional Resources:**

- [MOT Partners Website](#)
- [MOT 5-Year Strategic Plan](#)
- [MOT Annual Plan](#)
- [Maine Tourism Regions & RDMO Contacts](#)
- [Maine Tourism Region \(RDMO\) Websites](#)

**Online Applications are available at <http://www.motgrants.com>**

**First Grant Cycle**

May 10, 2019	<b>2pm - Tourism Enterprise Grant Applications Due</b>
2 <sup>nd</sup> /3 <sup>rd</sup> week of May	Technical Review
1 <sup>st</sup> week of June	Tourism Enterprise Grant Announcements
July 1, 2019	Contract Begins
June 30, 2020	Contract Ends
	Final reports are due within 60 days of project end date.

**Second Grant Cycle**

<b>November 8, 2019</b>	<b>2pm - Tourism Enterprise Grant Applications Due</b>
3 <sup>rd</sup> /4 <sup>th</sup> week of November	Technical Review
1st week of December	Tourism Enterprise Grant Announcements
<b>January 1, 2020</b>	Contract Begins
December 30, 2020	Contract Ends
	Final reports are due within 60 days of project end date.

## GRANT ELIGIBILITY

Organizations applying for funding must be a:

- Maine municipality, Maine-based 501C3 or C6 or L3C.
- Organizations may not hold more than one MTMPP Grant contract per fiscal year, may only apply once per calendar year, and may not file for application in two consecutive grant cycles.
- Projects must be tourism focused by attracting individuals residing fifty miles or more of the destination with an objective of increasing overnight visitation.
- Events applying for this grant may not occur within 90 days of the grant start date (First Cycle: July 1<sup>st</sup> or Second Cycle: January 1<sup>st</sup>).
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a grant application.

## APPLICATION CHECKLIST

Applicants must provide the following:

- Provide a list of the amount and source of all cash match AND in-kind match.
- Municipalities must provide town charter
- Organization's Annual Marketing Budget and Marketing Plan
- Certificate of good standing issued within 90 days by the Secretary of State (not applicable for municipalities). <https://icrs.informe.org/nei-sos-icrs/ICRS>
- List of Board of Directors with contact information, tenure, and term limits. Changes within the board and/or leadership of the organization must be submitted to the MOT.
- Municipalities must provide a list of select persons of city council members
- Provide five (5) letters of support, including letters from individuals and/or businesses who can speak to their anticipated benefit from the project.
  - 1 must be from your Regional Destination Marketing Organization (RDMO) stating their support for the project. For a list of RDMO representatives visit: <https://motpartners.com/partner-organizations/>
  - Only one letter may be from a sitting board member
- Brief letter to MOT, signed by an Agency officer stating your organization is prepared to accept the incorporation of "Rider B" attached hereto, in the final contract. [Event Rider B](#)

## APPLICATION EVALUATION

Grant applications are submitted for an overall technical review. The Technical Review Committee is appointed by the MOT and is comprised of tourism, economic development, marketing, public relations and research professionals. This group shall review, provide comments and score each of the applications.

Only complete applications will be reviewed and scored through a consensus scoring process. Communities with permanent residency of 7,000 or less will receive an additional 10 points.

Applications are scored based on the following criteria, listed in order of priority:

**I. Design, Implementation & Measurement:**

- a. Project is high quality and well targeted at its intended audience and proposed implementation strategies are logical relative to desired results.
- b. Project is the next logical step in the evolution of applicant's approach to tourism development.
- c. Results can be quantified, measured and reported.

**II. Economic Impact:**

- a. Project will produce a reasonable return on investment for the state.
- b. Project will positively influence state revenues through Rooms & Meals Tax.
- c. Project promotes Maine to new markets and visitors during slower seasons of the year and/or midweek.
- d. Project creates opportunity to develop tourism in an area that has not taken advantage of its potential.

**III. Collaboration:**

- a. Project includes logical partners within applicant's region and/or from neighboring regions, throughout the state, or along a specific thematic line and has the support of community leaders and stakeholders.
- b. Project will positively impact local/regional businesses.

**IV. Reinforcing the Marketing Efforts of the MOT:**

- a. Project supports and complements MOT's marketing initiatives and enhances the image of the state of Maine.
- b. The return on the State's investment in this project will be at least equal to, if not greater than other applications presented.

**V. Application:**

- a. Application is well written and explains target audience, desired results and rationale for expecting the promotional methods proposed to achieve those results.
- b. Project aligns with applicants overall marketing plan.
- c. Sources and uses of funds for project are clearly detailed in budget section of application.
- d. For repeat applicants: if projects are similar, application must present how the project will target new or expanded markets and improve results.

Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful applicants. The finalized plans will then be presented to the Commissioner of DECD for review and final approval.

## MATCHING FUNDS

Special Event Grant requests must be for a **minimum of \$40,000** but not exceed **\$60,000**. For every two dollars (\$2) of MTMPP monies, there must be an event match of one dollar (\$1). Up to fifty-percent (50%) of the dollars may be in-kind match. All matching funds, cash and in-kind, must be clearly outlined in both the scope of work and the budget.

- Expenditures claimed for projects funded previously will not be allowed as match.

### EXAMPLE OF MATCH REQUIREMENTS:

MTMPP Total Request = \$60,000

Minimum Cash Match Requirement = \$15,000

Potential In-Kind Match = \$15,000

**Total Event Match = \$30,000**

### Definitions:

**Cash Match:** Cash collected and expended by the organization in the process of completing the approved grant projects. This includes money contributed to the region by private organizations, institutions, public agencies, private individuals, etc. Expenditures must be for project related costs and must be tied directly to the projects as outlined in the scope of work. Project, donation amount and contributor must be identified and attached with documentation. **Note:** *Credit for cash match is received when incurred as an actual expenditure. Documentation will be required.*

**In-kind Match:** In-kind match represents the value of non-cash contributions (donated product and/or service) provided by the organization, private organizations, institutions, public agencies, private individuals, etc. The non-cash contributions must be for project related costs and must be tied directly to the projects as outlined in the scope of work. **Note:** *All in-kind contributions must be documented and may not be credited as in-kind to any other MTMPP elements, projects and/or grants.*

## GENERAL CONTRACTUAL GUIDELINES

### CONTRACT PREPARATION

- When the Commissioner of DECD has confirmed the recommendations of the Technical Review Committee, the MOT will notify all applicants by letter of their application status.
- All contracts will be signed for a period of no more than twelve (12) months unless otherwise stipulated in the contract.
- The successful completion of an FY 2020 MTMPP project, where applicable, will be a significant consideration for future MTMPP eligibility.

### STATE LAWS AND REGULATIONS

Funds awarded must be used in accordance with all applicable state laws and subject to contracting requirements as specified in Rider B of the contract. Grantees are not exempt from paying sales tax. [Special Event Rider B](#)

## ELIGIBLE PROJECTS

The following items are eligible projects:

- Paid Advertising: Print, Broadcast, Digital, Out-of-Home, Paid Social Media
- Public & Media Relations: Familiarization Tours, Media Events, Press Room
- Existing Website (Upgrades, Mobilization, Content, SEO)
- Asset Development - Photography/Video Acquisition
- Fulfillment (Brochures, Guides, Maps & Distribution)

## INELIGIBLE PROJECTS

- Performances & Exhibitions
- Promotional products – tents, banners, t-shirts, costumes, stickers, etc.
- New organizational websites, hosting
- Fundraising (raffles, giveaways, contests)
- Capital equipment
- Scholarships
- Professional development conferences & training

## PROJECT CATEGORIES, ELEMENTS AND MEASUREMENTS

### Category - Paid Advertising

Paid advertising refers to any purchased space or placement with the purpose of driving both awareness and lead generation/inquiry among target segments.

**Element:** Print

**Element:** Broadcast Radio, Television

**Element:** Digital—Banner Ads, E-marketing, Native Content, Paid Search/Google AdWords, You Tube, etc., Lead Generation, Digital Video, Digital Radio/Digital Television, Paid Social Media

**Element:** Outdoors Out of Home - billboards, taxi, transit, etc.

**Measurement:** Impressions, Open and Click-Through rates, Cost/Impression, Cost/Click, Cost/Email, Google Analytics (cost/visit, average time on site, bounce rate, percent of new visits, conversions, unique URL for outdoor/out of home advertising)

### Category - Public & Media Relations

Media/influencer outreach to garnering print, broadcast and online editorial coverage. This can include writing press releases, press kits, online press rooms, distribution services/media database, proactive pitching and familiarization tours.

**Element:** Familiarization Tours for Tour Operators/Journalists/Influencers  
Hosting an individual or group of travel media or travel trade in your region to familiarize influencers, media and trade with the region. Typically, this involves reduced rate and/or complimentary lodging, meals and access to attractions, along with a complete itinerary planning. Travel expenses are often requested to be paid by the destination/region.

**Element:** Media Events

Participation in events that allow for contact and interaction with travel/food & wine/lifestyle media/influencers. (i.e. NYC Media Marketplace)

**Element:** Online Press Room

A section of a website for the purpose of providing the media with easy access to information about your region. It should include contact information, photo library with captions, video library, fact sheet and press releases.

**Element:** Distribution service/media database

A paid service that provides media lists, list building options for targeting and distribution services.

**Measurement:** An accounting of editorial coverage including, but not limited to the number of articles, online impressions, circulation, reach, website visits.

### Category – Website Development

Projects involving website architecture, design and maintenance necessary for a consumer-focused web presence *Note: Chambers applying for this category are limited to a “Visitor-Specific” landing page or pages*

**Element:** Website upgrades including, but not limited to responsive and/or mobile compatibility, landing pages and/or micro-sites specific to the project that will be part of a larger organization’s existing website.

**Element:** Content development

**Element:** Search Engine Optimization

**Measurement:** Google Analytics

### Category – Photo & Video Asset Development

Includes professional photography and videography through the process of photo/video shoots or purchasing stock photos and/or video. All photography should include full, non-exclusive rights for print and online and editorial content.

**Element:** Professional Photography

**Element:** Professional Video

### Category - Fulfillment

The production and distribution of marketing materials such as the Visitors Guide, or brochures and digital newsletters. *Note: Printed materials must have a sound distribution plan*

**Element:** Printed and digital lead response materials – brochures, maps, guides, rack cards, etc.

**Element:** Distribution - including, but not limited to direct mail, travel show distribution, digital fulfillment.

**Measurement:** Distribution through mailings and digital newsletter followers, Visitor Information Centers, travel/trade shows, increase in social media followers

### Category – Administrative Expenses

No more than twenty (20%) of the allocated MTMPP funds can be used for administrative expenses. Administrative expenses may not be built into any other section of the grant.

**Element:** Administrative Expenses

**Measurement:** *A full and detailed documentation of these administrative expenses will be required with both the interim and final reports.*

### Category – Domestic & Canadian Leisure Travel & Trade Shows

Shows intended to attract visitation and gather leads through personal contact and the distribution of regional tourism information. Expenses can include: event registration, staff travel, meals & lodging, displays, and exhibitor fees.

**Element:** Exhibit design / upgrade

**Element:** Registration

**Element:** Operation

*Note:*

- Meals and incidental expenses must adhere to the GSA guidelines according to location. <https://www.gsa.gov/travel/plan-book/per-diem-rates/mie-breakdown>
- Mileage is reimbursed at the State of Maine rate of .44 cents/mile.

**Measurement:** *Show attendance, leads collected, quantity of materials distributed, quantity of materials left over.*

## CREATIVE REQUIREMENTS

- Maine Brand** - The word “Maine” shall be prominent in all grant funded media, in accordance with the design guidelines of the MOT. The proper usage in other venues will be negotiated and pre-approved in writing with the MOT.
- Maine Logo** - All printed materials, audio visual presentations, films or videos, television commercials, broadcast programs, websites and trade show materials must include the approved MOT logo in accordance with the design guidelines of the MOT. Logo files will be provided by the MOT or can be downloaded from the MOT Tourism Partners website here:  
<https://motpartners.com/additional-resources/logos-and-graphics/>
- MOT Website – [www.visitmaine.com](http://www.visitmaine.com)**
  - A link to the state’s tourism website will be prominently displayed.
    - *For example: Visit [visitmaine.com](http://visitmaine.com) for additional statewide information*
  - Events must be posted on [visitmaine.com](http://visitmaine.com) website at least 3 months in advance and on Regional websites  
Contact the MOT for a list of Regional contacts and websites if needed
  - Keep your websites up to date - even if it means a “*Save the Date*” is posted with the next year’s dates and future information.

## **MEDIA REQUIREMENTS**

Forward any press releases, highlights, and other success stories related to your grant project to:

- Charlene Williams, Marshall Communications [cwilliams@marshallpr.com](mailto:cwilliams@marshallpr.com)
- Jennifer Geiger, Maine Office of Tourism [Jennifer.Geiger@maine.gov](mailto:Jennifer.Geiger@maine.gov)
- Hannah Collins, Maine Office of Tourism [Hannah.Collins@maine.gov](mailto:Hannah.Collins@maine.gov)

### **Questions?**

Hannah Collins

Policy Development Specialist

Maine Office of Tourism

[Hannah.Collins@maine.gov](mailto:Hannah.Collins@maine.gov)

(207) 624-7456

**Maine**  
VisitMaine.com