



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)
REGIONAL MARKETING GRANT
FY2020 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 primary objective of the **MTMPP Regional Grant Program** is the creation and implementation of marketing programs designed to attract visitors to specific Maine tourism regions. The goal of these funds are to assist new marketing initiatives and to strengthen mature, healthy ones that align and support the Maine Office of Tourism’s (MOT) **Five-Year Strategic Plan**. The Regional Destination Marketing Organizations (RDMO) are eligible for up to \$150,000 in the 2020 fiscal year.

Additional Resources:

- [Maine RDMOs & Contacts](#)
- [Regional DMO Websites](#)
- [MOT 2018 Annual Plan](#)
- [MOT 5 Year Strategic Plan 2014-2019](#)

Timeline

May 10, 2019	2pm – Regional Grant Applications Due
2 nd /3 rd week of May	Technical Review
1 st week of June	Award Announcements
July 1, 2019	Contract Begins
January 24, 2020	Mid-Year Report Due
June 30, 2020	Contract Ends
October 4, 2020	Final reports are due to MOT

Definitions

Tourism Regions are defined by the communities serving the tourism trade within a defined area.

Regional Destination Marketing Organization (RDMO) is an organization broadly representing the tourism regions defined above and best suited to execute a marketing plan to attract visitors to a designated region.

Staffing Capacity is defined as the ability to fulfill the roles and responsibilities for the execution of the MTMPP Regional Grant application. The organization must maintain an arrangement for a staffed office with regular office hours on a year-round basis and have systems in place to ensure timely and successful completion of projects outlined in the grant.

REGIONAL GRANT ELIGIBILITY

Regional Destination Marketing Organizations (RDMOs) whose primary purpose is to attract visitors to each of the eight (8) designated regions are eligible to apply.

- The RDMO must be a Maine-based 501C3 or C6 and must have been in existence for a minimum of three years.
- The RDMO must have a focus on travel, tourism and destination promotion.
- The RDMO's Board must be broadly representative of the designated region and should include individuals representing the tourism interests within the defined region.
- The RDMO must have dedicated staff/grant manager and demonstrate staffing capacity to execute the proposed marketing plan to include: fulfillment, communications, reporting, invoicing and record keeping.
- The RDMO shall produce and execute an annual marketing plan consistent with the goals and objectives of the Maine Office of Tourism's Five-Year Plan
- The RDMO must provide updates to its constituency about the progress of the MTMPP grant at quarterly meetings held for the purpose of providing updates and gathering feedback about MTMPP grant items.

Note: A previous unsatisfactory grant history, for any reason, could immediately disqualify a new MTMPP plan.

APPLICATION CHECKLIST

Applicants must provide the following:

- Provide a spreadsheet of grant match contributions: cash and in-kind, identifying each source and the contribution
- Organization's Annual Budget
- Most recent Annual Marketing Plan
- P&L Statement from the previous year
- Tax Record from the previous year
- Notice of EIN assigned by the IRS.
- Certificate of good standing issued within 90 days by the Secretary of State
<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
- Copy of the operating guidelines, organization's by-laws and mission statement
- Provide five (5) letters of support for the organization's ability to execute an effective regional marketing plan not to include more than one sitting board member
Brief letter to MOT, signed by an Agency officer stating your organization is prepared to accept the incorporation of "Rider B" in the final contract.
https://www.motgrants.com/user_files/grant/Regional-Grant-RB-FY20.pdf
- Professional Development Plan (up to \$5000)

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 plans will be reviewed and scored through a consensus scoring process.

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

- a. **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.
- b. **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.

- c. **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.
- d. **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.
- e. **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 RDMO's. The finalized plans will then be presented to the Commissioner of DECD for review and approval.

MATCHING FUNDS

MTMPP Regional Grant projects require every two dollars (\$2) of MTMPP monies be matched by one dollar (\$1) of regional funds. A minimum of fifty-percent (50%) of the regional match must be cash and the remaining balance 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.

- Financial reporting costs are exempt from match requirements.
- If the region has utilized the services of a small business economic development center/corporation, only project related expenses will be allowed as in-kind match.
- Expenditures claimed for projects funded previously will not be allowed as match.
- Approved Joint Marketing Partnerships are exempt from match requirements.
- Administrative expenses, if recorded as part of the 20% Administrative Allocation, are exempt from match requirements.

Note: *The expenses recorded within this 20% allocation cannot be claimed again as in-kind or cash match for the approved projects.*

Definitions:

Cash Match: Cash collected and expended by the region 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 region, 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.*

MATCH REQUIREMENTS:

MTMPP Total Request = \$150,000

Professional Development = \$5,000

Administrative Allocation = \$30,000 (20% of Total Request)

MTMPP Marketing Funds to match = \$115,000 (MTMPP Total – Prof. Development – Admin)

Regional Match Required = \$57,500

Minimum Cash Match (50%) = \$28,750

Maximum In-Kind Match (50%) = \$28,750

Regional Match = \$57,500

STATE LAWS & 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. [See Rider B](#)

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 plan status.
- All contracts will be signed for a period of no more than twelve (12) months unless otherwise stipulated in the contract.
- One copy of the contract will be mailed to award recipients for review and signatures. Contracts must be signed by an authorized individual. All copies must be returned to the MOT.
- Once the contract has been approved by the Division of Purchases, and the monies have been encumbered, the award recipient will be notified that work can begin. Potential awards cannot be obligated or expended until that date.

- All invoicing to the Department will be paid on a reimbursement only basis. The final \$5000.00 will be withheld until the final report has been received and approved by the MOT. If not submitted within 90 days the \$5000.00 will revert to the regional pool.
- The successful completion of the FY 2020 MTMPP Regional Grant, where applicable, will be a significant consideration for future eligibility.

ELIGIBLE PROJECTS

Marketing projects should be focused towards MOT’s highest-value consumer segments. The applicant must concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive more first-time visitation. Projects must drive inquiry and engagement with key vacation planning tools.

- Paid Advertising
- Public & Media Relations
- Website Development
- Photography & Video Asset Development
- Fulfillment
- Domestic & Canadian Leisure Travel & Trade Shows
- Joint Marketing Partnerships
- Professional Development
- Administrative Expenses

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 – 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.

Category - Professional Development

Process of improving and increasing capabilities of staff through access to education and training opportunities with the intention of furthering the knowledge and understanding of the tourism industry.

Element: Conference Participation

This category allots \$5,000 with no match required for the attendance to a MOT approved marketing conference by a representative of the RDMO and may be used for registration, travel and other costs related to attendance of the designated conferences. This funding can only be used in this category.

MOT Pre-Approved Conference (no need to submit professional development plan)

- **Destinations International** - <https://destinationsinternational.org/>

For all other requests - a professional development plan must be submitted at time of application for approval from the MOT including:

- A full schedule of the proposed conference
- Rationale for attendance including how attendance will impact your region and its role in increasing tourism in Maine
- Budget including travel expenses
- Written approval from RDMO board

Registrations, reservations and other travel arrangements cannot be made prior to MOT approval.

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. The administrative allowance is intended to help Grantee meet and comply with all the MTMPP Guidelines.

Element: Administrative Expenses

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

The MOT has the right to withhold any and/or all administrative monies up to the full 20% allocation if the required eligibility items are not being met.

CREATIVE REQUIREMENTS

- a. 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.
- b. 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/>
- c. MOT Website – www.visitmaine.com
 - A link to the state’s tourism website will be prominently displayed.
 - For example: Visit visitmaine.com for additional statewide information
 - Events must be posted on 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
- Jennifer Geiger, Maine Office of Tourism Jennifer.Geiger@maine.gov
- Hannah Collins, Maine Office of Tourism Hannah.Collins@maine.gov

Questions?

Hannah Collins
Policy Development Specialist
Hannah.Collins@maine.gov
(207) 624-7456