



## Maine Tourism Marketing Partnership Program (MTMPP) FY2020 Spring Cycle Awards

---

### Regional Tourism Grants

\$1,310,000 was awarded to Maine's eight Destination Marketing Organizations (DMOs) to support regional marketing projects aimed at attracting overnight visitation to the following areas:

- [The Maine Beaches](#)
- [Greater Portland & Casco Bay](#)
- [Maine Lakes & Mountains](#)
- [Maine's Midcoast & Islands](#)
- [DownEast Acadia](#)
- [Kennebec Valley](#)
- [The Maine Highlands](#)
- [Aroostook County](#)

To contact your regional DMO visit: <https://motpartners.com/partner-organizations/>

### Spring Special Event Grant

#### [Portland Bach Experience](#)

**\$59,581**

The Portland Bach Experience (PBE), an arm of the Oratorio Chorale, is a series of festivals that make dynamic, live performances of classical music accessible, approachable, and relevant in the modern world. Five distinct experiences provide multiple entry points for people of all ages to experience the transformative power of music. MTMPP funding will be used to expand the scope, breadth, and reach of its marketing for the June 2020 Festival to better reach target audiences in urban New England and Mid-Atlantic cities.

Contact: Emily Isaacson

### Spring Tourism Enterprise Grant

#### [Maine Professional Guides Association](#)

**\$4,000**

Established in 1978, the Maine Professional Guides Association (MPGA) is the largest and oldest organization of Maine Guides with the mission to protect and enhance the profession, incomes and outdoor heritage of Maine Guides and to maintain the natural resources that they and their customers depend on. Funding from the MTMPP grant will assist with an expanded distribution plan for the Maine Professional Guides Association Membership Directory.

Contact: Patricia Gross

#### [Vision Hallowell](#) – 3<sup>rd</sup> Annual Luthier Showcase

**\$10,000**

Vision Hallowell's mission is to enhance and promote the economic vitality and cultural assets of Hallowell's historic downtown. The 3<sup>rd</sup> Annual Luthier Showcase will create a highly visible arts and culture festival in central Maine showcasing Maine's makers of stringed instruments, and

celebrate the musicians who play them. This distinct event mixed with the intense fall colors reflecting on the Kennebec River, invites those from away to explore and experience a unique, historic riverfront downtown.

Contact: Jamie Houghton

[Kennebunkport Business Association](#) – *Christmas Prelude*

**\$10,000**

Building upon one of its most successful accomplishments, Christmas Prelude, the Kennebunkport Business Association will expand and enhance its marketing program with an emphasis on bringing new energy to the holiday celebration's midweek events, activities and lodging packages.

Contact: Ashley Padget

[Maine Brewers' Guild](#)

**\$8,625**

The Maine Brewers' Guild will take their highly successful paper passport system, the Maine Beer Trail (TM), into the digital age, creating an online version of the Maine Beer Trail. Encouraging travel to all regions within the state, The Maine Beer Trail program offers rewards for visiting breweries.

Contact: Sean Sullivan

**Maine Bicentennial Tourism Grant**

[Portland Stage](#)

**\$9,968**

Kicking off Maine's Bicentennial Celebrations in January and February of 2020, with a production of *Almost Maine* written by Maine native John Cariani, Portland Stage will enhance its marketing program to attract overnight visitors through a combination of digital, print and radio advertising campaigns. *Almost, Maine* is a play that celebrates what is most unique and enduring in the Maine character.

Contact: Julia Fitzgerald