

## Maine Communities Grant Guidelines

The **Maine Communities Grant Program** provides support to tourism focused, community-oriented marketing projects and events. A maximum of two (2) grants for each of the 8 designated Maine Tourism Regions will be awarded annually for amounts ranging from \$500 - \$1500.

### Additional Resources:

[MOT Partners Website](#)

[Maine Tourism Regions & Contacts](#)

[Maine Tourism Region Websites](#)

[Recently Awarded Grants](#)

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

### Timeline

Thursday, May 21, 2020	2pm – Maine Communities Grant Applications Due
2 <sup>nd</sup> /3 <sup>rd</sup> week of June	Technical Review
July 1, 2020	Contract Begins
June 30, 2021	Contract Ends
	Final reports are due within 60 days of project end date.

### GRANT ELIGIBILITY

- Maine municipalities, tribal governments and Maine-based non-profits (501c3, c6, L3c) may apply. Other organizations may apply using a fiscal agent, by submitting a vendor authorization form. See application checklist below.
- Organizations may not hold more than one grant contract per fiscal year.
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a grant application.

### APPLICATION CHECKLIST

Applicants must provide the following:

- A summary of your project including:
  - project goals and any local/regional collaborations that will support and enhance the impact of your project
- Project budget including any cash and in-kind match
- Vendor Authorization Form: <https://www.maine.gov/nrsc/forms/vendor.pdf>
- Provide 2 letters of support, including letters from individuals and/or businesses who can speak to their anticipated benefit from the project.
- Brief letter to MOT, stating your organization is prepared to agree to the terms and conditions included in the final [Low Value Service Contract](#)

## **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.

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.
- b. Project is the next logical step in the evolution of applicant's approach to tourism development.

**II. Economic Impact:**

- a. 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. Application:**

- a. Application is well written and explains target audience, desired results and rationale.
- b. Sources and uses of funds for project are clearly detailed in budget section of application.

Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful applicants.

## **GENERAL CONTRACTUAL GUIDELINES**

### **CONTRACT PREPARATION**

- All contracts will be signed for a period of no more than twelve (12) months unless otherwise stipulated in the contract.
- A final report must be submitted through the MOT Grant Management website [www.motgrants.com](http://www.motgrants.com). The MOT Grant Administrator can assist you through this process.

### **STATE LAWS AND REGULATIONS**

Funds awarded must be used in accordance with all applicable state laws and subject to contracting requirements as specified in the terms and conditions of the contract. Grantees are not exempt from paying sales tax.

## ELIGIBLE PROJECTS

The following items are eligible projects:

- Paid Advertising
- Public & Media Relations
- Existing Website Upgrades
- Asset Development - Photography/Video Acquisition
- Fulfillment (Brochures, Guides, Maps & Distribution)
- Promotional products – tents, banners, t-shirts, stickers, etc.

## INELIGIBLE PROJECTS

- Fundraising (raffles, giveaways, contests)
- Capital equipment
- Scholarships
- Professional development conferences & training
- Administration expenses
- Performances & exhibitions
- New organizational websites, hosting

## Questions?

**Hannah Collins**

Policy Development Specialist

Maine Office of Tourism

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

**Maine**

VisitMaine.com

(207) 624-7456