



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP) REGIONAL MARKETING GRANT - FY2021 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 is to assist new marketing initiatives and strengthen mature, healthy ones that align and support the Maine Office of Tourism’s (MOT) Five-Year Strategic Plan and/or Annual Plan. The Regional Destination Marketing Organizations (RDMO) are eligible for up to \$163,750 in the 2021 fiscal year.

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

Additional Resources:

- [MOT Partners Website](#)
- [Maine Tourism Regions & RDMO Contacts](#)
- [Maine Tourism Region Websites](#)
- [MOT Annual Plans & Reports](#)
- [Recently Awarded Grants](#)

TIMELINE

Thursday, May 7, 2020	2pm - Regional Grant Applications Due
2 nd /3 rd week of June	Technical Review
July 1, 2020	Contract Begins
January 20, 2021	Progress Report Due to MOT
June 30, 2021	Contract Ends
	Final reports are due within 60 days of contract end date.

Questions?

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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 the least on a quarterly basis, held for the purpose of providing updates and gathering feedback about MTMPP grant items.
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a new MTMPP plan.

APPLICATION CHECKLIST

- Provide a spreadsheet of grant match contributions: cash and in-kind, identifying each source and the contribution.
- Organization's Annual Budget & P&L Statement from the previous year
- Organization's Annual Marketing Plan
- 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.
- Copy of the 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. [Rider B](#)
- Professional Development Plan (up to \$5000)

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.
- MOT approved multi-regional marketing partnerships are exempt from cash match
- Administrative expenses, if recorded as part of the 20% administrative allocation, are exempt from match requirements. 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.

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. **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:

Regional Grant Funds FY2021	
MTMPP Total Allotment FY2020	\$163,750
Administrative Allocation (20% of total)	\$32,750
MTMPP Total Marketing Funds	\$131,000
Professional Development	\$5,000
MTMPP Marketing Funds for Match	\$126,000
Total Regional Match	\$63,000
Minimum Cash Match Required	\$31,500
Maximum In-Kind Match	\$31,500

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 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 and 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 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 primarily 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 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
- Multi-regional 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

- **Meals and incidental (M&IE)** 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 the **Grant Manager OR 1 (one) designee** 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/>
- **MOT Governor's Conference on Tourism** - <https://www.mainetourismconference.com/>

For all other requests - a professional development plan must be submitted at least 60 days prior with the following elements:

- 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 should be posted on visitmaine.com website at least 3 months in advance
 - 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