



Maine Tourism Marketing Partnership Program (MTMPP) FY2021 Cycle 1 - Awards

Cycle 1 - Tourism Enterprise Grant

The MTMPP Enterprise Marketing Grant supports tourism marketing projects aimed at increasing visitation to the applying destination. Tourism Enterprise Marketing Grant Applications are accepted for a minimum amount of \$2,500 and a maximum amount of \$10,000.

Bethel Area Chamber of Commerce - \$10,000

Development of the Mahoosuc Sustainable Tourism Pledge (MSTP) as a key vehicle for aligning the multiple destination values and aspirations of the Bethel area. The project will include development and promotion of key principles and related actions that can be taken by both visitors and residents to ensure quality experiences that support local traditions, quality of life, and the environment.

Contact: *Jessie Perkins - Executive Director, Bethel Area Chamber of Commerce*

Maine Preservation - \$10,000

Maine Preservation is Maine's only statewide nonprofit historic preservation organization. Their mission is to promote and preserve historic places, buildings, downtowns, and neighborhoods, strengthening the cultural and economic vitality of Maine communities. *Drive Historic Maine* will host a portfolio of interactive, thematic, map-based driving tours that will be used by Mainers and visitors alike to explore Maine's historic built geography.

Contact: *Gina Lamarche - Development Director, Maine Preservation*

Children's Museum & Theatre of Maine - \$10,000

The Children's Theatre of Portland was founded in 1923 and is the oldest, continuously operating children's theatre in the nation and hosts 106,000 visitors annually from 33 countries and all 50 states. The Children's Museum & Theatre of Maine will develop a 2021 marketing campaign for the move to and opening of its new 30,000 sq. ft. facility on the scenic Fore River of Thompson's Point in the Libbytown Neighborhood of Portland.

Contact: *Emily Ruger - Director of Philanthropy, Children's Museum & Theater of Maine*

Maine Cheese Guild - \$10,000

Incorporated in 2003, The Maine Cheese Guild is the oldest trade association of its type in the country with a mission to support and encourage the Maine Cheesemaking community, educate cheese makers and consumers, and share the joy and art of regional cheese. Promotion of the 2021 Maine Cheese Festival will achieve many of the

Maine Cheese Guild's principal goals - to develop effective marketing materials and an advertising campaign to promote the event, increase attendance, boost cheesemakers' income, and encourage consumers to visit Maine farms.

Contact: *Jessie Dowling, President- Maine Cheese Guild*

Heart of Ellsworth - \$9,150

The Heart of Ellsworth Downeast Cider & Cheese Festival, now in its third year, raises awareness of Ellsworth's rich apple history and its connection to the effort around establishing the Downeast region as a National Heritage Area. Amplified marketing efforts will support local food sourcing and promote direct sales from farmer to consumer while highlighting production processes, fostering community connection and sense of place, raising awareness of the festival to Mainers and out-of-staters, and working with community partners to create a yearly state-wide destination festival during the shoulder season.

Contact: *Cara Romano – Executive Director, Heart of Ellsworth*

University of Maine at Presque Isle – Maine Solar System Model - \$7560

Established by the University of Maine at Presque Isle and the northern Maine community, the Maine Solar System Model is the second largest such model in the world and is one of the physical structures that brings tourists into Northern Maine. To expand awareness and impact, UMPI is partnering with many Aroostook County and statewide organizations to update marketing materials and develop digital marketing strategies to maximize exposure of the Maine Solar System Model for visitors coming to the region.

Contact: *Dr. Deborah Roark - University of Maine at Presque Isle*

Maine Communities Grant

The Maine Communities Grant Program provides support to tourism focused, community-oriented marketing projects and events. A maximum of four (4) grants for each of the 8 designated Maine Tourism Regions are awarded ranging from \$500 – \$2500.

Bike Maine- \$2500

The Bicycle Coalition of Maine will expand upon its interactive *Where to Ride* website. Where to Ride currently provides cyclists with safe bike routes across Maine curated by the BCM. The Bicycle Coalition of Maine has worked to add relevant businesses to existing routes on the Where to Ride website. By notating these amenities, the Bicycle Coalition of Maine intends to inform riders about what is along each route and encourage the visitation of local businesses.

Contact: *Eliza Cress - Communications and Development Manager, Bike Maine*