



Maine Tourism Marketing Partnership Program (MTMPP) FY2021 Cycle 2 - Awards

Cycle 2 - 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.

Maine Aquaculture Association - \$10,000

The Maine Oyster Trail was established by the Maine Aquaculture Association (MAA) and Maine Sea Grant (MSG) in 2017. Since that time, Maine's oyster industry has seen unprecedented growth and many new farms are now offering visitor experiences. The Maine Oyster trail will receive a complete overhaul with a visitor-friendly interactive website and Instagram account to promote the Trail, connect with partners, and drive traffic to the site. In addition to oyster farms, the Maine Oyster Trail will highlight related businesses and attractions which offer oyster-focused experiences including shucking lessons, raw bars, charter tours, historic sites, and more.

Contact: *Afton Hupper, Outreach & Development Specialist, Maine Aquaculture Assn.*

Portland Ovations - \$10,000

Founded in 1931, Portland Ovations is a nationally acclaimed arts presenter committed to excellence and diversity of programming. As part of the New Maine Artist Commissioning Program, Portland Ovations will market a series of eight virtual events promoting Maine artists and performances as key pieces of what make Maine a unique cultural destination and great place to live--especially in the shoulder seasons

Contact: *Linda Nelson, Deputy Director, Portland Ovations*

Maine Potato Blossom Festival - \$10,000

The Maine Potato Blossom Festival is a celebration of agriculture, heritage and education with over 80 events that draw 30,000+ visitors to the host community of Fort Fairfield, Maine. The festival committee is dedicated to promoting the 74th Maine Potato Blossom Festival not only locally but throughout the State of Maine and out of state potential visitors to build awareness of the many tourism opportunities that are made possible through these efforts.

Contact: *Cheryl Boulier, Maine Potato Blossom Festival*

Town of Jackman – Moose Lottery Festival - \$10,000

The Town of Jackman Maine is dedicated to preserving its heritage, supporting the local economy, and developing opportunities for community growth. Unity College Sky Lodge, in collaboration with the Town of Jackman and the Town of Moose River, has been awarded the opportunity to host the 2021 Moose Lottery Festival. This festival will provide an opportunity for economic development and community participation.

Contact: *Victoria Forkus, Jackman Town Manager*

Boothbay Railway Village - \$10,000

The Boothbay Railway Village is a museum missioned to conserve, display and interpret artifacts, authentic period structures and technologies utilized in Maine during the historical period of the Mid-19th through the Mid-20th Centuries. The Boothbay Railway Village has developed a marketing plan that includes elements of print advertising, updated fulfillment pieces and website improvements,

Contact: *Lori Reynolds, Marketing & Events, Boothbay Railway Village*

Can-Am Crown International Sled Dog Races - \$10,000

Nestled in the northernmost part of Aroostook County, the Can-Am International Sled Dog Races have set Maine apart as a unique international destination and experience for racers and spectators alike. Can-Am is now the most famous qualifying race east of the Mississippi for both the Iditarod and Yukon Quest. The Can-Am committee recognizes that to expand its appeal to spectators and participants alike and to ensure sustainability, it must develop and execute new marketing approaches including a foundation built through website updates, promotional video material and an increasing social media presence.

Contact: *Alain Ouellette, Can-Am Crown International Sled Dog Race*

Maine Art Museum Trail - \$10,000

The Maine Art Museum Trail connects nine Maine Art Museums - Abbe Museum, Bates College Museum of Art, Bowdoin College Museum of Art, Colby College Museum of Art, Farnsworth Art Museum, Monhegan Museum of Art & History, Portland Museum of Art, Ogunquit Museum of Art, and Zillman Museum of Art. To best promote The Maine Art Museum Trail's brand and benefit to Maine residents and tourists alike, a new campaign will encourage visitors to follow the trail from Ogunquit to Mount Desert Island, stopping along the way at each.

Contact: *Caitlin Brooke, Maine Art Museum Trail*

Boothbay Lights Festival - \$9,500

Now in its fifth year of coordination, Boothbay Lights and the Boothbay Harbor Region Chamber of Commerce will expand upon the event's previous successes in bringing additional lodging and dining visits to the region by improving the event's website, improving social media presence and amplifying other materials including photo and video assets.

Contact: *Lisa Walby, Boothbay Harbor Region Chamber of Commerce*

Portland Museum of Art - \$5,000

Founded in 1882, the Portland Museum of Art (PMA) strives to engage audiences in a dialogue about the relevance of art and culture to our everyday lives and is committed to the stewardship and growth of the collection. In a typical year, the PMA presents approximately nine exhibitions of art in diverse media and subjects in addition to displaying its permanent and loan collections. Scheduled for early 2020, PMA will execute a digital advertising campaign to support the upcoming exhibition, *Untitled, 2020: Art From Maine In A _____ Time*, which opens in February 2021.

Contact: *Brian Arundel, Portland Museum of Art*

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.

Viles Arboretum- \$2500

The Viles Arboretum hosts thousands of visitors annually from Maine and abroad. 224 acres of conservation land is home to 20 botanical collections interconnected by a 6-mile network of trails open to snowshoers, cross-country skiers, dog-walkers, and hikers of all ages and abilities available to the public at no cost, 365 days a year. The Viles Arboretum will implement a new marketing strategy designed to increase awareness beyond the immediate community.

Contact: *Ryan Martin, Executive Director, Viles Arboretum*