



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)
TOURISM ENTERPRISE MARKETING GRANT
FY 2022 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) and Regional Destination Marketing Organizations (RDMO). Qualifying organizations must be a Maine non-profit, municipality or tribal government.

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.

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

Additional Resources:

- [MOT Partners Website](#)
- [MOT Annual Plans & Reports](#)
- [Maine Tourism Region Websites](#)

- [Maine Tourism Region Contacts](#)
- [Maine Tourism Regions Map](#)

CYCLE 1

Wednesday, May 26, 2021	2pm - Tourism Enterprise Grant Applications Due
Week of June 14th, 2021	Tourism Enterprise Grant Awards (July 1, 2021 Contract Start Date)
	A progress report will be due to the MOT mid-way through your grant project along with a final report due within 60 days of project end date.
	Grant contracts are awarded for a maximum 1-year period.

CYCLE 2

Wednesday, November 3, 2021	2pm - Tourism Enterprise Grant Applications Due
Week of November 22	Tourism Enterprise Grant Awards (January 1, 2022 Contract Start Date)
	A progress report will be due to the MOT mid-way through your grant project along with a final report due within 60 days of project end date.
	Grant contracts are awarded for a maximum 1-year period.

Questions?

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GRANT ELIGIBILITY

- **Organizations must create an account 14 days prior to the grant deadline at www.motgrants.com. If you have previously registered for an account, you must log-in to update your account 14-days prior.**
- Organizations must be a Maine municipality, tribal government, Maine-based 501C3 or C6 or L3C.
- Organizations previously awarded MTMPP grant funding may not apply for a period of 12 months after the completion of their previous final MTMPP Grant Report.
- Projects must be tourism focused by attracting individuals residing fifty miles or more from the destination.
- Events applying for this grant may not occur within 90 days of the grant start date (July 1, 2021).
- Organizations must be in good standing as of application deadline with the Secretary of State (not applicable for municipalities) <https://icrs.informe.org/nei-sos-icrs/ICRS>
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a grant application.

APPLICATION CHECKLIST

Applicants must provide the following:

- Spreadsheet of grant match contributions
 - **Cash** - project, donation amount and contributor must be identified
 - **In-kind** - project, donation amount and contributor must be identified
- Budget and marketing plan for proposed project
- List of current board of directors with contact information. Municipalities must provide a list of selectpersons or city council members
- Three (3) letters of support. Include letters from individuals, businesses, or organizations who can speak to their anticipated benefit from the project, or the benefits of a collaboration resulting from the project. Letters cannot be from current board members.
- Letter of acknowledgement from your Regional Destination Marketing Organization (RDMO). For a list of RDMO representatives visit: <https://motpartners.com/partner-organizations/>
- Completed State of Maine Substitute W-9 & Vendor Authorization Form [https://www.maine.gov/osc/sites/maine.gov.osc/files/inline-files/vendor ME W9v5.pdf](https://www.maine.gov/osc/sites/maine.gov.osc/files/inline-files/vendor_ME_W9v5.pdf)
- Brief letter to MOT, stating your organization is prepared to accept the incorporation of "Rider B" attached hereto, in the final service contract. [Tourism Enterprise Grant Rider B](#)

MATCHING FUNDS

For the fiscal year 2022 (FY22), a combination of cash and in-kind match is highly encouraged in order to execute the most effective marketing plan with regional and community support. **All matching funds, cash and in-kind, must be clearly explained in both the scope of work and the budget.**

Examples of Cash Match

- Grantee organization's own funds
- Sponsorships/corporate contributions
- Grant funding from another source
- Cash donations

Examples of In-kind Match

- Donated goods or services
- Administration time of organization's staff- must support the project within the application, above and beyond normal staff responsibilities.
- Volunteer services - services and activities that support the project within the application

ELIGIBLE PROJECTS

The following items are examples of eligible projects:

- Paid Advertising: Print, Broadcast, Digital, Out-of-Home, Paid Social Media
- Public & Media Relations: Familiarization Tours, Media Events, Press Room, Content Development, Organic Social Media
- Existing Website Upgrades (Mobilization, Content, SEO)
- Asset Development - Photography/Video Acquisition
- Fulfillment (Brochures, Guides, Maps & Distribution)
- Domestic & Canadian Leisure Travel & Trade Shows: Registration, Operation, Exhibit Redesign & Upgrade

INELIGIBLE PROJECTS

- Administration costs including overhead
- New organizational websites, hosting
- Fundraising (raffles, giveaways, contests)
- Performance, exhibition, lecture fees
- Promotional products – tents, banners, t-shirts, costumes, stickers, etc.
- Capital equipment, including rental equipment such as fencing, tents, port-a-potties, etc.
- Scholarships
- Professional development, conferences & training

GENERAL CONTRACTUAL REQUIREMENTS

- All invoicing to the MOT will be paid on a reimbursement only basis.
- 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 contracts will be signed for a period of no more than twelve (12) months unless otherwise stipulated in the contract.

STATE LAWS AND 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. Grantees are not exempt from paying sales tax. [TEG Rider B](#)

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 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.
 - Events must be posted on visitmaine.com website. 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

PROJECT CATEGORIES AND ELEMENTS

Project goals must be clearly defined with measurable results in your grant application. Goals and results must be tracked for reporting to the MOT in a mid-grant progress report and final grant report.

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 plan. 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). Can also be a media event (press conference) you plan to announce a new program, attraction, etc.

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 expenses must adhere to the [GSA guidelines according to location](#). 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.*

APPLICATION EVALUATION

Grant applications are submitted for an overall technical review. The Review Committee shall review, provide comments and score each of the applications.

Applications are scored based on the following criteria:

I. APPLICATION

1. How well does the applicant explain the overall project in the Application Overview? Project summary, organization mission, project goals, collaborations & sustainability?
2. Does the applicant present a clear marketing plan with a realistic timeline?
3. Are the sources and uses of funds for this project easily understandable in the budget section of the application?
4. Will the project will target new or expanded markets and improve results?

II. COLLABORATION

1. Does this project include logical partners (within the applicant's region or sector, from other neighboring regions, throughout the state, along a specific thematic line, etc.)
2. Does this project attract interest and cooperation from a broad constituency of potential stakeholders?
3. Do the letters of support demonstrate a broad mix of community support?
4. Will local businesses benefit?

III. DESIGN, IMPLEMENTATION, AND MEASUREMENT

1. Is the design of this project high quality and well-targeted at the intended audience?
2. Are the implementation strategies proposed for this project logical relative to desired results?
3. How will the results of this project be quantified, measured and proven?
4. Is this the logical next step in the evolution of applicant's approach to tourism development?

IV. ECONOMIC IMPACT

1. What is the potential for this project to produce a reasonable return on investment for the state?
2. What is the likelihood that this project will have a substantive effect on raising state revenues in addition to the Rooms and Meals Tax?
3. Will this project attract overnight visitors who are likely to stay for several nights, or promote visitors during slower seasons of the year, or midweek?
4. Is this an opportunity to develop tourism in an area that has not taken advantage of its potential?

V. REINFORCING THE STATE'S MARKETING EFFORTS

1. Does this project support and complement the state's marketing initiatives and/or enhance the image of the State of Maine?
2. Is it likely that the return on the state's investment in this project will be at least equal to, if not greater than, other applications being presented at this review?

Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful applicants. The finalized plans will then be presented to the Commissioner of DECD for review and final approval.