



## MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP) REGIONAL MARKETING GRANT – FY2022 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 Annual Plan.

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](#)

### TIMELINE

<b>June 16, 2021</b>	<b>2pm - Regional Grant Applications Due</b>
Week of June 21, 2021	Technical Review
Week of July 12, 2021	Contract Approval/Start
<b>February 1, 2022</b>	<b>Progress Report Due to MOT</b>
June 30, 2022	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 industry within a defined area. [Maine Tourism Region Map](#)
- **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.
- **Cash Match:** Cash collected and expended by the region in the process of completing the approved grant projects. Expenditures must be for project related costs and must be tied directly to the projects as outlined in the scope of work.

### Examples of Cash Match

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

### 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

## MATCHING FUNDS

For fiscal year 2022 (FY22), a **minimum cash match** of 5% of **total MTMPP marketing funds** minus administration funds must be made by the organization. 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 utilizes 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 (20% of the regional 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.

<b>Regional Grant FY22 Program</b>	
MTMPP <b>Estimated</b> Total Allotment FY22	\$200,000
Administrative Allocation (20% of total)	\$40,000
MTMPP Total Marketing Funds	\$160,000
<b>MINIMUM REQUIRED CASH MATCH (5% of marketing funds)</b>	<b>\$7600</b>
Professional Development – maximum amount allowed (must be approved by MOT)	\$5000
Community Outreach – maximum amount (must be coordinated with MOT)	\$3000

### APPLICATION CHECKLIST

Applicants must provide the following:

- Spreadsheet of grant match contributions (see definition of cash and in-kind match contributions above).
  - o **Cash**-project, donation amount and contributor must be identified
  - o **In-kind**-project, donation amount and contributor must be identified
- Organization’s Annual Budget & P&L Statement from the previous year
- Organization’s Annual Marketing Plan
- List of Board of Directors with contact information, tenure, and term limits
- Copy of the organization’s by-laws and mission statement
- 2 letters of support from businesses and/or organizations that support a collaborative partnership in stimulating the tourism economy. This could include local businesses, chambers of commerce, main street, arts, downtown, economic development organizations, etc.) Letters of support **cannot** be from Board Members.
- 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](#)

### 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 including but not limited to 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, for the purpose of providing updates and

gathering feedback and support of MTMPP grant projects. Community outreach funds may be used to support these efforts.

- A previous unsatisfactory grant history, for any reason, could immediately disqualify a new MTMPP application.

### 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 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](http://www.visitmaine.com)**
  - A link to the state’s tourism website will be prominently displayed.
    - *For example: Visit [visitmaine.com](http://visitmaine.com) for additional statewide information*
  - Events should be posted on [visitmaine.com](http://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](mailto:cwilliams@marshallpr.com)
- Jennifer Geiger, Maine Office of Tourism [Jennifer.Geiger@maine.gov](mailto:Jennifer.Geiger@maine.gov)
- Hannah Collins, Maine Office of Tourism [Hannah.Collins@maine.gov](mailto:Hannah.Collins@maine.gov)

### ELIGIBLE PROJECTS

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
  - Regional guidebook distribution at all state operated Visitor Information Centers AND MOT attended consumer travel shows is required.*
- Domestic & Canadian Leisure Travel & Trade Shows
- Multi-regional Partnerships
- Professional Development (*pre-approval by MOT required*)

- Community Outreach (*must be coordinated with MOT*)
- Administrative Expenses

## 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 – Community Outreach

Community outreach refers to efforts that connect an organization's mission, goals and practices to the public. Unlike marketing, which is focused on products or strategies that increase market share, outreach takes on an educational component that engages the community, builds trust and establishes relationships in support of the DMO's projects and goals. Community Outreach projects must be planned and coordinated with the MOT.

### 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.

**Measurements:** Impressions, Open and Click-Through rates, Cost/Impression, Cost/Click, Cost/Email, Google Analytics (cost/visit, average time on site or specific landing page, 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). 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.

**Measurements:** 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

**Measurements:** 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.

**Measurements:** *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.

**Measurements:** Show attendance, leads collected, quantity of materials distributed, quantity of materials left over.

### Category - Professional Development

Education and training programs designed to improve and increase the capabilities and tourism industry knowledge of the grant manager.

**Element:** Professional Development

This category allots up to \$5,000 for the attendance (virtual or in-person) of the Grant Manager (or one designee) to an approved **marketing/tourism industry conference**.

Funds may be used for registration, travel and other costs related to attendance of the designated conferences.

**A professional development plan must be submitted at least 30 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 the final report.

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.

### 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

- 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 2021 MTMPP Regional Grant, where applicable, will be a significant consideration for future eligibility.

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