



## Maine Tourism Marketing Partnership Program (MTMPP) FY22 Cycle 1 - Awards

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### **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.

#### [Seashore Trolley Museum](#) - \$10,000

The Seashore Trolley Museum preserves knowledge, context, and resources for future generations by collecting, restoring, operating, and exhibiting significant public transit vehicles and artifacts. Grant funding will support marketing efforts to promote the new exhibition project *Window onto the World*.

Contact: Katie Orlando, Executive Director

#### [Town of Brunswick](#) - \$8,000

In collaboration with the Brunswick Downtown Association, Town of Brunswick aims to grow their tourism industry in all seasons, improve the image and brand of the region, and align with tourism segments that are growing statewide in outdoor recreation, food/dining, and arts/culture by commissioning professional photography that is readily available to Brunswick area businesses, non-profits, and regional organizations.

Contact: Emily Ruger, Economic Development Specialist

### **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.

#### [Wild Blueberry Heritage Center and Museum](#)- \$2500

Established in 2017 the Wild Blueberry Heritage Center and Museum provides a deeper understanding of the natural history, science, and rich culture of the 10,000-year-old, wild blueberry's indigenous ecosystem. Grant funding will support the completion and launch of the organization's website.

Contact: Katherine Cassidy, Wild Blueberry Heritage Center and Museum

#### [Mid-Maine Chamber of Commerce](#)- \$2500

The Mid-Maine Chamber of Commerce will host the 29<sup>th</sup> Annual Taste of Waterville August 4, 2021. Additional funding from the Maine Communities Grant will support the expansion and distribution of marketing materials to a broader audience in Maine.

Contact: Cindy Stevens, Program Director

#### [Presque Isle Historical Society](#)- \$2500

Grant funding will support marketing efforts for The Star City Christmas Celebration, a series of holiday celebrations and events spanning from the day after Thanksgiving through the month of December in 23 central Aroostook communities.

Contact: Kimberly Smith, Executive Director

#### Maine Forestry Museum- \$2500

The Maine Forestry Museum preserves the rich cultural heritage of forestry and conservation in the State of Maine so that it may be shared with generations to come. Building upon recommendations from a recently completed Digital Marketing Assessment, funding will support improved design, functionality, and content of the organization's website.

Contact: Kevin Cyr, Maine Forestry Museum

#### Our Town Belfast- \$2500

Our Town Belfast exists to grow and sustain historic downtown Belfast, a nationally recognized Main Street Community, by supporting local businesses, honoring the city's heritage through historic preservation and bring together the community to make downtown Belfast a better place to live work and play. Building upon the success of the 2020 Belfast Ice Festival, grant funds will support enhanced marketing for the event including photo/video asset development and website upgrades.

Contact: Zachary Schmesser, Our Town Belfast

#### Bay Chamber Concerts- \$2500

The Bay Chamber Concerts & Music School's annual 5-day Screen Door Festival welcomes visitors and community alike to experience transformative, soul-healing, and dynamic live classical music, and this year for the first time, in a safe, outdoor setting. Expanded marketing efforts will broaden the reach of the festival and create a strong visible presence throughout the MidCoast region and state.

Contact: Josie Davis, Advancement Officer

#### **Maine Office of Tourism**

Hannah Collins

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