

Maine

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Maine Communities Grant Guidelines FY22/Cycle 2

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 will be awarded annually for amounts ranging from \$500 - \$2500.

Additional Resources:

[MOT Partners Website](#)

[Maine Tourism Region Websites](#)

[Maine Tourism Regions & Contacts](#)

[Maine Tourism Regions Map](#)

CYCLE 2

Thursday, November 18, 2021	2pm - Tourism Enterprise Grant Applications Due
Week of December 6	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 30 days of contract end date.
	Grant contracts are awarded for a maximum 1-year period.

GRANT ELIGIBILITY

- Organizations must create an [online account](#) 14 days prior to the grant deadline. If you have previously registered for an account, you must log-in to update your account 14-days prior.
- Maine municipalities, tribal governments and Maine-based non-profits (501c3, c6, L3c) may apply. Other organizations may apply using a fiscal agent, by submitting a vendor authorization form. See application checklist below.
- Organizations may not hold more than one grant contract per fiscal year.
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a grant application.

REQUIRED DOCUMENTS

All applicants must provide the following:

- Overview of your organization, mission, and the project for which you are applying for funding. Include how the organization plans to sustain the project after grant funding.
- Complete project budget including sources of all cash & in-kind match
- Project Timeline
- Two (2) letters of support, including letters from businesses who can speak to their anticipated benefit from the project.
- Complete Vendor Authorization Form - <https://www.maine.gov/nrsc/forms/vendor.pdf>
- Brief letter to MOT, stating your organization is prepared to agree to the terms and conditions included in the final [Low Value Service Contract](#).

ELIGIBLE PROJECTS

The following items are eligible projects:

- Paid Advertising

- Public & Media Relations
- Existing Website Upgrades
- Asset Development - Photography/Video Acquisition
- Fulfillment (Brochures, Guides, Maps & Distribution)

INELIGIBLE PROJECTS

- Fundraising (raffles, giveaways, contests)
- Capital equipment, including rental equipment such as fencing, tents, port-a-potties, etc.
- Scholarships
- Professional development conferences & training
- New websites, hosting

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 project marketing plan. 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

CREATIVE REQUIREMENTS

1. **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.
2. **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/>
3. **MOT Website** – www.visitmaine.com
 - A link to the state's tourism website will be prominently displayed.
 - For example: Visit visitmaine.com for additional statewide information
 - 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

APPLICATION EVALUATION

Grant applications are submitted for an overall technical review. This group shall review, provide comments and score each of the applications.

Applications are scored based on the following criteria:

I. Design, Implementation & Measurement:

- a. Project is high quality and well targeted at its intended audience.
- b. Project is the next logical step in the evolution of applicant's approach to tourism development.

II. Economic Impact:

The logo for VisitMaine.com features the word "Maine" in a large, stylized, teal-colored serif font. Below it, the text "VisitMaine.com" is written in a smaller, teal-colored sans-serif font.

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- a. Project creates opportunity to develop tourism in an area that has not taken advantage of its potential.

III. Collaboration:

- a. Project includes logical partners within applicant's region and/or from neighboring regions, throughout the state, or along a specific thematic line and has the support of community leaders and stakeholders.
- b. Project will positively impact local/regional businesses.

IV. Application:

- a. Application is well written and explains target audience, desired results and rationale.
- b. Sources and uses of funds for project are clearly detailed in budget section of application.

Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful applicants.

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 the terms and conditions of the contract. Grantees are not exempt from paying sales tax.

Questions?

Hannah Collins

Maine Office of Tourism

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