



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)
SPECIAL EVENT MARKETING GRANT
FY 2022-CY2 - 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 intent of the Special Event Grant is to provide marketing funds to assist existing, well-established events expand their audience to attract overnight visitation. Special Events have the ability to strengthen Maine’s brand and image nationally and internationally, have a direct economic impact on the state economy and attract visitation to Maine’s shoulder season.

Two Special Event Grants are awarded each fiscal year (one award per cycle) for a minimum amount of \$30,000 and a maximum amount of \$60,000.

Additional Resources:

- MOT Partners Website
MOT 5-Year Strategic Plan
MOT Annual Plan

- Maine Tourism Region Websites
Maine Tourism Region Contacts
Maine Tourism Regions Map

Cycle 2

Table with 2 columns: Date/Event and Description. Rows include: Thursday, November 18, 2021 (2pm – Special Event Grant Applications Due); Week of December 6 (Special Event 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 applying for funding must be a:
Maine municipality, tribal government, or Maine-based 501C3 or C6 or L3C.
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.
Organizations previously awarded MTMPP grant funding may not apply for a period of 12 months after the completion of their previous MTMPP Final Grant Report.
Projects must be tourism focused by attracting individuals residing fifty miles or more of the destination with an objective of increasing overnight visitation.

- Events applying for this grant may not occur within 90 days of the grant start date (First Cycle: July 1st or Second Cycle: January 1st).
- 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.

REQUIRED DOCUMENTS

Applicants are required to provide the following:

- ✓ Brief history/overview of your organization and its mission; include local/regional collaborations with other organizations that will support and enhance the impact of your project and how the organization plans to sustain the project after grant funding.
- ✓ Complete **Event Marketing Plan** including:
 - Marketing Goals and Objectives that can produce measurable results
 - Target Audience/Markets
 - Detailed Marketing Tactics & Rationale
 - Complete Budget including sources of all cash & in-kind match
 - Project Timeline
- ✓ 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. At least 2 letters must be from businesses who can speak to their anticipated benefit 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
- ✓ Brief letter to MOT, stating your organization is prepared to accept the incorporation of “Rider B” attached hereto, in the final service contract.
 - [Tourism Grant Rider B](#)

MATCHING FUNDS

For the fiscal year 2022 (FY22), a 25% cash match is required. Special Event Grant requests must be for a **minimum of \$30,000** but not exceed **\$60,000**.

EXAMPLES OF MATCH REQUIREMENTS:

- 1.) MTMPP Event Grant Total Request = \$60,000
Minimum Cash Match Requirement (25%) = \$15,000
TOTAL EVENT MARKETING FUNDS - \$75,000
- 2.) MTMPP Event Grant Total Request = \$30,000
Minimum Cash Match Requirement (25%) = \$7,500
TOTAL EVENT MARKETING FUNDS - \$37,500

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 eligible projects:

- Paid Advertising - Print, Broadcast, Digital, Out-of-Home, Paid Social Media
- Public & Media Relations - Familiarization Tours, Media Events, Online Press Room
- Existing Website Upgrades - Mobilization, Content, Search Engine Optimization
- Asset Development - Photography/Video Acquisition
- Fulfillment - Brochures, Guides, Maps & Distribution
- Event Management/Administration - No more than 20% of total MTMPP funds can be used for administrative expenses. Administrative expenses may not be built into any other section of the grant.

INELIGIBLE PROJECTS

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

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.

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

- 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

APPLICATION EVALUATION

Grant applications are submitted for an overall technical review. The Technical Review Committee is appointed by the MOT and is comprised of tourism, economic development, marketing, public relations and research professionals. This group shall review, provide comments and score each of the applications. Applications are scored based on the following criteria:

I. APPLICATION

- i. Application Overview - How well does the applicant explain the overall project? (Summary, mission, goals, collaborations & sustainability)
- ii. Does the applicant present a clear marketing plan with a realistic timeline?
- iii. Are the sources and uses of funds for this project easily understandable in the budget section of the application?
- iv. Will the project target new or expanded markets and improve results?

II. COLLABORATION

- i. 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.)
- ii. Does this project attract interest and cooperation from a broad constituency of potential stakeholders?
- iii. Do the letters of support demonstrate a broad mix of community support?
- iv. Will local businesses benefit?

III. DESIGN, IMPLEMENTATION, AND MEASUREMENT

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

IV. ECONOMIC IMPACT

- i. What is the potential for this project to produce a reasonable return on investment for the state?
- ii. What is the likelihood that this project will have a substantive effect on raising state revenues in addition to the Rooms and Meals Tax?
- iii. 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?
- iv. 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

- i. Does this project support and complement the state's marketing initiatives and/or enhance the image of the State of Maine?
- ii. 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.

Questions? Hannah Collins, Maine Office of Tourism
(207) 624-7456 or Hannah.Collins@maine.gov