



January MOT Grant Highlights – the following organizations have completed marketing projects with funds provided from the Maine Tourism Marketing Partnership Grant Program (MTMPP).

[Piscataquis Chamber of Commerce Whoopie Pie Festival](#) – The 2020 Maine Whoopie Pie festival transitioned into a month long virtual celebration, and the launch of a new online tool, WHOOPtoberfest, where residents and visitors could find whoopie pie retailers and bakers nearby, taste and rank their favorite bakers, compete for weekly whoopie pie-related contests, and take part in special offers and promotions by bakers and vendors.

[Heart of Ellsworth – DownEast Cider & Cheese Festival](#) – making the shift to a virtual event, the DownEast Cider & Cheese Festival was able to use MTMPP grant funding for a targeted digital media campaign, which allowed the festival and region to gain local and national exposure and entice potential future visitation while also generating a profit for the organization. The virtual events were such a success, the festival will continue to provide virtual and in-person events for 2021 to further foster community connection, create a sense of place by identity and tell Ellsworth’s story.

[Camden International Film Festival](#)

While submissions remained flat, and pass revenue was down slightly, marketing funds awarded by the MOT helped to keep the number of actual pass sales in line with the previous year. The Camden International Film Festival was able to create new ways of connecting to audiences across the globe by stretching out into a 12-day virtual festival, and a 4-month experience at the newly built Shotwell Drive-In in Rockport, while also providing good jobs to creative talent in a year that many creatives were unable to work.

[Kennebunk Business Association – Christmas Prelude](#)

The ongoing pandemic revealed the need to shift marketing efforts and create the 39th “Prelude Reimagined,” as a safe way for people to enjoy Prelude, support businesses and act as a bridge to the 40th anniversary year in 2021. A new marketing strategy, press outreach and the creation of virtual events resulted in engagement from across the world and media coverage in Yankee Magazine, Boston Globe and US News & World Report. Overall, businesses feel positive about increased exposure on a national/ international scale which has opened up a larger online sales window for many who are now seeing other ways to do business outside of the traditional channels.

Contact

Hannah Collins
Policy Development Specialist
Maine Office of Tourism
motpartners.com/marketing-grants
Hannah.Collins@maine.gov