



September 2021 MOT Grant Highlights – the following organizations have completed marketing projects with funds provided from the Maine Tourism Marketing Partnership Grant Program (MTMPP).

[Portland Bach Experience \(PBE\)](#) - Held in June 2021, the PBE celebrated 15 events over ten days with world-class, immersive classical music for people of all ages and interests. The marketing results exceeded expectations with over 1,500 people in attendance, 90% of available tickets sold, and all but two ticketed concerts selling out. Earned media included The Portland Press Herald, News Center Maine's 207, and the Boston Globe.

[Maine Potato Blossom Festival](#) – MTMPP grant funds allowed the Maine Potato Blossom festival to advertise the festival to a broader audience within Maine and beyond. Paid advertising included print, broadcast and digital elements, with successful results in attracting near record attendance in 2021, even as the Canadian border remained closed. Grant funding also allowed the Festival to start a collection of new, high quality photo and video assets, which will play an important role in promoting the festival in years to come.

[Mid-Maine Chamber of Commerce – Taste of Waterville](#) - The 28th annual Taste of Waterville was held at a new location, Head of Falls, on August 4. The new venue was seen as a distinct advantage and will continue to be the location for future events. Expanded marketing materials enabled the Chamber to draw more visitors from the Portland area and other smaller towns in the 60+ mile range, and attract over 8000+ attendees that enjoyed samples from 8 local breweries, 15 local restaurants & food trucks, and 19 culinary/cultural vendors selling crafts and food related items.

[Bay Chamber Concerts - Screen Door Festival](#) – in August 2021, The Screen Door Festival presented 20 outdoor concerts and welcomed 45 internationally renowned artists. Close to 1,800 audience members attended concerts with a mix of local community members and out-of-state visitors. MOT funding allowed for a more intentional marketing presence using local print, social media, email and photo/video development that created the foundation for a stronger, more strategic marketing plan in the future.

[Children's Museum & Theatre of Maine](#) – MOT funding supported the acquisition of brand new, professional photo and video assets for the marketing campaign of the Museum's new location which opened in June 2021. Campaign elements included a new website, rack card, digital, print and social advertising, and 50+ pieces of media coverage. These new assets have contributed to a 23% increase in organic social media followers to over 19,000 since March 2021 and a record 4000+ family member e-news subscribers.

[The Great State of Maine Air Show](#) – Held over the weekend of September 4-5, 2021, marketing for the weekend event included television, billboard, radio, social media and print campaigns. Over 18,000 tickets were sold, with a complete sell out for Saturday's events.

Contact

Hannah Collins

Maine Office of Tourism

motpartners.com/marketing-grants

Hannah.Collins@maine.gov