

Maine Tourism Marketing Partnership Program (MTMPP) FY22 Cycle 2 - Awards

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.

City of Eastport - \$10,000

Grant funds will assist in creating a cohesive marketing campaign, including regional collaboration with Lubec and Campobello on travel guide ads to promote Way DownEast, and to develop brochures, a photo archive, welcome video, website upgrades, and social media for the City of Eastport.

Northern Maine Development Commission (NMDC) - \$10,000

NMDC will work with Aroostook County Tourism, The Maine Highlands and Katahdin Tourism Partnership on the creation and distribution of a map of the [Katahdin Woods & Waters National Scenic Byway](#).

Maine Grain Alliance- \$6,450

The Maine Grain Alliance will create and market a series of events highlighting Maine Craft Pizza - pizza made 100% from Maine grains, seasonally sourced toppings from local farms and served alongside Maine craft beer to drive sales at restaurants and breweries, and, in-turn boost sales of the Maine-made ingredients.

Maine Art Museum Trail (MAMT) - \$10,000

The Maine Art Museum Trail connects nine Maine Art Museums from Ogunquit to Mount Desert Island. The MAMT will create a print and digital version of the trail map with supporting print and social media advertisements.

Maine Outdoor Brands - \$10,000

A non-profit alliance of 140+ outdoor product, service and retail brands in Maine, Maine Outdoor Brands will re-launch and expand its widely successful *Adventure Local Maine* campaign providing access to listings of local guides, camping options and places to hike, bike, kayak and more. The campaign will also integrate the *Look Out for ME* campaign with tips and resources for safely exploring Maine's lands and waters.

Town of Jackman - \$10,000

The Town of Jackman, in partnership with the Jackman Moose River Chamber of Commerce, will be hosting the 2022 Moose Lottery Drawing and Festival. This event will provide an opportunity to welcome new and returning visitors to the area, creating additional economic activity for local tourism and retail businesses.

Visit Freeport - \$10,000

In collaboration with the [Maine Family Seafarm Cooperative](#) and the [Maine Oyster Trail](#), Visit Freeport will launch a complete marketing campaign promoting the inaugural

Maine Oyster Festival June 24–26, 2022. Grant funding will assist with photo & video asset development along with television, print, digital and social media advertising.

Maine Academy of Modern Music (MAMM) - \$10,000

MAMM will create a summer kick-off music and arts festival Sunday, June 12, 2022. To promote the festival, MAMM will execute a marketing campaign consisting of digital, radio, tv and print advertisements to drive local, day-trip and overnight visitation to the Portland area.

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 – \$2,500.

Eastport ArtWalk Passport- \$2,500

The Eastport ArtWalk Passport promotes Eastport and Way DownEast as an arts destination with gallery visits, art talks, all-age art activities, live music, theater and film.

Presque-Isle Community Development Association- \$2,500

A collaboration between 13 area organizations, *Summer in the City* events begin the final week of May and continue through October. Print advertising and press releases will promote Presque Isle as a summer destination to drive sales at local restaurants, lodging and attractions.

Special Event Grant

The Special Event Grant provides marketing funds to assist existing 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.

Carnaval Maine- \$60,000

Carnaval ME is a winter festival that runs from February 18-26, 2022. Carnaval Maine will turn the city of Portland into a winter spectacle of illumination, ice sculptures, rail jam and live music while showcasing Maine’s award-winning culinary and art & craft communities.

For more information about the Maine Office of Tourism MTMPP Grants visit www.motpartners.com

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