



January 2022 MOT Grant Highlights – the following organizations have completed marketing projects with funds provided from the Maine Tourism Marketing Partnership Grant Program (MTMPP).

[Maine Preservation – Drive ME Historic Tours](#) – DriveME Historic Tours is a portfolio of interactive, thematic, map-based driving tours that explore Maine’s historic built geography. Tours were promoted through Maine Preservation e-news communications, MOT Industry Partner News, paid and unpaid social media promotion, press releases, website optimization, and initial tour launch event. Marketing efforts resulted in over 15,000 engagements with the tours and over 4,300 pageviews (11/16/21).

[Railway Village Museum](#) – The museum website was redesigned with engaging photography and new features to enhance the viewer experience including quick links to major exhibits, a new virtual touring app and the addition of community events, social media live feeds, enhanced sponsor pages, and a page dedicated to transportation museums around the state. Together with an in-state print campaign, hundreds of first-time visitors, both in and out of state contributed to one of the highest museum attendance records in history.

[Maine Cheese Festival](#) – marketing funds were used to create an event specific landing page, execute targeted radio, social and digital ad campaigns, and produce high quality photo and video assets including an online press room and photo gallery. Digital Ads delivered over 556,000 impressions, 538 clicks and 236 conversions (ticket sales). The Maine Cheese Festival, held on Sept 12, 2021 was attended by 1022 ticket holders from 20 states (top 5 include ME, MA, NY, NH, WI) and generated approximately \$1900 - \$2800 in gross revenue for Maine Cheese Makers.

[Viles Arboretum](#) - Maine Communities Grant funding supported 2021 outreach efforts designed to increase awareness of Viles Arboretum beyond the immediate community. The creation of a robust, online trail map to improve visitor experience and targeted digital media efforts to educate audiences and overcome a knowledge gap of what an *arboretum* is and the services it provides resulted in over 1000 new followers to the organization’s Facebook page. Marketing and advertising costs will now be included into the annual operating budget, having demonstrated success with this pilot program.

[Maine Beaches Association \(MBA\) - 207 in the 207](#) - Due to COVID-19, the MBA’s *200 in 200 Bicentennial Challenge* was reimagined into the *207 in 207 Challenge*. Beginning on June 8 and running for the remaining 207 days of 2021, the MBA invited followers on social media to upload their photos in selected social media posts. Promotion of the campaign included twenty-two paid and organic social media ads resulting in 912 new followers on Facebook, 474 new followers on Instagram, 1585 photo entries and 8011 engagements (likes/shares).

[Makers Guild of Maine](#) – The Maine Fiber College decided to expand its digital footprint with re-focused efforts on social media platforms, newsletter blasts, and website updates. The Makers Guild observed a significant growth across the board on social media platforms which were not as robustly utilized in past years. With more effort and funding focused on graphic design and real time engagement with followers, the Makers Guild Facebook and Instagram platforms saw exponential growth, an increase of over 500 e-news subscribers, and broader awareness and new audience for the Makers Guild and its events.

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