



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP) REGIONAL MARKETING GRANT – FY2022 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).

The primary objective of the **MTMPP Regional Grant Program** is the creation and implementation of marketing programs designed to attract visitors to the [eight designated Maine RDMOs](#). (Regional Destination Marketing Organizations). The goal of these funds is to assist new marketing initiatives and strengthen mature, healthy ones that align and support the Maine Office of Tourism’s (MOT) Five-Year Strategic Plan and Annual Plan.

Additional Resources:

[MOT Partners Website](#)

[Maine Tourism Region Websites](#)

[Maine Tourism Regions & RDMO Contacts](#)

[MOT Annual Plans & Reports](#)

[CLICK HERE TO ACCESS APPLICATION PORTAL](#)

TIMELINE

Wednesday, May 18	2pm - Regional Grant Applications Due
May 23 – June 3	Technical Review Period
July 1, 2022	Contract Approval/Start Date
February 1, 2023	Progress Report Due to MOT
June 30, 2023	Contract Ends
	Final reports are due within 60 days of contract end date.

Questions?

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Definitions

- **Tourism Regions** are defined by the communities serving the tourism industry within a defined area. [Maine Tourism Region Map](#)
- **Regional Destination Marketing Organization (RDMO)** is an organization broadly representing the tourism regions defined above and best suited to execute a marketing plan to attract visitors to a designated region.
- **Staffing Capacity** is defined as the ability to fulfill the roles and responsibilities for the execution of the MTMPP Regional Grant application. The organization must maintain an arrangement for a staffed office with regular office hours on a year-round basis and have systems in place to ensure timely and successful completion of projects outlined in the grant.
- **Cash Match:** Cash collected and expended by the region in the process of completing the approved grant projects. Expenditures must be for project related costs and must be tied directly to the projects as outlined in the scope of work.

Examples of Cash Match

- Grantee organization's own funds
 - Sponsorships/corporate contributions
 - Grant funding from another source
 - Cash donations
- **In-kind Match:** In-kind match represents the value of non-cash contributions (donated product and/or service) provided by the region, private organizations, institutions, public agencies, private individuals, etc. The non-cash contributions must be for project related costs and must be tied directly to the projects as outlined in the scope of work.

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

MATCHING FUNDS

For fiscal year 2023 (FY23), a minimum cash match of \$10,000 is required. All matching funds, cash and in-kind, must be clearly outlined in both the scope of work and the budget.

- Financial reporting costs are exempt from match requirements.
- If the region utilizes the services of a small business economic development center/corporation, only project related expenses will be allowed as in-kind match.
- Expenditures claimed for projects funded previously will not be allowed as match.
- MOT approved multi-regional marketing partnerships are exempt from cash match.

Regional Grant FY23 Program	
MTMPP Estimated Total Allotment FY23	\$200,000
Administrative Allocation (20% of total)	\$40,000
MTMPP Total Marketing Funds	\$160,000

MINIMUM REQUIRED CASH MATCH	\$10,000
Professional Development – maximum amount allowed (must be approved by MOT)	\$5000
Community Outreach – maximum amount (must be coordinated with MOT)	\$3000

APPLICATION CHECKLIST

Applicants must provide the following:

- Spreadsheet of grant match contributions (see definition of cash and in-kind match contributions above).
 - **Cash**-project, donation amount and contributor must be identified
 - **In-kind**-project, donation amount and contributor must be identified
- Organization’s Annual Budget & P&L Statement from the previous year
- Organization’s Annual Marketing Plan with timeline
- List of Board of Directors with contact information, tenure, and term limits
- Copy of the organization’s by-laws and mission statement
- 4 letters of support from businesses and/or organizations that support a collaborative partnership in stimulating the tourism economy. This could include local businesses, chambers of commerce, main street, arts, downtown, economic development organizations, etc.) **Letters of support cannot be from Board Members.**
- Brief letter to MOT, signed by an Agency officer stating your organization is prepared to accept the incorporation of “Rider B” in the final contract [Rider B](#)

REGIONAL GRANT ELIGIBILITY

Regional Destination Marketing Organizations (RDMOs) whose primary purpose is to attract visitors to each of the eight (8) designated regions are eligible to apply.

- The RDMO must be a Maine-based 501C3 or C6 and must have been in existence for a minimum of three years.
- The RDMO must have a focus on travel, tourism and destination promotion.
- The RDMO’s Board must be broadly representative of the designated region and should include individuals representing the tourism interests within the defined region.
- The RDMO must have dedicated staff/grant manager and demonstrate staffing capacity to execute the proposed marketing plan including but not limited to fulfillment, communications, reporting, invoicing and record keeping.
- The RDMO shall produce and execute an annual marketing plan consistent with the goals and objectives of the Maine Office of Tourism’s Five-Year Plan
- **The RDMO must provide updates to its constituency about the progress of the MTMPP grant at the least on a quarterly basis, for the purpose of providing updates and gathering feedback and support of MTMPP grant projects. Community outreach funds may be used to support these efforts.**
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a new MTMPP application.

CREATIVE REQUIREMENTS

- a. **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 with the MOT.
- b. **Maine Logo** - Printed materials, audio visual presentations, films/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 files 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.
 - For example: Visit visitmaine.com for additional statewide information
 - Events should be posted on visitmaine.com website at least 3 months in advance

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

ELIGIBLE PROJECTS

The applicant must concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive first-time visitation. Projects must drive inquiry and engagement with key vacation planning tools.

- Paid Advertising
- Public & Media Relations
- Website Development
- Photography & Video Asset Development
- Fulfillment
 - i. **Regional guidebook distribution at ALL state operated Visitor Information Centers AND MOT attended consumer travel shows is required.**
- Domestic & Canadian Leisure Travel & Trade Shows
- Multi-regional Partnerships
- Professional Development (*pre-approval by MOT required*)
- Community Outreach (*must be coordinated with MOT*)
- Administrative Expenses

Eligible Project Definitions

Community Outreach

Community outreach refers to efforts that connect an organization's mission, goals and practices to the public. Unlike marketing, which is focused on products or strategies that increase market share, outreach takes on an educational component that engages the community, builds trust and establishes relationships in support of the DMO's projects and goals. Community Outreach projects must be planned and coordinated with the MOT.

Paid Advertising

Paid advertising refers to any purchased space or placement with the purpose of driving both awareness and lead generation/inquiry among target segments. Paid advertising projects include:

- Print
- Broadcast Radio, Television
- Digital- Banner Ads, E-marketing, Native Content, Paid Search, Lead Generation, Digital Video/Radio/TV, Paid Social Media
- Outdoors/Out of Home - billboards, taxi, transit, etc.

Measurements: Impressions, reach, open/click-through rates, cost/impression, cost/click, website analytics, etc.

Public & Media Relations

Media/influencer outreach garnering print, broadcast and online editorial coverage. This can include writing press releases, press kits, online press rooms, distribution services/media database, proactive pitching and familiarization tours.

- Familiarization Tours for Tour Operators/Journalists/Influencers
Hosting an individual or group of travel media or travel trade in your region to familiarize influencers, media and trade with the region. Typically, this involves reduced rate and/or complimentary lodging, meals and access to attractions, along with a complete itinerary planning. Travel expenses are often requested to be paid by the destination/region.
- Media Events
Participation in events that allow for contact and interaction with travel/food & wine/lifestyle media/influencers. (i.e. NYC Media Marketplace). Can also be a media event (press conference) you plan to announce a new program, attraction, etc.
- Online Press Room
A section of a website for the purpose of providing the media with easy access to information about your region. It should include contact information, photo library with captions, video library, fact sheet and press releases.
- Distribution service/media database
A paid service that provides media lists, list building options for targeting and distribution services.

Measurements: An accounting of editorial coverage including, but not limited to the number of articles, online impressions, circulation, reach, website visits.

Website Development

Projects involving website architecture, design and maintenance necessary for a consumer-focused web presence.

- Website upgrades including, but not limited to responsive and/or mobile compatibility, landing pages and/or micro-sites specific to the project that will be part of a larger organization's existing website.
- Content development
- Search Engine Optimization

Measurements: Google Analytics

Photo & Video Asset Development

Includes professional photography and videography through the process of photo/video shoots or purchasing stock photos and/or video. **All photography must include full, non-exclusive rights for print and online and editorial content.**

- Professional Photography
- Professional Video

Fulfillment

The production and distribution of marketing materials such as the Visitors Guide, or brochures and digital newsletters. **Note:** *Printed materials must have a sound distribution plan*

- Printed and digital lead response materials – brochures, maps, guides, rack cards, etc.
- Distribution - including, but not limited to direct mail, travel show distribution, digital fulfillment.

Measurements: *Distribution through mailings and digital newsletter followers, Visitor Information Centers, travel/trade shows, increase in social media followers*

Domestic & Canadian Leisure Travel & Trade Shows

Shows intended to attract visitation and gather leads through personal contact and the distribution of regional tourism information.

- Exhibit design / upgrade
- Registration
- Meals and incidental (M&IE) expenses **must** adhere to the GSA guidelines according to location. <https://www.gsa.gov/travel/plan-book/per-diem-rates/mie-breakdown>
- Mileage is reimbursed at the State of Maine rate of .45 cents/mile.

Measurements: *Show attendance, leads collected, quantity of materials distributed, quantity of materials left over.*

Professional Development

Education and training programs, in-person and virtual, designed to improve and increase the capabilities and tourism industry knowledge of the grant manager. Funds may be used for registration, travel and other costs related to attendance.

A professional development plan must be submitted at least 30 days prior with the following elements:

- A full schedule of the proposed conference
- Rationale for attendance including how attendance will impact your region and its role in increasing tourism in Maine
- Budget including travel expenses
- Written approval from RDMO board

Registrations, reservations and other travel arrangements cannot be made prior to MOT approval.

Category – Administrative Expenses

No more than twenty (20%) of the allocated MTMPP funds can be used for administrative expenses. Administrative expenses may not be built into any other section of the grant. The administrative allowance is intended to help Grantee meet and comply with all MTMPP Guidelines and execute its annual marketing plan.

Measurement: *A full and detailed documentation of these administrative expenses will be required with the final report. The MOT has the right to withhold any and/or all administrative monies up to the full 20% allocation if the required eligibility items are not being met.*

STATE LAWS & 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. [See Rider B](#)

GENERAL CONTRACTUAL GUIDELINES

- When the Commissioner of DECD has confirmed the recommendations of the Technical Review Committee, the MOT will notify all applicants of their plan status.
- All contracts will be signed for a period of no more than twelve (12) months unless otherwise stipulated in the contract.
- One copy of the contract will be mailed to award recipients for review and signatures. Contracts must be signed by an authorized individual and returned to the MOT.
- 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 invoicing to the Department will be paid on a reimbursement only basis.**
- The successful completion of the FY 2022 MTMPP Regional Grant, where applicable, will be a significant consideration for future eligibility.