

## Helpful Hints for your MTMPP Grant Application

### Ask Questions.

Read the guidelines carefully and reach out if you have questions. Reach out in plenty of time before the deadline to be sure that you understand the requirements.

### Reach out to your regional Destination Marketing Organization (DMO) and other local organizations.

There may be ways to stretch your grant funding and expand the reach of your project through collaboration with your region.

- How does your plan integrate with other community and/or regional efforts already taking place?
- Are there other area organizations that may benefit from a collaboration of efforts? Appropriate partnerships are viewed as a positive use of funds.
- Find your Regional DMO contact here: <https://motpartners.com/partner-organizations/>

### Build Support.

- Request letters of support from stakeholders, especially businesses that stand to benefit from your project.
- Does your project encourage travel around the region/state and/or support local business?

### Set Your Targets.

- Be specific and realistic about your target audience and demonstrate a clear understanding of why you have chosen it.
- How does your project help make the traveler's planning process easier?
- Does your project encourage shoulder season visitation?
- Will your project increase overnight visitation?
- Is your project aimed at first time visitors? Repeat visitors?

### Goals and Results.

- Set goals for your project and be specific about how you plan to measure the results.
- Is there a plan in place to sustain the project after grant funding? How long do you plan to measure results? Have you identified short-term and long-term results?

### Gather Information.

- Include project quotes or estimates from vendors you plan to use. Why did you select your chosen vendors to help you accomplish your project goals? Will they provide you with measurable results?
- The more information that you provide for the review committee paints a better picture of your project and the impact it will have on Maine's tourism economy.

### Questions?

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