

Maine

Tourism Marketing & Development Recovery Program Guidelines

The Maine Office of Tourism **Marketing & Development Recovery Program** is funded through the US Economic Development Administration (EDA) American Rescue Plan Act (ARPA) [Travel, Tourism, and Outdoor Recreation State Grant](#). This sub-award program provides funding to eligible applicants to support the economic recovery of the State's travel and tourism sectors from the impacts of the coronavirus pandemic.

Sub-awards will be granted for a minimum amount of \$100,000 and a maximum amount of \$500,000. Projects must be completed by January 10, 2025. Applications will be accepted on a rolling basis until January 1, 2024, OR until all funds have been awarded (\$2,000,000).

Program Goals

- To support economic recovery from the covid-19 pandemic of the travel and tourism industry in Maine.
- Provide funding for tourism marketing, product development, and training programs that will attract and increase visitation to areas negatively impacted by the pandemic.

Priority will be given to projects that have the potential for long-term transformational impacts; campaigns that reach underrepresented and new and diverse communities of visitors; and projects that will create and/or improve tourism assets that will live on beyond the life of the grant term.

Eligible Applicants

- Maine municipalities, tribal governments or other local governments engaged in economic development activities, or a consortium of political subdivisions
- Non-profit organizations or associations within the travel and tourism industry, acting in cooperation with officials of a political subdivision of the State

Per EDA regulation 13 C.F.R. § 300.3 -Individuals and for-profit entities are not eligible to receive funds.

If the applicant entity has received ARPA funding for specific recovery tactics, the same tactics cannot receive funding through the Maine Tourism Marketing & Development Program. Only one application per organization will be accepted.

Matching Funds

Matching funds are recommended, but not required. However, preference will be given to applicants that can successfully demonstrate organizational buy-in, community and/or regional collaboration and partnership, and a commitment to the execution of a successful recovery program that will boost the economic impact of the tourism industry in Maine.

Funds received from the Maine Office of Tourism, General Fund, or other Federal funding programs are NOT considered matching funds. In-kind contributions are not considered matching funds.

Eligible Projects & Uses of Funds

Eligible and ineligible uses of funds apply to both requested grant funds and matching funds.

Marketing Programs

Paid Advertising
 Public & Media Relations
 Website Development
 Photography & Video Asset Development
 Fulfillment & Distribution
 Domestic & Canadian Leisure Travel & Trade Shows

Events

Marketing and coordination of first-time events and event re-boots.

Tourism Product/Experience Development

Creation and expansion of new itineraries and themed routes ('trails'), inclusive travel experiences; that connect with local people, culture, food & drink and explore local geography and places of interest.

Education and Training Programs

In-person and/or virtual, that are designed to improve and increase the capabilities and tourism industry knowledge of tourism professionals & businesses within a community, county or region.

Administrative/Project Management

Administrative expenses may not be built into any other section of the funding request, and only apply to work directly related to the execution of the program outlined in this application. All administrative expenses must be clearly defined in project budget documents and cannot include indirect or overhead expenses such as rent, utilities, office supplies, maintenance fees, etc.

Ineligible Uses of Funds

- Construction projects
- Acquisition of land
- Purchase of items for resale or promotional products and giveaways (tents, t-shirts, costumes, stickers, gift cards, etc.)
- Retroactive spending
- Maintenance fees
- Fundraising, raffles, giveaways, contests
- Capital equipment, including rental equipment such as fencing, tents, stages, etc.
- Scholarships
- Food or alcoholic beverages

Application Process

1. Confirm your entity's valid UEI Number with [SAM.gov](https://sam.gov) or register your entity to receive a Unique Entity ID.
 - Existing registered entities can find their Unique Entity ID by [following the steps here](#).
 - Proof of [SAM.gov](https://sam.gov) active account (screenshot) or account registration initiation (email confirmation) will be required for application. Applicants must be registered and active in SAM.gov before the final award can be made.
2. Prepare your application and required documents by reviewing the [Application Information & Instructions](#) (PDF format).
3. Create an online account at <https://stateofmaine.force.com/DECDMAINE/s/self-registration>
4. Once you have logged into your account, the online application can be found here: <https://stateofmaine.force.com/DECDMAINE/s/funding-requests>
Click on the **'Maine Office of Tourism'** box to start the application process.

Application Review

The Maine Office of Tourism will appoint a Review Committee that will review all applications within 21 days of submission to ensure eligibility, compliance and alignment with the Maine Office of Tourism. Final application approval must be granted by the EDA and takes approximately 30 days. Projects may not be started until final approval is granted. Incomplete applications may be rejected.

1. The MOT Review Committee will score applications based on the following criteria:
2. Overall strength and quality of proposed tourism recovery project
3. Demonstrated recovery need
4. Project provides measurable results/economic impact
5. Organization's implementation capacity
6. Realistic budget and timeline

Award Distribution

Once an application is approved, by both the Office of Tourism and the EDA, a formal grant contract will be executed between the applicant and the Maine Department of Economic and Community Development (DECD). When the final contract is approved by the Maine Division of Purchases, applicants may formally request grant payment(s). To receive disbursements during the grant execution period, awarded applicants must submit a formal request for grant payment.

Creative Requirements

Marketing materials need to include the official Maine Office of Tourism logo. Logo files can be downloaded from the MOT Tourism Partners website: MOTPartners.com/logos-and-graphics/. If an alternative logo format is needed, please reach out a staff person listed below.

Media Requirements

Press releases, e-news, and other success stories related to your grant project should be forwarded to the MOT Communications Manager:
Jennifer Geiger Jennifer.Geiger@maine.gov (207) 624-7454

Changes to Approved Project Application

The Maine Office of Tourism must approve any significant refinements, clarifications, modifications or changes to the proposal, or your organization may forfeit grant funds. Organizations must submit a formal proposal change request. Proposal change requests submitted 60 days or less from the end of project timeline may not be accepted.

Reporting Requirements

Reports must be submitted as outlined in the formal grant contract and will depend on the length and complexity of your proposed project. Awarded applicants will be required to submit periodic progress reports until all project components are completed. The applicants final report must include a final budget and all documents for expenses. Final reports must also include measurable results that tie into the overall economic benefits to the destination.

Unused Funds

Unused grant funds shall be returned to the DECD/Maine Office of Tourism. Any grant funds not used as approved shall be returned pursuant to the grant agreement.

Questions?

Hannah Collins (207) 624-7456
Hannah.Collins@maine.gov

Chiara Moriconi (207) 624-9809
Chiara.Moriconi@maine.gov

