

MARKETING GRANTS



Program Goals

To assist with the implementation of marketing programs designed to stimulate and expand Maine's travel and tourism economy



What's new?

Projects must be aligned with and support the Office of Tourism Destination Management Plan and Stewardship Principles.



STRATEGY

The Destination Management Plan identifies five Strategic Imperatives to guide Maine Office of Tourism marketing and industry support programs:

Optimize Long Term Economic Impact



Ongoing marketing of Maine as a tourism destination to visitors who best align to Maine experiences and ethos. Prioritize diversification of travelers.

Promote Destination Stewardship



Stewardship includes expanding distribution of visitors around the state, increasing visitation in the off-peak seasons and supporting the integrity of Maine's natural and cultural resources.

Advance Destination Development



Better incorporation of our cultural, historical and community assets into tourism promotion programs that support small businesses and our unique cultural qualities while balancing the quality of life for residents.

Prioritize Collaboration and Partnership



Build partnerships with other Maine entities for mutually beneficial outcomes that improve the visitor experience.

Enhance Organizational Effectiveness



Internal review of Office of Tourism tools and resources to support strategic priorities and foster a productive team culture.

Program Overview

- There are **three grants** available: the Maine Communities Grant, the Enterprise Grant and the Special Event grant.
- Application portal NOW open
- Application deadline is November 22nd, 2023 at 2pm
- Matching funds are required for some grants
- If an MOT marketing grant was already received, an organization must wait 1 year before re-applying
- Only one application per organization will be accepted.



Who is Eligible?

- Maine municipalities, tribal governments or other local government engaged in economic development activities
- Non-profit organizations or associations within the travel and tourism industry



Maine Communities Grant Up to \$5000

- Paid Advertising
- Public & Media Relations
- Existing Website Upgrades
- Asset Development -
Photography/Video Acquisition
- Fulfillment (Brochures, Guides,
Maps and Distribution)



Maine Enterprise Grant From \$5,000 to \$30,000

- A 50% cash match is required (sponsorships, cash donations, grant funding from another source, own funds)
- Paid Advertising- Print, Broadcast, Digital, Paid Social Media
- Public & Media Relations - Familiarization Tours, Media Events, Online Press Room
- Content Development, Organic Social Media
- Existing Website Upgrades - Mobilization, Content, Search Engine Optimization
- Asset Development - Photography/Video Acquisition
- Fulfillment - Brochures, Guides, Maps & Distribution
- Domestic & Canadian Leisure Travel & Trade Shows: Registration, Operation, Exhibit Redesign



Special Event Grant From \$30,000 to \$60,000

- A 25% cash match is required
- marketing funds to existing, well-established events for the expansion and progression of marketing strategies to attract new audiences, increase overnight visitation and length of stay.
- Same eligible project criteria as the Enterprise Grant but also including:
- Event Management/Administration - No more than 20% of total MTMPP funds can be used for administrative expenses.



Ineligible Projects

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



Required Documents – Communities Grant

- Overview of your organization, mission, and the project for which you are applying for funding. Include how the organization plans to sustain the project after grant funding.
- Complete project budget including sources of all cash & in-kind match
- Project Timeline
- Two (2) letters of support, including letters from businesses who can speak to their anticipated benefit from the project.
- Completed Vendor Authorization Form
- Brief letter to MOT, stating your organization is prepared to agree to the terms and conditions included in the final Low Value Service Contract.



Required Documents – Enterprise and Special Event Grant

- Brief history/overview of your organization and its mission; include local/regional collaborations with other organizations that will support and enhance the impact of your project and how the organization plans to sustain the project after grant funding.
- Complete Marketing Plan for project(s) including:
 - Marketing Goals and Objectives that can produce measurable results
 - Target Audience/Markets
 - Detailed Marketing Tactics & Rationale
- Complete Budget, including sources of all cash match.
- Project Timeline
- List of current board of directors with contact information. Municipalities must provide a list of selectpersons or city council members



Required documents continued

- Three (3) letters of support.
- Letter of acknowledgement from your Regional Destination Marketing Organization (RDMO).
- Completed State of Maine Substitute W-9 & Vendor Authorization Form
- Brief letter to MOT, stating your organization is prepared to accept the incorporation of “Rider B” in the final service contract.



Application Process – BEFORE you start your online application

- 1.) *Gather required information*
- 2) Go to motpartners.com and select the grant you would like to pursue.
- 3) Follow the links to create an account

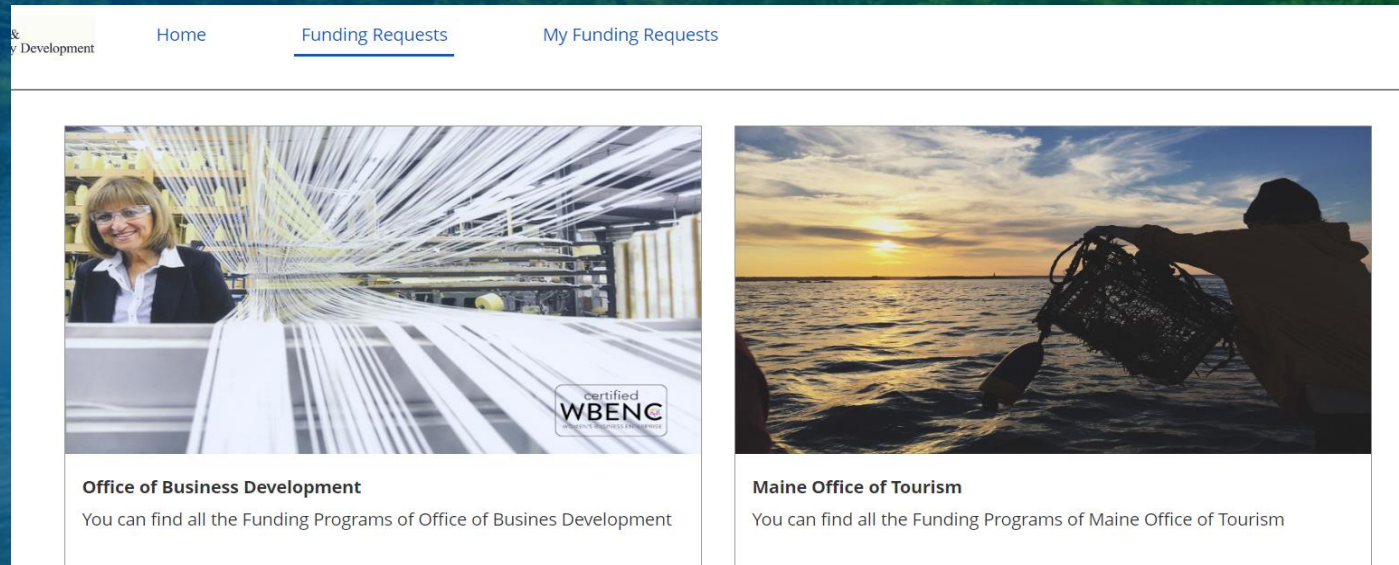


Application Process

Once you have gathered all required documents

1.) Log into your online account

- <https://stateofmaine.force.com/DECDMAINE/s/login/>
- Click on 'Maine Office of Tourism' box



The screenshot shows a web interface with a navigation bar at the top containing 'Home', 'Funding Requests', and 'My Funding Requests'. Below the navigation bar are two main content boxes. The left box features a photograph of a woman in a factory setting with a 'Certified WBENC' logo, titled 'Office of Business Development' with the text 'You can find all the Funding Programs of Office of Business Development'. The right box features a photograph of a person in a boat on the water at sunset, titled 'Maine Office of Tourism' with the text 'You can find all the Funding Programs of Maine Office of Tourism'. A yellow circle is drawn around the bottom center of the screenshot.