



MAINE TOURISM DEVELOPMENT & MANAGEMENT GRANT
LETTER OF INTENT (LOI) INSTRUCTIONS

- 1.) Letter must be on the applying organization's official letterhead or include organization's logo, address, and contact info.
- 2.) No more than three (3) supporting attachments. Keep attachments succinct and only relevant to the project for which you are applying for funding.
- 3.) Include the following elements:
 - a. Summary statement.
 - b. Statement of need: *Why does your organization need this funding?*
 - c. Project Activity: Overview of the activities involved, partnerships/collaborations with other organizations, regions, or entities and the role each will play.
 - d. Outcomes: State the specific outcomes you hope to achieve and how you will measure the outcomes. *What will success look like?*
 - e. Budget: Provide a general description of the project's funding needs and total amount of request.
- 4.) **All LOIs MUST be received by 2pm, April 19, 2024** to the email address - DestinationPlan@maine.gov. Applications without a LOI submitted by this date will not be accepted.