



MAINE TOURISM DEVELOPMENT & MANAGEMENT GRANT

The primary goals of the **Maine Tourism Development & Management Grant** are to support tourism development, education, and management projects that will:

- 1.) Support and enhance collaboration among key destination organizations to develop, enhance and/or manage the overall resident & visitor experience in Maine destination areas.
- 2.) Create sustainable growth within the tourism sector that aligns with the Maine Office of Tourism’s **Destination Management Plan**.
- 3.) Provide qualified, technical and consulting assistance for planning, development and execution of new and/or best practices in tourism management strategies and experience creation and product development.

Grant applications are accepted once per year for a minimum amount of \$15,000 and a maximum amount of \$40,000.

Additional Resources from the Maine Office of Tourism (MOT)

[MOT Partners Website](#)

[MOT Destination Management Plan](#)

[MOT Stewardship Principles](#)

[MOT Annual Plans & Reports](#)

[MOT Visitation & Economic Impact](#)

[RDMOs & Contact Info](#)

[Maine Tourism Regions Map](#)

TIMELINE

Friday, April 19, 2024	2pm – LAST day to submit a Letter of Intent (LOI) <i>(See LOI instructions here)</i>
Friday, May 24th, 2024	2pm - Grant Applications Due
May 27 – June 14	Review Period
Monday, July 1, 2024	Grant Contact Start Date
Progress Report	A progress report will be due to the MOT mid-way through your grant project. Due date will be determined in final grant contract.
Final Report	Grant contracts are awarded for a maximum 12-month period. Final reports are due 60 days from contract end date.

QUESTIONS?

Hannah Collins

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GRANT ELIGIBILITY

- Organizations may not hold more than one (1) Maine Office of Tourism grant contract per fiscal year.
- Applicant organizations must be a Maine municipality, tribal government, Maine-based 501C3 or C6 or L3C that is **responsible for developing, promoting and managing tourism** on behalf of a destination such as a:
 - Destination marketing organization
 - Chamber of Commerce
 - Non-profit trade organization representing tourism businesses in a destination area
- Applicants must receive **preliminary approval** to apply from the MOT Grant Program Administrator. (See above for LOI deadline & contact info)
- Projects must be able to be completed within the twelve (12) month period of the grant contract.
- Applicants must meet at least one of these criteria:
 1. Have completed a past successful Enterprise Grant Project with documented positive impacts and results, **OR**
 2. Be located within a region, community, or destination that has completed the MOT Community Destination Academy Program, **OR**
 3. The grant project supports sustainable growth of Maine's tourism economy as outlined in the MOT [Destination Management Plan](#)
- Organizations must be in good standing as of the application deadline with the Secretary of State (not applicable to municipalities). Check your organization's status here: <https://icrs.informe.org/nei-sos-icrs/ICRS>.
- A previous unsatisfactory grant history, for any reason, may immediately disqualify a grant application.

REQUIRED DOCUMENTS

All applicants are required to provide the following:

- ✓ Brief history/overview of your organization and its mission; include recent local/regional collaborations with other organizations that will support and enhance the impact of your project.
- ✓ Project timeline detailing milestones and deliverables.
- ✓ Project Goals and Objectives that will produce measurable results.
- ✓ Project plan that includes how your organization plans to sustain the project after grant funding.
- ✓ Complete Budget including sources of all cash match.
- ✓ Provide certificate of good standing <https://apps3.web.maine.gov/nei-sos-icrs/ICRS?MainPage=xv>
- ✓ List of current board of directors with contact information. Municipalities must provide a list of selectpersons or city council members.
- ✓ Four (4) letters of support. At least 2 letters must be from businesses who can speak to the anticipated benefit from the project. Letters cannot be from current board members.

- ✓ Letter of acknowledgement, support, and involvement from your Regional Destination Marketing Organization (RDMO). For a list of RDMO representatives visit: <https://motpartners.com/partner-organizations/>
- ✓ Completed State of Maine Substitute W-9 & Vendor Authorization Form https://www.maine.gov/osc/sites/maine.gov.osc/files/inline-files/vendor_ME_W9v5.pdf
- ✓ Brief letter to MOT, stating that your organization is prepared to accept the incorporation of “Rider B” attached hereto, in the final service contract. [Tourism Grant Rider B](#).

MATCHING FUNDS

At least a **25% cash match is required** in order to execute an effective project with regional and community support. **All matching funds must be clearly explained in the**

MOT Funding Request = \$30,000 25% Minimum Cash Match = \$7,500 TOTAL PROJECT FUNDS = \$37,500	MOT Request = \$15,000 25% Minimum Cash Match = \$3,750 TOTAL PROJECT FUNDS = \$18,750
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project budget. In-kind match amounts do not count as cash match, however, if there are in-kind expenses related to the grant project please include them in your budget to paint a clear picture of the project.

Examples of Cash Match

- Grantee organization’s own funds
- Sponsorships/corporate contributions
- Grant funding from another source
- Cash donations

ELIGIBLE USE OF FUNDS

1.) Tourism Product Development / Stewardship Planning and Programming

Examples include:

- Inclusive travel offerings, such as food & farm trails; specific interest travel guides, etc.
- Programs involving a multi-stakeholder approach to maintaining the cultural, environmental, economic, and aesthetic integrity of a destination.
- Projects that promote accessible or inclusive tourism experiences or facilities

2.) Visitor Education Programs

Examples include:

- Community and/or trail guide programs

3.) Tourism-related Strategic Planning

Examples include:

- Stakeholder & resident engagement
- Destination Management Planning

4.) Educational or Interpretive Signage or Kiosks

- Projects of this nature MUST directly enhance the visitor experience through access, education or engagement
- Proof of proper permits (local, regional, state, environmental and/or landowner permission must also be submitted.)

Additional consideration will be given to projects that:

- Advance off-season tourism
- Promote the value of tourism
- Develop & enhance the resident and visitor experience
- Foster inclusive travel opportunities

INELIGIBLE USES OF FUNDING

- Marketing campaigns & special events (See MOT Special Event/Enterprise Grant Programs)
- For-profit organizations
- Individual attractions, museums or businesses
- Administration costs including overhead
- New organizational websites, hosting
- Fundraising (raffles, giveaways, contests)
- Performances, exhibitions
- Promotional products – tents, banners, t-shirts, costumes, stickers, etc.
- Scholarships
- Construction projects
- Food and Alcohol
- Gift Cards / Giveaways / Contests

GENERAL CONTRACTUAL REQUIREMENTS

- **All invoicing** to the MOT will be paid on a **reimbursement only** basis.
- Once the contract has been approved by the Division of Purchases, and the monies encumbered, the award recipient will be notified that work can begin. **Anticipated awards cannot be obligated, or monies expended until that date.**
- All contracts will be signed for a period of **no more than twelve (12) months**.

STATE LAWS AND 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. Grantees are not exempt from paying sales tax. [TEG Rider B](#)

CREATIVE REQUIREMENTS

- a. **Maine Logo** – Any printed materials, presentations, videos, project websites and other project materials must include the approved MOT logo in accordance with the design guidelines of the MOT. MOT Logos and brand guide can be downloaded here:
<https://motpartners.com/additional-resources/logos-and-graphics/>
- b. **MOT Website** – www.visitmaine.com - A link to the state’s tourism website will be prominently displayed when appropriate.

MEDIA REQUIREMENTS

Forward any press releases, highlights, and other success stories related to your grant project to:

- Charlene Williams, Marshall Communications cwilliams@marshallpr.com
- Hannah Collins, Maine Office of Tourism destinationplan@maine.gov

APPLICATION EVALUATION

Grant applications are submitted for an overall technical review. The Technical Review Committee will review, provide comments and score each of the applications. Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful applicants.

Applications are scored based on the following criteria:

- I. APPLICATION
- I. COLLABORATION
- II. DESIGN, IMPLEMENTATION, AND MEASUREMENT
- III. ECONOMIC IMPACT
- IV. SUPPORTING THE STATE’S DESTINATION MANAGEMENT PLAN

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