

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.](#)

Organization Name	Maine Museum of Innovation, Learning and Labor (Maine MILL)
Entity Type	Nonprofit
Subaward Amount	\$500,000.00

Summary of the scope of work:

To design and develop Maine MILL's visitor experience and permanent exhibit by:

- Contracting with an experience design firm with specialization and a track record in developing inclusive, interactive, and compelling cultural experiences
- Working with local community partners to incorporate their needs and wants into the Maine MILL experience
- Implementing the permanent collection exhibits (including fabrication and installation)
- Creating the marketing assets (digital, video, audio, graphic design, etc.) that will fuel Maine MILL's marketing and communications programs.

Organization Name	Appalachian Mountain Club (AMC)
Entity Type	Nonprofit
Subaward Amount	\$248,000.00

Summary of the scope of work:

The proposed video series will serve to welcome, educate, and prepare visitors to the region to ensure that their trip is enjoyable, safe, responsible, respectful, and memorable.

The deliverables to achieve the communication tasks listed above are as follows:

- A strategic messaging communications plan outlining the touchpoints for content
- Creative development of the video campaign
- Pre-production, production, and post-production of all video assets
- Short-form cut-downs of the video content for use in social channels
- Design and production of physical signage
- A messaging deployment plan

These videos will be sources of information for everyone in the region and a tool for connecting all visitors and guests with important guidance regarding their visit.

Organization Name	Francis Perkins Center
Entity Type	Nonprofit
Subaward Amount	\$ 165,830.00

Summary of the scope of work:

- A Heritage Tourism Plan for the Frances Perkins Center to foster long-term growth, sustainable use, and strong stewardship.
- Strategies for Heritage Tourism Product/Experience Development to attract visitors and their spending to the site and region as a post-pandemic economic revitalization strategy.
- A robust marketing plan that will increase awareness and attract visitors.
- Design and implementation of print and digital marketing materials guided by both the Heritage Tourism and Marketing Plans.
- Integration services and training for a more comprehensive email marketing and communications implementation.