



Tourism Marketing Recovery Program (ARPA Funded) Application Instructions

***required fields**

1. *Application Date – this will auto-fill to today's date
2. *Requested Amount – this must be between \$50,000 and \$200,000

Applicant Information

1. *Entity Name - name listed **must match the legal name as shown on a W9** of the organization or government entity receiving grant funds.
2. *Address
3. *City
4. *State
5. ZIP
6. FAX
7. Organization Taxpayer ID #
8. Organization Unique Entity Identifier (UEI) – not required for application submission, however, applicants must be registered and active in SAM.gov before the final award can be made. [Start the registration process here](#) OR [search for previous registrations here](#).
9. If Doing Business As (DBA) - If "Doing Business As" please list assumed, trade or d/b/a name. Assumed names must be registered with the Maine Secretary of State.
10. *Entity Type (Drop-Down) – *only the following choices are eligible to apply for this program:*
 - a. city, town, municipality
 - b. non-profit organization
 - c. economic development district organization
 - d. tribal government or a consortium of tribes

Contact Information

1. *Contact Name – this will be auto-filled from your initial account registration and cannot be changed by applicant. Contact MOT program administrator if changes are needed.
2. *Phone
3. *Email – this will be auto-filled from your initial account registration and cannot be changed by applicant. Contact MOT program administrator if changes are needed.
4. *City
5. *County
6. Zip

Add Additional Contacts

One additional contact person **MUST** be listed that is different from the contact name above in the event the primary contact cannot be reached.

1. *Name
2. *Title
3. *Email
4. *Phone

Required Uploads

All uploads must be in PDF file format

1. [SAM.gov](https://sam.gov) VERIFICATION UPLOAD
 - New/renewing organizations: proof of registration (email confirmation)
 - Active organizations: screen shot of [SAM.gov](https://sam.gov) showing active account

Sub-recipients will not receive awards until registered and active in SAM.gov
2. Brief overview of your organization and its mission and an executive summary of the project for which you are applying for funding. Explain how your organization will successfully implement the proposed project. Be sure to include local/regional collaborations with other organizations that will support and enhance the impact of your project.
3. Complete project budget including ALL sources and amounts of matching funds, including additional funding support from municipal, county, state, tribal or federal levels. Regular budget updates will be required throughout the lifecycle of grant funding.
4. Project Timeline (***keep in mind MOT/DECD review and federal EDA approval time***)
5. **Complete** Marketing Plan that includes the following:
 - a. Demonstrated economic recovery need – include data that supports your need for economic resilience & recovery due to the coronavirus pandemic.
 - b. A clear strategy and objectives with realistic and attainable deliverables
 - c. Measurable metrics and KPIs (Key Performance Indicators)
 - d. Identify how the project supports or reinforces the Maine Brand.
 - e. Explain how your organization will successfully manage and complete the proposed project. Include internal resources and/or any external partners, including all vendors, that will be utilized to advance your project within the timeline that is submitted.
6. Letter(s) of commitment from project vendors, partners and organizations involved in your project and listed in your budget as contributors of matching funds. For non-profit organizations, this includes acknowledgement of cooperation with officials of a political subdivision of the State.

7. Organization's Annual Budget & P&L Statement from the previous three (3) years
8. Completed State of Maine Substitute W9 & Vendor Authorization Form
https://motpartners.com/wp-content/uploads/2023/02/vendor_ME_W9v5.pdf

Additional Required Uploads for Non-profit Organizations:

Non-profit organizations must also submit the following (PDF format only)

1. articles of Incorporation
2. most recent **SIGNED** bylaws – must be signed by CEO or Executive Director to confirm that the submitted bylaws are the ones currently in use.
3. [Maine Certificate of Good Standing](#)

Additional Uploads (not required)

Applicants have the opportunity to upload any additional files that they think will support the application. Please provide no more than three (3) additional files.

Attestation

This Grant opportunity is federally funded, in whole or in part, and all sub-recipients shall comply with:

1. *I agree to comply with the [Dept. of Commerce Standard Terms and Conditions.](#)
2. *I agree to comply with [2 CFR Part 200](#) Federal Regulations if awarded.
3. *I agree to comply with Maine DAFS - [Maine DAFS -Addendum A - Agency Uniform Guidance](#) if awarded
4. *I agree that I have not and will not seek duplicative benefits from any source for these same expenses.
5. *I agree that the provided information is correct and complete to the best of my knowledge.

Questions?

Hannah Collins (207) 624-7456

Hannah.Collins@maine.gov

Kimbalie Lawrence (207) 624-9808

Kimbalie.Lawrence@maine.gov

