



July 25, 2023

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	<a href="#">Main Street Skowhegan</a>
Entity Type	Nonprofit
Subaward Amount	\$484,500.00

**Summary of the scope of work:**

- 1.) The creation of a shared regional destination development vision and plan for the Waterville/Skowhegan region of Maine. This collaborative planning effort will connect and uplift the many current and future development efforts and investments across municipal borders to enhance the visitor experience and improve quality of life.
- 2.) A regional brand strategy, identity, and promotional campaign that will drive tourism and competitively attract new businesses, entrepreneurs, and workforce talent to the area, ensuring long-term economic prosperity and resilience.

Organization Name	<a href="#">Maine Development Foundation</a>
Entity Type	Nonprofit
Subaward Amount	\$331,050.00

**Summary of the scope of work:**

- The Maine Development Foundation will utilize funding to support developing Community Tourism Experiences in Maine’s Downtowns. Specifically, this proposal will develop Community Tourism Enterprises (tourism experiences) in downtowns, will build a robust photographic and video library of quality assets and will support marketing efforts. The project will take place in collaboration with Maine’s Main Street organizations (non-profits) through [MainStreetMaine.org](#). Collectively, this project will support the economic recovery of Maine’s historic downtowns and will create more resilient downtowns going forward.