



## Tourism Marketing Recovery Program (ARPA Funded) Program Guidelines

The Maine Office of Tourism - [Tourism Marketing Recovery Program](#) is funded through the US Economic Development Administration (EDA) American Rescue Plan Act (ARPA) [Travel, Tourism, and Outdoor Recreation State Grant](#). This sub-award program provides funding to eligible applicants to support the economic recovery and resilience of the State's travel and tourism sectors from the impacts of the coronavirus pandemic.

Sub-awards will be granted for a minimum amount of \$50,000 and a maximum amount of \$200,000. Projects must be completed by **September 1, 2025**.

**Application Deadline: 2pm - July 25, 2024**

### Program Goals

- To support economic recovery and resilience efforts from the covid-19 pandemic of the travel and tourism industry in Maine.
- Provide funding for tourism **marketing programs** that will attract and increase visitation to areas negatively impacted by the pandemic.

Priority will be given to projects that have the potential for long-term transformational impacts; campaigns that reach underrepresented and new and diverse communities of visitors.

### Eligible Applicants

- Maine municipalities, tribal governments or other local governments engaged in economic development activities, or a consortium of political subdivisions
- Non-profit organizations or associations within the travel and tourism industry, acting in cooperation with officials of a political subdivision of the State

*Per EDA regulation 13 C.F.R. § 300.3 -Individuals and for-profit entities are not eligible to receive funds.*

*If the applicant entity has received ARPA funding for specific recovery tactics, the same tactics cannot receive funding through the Tourism Marketing Recovery Program. Only one application per organization will be accepted.*

### Matching Funds

Matching funds are recommended, but not required. However, preference will be given to applicants that can successfully demonstrate organizational buy-in, community and/or regional collaboration and partnership, and a commitment to the execution of a successful recovery program that will boost the economic impact of the tourism industry in Maine.

Funds received from the Maine Office of Tourism, General Fund, or other Federal funding programs are NOT considered matching funds.

## Eligible Projects & Uses of Funds

Eligible and ineligible uses of funds apply to both requested grant funds and matching funds.

### Marketing Programs

Paid Advertising Campaigns  
 Paid Social Media Campaigns  
 Public & Media Relations  
 Website Development  
 Market Activations  
 Photography & Video Asset Development  
 Fulfillment & Distribution  
 Domestic, Canadian & Overseas Leisure Travel & Trade Shows

### Events

Marketing and coordination of first-time events and event re-boots.

### Tourism Product/Experience Development

Creation and expansion of new itineraries and themed routes ('trails'), inclusive travel experiences; that connect with local people, culture, food & drink and explore local geography and places of interest.

### Administrative/Project Management

Administrative expenses may not be built into any other section of the funding request, and only apply to work directly related to the execution of the program outlined in this application. All administrative expenses must be clearly defined in project budget documents and cannot include indirect or overhead expenses such as rent, utilities, office supplies, maintenance fees, etc.

## Ineligible Uses of Funds

- Construction projects
- Acquisition of land
- Purchase of items for resale or promotional products and giveaways (tents, t-shirts, costumes, stickers, gift cards, etc.)
- Retroactive spending
- Gift Cards
- Maintenance fees
- Fundraising, raffles, giveaways, contests
- Capital equipment, including rental equipment such as fencing, tents, stages, etc.
- Scholarships
- Food or alcoholic beverages

## Application Process

1. Confirm your entity's valid UEI Number with [SAM.gov](https://sam.gov) and/or register your entity to receive a Unique Entity ID.
  - Existing registered entities can find their Unique Entity ID by [following the steps here](#).
  - Proof of [SAM.gov](https://sam.gov) active account (screenshot) or account registration initiation (email confirmation) will be required for application. Applicants must be registered and active in SAM.gov before the final award can be made.
2. Prepare your application and required documents by reviewing the [Application Information & Instructions](#) (PDF format).
3. Create an online account at:
  - <https://stateofmaine.force.com/DECDMAINE/s/self-registration>
  - OR- log-in here if an account has already been created in the past: <https://stateofmaine.my.site.com/DECDMAINE/s/login/>
4. Once you have logged into your account, the online application can be found here:
  - <https://stateofmaine.force.com/DECDMAINE/s/funding-requests>
  - i. Click on the 'Maine Office of Tourism' box
  - ii. Click on "Tourism Marketing Recovery Program (ARPA Funded)"

## Application Review

The Maine Office of Tourism will appoint a Review Committee that will review all applications to ensure eligibility, compliance and alignment with the Maine Office of Tourism. Final application approval must be granted by the EDA and takes approximately 30 days. Projects may not be started until final approval is granted. **Incomplete and/or late applications will not be reviewed.**

The MOT Review Committee will score applications based on the following criteria:

- 1.) Strength of Project
- 2.) Demonstrated Recovery Need and Resilience
- 3.) Measurable Tourism Impact
- 4.) Capacity to Implement
- 5.) Quality of Budget and Timeline

## Award Distribution

Once an application is approved, by both the Office of Tourism and the EDA, a formal grant contract will be executed between the applicant and the Maine Department of Economic and Community Development (DECD). When the final contract is approved by the Maine Division of Purchases, applicants may formally request grant payment(s). To receive disbursements during the grant execution period, awarded applicants must submit a formal request for grant payment.

## Creative Requirements

Marketing materials need to include the official Maine Office of Tourism logo. Logo files can be downloaded from the MOT Tourism Partners website: [MOTPartners.com/logos-and-graphics/](https://MOTPartners.com/logos-and-graphics/). If an alternative logo format is needed, please reach out a contact person listed below.

### **Media Requirements**

Press releases, e-news, and other success stories related to your grant project should be forwarded to the MOT Communications Manager:  
Jennifer Geiger [Jennifer.Geiger@maine.gov](mailto:Jennifer.Geiger@maine.gov) (207) 624-7454

### **Changes to Approved Project Application**

The Maine Office of Tourism must approve any significant refinements, clarifications, modifications or changes to the proposal, or your organization may forfeit grant funds. Organizations must submit a formal proposal change request. Proposal change requests submitted 60 days or less from the end of project timeline will not be accepted.

### **Reporting Requirements**

Reports must be submitted as outlined in the formal grant contract and will depend on the length and complexity of your proposed project. Awarded applicants will be required to submit periodic progress reports until all project components are completed. The applicants final report must include a final budget and all documents for expenses. Final reports must also include measurable results that tie into the overall economic benefits to the destination.

### **Unused Funds**

Unused grant funds shall be returned to the DECD/Maine Office of Tourism. Any grant funds not used as approved shall be returned pursuant to the grant agreement.

### **Questions?**

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