



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM (MTMPP)
 ENTERPRISE MARKETING GRANT
 FY 2026 Cycle 1 - Handbook & Guidelines

The Maine Tourism Marketing Partnership Program (MTMPP) was created to assist with the implementation of **marketing programs** designed to stimulate and expand Maine’s travel and tourism economy by coordinating the promotional efforts of the private sector with those of the Maine Office of Tourism (MOT) and its corresponding [Regional Destination Marketing Organization \(RDMO\)](#). Qualifying organizations must be a Maine non-profit, municipality or tribal government.

The **MTMPP Enterprise Marketing Grant** supports tourism marketing initiatives that will increase visitation and spending within a destination. The primary goal of the Enterprise Marketing Grant is to support marketing efforts that help move organizations toward sustainable growth that contributes to the overall advancement of the tourism economy in Maine. Projects must be aligned with and support the Office of Tourism [Destination Management Plan](#) and [Stewardship Principles](#). Tourism Enterprise Marketing Grant Applications are accepted for a minimum amount of \$5,000 and a maximum amount of \$30,000.

Apply online at MOTPartners.com/marketing-grants

Additional Resources:

[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](#)

CYCLE 1

Friday, May 23rd, 2025	2pm - Applications Due
Week of June 9, 2025	Grant Awards Announced (July 1, 2025 Contract Start Date)
	<i>A final grant report is due within 30 days of contract end date.</i>

GRANT ELIGIBILITY

- Organizations must be a Maine municipality, tribal government, Maine-based 501C3 or C6 or L3C.
- Organizations must create an [online account](#) 14 days prior to the grant deadline. If you have previously registered for an account, **you must [log-in](#) to update your account 14-days prior.**
- Organizations may not hold more than one Maine Office of Tourism grant contract per fiscal year.
- Organizations previously awarded MTMPP Enterprise grant funding may not apply for a period of 12 months after the submission and approval of a **MTMPP Final Grant Report.**

- Repeat applicants must demonstrate a progressive marketing program that expands and/or builds upon previous strategic initiatives or targets new and emerging markets. Repeat applicants **must** include the marketing budget from previous application.
- Projects must be tourism focused by attracting visitors residing fifty miles or more from the destination.
- Projects must be aligned with and support the Office of Tourism [Destination Management Plan](#) and [Stewardship Principles](#).
- Events applying for funding may not occur within 90 days of the grant contract start date (July 1, 2025).
- Organizations must be in good standing as of application deadline with the Secretary of State (not applicable for municipalities). Search for organization status [HERE](#).
- A previous unsatisfactory grant history, for any reason, could immediately disqualify a grant application.

REQUIRED DOCUMENTS

All applicants are required to provide the following:

- ✓ Brief overview of your organization and its mission; include local/regional collaborations and partnerships that will support and enhance the impact of your project and include **how the organization plans to sustain the project after grant funding**.
- ✓ Complete **Marketing Plan** for project(s) including:
 - Marketing Goals and Objectives that can produce measurable results
 - Target Audience/Markets
 - Detailed Marketing Tactics & Rationale
- ✓ Complete Budget, including **sources of all cash match**
- ✓ Project Timeline
- ✓ List of current board of directors with contact information. Municipalities must provide a list of selectpersons or city council members
- ✓ An official certificate of good standing <https://apps3.web.maine.gov/nei-sos-icrs/ICRS?MainPage=x> (\$10 fee required). Screenshots are not permitted.
- ✓ Three (3) letters of support. At least 2 letters must be from businesses who can speak to their anticipated benefit from the project. Letters cannot be from current board members or event sponsors.
- ✓ Letter of acknowledgement from your Regional Destination Marketing Organization (RDMO). For a list of RDMO representatives visit: MOTPartners.com/partner-organizations
- ✓ Completed State of Maine Substitute W-9 & Vendor Authorization Form. Federal W-9 forms are not permitted. [Download the Maine form here](#).
- ✓ Brief letter to MOT, stating your organization is prepared to accept the incorporation of “Rider B” in the final service contract. [Enterprise Grant Rider B](#)

All the above should be submitted as separate documents, PDF is the preferred file format.

MATCHING FUNDS

For the fiscal year 2026 (FY26), a 50% **cash match** is required in order to execute the most effective marketing plan with regional and community support. **All matching funds must be clearly explained in the project budget.**

Examples of Cash Match

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

ELIGIBLE PROJECTS

The following items are examples of eligible projects:

- Paid Advertising- Print, Broadcast, Digital, Paid Social Media
- Public & Media Relations - Familiarization Tours, Media Events, Online Press Room, Content Development, Organic Social Media
- Existing Website Upgrades - Mobilization, Content, Search Engine Optimization
- Asset Development - Photography/Video Acquisition
- Fulfillment - Brochures, Guides, Maps & Distribution
- Domestic & Canadian Leisure Travel & Trade Shows: Registration, Operation, Exhibit Redesign

INELIGIBLE PROJECTS

- Administration costs including overhead
- New organizational websites, hosting fees
- Fundraising (raffles, giveaways, and other contests)
- Performance, exhibition, lecture fees
- Promotional products – tents, banners, t-shirts, costumes, stickers, etc.
- Capital equipment, including rental equipment such as fencing, tents, stages, etc.
- Scholarships
- Professional development, conferences & training
- Food and Alcohol
- Gift cards

GENERAL CONTRACTUAL REQUIREMENTS

- All invoicing to the Maine Office of Tourism will be paid on a **reimbursement only** basis.
- Once the contract has been approved by the Division of Purchases, and the monies have been encumbered, the award recipient will be notified that work can begin.
- All contracts will be signed for a period of no more than twelve (12) months.
- A final grant report is due within 30 days of the contract end date.

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.

CREATIVE REQUIREMENTS

1. **Maine Brand** - The word “Maine” shall be prominent in all grant funded media, in accordance with the design guidelines of the MOT. The proper usage in other venues will be negotiated and pre-approved in writing with the MOT.
2. **Maine Logo** - All printed materials, audio visual presentations, films or videos, television commercials, broadcast programs, websites and trade show materials must include the approved MOT logo in accordance with the design guidelines of the MOT. Logos can be downloaded from the MOT Tourism Partners website [HERE](#). When appropriate, please include a link to the State’s tourism website visitmaine.com.
3. Events **must** be posted on the visitmaine.com website. Keep your websites up to date - even if it means a “*Save the Date*” is posted with the next year’s dates and future information.

MEDIA REQUIREMENTS

Forward press releases and other successful project highlights to:

- Charlene Williams, Marshall Communications cwilliams@marshallpr.com
- Jennifer Geiger, Maine Office of Tourism Jennifer.Geiger@maine.gov
- Chiara Moriconi, Maine Office of Tourism Chiara.Moriconi@maine.gov

APPLICATION EVALUATION

Grant applications are submitted for an overall technical review. The Review Committee will review, provide comments and score each of the applications.

Applications are scored based on the following criteria:

- I. APPLICATION
 - i. Does the application identify project goals, meet budget requirements, and include a strategic marketing plan?
- II. COLLABORATION
 - i. Does the project include logical partners and encourage collaborations that will benefit local business?
- III. DESIGN, IMPLEMENTATION, AND MEASUREMENT
 - i. Does the application provide logical strategy and identify measurable results?
- IV. ECONOMIC IMPACT
 - i. Upon completion of the project, will there be evidence of increased visitation, spending or produce a reasonable return?
- V. DESTINATION MANAGEMENT PLAN ALIGNMENT
 - i. Does the application align with the Office of Tourism’s Destination Management and/or Stewardship Principles?

Based upon feedback gained during the Technical Review process, the Maine Office of Tourism will negotiate any final plan modifications directly with the successful applicants. The finalized plans will then be presented to the Commissioner of the Department of Economic and Community Development for review and final approval.

QUESTIONS?

Chiara Moriconi

Maine Office of Tourism

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(207) 624-9809

