

The **Maine Communities Grant Program** provides support to tourism focused, community-oriented marketing projects and events. The Maine Office of Tourism (MOT) awards Maine Communities Grants each cycle (spring & fall) for amounts ranging from \$2500 - \$5000 that are in alignment with and support the MOT [Destination Management Plan](#) and [Stewardship Principles](#).

Additional Resources:

[MOT Partners Website](#)

[Maine Tourism Regions & Contact](#)

[Maine Tourism Regions Map](#)

[MOT Stewardship Principles](#)

[MOT Destination Management Plan](#)

[MOT Visitation & Economic Impact](#)

Apply online at MOTPartners.com/marketing-grants

CYCLE 1

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

GRANT ELIGIBILITY

- Maine municipalities, tribal governments and Maine-based non-profits (501c3, c6, L3c) may apply. Other organizations may apply through a tourism-related non-profit fiscal agent partner.
- 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 grant from the Maine Office of Tourism contract per fiscal year.
- Repeat applicants must demonstrate a progressive plan that expands and/or builds upon the goals and outcomes outlined in the previous application. 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](#).
- Organizations (or fiscal partner) 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 must provide the following documents in separate files.

- Overview of your organization, mission, and the project for which you are applying for funding. Include how the organization plans to sustain the project after grant funding.
- Complete project budget including sources of all cash & in-kind match
- Project Timeline
- Two (2) letters of support, including letters from businesses who can speak to their anticipated benefit from the project.
- Completed State of Maine Substitute W-9 & Vendor Authorization Form. Federal W-9 forms are not permitted. [Download the Maine form here](#).
- An official certificate of good standing:
<https://apps3.web.maine.gov/nei-sos-icrs/ICRS?MainPage=x> (\$10 fee required). Screenshots are not permitted.
- Brief letter to MOT, stating your organization is prepared to agree to the terms and conditions included in the final [Low Value Service Contract](#).

ELIGIBLE PROJECTS

The following items are eligible projects:

- Paid Advertising
- Public & Media Relations
- Existing Website Upgrades
- Asset Development - Photography/Video Acquisition
- Fulfillment (Brochures, Guides, Maps & Distribution)

INELIGIBLE PROJECTS

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

MATCHING FUNDS

For the fiscal year 2026 (FY26), a combination of cash and in-kind match is **highly encouraged** in order to execute the most effective project marketing plan. All matching funds, cash and in-kind, must be clearly explained in both the scope of work and the budget.

Examples of Cash Match

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

Examples of In-kind Match

- Donated goods or services
- Administration time of organization's staff - must support the project within the application, above and beyond normal staff responsibilities.
- Volunteer services - services and activities that support the project within the application

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. This group shall review, provide comments and score each of the applications.

- I. Application:
 - Does the application clearly identify project goals, desired outcomes and a detailed budget?
- II. Collaboration:
 - Does the project include logical partners and/or has the support of community leaders and stakeholders?

III. Design, Implementation & Measurement:

- Application provides clear rationale for project elements and identifies measures of success in alignment with the MOT Destination Management Plan and/or Stewardship Principles.

IV. Economic Impact:

- The project will enhance tourism in an area that has not taken advantage of its potential.

Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful applicants.

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 the terms and conditions of the contract. Grantees are not exempt from paying sales tax.

Questions?

Chiara Moriconi

Maine Office of Tourism

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(207) 624-9809

