


Application Deadline	Funding Range	Apply at
Wed, Nov. 12, 2025, at 2 p.m.	\$2,500 -- \$5,000	www.MOTPartners.com/marketing-grants
Grant Award Announcement Timeline: Week of December 5th Contract Dates of Approved Applications: 1/1/26–12/31/26 <i>(unless otherwise negotiated & approved)</i>		

Program Overview

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.

 **Important Funding Note:** All MTMPP Maine Communities Grants are reimbursement-based. Awarded organizations must be able to pay expenses upfront and request reimbursement after work is completed and documentation is submitted.

Resources

Use the following resources to help develop your marketing plan and align your project with MOT's tourism goals:

Planning & Strategy Tools	Regional & Partner Information
<p><u>MOT Destination Management Plan</u> Understand long-term strategic goals for tourism in Maine.</p> <p><u>MOT Stewardship Principles</u> Ensure your project aligns with sustainable tourism values.</p> <p><u>MOT Annual Plans & Reports</u> Review current priorities and success metrics.</p> <p><u>MOT Visitation & Economic Impact Data</u> Use traveler behavior and economic impact data to justify your marketing strategy.</p>	<p><u>MOT Partners Website</u> Access guidelines, forms, and other grant-related resources.</p> <p><u>Regional Destination Marketing Organization (RDMO)</u> Find your regional marketing organization.</p> <p><u>Maine Tourism Regions Map</u> Define your target geography and regional alignment.</p>

Maine Communities Grant Eligibility

The Maine Communities Grant is available to organizations that meet the following eligibility requirements:

Matching Funds Recommendation

For the fiscal year 2026 (FY26), a combination of cash and in-kind match is highly encouraged 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

Eligible Applicants

Maine municipalities, tribal governments, and Maine-based nonprofits (501c3, 501c6, L3C) may apply. Other organizations may apply through a tourism-related nonprofit fiscal agent, which must submit the application. For-profit businesses are not eligible.

Project Requirements

- Projects must be tourism-focused, targeting visitors from 50+ miles from the destination.
- Projects must align with the [MOT Destination Management Plan](#) and [Stewardship Principles](#).

Limitations & Disqualifiers

- Organizations may not hold more than one Maine Office of Tourism grant contract per fiscal year.
- Organizations must be in good standing with the Maine Secretary of State as of the application deadline (not applicable for municipalities). Search for organization status [HERE](#).
- Applicants awarded an MTMPP grant (Enterprise, Communities, or Special Event) within the past six years must demonstrate a progressive approach that builds on past strategies or targets new markets. The original marketing budget and final report from that grant must be included in new application.
- A previous unsatisfactory grant history may disqualify an application

Application Requirements

Organizations must register or update an online account at least 14 days before the grant deadline ([LINK TO PORTAL](#)).

Eligible Projects Examples	Ineligible Projects Examples
<ul style="list-style-type: none">• Paid Advertising• Public & Media Relations• Existing Website Upgrades• Asset Development - Photography/Video Acquisition• Fulfillment (Brochures, Guides, Maps & Distribution)	<ul style="list-style-type: none">• 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 – costumes, key chains, tents, stickers, etc.• Food, alcohol or Gift Cards

Preparing Your Application

Application Submission Requirements

All applicants must submit the following (7) documents as separate (*PDF preferred*) files.

Organization Information

1. Organization and Project Overview

- Provide a summary of your organization, mission, and proposed project.
- **Include:**
 - How the organization plans to sustain the project after the grant funding ends.
 - How the project aligns with MOT priorities:
 - [MOT Destination Management Plan](#)
 - [MOT Stewardship Principles](#)

2. An Official Certificate of Good Standing

- [Download from the Maine Secretary of State](#) (A \$10 fee applies).
- *Screenshots are not accepted.*

Financial Documentation

3. Complete Project Budget

- Make sure to identify clearly grant fund use separate from other funds.
- Include all sources of cash & in-kind match.

4. Project Timeline

- Provide a timeline outlining major milestones and deliverables.

5. Completed State of Maine Substitute W-9 & Vendor Authorization Form

- [Download the Maine Form Here](#)
- Federal W-9s are not accepted

Letters & Acknowledgements

6. Two Letters of Support

- Including input from businesses who can speak to their anticipated benefit from the project.

7. Letter of Agreement to Low Value Service Contract

- Brief letter to MOT, stating your organization is prepared to agree to the terms and conditions included in the final [Low Value Service Contract](#).

****Submission Tip:** Label each file clearly using your organization's name and the document type.

Example: DowneastChamber_Budget.pdf

Application Evaluation

All grant applications undergo a technical review and scoring process conducted by the Maine Office of Tourism and its Review Committee. The Review Committee will review, provide comments and score each of the applications.

Applications are evaluated based on the following five criteria:

Application

Does the application clearly identify project goals, desired outcomes and a detailed budget?

- Consider:
- Clearly define your project's goals, purpose, and intended outcomes
 - Provide a realistic, itemized budget that directly supports the proposed activities
 - Ensure that the scope and scale of the project align with the available funding and timeline.

Collaboration

Does the project demonstrate meaningful collaboration with community stakeholders or tourism partners that will enhance the project's reach and effectiveness?

- Consider:
- Include partnerships that are logical and relevant to the goals of the project.
 - Provide letters of support that demonstrate genuine community involvement and anticipated benefit.
 - Show how collaboration will increase the project's visibility, capacity, or impact.

Design, Implementation & Measurement

Is there a sound strategy and clear plan for measuring success?

- Consider:
- Developing a logical project timeline.
 - Sharing defined metrics or indicators to evaluate impact and effectiveness.
 - Using strategy that aligns with best practices in tourism marketing.

Economic Impact

Will the project enhance tourism in an area that has not taken advantage of its potential?

- Consider:
- Potential to increase visitation and/or visitor spending.
 - Expected return on investment (ROI).
 - Ability to attract visitors during non-peak seasons or expand market reach.

Alignment with MOT Priorities

Does the project align with the Maine Office of Tourism's strategic goals?

- Consider:
- Alignment with the Destination Management Plan.
 - Support for the Stewardship Principles.

Following the technical review, MOT may negotiate final plan modifications with selected applicants. Final plans are subject to review and approval by the Commissioner of DECD.

After You're Awarded

Contract Terms & Reimbursement Process

All MTMPP Maine Communities Grants are **reimbursement-based**. Grantees must pay for all project expenses **before** requesting reimbursement.

Reimbursement Requests Must Include:

- Invoice from grantee organization to The Maine Office of Tourism for requested reimbursement amount.
- Separate documentation demonstrating proof of payment for requested reimbursement amount (such as receipts, cleared checks, or paid invoices).

- Funds will not be disbursed in advance.
- Reimbursement requests may be submitted as needed based on the organization's project timeline and cash flow. Multiple partial requests are allowed. Reimbursements are suggested to be submitted on a monthly basis.
- Only expenses included in the approved application are eligible for reimbursement. If you need to change vendors or project methods in a way that differs from the approved plan, please contact the Maine Office of Tourism grant administrator for review and approval.
- All invoices for reimbursement must be received no later than 30 days after the end of contract.
- 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.
- Final reports are due within 30 days of the contract end date. Additional guidance on final report expectations will be provided upon award.
- Contract terms may extend to 12 months, based on project needs.

State Laws & 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 must comply with all terms outlined in the [Low Value Service Contract](#), which will be incorporated into the final agreement.
- Grantees are not exempt from paying sales tax.

Creative & Branding Requirements

Maine Brand Visibility

- 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.
- When appropriate, please include a link to the State's tourism website www.visitmaine.com.
- [Guidelines and downloadable assets are available online HERE.](#)

Use of the MOT 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.
- [Guidelines and downloadable assets are available online HERE.](#)

Event Listings on VisitMaine.com

- If your project includes an event, it must be listed on the VisitMaine.com event calendar.
- Even if full details aren't yet available, placeholder listings (e.g., "Save the Date") are encouraged.
- To submit your event please use the [online form here](#).

Media & Communications

Grantees are encouraged to share project success stories and media highlights.

- Please forward press releases, articles, or related media to:
 - Charlene Williams, Marshall Communications, cwilliams@marshallpr.com.
 - Christine Rosen, Maine Office of Tourism, christine.rosen@maine.gov.

Questions or Assistance

For questions about the Maine Communities Grant application, eligibility, or submission process, please contact:

Christine Rosen
Development Project Officer
Christine.Rosen@maine.gov
(207) 592-6251