

Maine Tourism Marketing Partnership Program Grant Awards Summary

The Maine Office of Tourism is pleased to announce the Maine Tourism Marketing Partnership Program (MTMPP) grant awards for Fiscal Year 2026, Cycle 1. A total of \$370,718 was awarded to 19 recipients. Projects will be completed between July 1, 2025, and June 30, 2026.

Enterprise Marketing Grants

The Enterprise Marketing Grant supports tourism marketing initiatives that will increase visitation to the applying 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.

Organization	Project Description	Category	Region	Amount
Moosehead Outdoor Alliance	Marketing the Moosehead Junction Trails	Outdoor Recreation	The Maine Highlands	\$24,463
Pejepscot History Center	Marketing Skolfield-Whittier House	Arts & Culture	Maine's MidCoast & Islands	\$10,000
Southern Aroostook Development Corporation	Marketing and Asset Development	Destination Marketing	Aroostook County	\$15,000
Katahdin Chamber of Commerce	Visitor guide and snowmobile map	Destination Marketing	The Maine Highlands	\$29,755
Town of Fort Fairfield	Maine Potato Blossom Festival	Event	Aroostook County	\$10,000
Rangeley Region Guides & Sportsmen's Association	Promotion and asset development	Outdoor Recreation	Maine's Lakes & Mountains	\$30,000
Maine Historical Society	Promotions of exhibits 2025/2026	Arts & Culture	Statewide	\$30,000
Johnson Hall, Inc.	Marketing and Asset Development	Destination Marketing	Kennebec Valley	\$30,000
Maine Mineral & Gem Museum	Marketing and Asset Development	Destination Marketing	Maine's Lakes & Mountains	\$27,500
Penobscot Theatre Company	Marketing Theatre Calendar	Arts & Culture	The Maine Highlands	\$9,000
Total Funding:				\$215,718

Maine Communities Grants

The Maine Communities Grant program provides support to tourism focused, community-oriented marketing projects and events.

Organization	Project Description	Category	Region	Amount
Vigorous Tenderness	Marketing concerts	Arts & Culture	Greater Portland & Casco Bay	\$5,000
Old Canada Road Scenic Byway, Inc.	Website refresh and promotion	Destination Marketing	The Kennebec Valley	\$5,000
Maine's First Ship	Video assets for marketing The Virginia	Destination Marketing	Maine's MidCoast & Islands	\$5,000
The Forks Area Chamber of Commerce	Website refresh and promotion	Destination Marketing	Kennebec Valley	\$5,000
Wilderness Sled Dog Racing Association	Marketing and map enhancement	Event	The Maine Highlands	\$5,000
Poland Community Economic Development Committee (CEDC)	Map and promote trails	Outdoor Recreation	Maine's Lakes & Mountains	\$5,000
Maine Irish Heritage Center	Marketing for tours and events	Destination Marketing	Greater Portland & Casco Bay	\$5,000
Total Funding:				\$35,000

Special Event Grants

The Special Event Grant program provides marketing funds to existing, well-established events for the expansion and progression of marketing strategies to attract new audiences, increase overnight visitation and length of stay.

Organization	Project Description	Category	Region	Amount
MOFGA (Maine Organic Farmers and Gardeners Association)	Marketing Common Ground Country Fair	Event	Maine's MidCoast & Islands	\$60,000
City of Lewiston	Balloon Festival	Event	Maine's Lakes & Mountains	\$60,000
Total Funding:				\$120,000