

Maine Tourism Marketing Partnership Program (MTMPP) Enterprise Marketing Grant

FY2026 – Cycle 2


Handbook & Application Guidelines

Application Deadline	Funding Range	Apply at
Wed, Nov. 12, 2025, at 2 p.m.	\$5,000 -- \$30,000	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 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.

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

Enterprise Grant Eligibility

The Enterprise Marketing Grant is available to organizations that meet the following eligibility requirements:

Matching Funds

A 50% cash match is required 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

In-Kind donations do not qualify as a cash match.

Eligible Applicants

- Maine municipalities, tribal governments, and Maine-based nonprofits (501c3, 501c6, L3C).

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](#).
- Events may not occur within 90 days of the grant contract start date.

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](#).
- Organizations awarded a previous Enterprise or Special Event Grant must wait 12 months after submitting and receiving approval for a final report before reapplying to an MTMPP grant.
- 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- 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	<ul style="list-style-type: none">• 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

Preparing Your Application

Application Submission Requirements

All applicants must submit the following (10) documents as separate (*PDF preferred*) files.

Organization Information

1. Organization and Project Overview

- Summary of your organization, mission, and proposed project.
- **Include:**
 - Local/regional collaborations and partnerships.
 - Plan to sustain the project after grant funding ends.
 - How the project aligns with MOT priorities:
 - [MOT Destination Management Plan](#)
 - [MOT Stewardship Principles](#)

2. Board List

- **Nonprofits:** List of current board of directors with contact information
- **Municipalities:** List of select persons or city council members with contact information.

3. An Official Certificate of Good Standing

- [Download from the Maine Secretary of State](#) (A \$10 fee applies).

**Screenshots are not accepted.*

Marketing Plan

4. Comprehensive Marketing Plan

- Marketing Goals and Objectives that can produce identified measurable results.
- Target Audiences/Markets
- Detailed Marketing Tactics & Rationale

Financial Documentation

5. Complete Project Budget

- Clearly distinguish grant funds from other funds.
- Include all sources and amounts of cash match funding (required for eligibility).

6. Project Timeline

- Provide a timeline outlining major milestones and deliverables.

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

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

Letters & Acknowledgements

8. Three Letters of Support

- At least **two** must be from businesses or organizations that will benefit from the project.
- Letters from board members or sponsors are not allowed.

9. RDMO Acknowledgment Letter

- This letter should confirm that your Regional Destination Marketing Organization (RDMO) is aware of your application submission to the MOT.
- For a list of RDMO representatives visit: www.MOTPartners.com/partner-organizations.

10. Letter of Agreement to Rider B

- Brief letter to MOT, stating your organization is prepared to accept the incorporation of "Rider B" in the final service contract.
- [View Enterprise Grant Rider B Here](#).

****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 define the project's goals, include an itemized and realistic budget, and present a cohesive overview of the proposed marketing approach?

- Consider:
- Clearly define the project's goals and intended outcomes.
 - Present a clear, organized description of the proposed marketing approach.
 - Provide a realistic, itemized budget that supports the overall project plan.

Collaboration

Does the project include logical partners and encourage collaborations that will benefit local business?

- Consider:
- Include partnerships that extend the reach or impact of the project.
 - Demonstrate collaboration with tourism-related organizations or local businesses that benefit from the project.
 - Provide letters of support that reflect shared objectives, engagement, or resource alignment.

Design, Implementation & Measurement

Does the application present a clear, strategic marketing plan with a logical implementation timeline and defined metrics for measuring success?

- Consider:
- Whether the project includes a well-organized marketing strategy that supports visitation and spending goals.
 - Clarity and feasibility of the timeline and deliverables.
 - Use of marketing best practices and relevant measurement tools.

Economic Impact

Will the project result in meaningful tourism growth?

- Consider:
- Potential to increase visitation and/or visitor spending.
 - Expected return on investment (ROI).
 - Ability to attract visitors during non-peak seasons and 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 Enterprise Marketing 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 [Rider B](#), which will be incorporated into the final service contract.
- 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 Enterprise Marketing Grant application, eligibility, or submission process, please contact:

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