

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 2. A total of \$453,227.33 was awarded to 20 recipients. Projects will be completed between January 1, 2026, and December 31, 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 organizations achieve sustainable growth and contribute to the overall advancement of Maine's tourism economy.

Organization	Project Description	Category	Region	Amount
Frances Perkins Center	Communications & paid media services Promotional material design & printing	Arts & Culture	Maine's MidCoast & Islands	\$30,000
Poland Spring Preservation Society	Marketing material design & print SEO & Digital advertising	Destination Development & Mgmt.	Maine's Lakes & Mountains	\$30,000
TEMPOart	Marketing asset creation & advertising Digital content enhancements	Arts & Culture	Greater Portland & Casco Bay	\$20,000
Classical Uprising	Digital advertisements Photo and video asset development Public and Media Relations	Event	Greater Portland & Casco Bay	\$30,000
Friends of Katahdin Woods and Waters	Digital content enhancements Photo/video asset development	Destination Marketing	The Maine Highlands	\$30,000
Appalachian Mountain Club	Targeted outdoor recreation-focused social media ad campaign	Outdoor Recreation	The Maine Highlands	\$20,000
Portland Ovations	Digital advertisements	Arts & Culture	Greater Portland & Casco Bay	\$30,000
Inland Woods + Trails	Photo content development Digital presence refresh & advertisements	Outdoor Recreation	Maine's Lakes & Mountains	\$27,000
Historic New England	Photo and video content development Print and digital advertisements	Arts & Culture	Statewide	\$15,000
Heart of Ellsworth	Print & Digital Advertising	Event	DownEast Acadia	\$23,527.33
Visit Portland	Print & Digital Advertising Photo/video asset development Brochure Production & Distribution	Destination Marketing	Statewide	\$29,300
Eastern Maine Development Corporation	Content development Social media campaign	Regional DMO Marketing	The Maine Highlands	\$21,000
Total Funding:				\$305,827.33

Maine Communities Grants

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

Organization	Project Description	Category	Region	Amount
Presque Isle Historical Society	Advertising for America's 250 th anniversary year-long event series.	Arts & Culture	Aroostook County	\$4,800
Georges River Land Trust	Printed brochures and advertisements	Destination Marketing	Maine's MidCoast & Islands	\$5,000
Center Theatre for the Performing Arts	Printing Festival Maps Social Media Advertisements	Event	The Maine Highlands	\$5,000
Hirundo Wildlife Refuge	Rack Cards & Brochures Print and Digital Advertising	Destination Marketing	Statewide	\$5,000
Opera House Arts	Printing Festival Maps Social Media Advertisement	Arts & Culture	DownEast Acadia	\$5,000
Coastal Mountains Land Trust	Design & Print Hiking Brochures	Outdoor Recreation	Maine's MidCoast & Islands	\$2,600
Total Funding:				\$27,400

Special Event Grants

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

Organization	Project Description	Category	Region	Amount
Points North Institute	Design and visual asset development Digital and print paid advertising Public relations	Event	Maine's MidCoast & Islands	\$60,000
Maine Grain Alliance	Digital content enhancements Earned media, public relations Radio & print advertising	Event	The Kennebec Valley	\$60,000
Total Funding:				\$120,000

