

MAINE TOURISM MARKETING PARTNERSHIP PROGRAM

REGIONAL MARKETING GRANT

INTRODUCTION -- FY 2019

SCOPE

The primary objective of the Maine Tourism Marketing Partnership Regional Grant Program (MTMPP) is the creation and implementation of marketing programs designed to attract visitors to specific Maine tourism regions and strengthen the State's image as a travel destination by coordinating the promotional efforts of the private sector with those of the Office of Tourism. The goal is to assist new marketing initiatives, or to build and strengthen mature and healthy ones that align and support the Maine Office of Tourism's (MOT) Five-Year Plan Strategic Plan. (<https://visitmaine.com/tourism-partners/>). The Regional Destination Marketing Organizations are eligible for up to \$150,000 in the 2019 fiscal year.

TIMELINE

Timeline Regional Grant Program:

1st Friday of May:	Applications Due to MOT by 2:00 PM
3rd week of May:	Technical Review
4th week of May:	Award Announcements
July 1:	Contracts Begin
3 rd Thursday of January:	Mid-term Report Due to MOT
June 30:	Contracts End
September 30:	Final Report Due to MOT

REGIONAL GRANT ELIGIBILITY

Regional Destination Marketing Organizations (RDMO's) whose primary purpose is to attract visitors to each of the eight (8) designated regions are eligible to apply

- The RDMO must be a Maine-based 501C3 or C6 and must have been in existence for a minimum of three years.

- The RDMO must have a focus on travel, tourism and destination promotion.
- The RDMO’s Board must be broadly representative of the designated region and should include individuals representing the tourism interests within the defined region.
- The RDMO must have dedicated staff/grant manager and demonstrate staffing capacity to execute the proposed marketing plan to include: fulfillment, communications, reporting, invoicing and record keeping.
- The RDMO shall produce and execute an annual marketing plan consistent with the goals and objectives of the Maine Office of Tourism’s Five Year Plan which (Available on-line at www.MOTPartners.com.)
- The RDMO must have a designated regionally focused marketing committee and demonstrate regional outreach/communications of marketing plan with key partners and core constituents within the region.
- The RDMO must provide updates to its constituency about the progress of the MTMPP grant at quarterly meetings held for the purpose of providing updates and gathering feedback about MTMPP grant items.

Note: A previous unsatisfactory grant history, for any reason, could immediately disqualify a new MTMPP plan.

Definitions:

Tourism Regions are defined by the communities serving the tourism trade within a defined area (Towns by Tourism Region is available at www.visitmaine.com/resources)

Regional Destination Marketing Organization is an organization broadly representing the tourism regions defined in #1 and best suited to execute a marketing plan to attract visitors to a designated region.

Staffing Capacity is defined as the ability to fulfill the roles and responsibilities for the execution of the attached grant application. The organization must maintain or maintain an arrangement for a staffed office with regular office hours on a year-round basis and have systems in place to ensure timely and successful completion of projects outlined in the grant.

Application Checklist

Applicants must provide the following:

- State of Maine Certificate of Incorporation and Articles of Incorporation from the Secretary of State or a letter of determination from the Internal Revenue Service.
- Notice of EIN assigned by the IRS.
- Tax Record from the previous year

- P&L Statement from the previous year
- Organization's Annual Budget
- Certificate of good standing issued within 90 days by the Secretary of State.
- List of Board of Directors with contact information, tenure, and term limits. (Organizations should have on their board a significant number of individuals who are invested in the travel and tourism industry and who are participants in the activities of the organization.)
- Copy of the operating guidelines, organization's by-laws and mission statement. (These should provide for an annual election of officers and directors that allows an opportunity for new members to be voted onto the board.)
- Provide five (5) letters of support for the organization's ability to execute an effective regional marketing plan not to include more than one sitting board member
- Provide a spreadsheet of Grant Match contributions: Cash and In-Kind (Please identify each source and the contribution)
- Most recent Annual Marketing Plan.
- Brief letter to MOT, signed by an Agency officer stating your organization is prepared to accept the incorporation of "Rider B" attached ([attach Link](#)) in the final contract

APPLICATION EVALUATION

Technical Review - Plans are submitted for an overall technical review. The Technical Review Committee is comprised of MOT Director, MOT staff, at least one (1) representative from the Public & Media Relations Agency, at least one (1) representative from the Advertising Agency and at least one (1) representative from the Department of Economic & Community Development (DECD). This group shall review and score each of the applications.

Only complete plans will be reviewed and scored through a consensus scoring process. Strict attention will be given to the following criteria, listed in order of priority:

- a. **Plan Design:** Does the plan clearly identify the strategies and resources that will result in attainable goals and objectives within a specified time frame? Is there a proven track record for the projects identified? Is the plan in keeping with the Office of Tourism's Five Year Strategic Plan? Does the plan build upon MOT's brand platform of Originality? Does the plan connect to MOT's Annual Marketing Plan?
- b. **Regional Impact:** How does the plan address identified needs of the tourism industry within the impacted region? Will the plan increase local/regional awareness, attract new visitors to the region, maintain repeat visitors, encourage visitors to stay in paid accommodations, spend more, stay longer and/or grow off-season visitation? Does the plan connect to other regionally-

focused tourism initiatives? Does the plan have a focus on niche markets specific to the region?
Does the plan highlight the region's points of differentiation?

- c. Demonstrate the organization has the staffing capacity to execute the proposed marketing plan.
- d. Financial Review: Does the financial commitment reflect an ability to successfully accomplish all of the defined objectives? Has sufficient effort been made to leverage private sector financial involvement in the plan?
- e. Demonstrated Accounting and Management System: Does the organization have a successful history of an adequate accounting and management system for monitoring the type of plan?
- f. Plan Evaluation: Does the project demonstrate a sound methodology for measuring achievement of the stated project objectives?
- g. Plan Finalization – Based upon feedback gained during the Technical Review process, the MOT will negotiate any final plan modifications directly with the successful DMO's. The finalized plans will then be presented to the Commissioner of DECD for review and approval.

ELIGIBLE PROJECTS

Marketing projects should be focused towards MOT's highest-value consumer segments. The applicant must concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive more first-time visitation. Projects must drive inquiry and engagement with key vacation planning tools. (See-MTMPP Guidelines: Eligible Project Definitions and Measurements)

The following items are eligible projects:

1. Website: Website Development (Upgrades: Mobilization, Content, SEO)
2. Social Media
3. Public & Media Relations: Familiarization Tours, Media Events, Press Room
4. Domestic Leisure & Travel Sales: Travel Trade and Consumer Shows: Registration, Operation, Exhibit Redesign & Upgrade
5. Asset Development: Photography, Video
6. Paid Advertising: Print, Broadcast, Digital, Out-of-Home
7. Joint Marketing Partnerships
8. Fulfillment: Brochures, Guides, Maps & Distribution
9. Professional Development
10. Administrative Expenses

ELIGIBLE PROJECT DEFINITIONS AND MEASUREMENTS

Category –Regional Website

Definition: Digital projects involving site architecture, design, maintenance and hosting necessary for a consumer-focused web presence

Element - Website: Upgrades

Including, but not limited to:

- TechShare
- Platform
- Responsive and/or Mobile Compatibility

Element - Content development

Element – Search Engine Optimization

Measurement: *Google Analytics Visits, Time on site, pages visited*

Category - Social Media

Social Media: Direct contact to the consumer through various social media channels and platforms including but not limited to: Facebook, Twitter, Instagram, and YouTube and other social networks.

Element- Content

Element- Social monitoring services

Measurement: Engagement, likes, shares, comments, fans, followers, visits, views, retweets, Google Analytics, Facebook Insights, and expert evaluation

Category - Public Relations

Definition: Media and blogger outreach for the purpose of securing print, broadcast or online coverage. It can include press releases, pitch letters, online media rooms, distribution services and press tours/visits.

Element - Familiarization Trip for Tour Operators and Journalists

(Must be vetted through the MOT)

Definition: Familiarization (Fam) Tours: Hosting an individual or group of travel media or travel trade in your region. The purpose of these tours is to familiarize media and trade with the region. Typically, this involves reduced rate and/or complimentary lodging, meals and access to attractions

Element - Media Events

Definition: Participation in events that allow for contact and interaction with travel/food & wine/lifestyle media.

Including, but not limited to:

- Press Room/Media Kit
- Distribution Services

Measurement: An accounting of media results, advertising equivalency, and/or new product offerings.

Category – Domestic and Canadian Leisure & Travel Sales

Definition: Shows intended to attract regional visitation through personal contact and the distribution of regional tourism information. Expenses can include: Event Registration, Staff travel, Meals & Lodging, Displays, and Exhibitor Fees.

Element – Consumer Travel Shows

Element – Travel Trade Shows

Element – Niche Market Shows/Events

Measurement: *Show attendance, leads collected; materials distributed*

Category - Asset Development

Definition: includes professional photography, videography through the process of photo/video shoots or purchasing stock photos and/or video. All photography should include full, non-exclusive rights for print and online and editorial content.

Element - Professional Photography:

Element - Video

Element – Content

Measurement: An accounting of images, videos, stories and the placement.

Category - Paid Advertising

Definition: Paid advertising refers to any “purchased” space or placement with the purpose of driving both awareness and lead generation/inquiry among target segments,

Element – Print (refers to space advertisements)

Element – Broadcast

- Radio

Measurement: *Number of placements, distribution and impressions*

Element –Digital advertising

Including, but not limited to:

- Banner Ads, E-blast Campaigns, E-marketing, Native content, Pay-Per-Click - Google AdWords, Microsoft Ad Center, You Tube, etc., Lead Generation

Element – Outdoors “Out of Home” - billboards, taxi, transit, etc.

Measurement: *Impressions, Open and Click-Through rates for email, Cost/Impression, Cost/Click, Cost/Email, Google Analytics: (cost/visit, average time on site, bounce rate, percent of new visits, conversions, unique URL for outdoor/out of home advertising)*

Category – Joint Marketing Partnerships

Definition: Joint Marketing Projects approved by MOT involve two or more regional contributions to a collaborative effort to attract visitors. *MUST be approved by MOT.* Examples: Experience Maritime Maine, CruiseMaine, Maine Sports Commission, MOT Cooperative Marketing Programs

Category - Fulfillment

Definition: The production and distribution of regional marketing materials such as the Regional Visitors Guide, maps, other regionally focused brochures.

Element - Publications

Element – Distribution

Including, but not limited to:

- Direct Mail
- Travel Shows (shipments only – those not attended in person)

Measurement: *Distribution through Mailings, VICs, Shows*

Category - Professional Development

Definition: This category allots \$5,000 with no match required for the attendance to a nationally recognized marketing conferences by a representative of the RDMO and may be used for registration, travel and other costs related to attendance of the designated conferences. Note: *This funding can only be used in this category at one of the designated conferences and cannot be reallocated to any other project.*

Element: Conference Participation

- ESTO (www.ustravel.org/events/esto)
- DMAI (www.destinationmarketing.org/)

Category – Administrative Expenses

Definition: No more than twenty (20%) of the allocated MTMPP funds can be used for administrative expenses. Administrative expenses may not be built into any other section of the grant. The

administrative allowance is intended to help Grantee meet and comply with all of the MTMPP Guidelines.

Measurement: *A full and detailed documentation of these administrative expenses will be required with both the interim and final reports.*

Note: *The MOT has the right to withhold any and/or all administrative monies up to the full 20% allocation if the required eligibility items are not being met.*

CREATIVE REQUIREMENTS

- a. Maine Brand - The word "Maine" shall be prominent in all MTMPP 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.
- b. 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.
- c. MOT Website - Include the following: "For additional information on Maine, go to www.visitmaine.com."

Note: *Failure to comply with these requirements elements will jeopardize payment for that project and future funding.*

MATCHING FUNDS

MTMPP funded projects require every two dollars (\$2) of MTMPP monies be matched by one dollar (\$1) of regional funds. A minimum of fifty-percent (50%) of the regional match must be cash and the remaining balance may be in-kind match. All matching funds, cash and in-kind, must be clearly outlined in both the scope of work and the budget.

- Financial reporting costs are exempt from match requirements.
- If the region has utilized the services of a small business economic development center/corporation, only project related expenses will be allowed as in-kind match.
- Expenditures claimed for projects funded previously will not be allowed as match.
- Approved Joint Marketing Partnerships are exempt from match requirements.
- Administrative expenses, if recorded as part of the 20% Administrative Allocation, are exempt from match requirements.

Note: *The expenses recorded within this 20% allocation cannot be claimed again as in-kind or cash match for the approved projects.*

Definitions:

- **Cash Match:** Cash collected and expended by the region in the process of completing the approved grant projects. This includes money contributed to the region by private organizations, institutions, public agencies, private individuals, etc. Expenditures must be for project related costs and must be tied directly to the projects as outlined in the scope of work. Project, donation amount and contributor must be identified and attached with documentation

***Note:** Credit for cash match is received when incurred as an actual expenditure. Documentation will be required.*

- **In-kind Match:** In-kind match represents the value of non-cash contributions (donated product and/or service) provided by the region, private organizations, institutions, public agencies, private individuals, etc. The non-cash contributions must be for project related costs and must be tied directly to the projects as outlined in the scope of work.

***NOTE:** All in-kind contributions must be documented and may not be credited as in-kind to any other MTMPP elements, projects and/or grants.*

****Joint Marketing Partnership Projects are exempt from regional matching funds.***

EXAMPLE OF MATCH REQUIREMENTS:

MTMPP Total Request - \$150,000

MTMPP Project Funds - \$116,000 (Project = \$145,000 minus 20% (\$29,000) Administrative Allocation and less Professional Development allotment \$5,000)

Note: Other Special Programs through MOT may also qualify for a zero-regional match.

MTMPP Project Funds	Regional Match Required*	No-Match	Total Program
\$145,000	\$58,000	\$5,000	\$150,000
	Minimum Cash Match (50%) =	\$29,000	
	Maximum In-Kind Match (50%) =	<u>\$29,000</u>	
	*Regional Match	\$58,000	

GENERAL CONTRACTUAL GUIDELINES

CONTRACT PREPARATION

- When the Commissioner of DECD has confirmed the recommendations of the Technical Review Committee, the OT will notify all applicants by letter of their plan status.
- All contracts will be signed for a period of no more than twelve (12) months unless otherwise stipulated in the contract.

- One copy of the contract will be mailed to award recipients for review and signatures. Contracts must be signed by an authorized individual. All copies must be returned to OT.
- 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.
Note: Potential awards cannot be obligated or expended until that date.
- All invoicing to the Department will be paid on a reimbursement only basis. The final \$500.00 will be withheld until the final report has been received and approved by the MOT. If not submitted within 90 days the \$500.00 will revert to the regional pool. If applicable, special conditions of funding will be negotiated and outlined.
- Extensions and amendments will be reviewed on an individual basis *but* must be requested by the first Friday of June in the contract year
- The successful completion of the FY 2018 MTMPP program, where applicable, will be a significant consideration for FY 2019 eligibility.

STATE LAWS AND REGULATIONS

Funds awarded must be used in accordance with all applicable state laws and subject to contracting requirements as specified in Rider B of the contract. Grantees are not exempt from paying sales tax. [See Attached Rider B \(Add Link\)](#)

Online Applications are available at <http://www.motgrants.com>