

# MAINE TOURISM MARKETING PARTNERSHIP PROGRAM

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## SPECIAL EVENT MARKETING GRANT

### INTRODUCTION – FY2019

#### SCOPE

The primary objective of the Maine Tourism Marketing Partnership Program (MTMPP) Special Events Grant is the creation and implementation of marketing programs designed to stimulate and expand the travel industry within Maine while aligning and supporting the Maine Office of Tourism's (MOT) Five-Year Plan Strategic Plan. (<https://visitmaine.com/tourism-partners/>). The intent of Special Event Grant is to provide marketing fund assistance to existing, well-established events needing to expand their audience to attract overnight visitation. Special Events strengthen Maine's brand image nationally and/or internationally, have a direct economic impact on the state economy and/or attract visitation to Maine's shoulder season. Two Special Event Grants are awarded each year. Applications will be accepted twice per year for a minimum amount of \$40,000 and a maximum amount of \$60,000.

#### TIMELINE

Timeline Special Events Grant Program:

\*One Special Event Grant will be awarded in each cycle.

##### First Grant Cycle

2nd Friday of May: 2pm	Tourism Enterprise Grant Applications Due
2nd week of May:	Technical Review
3rd Thursday of May:	Tourism Enterprise Grant Announcements
July 1: Contract	Begins
June 30: Contract	Ends
September 30:	Final Report Due

##### Second Grant Cycle

1st Friday of November:	2pm Tourism Enterprise Grant Applications Due
2nd week of November:	Technical Review

3 <sup>rd</sup> Thursday of November:	Tourism Enterprise Grant Announcements
January 2:	Contract Begins
December 30:	Contract Ends
March 30:	Final Report Due

## **SPECIAL EVENT GRANT ELIGIBILITY**

The intent of the MTMPP Tourism Enterprise Grant is to distribute awards to Maine municipalities, permanent Maine-based non-profit 501C3, 501C6 or L3C incorporated organizations whose primary purpose is to promote and expand tourism in Maine.

### **Eligibility for Grants**

Organizations applying for funding must be a: Maine municipality, Maine-based 501C3 or C6 or L3C. The Organization's Board should include individuals representing tourism interests

Organizations may not hold more than one MTMPP Grant contract per fiscal year may only apply once per calendar year and may not file for application more than two consecutive cycles

Eligible projects must be tourism focused by attracting individuals residing fifty miles or more with an objective of increasing overnight visitation.

Eligible events cannot occur in less than 60 days of the grant start date (First Cycle: July 1<sup>st</sup> or Second Cycle: January 1<sup>st</sup>)

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

### **Application Checklist**

Applicants must provide the following:

- Municipalities must provide town charter
- Organization's Annual Marketing Budget and Marketing Plan
- Certificate of good standing issued within 90 days by the Secretary of State.  
(not applicable for municipalities)
- 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.) Municipalities must provide a list of selectpersons of city council members
- Provide five (5) letters of support for the organization's ability to execute an effective regional marketing plan of which only one may from a sitting board member

- Provide a spreadsheet of Grant Match contributions: Cash and In-Kind (Please identify each source and contribution)
- Brief letter to MOT, signed by an Agency officer stating your organization is prepared to accept the incorporation of “Rider B” attached hereto, in the final contract Attached Rider B ([Link](#))

## **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 a 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 PROJECT DEFINITIONS AND MEASUREMENTS**

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

\*Ineligible projects include: Performances, Exhibitions, Individual organizational websites, Fundraising (for example: raffles, giveaways, contests), Capital equipment, Scholarships

### **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, Television

**Element:** Digital—Including, but not limited to:

Banner Ads, E-blast Campaigns, E-marketing, Native content, Paid Search - Google AdWords, Microsoft Ad Center, You Tube, etc., Lead Generation, Digital Video, Digital Radio/Digital Television, Paid Social Media

**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 - Public Relations

**Definition:** Media/influencer outreach for the purpose of garnering print, broadcast and online editorial coverage. This can include writing press releases, press kits, online press rooms, distribution services/media database, proactive pitching and familiarization tours.

**Element:** Familiarization Tours for Tour Operators/Journalists/Influencers

**Definition:** Hosting an individual or group of travel media or travel trade in your region. The purpose of these tours is to familiarize influencers, media and trade with the region. Typically, this involves reduced rate and/or complimentary lodging, meals and access to attractions, along with a complete itinerary planning. Travel expenses are often requested to be paid by the destination/region.

*This element may be taken on by the region independently or by a commitment to the Maine Office of Tourism's PR program to help with and support existing fam trips.*

**Element:** Media Events

**Definition:** Participation in events that allow for contact and interaction with travel/food & wine/lifestyle media/influencers. (i.e. NYC Media Marketplace)

**Element:** Online press room

**Definition:** A section of a website dedicated the purpose of providing the media with easy access to information about your region. It should include contact information, photo library with captions, video library, fact sheet and press releases.

**Element:** Distribution service/media database

**Definition:** A paid service that provides media lists, list building options for targeting and distribution services.

*Measurement:* An accounting of editorial coverage including, but not limited to the number of articles, online impressions, circulation, reach, website visits.

## Category – Digital

**Definition:** Digital projects involving site architecture, design, maintenance and hosting necessary for a consumer-focused web presence *Note: Chambers applying for this category are limited to a “Visitor-Specific” landing page or pages*

**Element - Website:** Upgrades (Including, but not limited to Responsive and/or Mobile Compatibility)

**Element - Content development**

**Element – Search Engine Optimization**

**Measurement:** Google Analytics (Visits, Page Views, Pages per visit, Bounce Rate, Avg. time on site, New Visits, Content Overview, Traffic Source Overview and Country/Territory Detail)

## **Category - Social Media**

**Definition:** 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-** Boosted posts

**Element-** Social monitoring services

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

## **Category - Asset Development**

**Definition:** includes professional photography and 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** – Professional Video

**Element** – Content

## **Category - Fulfillment**

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

**Element** – Publications, including space advertising in Maine Invites You and Camping In Maine

**Element** – Distribution

Including, but not limited to:

- Direct Mail, Travel Shows Distribution, Digital Fulfillment

**Measurement:** Distribution through Mailings, VICs, Shows

## **Category – Domestic Leisure & Travel Shows**

**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 – Administrative Expenses**

**Definition:** No more than twenty (20%) of the allocated MTMPP funds can be used for administrative expenses. The administrative allowance is intended to support the execution of the marketing plan, meet and comply with all of the MTMPP Guidelines. Administrative expenses may not be built into any other section of the grant. **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](http://www.visitmaine.com).”

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

## **MATCHING FUNDS**

Special Event project funding requests must be for a **minimum of \$40,000** but not exceed **\$50,000**. MTMPP funded projects require a thirty three percent (33%) match of the total marketing project. For every two dollars (\$2) of MTMPP monies, there must be an event match of one dollar (\$1). Up to fifty percent (50%) of the dollars 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.

- 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.

**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 event, 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.*

**EXAMPLE OF MATCH REQUIREMENTS:**

MTMPP Total Request - \$50,000

Total Marketing Program \$75,000	MTMPP Project Funds \$50,000	Event Match Required* \$25,000
	Minimum Cash Match (50%) =	\$12,500
	Potential In-Kind Match (50%) =	<u>\$12,500</u>
	*Event Match	\$25,000

**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. OT will send one copy of the approved contract to the award recipient.

*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 grant pool. If applicable, special conditions of funding will be negotiated and outlined.
- Extensions and amendments will be reviewed on an individual basis.

## **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 ([link](#))

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