

# MAINE TOURISM MARKETING PARTNERSHIP PROGRAM

## TOURISM ENTERPRISE MARKETING GRANT

### INTRODUCTION -- FY 2015

#### SCOPE

The primary objective of the Maine Tourism Marketing Partnership Program (MTMPP) is the creation and implementation of programs designed to stimulate and expand the travel industry while strengthening the State's image by coordinating the promotional efforts of the private sector with those of the Office of Tourism (MOT). Programs must be aligned with and support the Five Year Plan developed by the Office of Tourism. Tourism Enterprise Grant Applications will be accepted twice per year for a minimum amount of \$2,500 and a maximum amount of \$10,000.

#### TIMELINE

MTMPP Guidelines, including the information required of applicants, will be posted on the MOTPartners.com. This grant will be open twice per fiscal year

Timeline Grant Program:

##### **First Grant Cycle**

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

##### **Second Grant Cycle**

1 <sup>st</sup> Friday of November:	2pm Tourism Enterprise Grant Applications Due
2 <sup>nd</sup> 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

#### GRANT ELIGIBILITY

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

#### Eligibility for Grants

- Organizations must be a 501C3 or C6 and must have been in existence for a minimum of three years
- The Organization's Board should include individuals representing tourism interests

- Eligible projects must be tourism focused with an objective of increasing visitation.
- Only Projects hosted by a Maine organization are eligible to apply for funding.

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

### **Application Technical Review Criteria**

The Technical Review Committee, Chaired by the DECD Deputy Commissioner and comprised of MOT Director, representative from the MOT, PR and Advertising Agency, and a representative from the Maine hospitality industry, shall review and score each of the applications. Applicants must provide:

- 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
- 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 letters of support for the organization (no more than two letters from a sitting board members)
- The organization will produce and execute an annual marketing plan and budget. The Organizations Strategic plans should be consistent with the goals and objectives of the Maine Office of Tourism’s Five Year Plan which (Available on-line at [www.MOTPartners.com](http://www.MOTPartners.com).)
- Demonstrate the organization has the staffing capacity to execute the proposed marketing plan to include: fulfillment, reporting, invoicing and record keeping

### **APPLICATION EVALUATION**

1) Technical Review - Plans are submitted for an overall technical review. Only complete plans will be reviewed. 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?
- 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, and encourage visitors to stay longer or promote intra-regional travel?
- c) 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?

- 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?
  - Plan Evaluation: Does the project demonstrate a sound methodology for measuring achievement of the stated project objectives?
- 2) Plan Finalization – Based upon feedback gained during the Technical Review, and if deemed necessary by the committee, the OT will negotiate any final plan modifications directly with the applicant organizations. The finalized plans will then be presented to the Commissioner of DECD for review and approval.
  - 3) Maine Division of Purchases – When approved, the contracts will be completed and delivered to the State of Maine Division of Purchases for closing review.

## **ELIGIBLE PROJECTS**

The grantee must establish that their plan will attract more visitors to Maine and/or keep visitors longer. Plans must include methodology for tracking appropriate projects (tracking items such as response rates, # of attendees, economic impact, website hits, etc. (See-MTMPP Guidelines: Eligible Project Definitions and Measurements)

The following items are eligible projects:

1. Paid Advertising: Print, Broadcast, Online
2. Public & Media Relations: Familiarization Tours, Media Events
3. Website Development: Design, Upgrades, Mobilization
4. Social Media
5. Asset Development: Photography, Video
6. Fulfillment: Brochures, Guides, Maps & Distribution
7. Travel Trade and Consumer Shows: Registration, Operation, Exhibit Redesign & Upgrade

*Note: Multi-regional promotions and partnerships are encouraged.*

## **ELIGIBLE PROJECT DEFINITIONS AND MEASUREMENTS**

### **Category - Paid Advertising**

Element – Print

Element – Broadcast

Element – Online

Including, but not limited to:

- Banner Ads
- E-blast Campaigns
- Pay-Per-Click - Google AdWords, Microsoft Ad Center, You Tube, etc.
- Email List Acquisitions

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 & Media Relations**

**Public Relations:** Media outreach for the purpose of garnering print, broadcast and online coverage of your region. This can include press release writing, distribution services, proactive pitching and familiarization tours.

Element - Familiarization Trip for Tour Operators and Journalists

*(Must be coordinated through the OT and/or Discover New England)*

**Familiarization (Fam) Tours:** Hosting an individual or group of media on a visit to your region. The purpose of these tours is to familiarize media with the region and to result in media coverage. Typically, this involves complimentary lodging, meals and access to attractions. Fam tours may also involve both international and domestic tour operators who are learning more about a region for the purpose of including your region in trips they offer to their clients/customers.

Element - Media Events: Participation in events that allow for contact and interaction with travel/food & wine/lifestyle media. This includes events like the Taste of Maine Media Marketplace in New York City, which is sponsored by the Maine Office of Tourism.:

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

### **Category - Website Development**

Website

Element – Redesigns and Upgrades

Including, but not limited to:

- Techshare
- Platform
- Responsive and/or Mobile Compatability

Element - Content

*Measurement: Google Analytics (9)*

### **Category - Social Media**

**Social Media:** Direct contact to the consumer through Facebook, Twitter, Foursquare, YouTube and other social networks. This may include creating content, posting, and monitoring.

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

### **Category - Asset Development**

**Asset Development** includes professionally created components such as imagery, graphics and copy that enhance regional interest through multiple media outlets.

Element - Professional Photography: Sourcing photography of your region through the process of photo shoots or purchasing stock photos. All photography should include full, non-exclusive rights for print and online.

Element - Video

Element – Content Implementation and SEO

Element – Map

### **Category - Fulfillment**

**Fulfillment** is the production and distribution of regional marketing materials such as the Regional Guide, maps, other regional brochures

Element - Publications

Element – Distribution

Including, but not limited to:

- Direct Mail
- Travel Shows

**Measurement:** *Mailings, VICs, Shows*

### **Category – Travel Trade and Consumer Shows**

**Travel Trade and Consumer Shows** are 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

**Measurements:** *Show attendance, leads collected*

### **Category – Research**

In conjunction with the OT, the organization will make a significant effort to obtain market research and data that measures the level of tourism within their region. This would include such traditional measures as hotel occupancy, visitation levels at attractions, number of inquiries received, and residence of visitors and inquires.

## **PROJECT REQUIREMENTS**

- Required Elements:
  - a) Maine Brand - The word “Maine” shall be prominent in all MTMPP media, in accordance with the design guidelines of the OT. The proper usage in other venues will be negotiated and pre-approved in writing with the OT.
  - 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 OT logo in accordance with the design guidelines of the OT.
  - c) State 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**

- The MTMPP requires match from all organizations applying for funding to increase the regional/local commitment to the plan, to assist in generating more dollars for tourism promotion, and to allow the MOT to participate in more promotional efforts.
- MTMPP funded projects require a one hundred percent (100%) match. For every one dollar (\$1) of MTMPP monies, there must be a cash match of one dollar (\$1). All

matching funds, cash must be clearly outlined in both the scope of work and the budget.

- Financial reporting costs are exempt from match requirements.
- If the applicant 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.
- Match defined:
  - a) Cash Match: Cash collected and expended by the grantee 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.

**EXAMPLE OF MATCH REQUIREMENTS:**

MTMPP Total Request - \$10,000

MTMPP Project Funds	Cash Match Required	Total Program Value
\$10,000	\$10,000	\$20,000

**GENERAL CONTRACTUAL GUIDELINES**

Upon approval of an award, grantee agrees to meet all contractual requirements of the OT, such as narrative progress reports, bid procedures, financial reports and subcontracting procedures.

- Consultants: The following regulations must be observed when hiring a consultant:
  - a) All contracts between a grantee and a consultant must be pre-approved by the OT, and shall include language stating the contractor has sufficient worker’s compensation and liability insurance. Contract costs will not be eligible for reimbursement until the OT has approved the contract and itemized budget in writing.
  - b) Consultant’s billing must be itemized. Lump sum billings will not be reimbursed.
  - c) In such cases when Third Party purchases or services are required, a maximum mark-up of ten percent (10%) will be considered an allowable MTMPP expenditure.
  - d) When a grantee is contracting for specialized professional services under the MTMPP, such as tourism marketing and/or advertising assistance, the maximum Account Management fee allowed will be twelve percent (12%) of their total contract value.

**STATE LAWS AND REGULATIONS**

Funds awarded must be used in accordance with all applicable state laws and subject to contracting requirements as specified in Riders A and B of the contract. Grantees are not exempt from paying sales tax.

## PROJECT LOSES VIABILITY

At any time a project loses its viability, it may be terminated. The OT and the Grantee will make this determination. If they mutually determine that the project should be terminated, the OT shall terminate the project and unspent funds will revert to the Tourism Enterprise Grant pool for distribution with the next round of awards.

## BID PROCESS

Grantees must conform to the Maine State Bureau of Purchases bid process for purchases or services over \$10,000.00. This requires written bids from a minimum of three vendors, if available. Copies of bids, together with justification indicating why the successful vendor was selected, must be made available for review by the MOT. When possible, it is encouraged that similar services for the same contract period are consolidated under one bid process. Successful vendors may be contracted with for a period of up to one year, and will be eligible for two additional one-year contract renewals before new bids must be entertained.

**Note:** *If a vendor is going to donate part of his/her charges as match, he/she shall have been the lowest bidder after considering all in-kind contributions.*

For purposes of the application process, any purchases or services budgeted to exceed \$5,000.00 must include written preliminary cost estimates from three vendors, if available. These preliminary cost estimates must be included with the application.

## REPORTING REQUIREMENTS

1. An electronic interim narrative report including a financial summary to date will be required to update the MOT on the progress of each of the projects of the MTMPP award.
2. A final report will be due no later than 90 days after the end of the current MTMPP Fiscal Year. Organizations with outstanding final reports will not be eligible for funding in the next grant cycle.
3. Copies of checks and invoices must be kept on file by the fiscal agent for the region and made available to MOT upon request.
4. Any revenues generated from cooperative advertising projects of the MTMPP award must be reported in full.
5. Each project within an identified category must use measurements prescribed by MOT

## CONTRACT PREPARATION

- When the Commissioner of DECD has confirmed the recommendations of the Technical Review Committee, the MOT will notify all regions 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.
- Four (4) copies 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 MOT.
- Once the contract has been approved by the State of Maine Division of Purchases, and the monies have been encumbered, the regions will be notified

that work can begin. MOT will send one copy of the approved contract to the award recipient.

**NOTE:** *Potential awards cannot be obligated or expended until that date.*

- Extensions and amendments will be reviewed on an individual basis.

**INVOICING AND REIMBURSEMENT**

All invoices must be submitted electronically on the organization letterhead and **MUST** contain the contract number and mailing address as listed on the contract.  
Invoices will only be paid as reimbursements for completed projects  
Invoices must list expense, to which “Project” it was allocated, show proof of completion  
Grantee will hold all original invoices for five (5) years.

Example:	Project	Expense	Date	
	MIY Regional Ad	\$2,600	1/1/17	Tear Sheet attached
	Boston Travel Show	\$1,500	2/14/17	Expense Sheet
	Photo Assets	\$600	3/10/17	Photographer Invoice