

MAINE TOURISM MARKETING PARTNERSHIP PROGRAM

REGIONAL MARKETING GRANT

INTRODUCTION -- FY 2015

The first regular session of the 120th Maine legislature established the Tourism Promotion Marketing Fund in the Department of Economic and Community Development, Office of Tourism as a non-lapsing, dedicated account.

The source of the fund is an amount, as certified by the State Tax Assessor, that is equivalent to 5% of the 7% tax imposed on tangible personal property and taxable services pursuant to Title 36, section 1811, for the first 6 months of the prior fiscal year after the reduction for the transfer to the Local Government Fund as described by Title 30-A, section 5681, subsection 5, except that, from October 1, 2013 to June 30, 2015, the amount is equivalent to 5% of the 8% tax imposed on tangible personal property and taxable services pursuant to Title 36, section 1811. The tax amount must be based on actual sales for the fiscal year and may not consider any accruals that may be required by law.

A minimum of 10% of the funds received by the Tourism Marketing Promotion Fund must be used for regional marketing promotion and regional special events promotion.
[2001, c.439, Pt. UUUU, Para.1 (new).]

The regional funds made available will be dispensed through the Maine Tourism Marketing Partnership Program (MTMPP).

The Maine Office of Tourism shall recommend rules and procedures necessary and appropriate to the proper operation of the MTMPP. These rules must establish eligibility requirements, allocation formulas, plan procedures and criteria subject to the final approval of the Commissioner of DECD. The Maine Office of Tourism shall establish a schedule for review of the regional plans and make timely recommendations of awards to the Office of Tourism. Awards recommended by the Technical Review Committee to the Office of Tourism must be approved by the Commissioner of DECD prior to disbursement of funds. [RR1995, c.2, Para.11 (ral).]

The purpose of this manual is to be a detailed reference that provides background information, guidelines for the program and instructions to regional organizations. The areas covered in this manual include the goals and strategic objectives of this program, eligibility criteria, application requirements, and project requirements once funding has been approved. Organizations are encouraged to review this information thoroughly. The standardized contract requirements will become contractual obligations once a project is approved.

PLANNING GUIDELINES – FY 2013

LEGAL AUTHORITY

Tourism Promotion Marketing Fund: [2001, c.439, Pt. UUUU, Para. 1(new).]
Tourism Commission Responsible for Rules: [RR 1995, c.2, Para.11 (ral).]
[Para. 13090-F]

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 within Maine's tourism regions while strengthening the State's image by coordinating the promotional efforts of the private sector with those of the Office of Tourism. Programs must be aligned with and support the Five Year Plan developed by the Office of Tourism

TIMELINE

Regional Tourism Organizations will be sent these guidelines by e-mail. In addition, they will be posted on the MOTPartners.com.

Timeline Regional Grant Program:

1 st Friday of May:	2pm Regional Grant Applications Due
2 nd week of May:	Technical Review
3 rd Thursday of May:	Regional Grant Announcements
July 1:	Contract Begins
3 rd Thursday of January:	2nd quarter Report
June 30:	Contract Ends
September 30:	Final Report Financial Report Due

REGIONAL GRANT ELIGIBILITY

The intent of the MTMPP Regional Grant is to distribute awards to permanent non-profit incorporated organizations whose primary purpose is to promote and expand tourism in each of the eight (8) designated tourism regions. An affiliation with a profit-making organization could imply a conflict of interest. Such conflict may render the plan ineligible.

Regional Certification

Definitions:

1. **Tourism Regions** are defined by communities serving the tourism trade within a defined area. (List attached)
2. **Tourism Regional Marketing Organization** is the organization broadly representing the tourism regions defined in #1 and best suited to execute a marketing plan to expand and promote tourism within a designated region

3. **Staffing Capacity** fulfills the roles and responsibilities outlined in a timely fashion (Maintain or maintain an arrangement for an office with scheduled staff, which is equipped at a minimum with the equipment necessary to respond to written, telephonic, fax and e-mail requests from the general public, the travel industry and the media. These organizations are encouraged to maintain regular office hours on a year-round basis. Have systems in place to ensure response (even if only partial) to requests for information from the OT, as well as from OT contractors.)

Eligibility for Regional Grants

1. Organizations must be a 501C3 or C6 must have been in existence for a minimum of three years
2. The Organization must have a focus on travel, tourism and destination promotion
3. The Organization's Board must broadly representative of the designated region and should include individuals representing tourism interests within the region

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

Application Technical Review Criteria

The Technical Review Committee, comprised of MOT Director, representative from the MOT, PR and Advertising Agency, and a representative from the Maine Hospitality Alliance Association, shall review and score each of the application. 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
- P&L Statement from 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.)
- Organization must have a designated Maine Tourism Marketing Partnership Program Grant development committee and demonstrate regional outreach/communications of marketing plan with key partners and core constituents within the region
- The regional grant organization must demonstrate an outreach and communication program that includes at least one public meeting to gather input on the grant before its finalization. Thereafter, the organization must provide updates to its constituency about the progress of the grant at quarterly meetings held for the purpose of providing updates and gathering feedback about grant items.

- 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?

- 1) 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 regional organizations. The finalized plans will then be presented to the Commissioner of DECD review and approval.
- 2) Division of Purchases – When approved by the Tourism Commission, the contracts will be completed and delivered to the Division of Purchases for closing review.

ELIGIBLE PROJECTS

The region must establish that their plan will attract more visitors to the region and/or keep them longer. All projects must identify Maine and market various attractions and events throughout the region. Plans must contain true region-wide promotions or activities spanning regions. 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)

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
8. Administrative Expenses
9. Sub-Granting - *No more than two sub-granting projects per cycle total not to exceed 10% of overall grant.*

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 Compatibility

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, 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, Exhibitor Fees

Measurements: Show attendance, leads collected

Category – Administrative Expenses

Element - 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 OT 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.

Category – Sub-Granting

Any sub-granting of an MTMPP Award will be subject to follow project requirements and match requirements these guidelines.

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.”

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

MATCHING FUNDS

- MTMPP funded projects require a fifty percent (50%) match. For every two dollars (\$2) of MTMPP monies, there must be a regional match of one dollar (\$1). Up to ~~fifty~~ percent (50%) of the regional 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.

- Match defined:
 - a) 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.
 - b) 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 also be claimed in any other Maine State Grant Program.

EXAMPLE OF MATCH REQUIREMENTS:

MTMPP Total Request - \$100,000

MTMPP Project Funds - \$80,000 (Project=Total-20% \$20,000 Administrative Allocation)

MTMPP Project Funds	Regional Match Required*	Total Program Value
\$80,000	\$40,000	\$120,000

Minimum Cash Match (50%) = \$20,000

Potential In-Kind Match (75%) = \$20,000

*Regional Match \$40,000

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 region 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 region 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 regional pool for distribution with the next round of awards.

BID PROCESS

Grantees must conform to the Maine 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 OT and the Tourism Commission. 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 \$2,500.00 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 online interim narrative report including a financial summary to date will be required to update the OT 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 OT 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 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.
- 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 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.*

- For cash flow purposes, the OT will negotiate a suitable payment schedule. The final \$5,000 will be withheld until the final report has been received and approved by the OT. If not submitted within 90 days the \$5,000 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.
- The successful completion of the FY 2014 MTMPP program, where applicable, will be a significant consideration for FY 2015.

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

