

**DownEast & Acadia Regional Tourism (DART)
Maine Tourism Marketing Partnership Program (MTMPP) FY 2012 Regional Sub-grantee Program
Request for Proposal**

I. Description

DART annually receives grant funding from the Maine Office of Tourism (MOT) to promote the region. In order to localize the effort, DART has developed sub grant opportunities for members and their not-for-profit partners. This RFP has been developed to make the process equitable and objective.

Up to three grants will be awarded with a maximum award per project of \$5000.00. No projects will be partially funded. **Normally** only **one** proposal per sub region will be funded.

II. Criteria

1. Proposals must be submitted by a DART member organization.
2. Applications must be received by the DART Office **on or before January 14, 2011** in order to be considered.
3. Grants requesting more than \$5000 will not be considered.
4. The budget formula for the MTMPP Grant (a minimum 12.5% cash match plus 37.5% in-kind or cash match) must be met.
5. Proposals must comply with all MTMPP Guidelines, outlined on page 2.

III. Narrative

Proposals will be scored on completeness, value of the project to DART's Mission, adherence to the guidelines, and clarity of the project as explained by the narrative. Limit narrative to one page and include:

1. Description of project
2. Rationale for project
3. How will the project be executed?
4. Milestones & timeline – include time frames and benchmarks for completing the project
5. What tools will you use to help you collect the information you need to measure your success?
6. Distribution/Promotion
7. Target market – who you are trying to reach?
8. Value of project to DART's mission:
 - i) Project helps to extend the visitor season
 - ii) Project encourages or demonstrates collaboration within the sub region and/or with other sub regions
 - iii) Project widens the impact of existing efforts
 - iv) There is potential for growth and expansion of the project

IV. Budget - Complete budget information table on proposal sheet

V. Evaluation-Notification

All qualified proposals will be scored by an independent panel which will score each proposal based on the above criteria. These proposals and scores will be passed to DART's Grant Review Committee (none of whom may submit an application), which will rank the proposals and make the recommendation to the full board. Normally, recommendations will be based on the score of the application and how many applications are from each sub region. The DART Board will make final decision based on the recommendations of the committee. Applicant organizations will not vote.

MTMPP GUIDELINES FY 2012¹

The following are eligible projects:

1. Advertising
2. Public Relations
3. Website Development
4. Professional Photography
5. Market Research and Development of Strategic and/or Marketing Plans
6. Fulfillment
7. Brochures
8. Travel Trade and Consumer Shows
9. Familiarization Tours for Tour Operators and Journalists. *(Must be coordinated through the Office of Tourism (OT) and/or Discover New England)*
10. Interpretive Programs
11. Hospitality and Technical Assistance Training
12. Signage
13. Tourism Product Development

The following are not eligible for funding:

1. Printing of any material that does not deal strictly with travel and tourism promotion.
2. Activities or projects that may have been funded in the past from the organization's own funds or from other sources.
3. Funding for partial projects. Projects must be completed during the contract period unless receiving prior approval.
4. Capital outlays. Office equipment, furniture, fixtures, buildings or additions and improvements thereto. The following examples are not considered a capital outlay: consumer/trade show booth or kiosk.
5. Event or entertainment costs.

Required Elements:

1. Credit Statement - All programs funded by the MTMPP shall credit the Office of Tourism (OT). Acknowledgements (in print or broadcast) such as "paid for in part by the Maine State Office of Tourism" are appropriate. The exact wording shall be negotiated and pre-approved in writing with the OT.
2. Printing Identification - Include the OT fiscal year, assigned OT grant number, and print quantity.
3. 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.
4. Maine and DART 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, and the DART Logo.
5. State Telemarketing Number and Website - Include the following: "For additional information on Maine, call 1-888-Maine45 or go to www.visitmaine.com."
6. Familiarization Tours - Events funded by an OT award will credit the OT with the approved logo in materials appropriate to the event.

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

Design Guidelines:

All projects are required to observe the design guidelines of the OT. These guidelines help to create a consistent branded look for marketing communications funded by the OT. The following topics will be included in these guidelines:

1. Selection, size and placement of the approved logo.
2. Use and treatment of the word "Maine."
3. Color Palette.
4. Choices and layout of imagery, including photos and illustrations.
5. Typefaces.
6. Graphic design parameters for brochures, signs, trade booths and other printed materials.
7. Design of advertising, including print, television, radio and online.
8. Design of websites.
9. Design of newsletters and direct mailers.

¹ The Fiscal Year for 2012 projects is July 1, 2011 to June 30, 2012. All projects are to be completed within this timeframe.

**DownEast & Acadia Regional Tourism (DART)
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Evaluation/Scoring Sheet**

| | |
|--|--|
| Project name: | |
| | |
| Was the project submitted by a DART Member? | |
| Did the application arrive on time? | |
| Is the full amount requested \$5000 or less? | |
| Is the cash match at least 12.5% of the requested amount? | |
| Is the in-kind or cash match at least 37.5% of the requested amount? | |
| Does the project adhere to the MTMPP Guidelines as outlined? | |
| Is the project qualified for consideration? <i>If the answer to any of the above questions is no, the project is not qualified. No further evaluation is necessary.</i> | |

| Criteria for judges' evaluation | Value | Score |
|--|-------------------|--------------|
| I. Is the proposal clear and concise? | 10 points | |
| II. Does the narrative answer the required questions? | | |
| 1. Description | 5 points | |
| 2. Rationale | 5 points | |
| 3. How will the project be executed? | 5 points | |
| 4. Milestones and Timeline | 5 points | |
| 5. Evaluation Methods | 5 points | |
| 6. Distribution / Promotion | 5 points | |
| 7. Target Market | 5 points | |
| III. Value of the proposal to DART's overall mission: | | |
| 1. Project helps to extend the visitor season | 10 points | |
| 2. Project encourages or demonstrates collaboration within the sub region and/or among sub regions | 10 points | |
| 3. Project widens the impact of existing efforts | 10 points | |
| 4. There is potential for growth and expansion of the project | 10 points | |
| IV. Overall Quality of Proposal | 15 points | |
| Total | 100 points | |

**DownEast & Acadia Regional Tourism (DART)
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Proposal**

Name of Project:

Name of Organization:

Contact person:

Mailing Address:

City, State ZIP:

Tel.:

Email:

Project Description - *In the space provided, briefly describe the project:*

Narrative: Attach one page of narrative addressing the items listed in Section III on page 1.

Project Budget Form:

| Project Element | MTMPP Funds Requested | Cash Match (12.5 % of Requested Funds) | In-Kind or Cash Match (37.5% of Requested Amount) |
|------------------------|------------------------------|---|--|
| | | | |
| | | | |
| | | | |
| | | | |
| Totals | | | |

**Submit applications
for receipt on or before
January 14, 2011 to:**

DART
P. O. Box 4
Cherryfield, ME 04622
Tel. (207) 546-3600, Fax (207) 546-3859, Email: info@downeastacadia.com