On Monday, Governor Janet Mills announced her Keep ME Healthy campaign to ensure the health and safety of Maine residents and visitors during the impending tourism season. Of greatest municipal significance, the proposal includes a grant program providing reimbursement to communities that voluntarily choose to adopt a public education and local business assistance campaign. Up to $13 million in federal CARES Act revenue will be used to fund the program.

Reimbursable expenses include cost for: (1) public education activities (e.g., printing and posting of existing State or national COVID-19, staff time for planning and education activities and costs for signage, materials, website development, brochures and mailings; (2) physical distancing and public health support (e.g., fences, tape, and signage for physical distancing in public spaces and closed streets; hiring or reassigning staff to limit crowds in front of restaurants, bars, beaches and other sites, etc.); and (3) local business assistance (e.g., staff time for educating local businesses on best practices, following up on public complaints and, informing state officials when there is a potential public health violation, etc.).

Costs incurred between June 8 – June 30 that are directly attributed to eligible activities will be considered for reimbursement. Applications must be accompanied by a detailed budget and must be submitted by June 22 for consideration. Only CDC approved applications will be funded. Please visit the link posted below for more information and a copy of the grant application.