

Profile

Applicant: Event Application

Grant Manager: Barbara Whitten

Name of Organization: Greater Portland Casco Bay

Mailing Address: Convention and Visitors Bureau
245 Commercial Street
Portland, ME 04101

Physical Address: *(No Response)*

Office Hours: 9:00 a.m. to 5:00 p.m.

Telephone Number: (207) 772-4994 ext 228

Fax Number: 207-874-9043

Date of Incorporation: October 21st, 1982

EIN: 01-03846774

What were the top three highlights from the previous fiscal year?

This is a new event; a Maine Food and Wine Festival to take place in the spring of 2006.

It is designed to be a month long celebration of the culinary arts, build shoulder season business, and raise money for hospitality industry scholarships.

This event will be in partnership with the Maine Restaurant Association and interested Chambers of Commerce throughout the State of Maine. It will also include the Maine Department of Agriculture, The Maine Lobster Promotional Council, Maine's Community Colleges' culinary arts programs, MOFGA (organic farmers), and the myriad of locally owned businesses in Maine who produce, wine, cheese, ice cream, organic meat and produce, and speciality food products.

Significant economic impact will be generated throughout the State, which will come from a month long emphasis on dining out. It will culminate with a three day Festival which will draw attendees, food writers, celebrity chefs, cookbook authors, and food connoisseurs throughout the North East and beyond.

In its first year the Festival is estimated to draw between 3,000 - 5,000 people with an estimated direct economic impact in excess of 2.5 million dollars. Additionally the media coverage from food writers, local and regional newspapers, magazines, radio and TV stations will create a significant buzz about Maine and the food products and services that make Maine a special place to live and visit.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

Goal #1

To produce a new special event that will take place annually, related to the food and wine industry in Maine and generate 2.5 million dollars of direct economic impact.

Goal #2

To raise awareness about the extraordinary products and services that Maine has to offer in the way of the culinary arts and specialty food products through advertising and public relations.

Goal #3

To expand the culinary excellence and exposure of Maine's restaurants, culinary students, specialty food retailers, wine makers, agriculture, MOFGA (organic farmers), dairy farmers, cheese makers, and cookbook authors. It will also provide scholarship money for culinary arts in Maine.

Maine has a tremendous pre-existing richness with galleries, music, and a history of North American foods and culture. There is no where else in New England that is better suited to host an event of this magnitude. This makes Greater Portland, and Maine as a whole, the perfect locale to savor the foods, wine and culture that Maine has been so proud to share.

Please describe the overall strategy you will implement to achieve these goals.

Strategy

Build an advisory committee of industry related "experts" to help shape and implement the Festival including: hospitality associations, State of Maine government departments related to this industry, culinary educational institutions, owners of farms and specialty food businesses, wineries, restaurants, chefs, hoteliers and marketing professionals.

Organize a Food Writers Fam Tour.

Organize a month long restaurant tasting, prior to the Festival, where local people can sample specially designed menus and vote for their favorite chef/restaurant.

Involve the culinary students, throughout Maine, in a juried contest to select the top ten who will be invited to prepare a dish at the opening night (Friday) of the Festival.

Secure five celebrity chefs, from famous restaurants around the country, to come to Maine to participate in a wide variety of demonstrations. Demonstrations will include working with local restaurant chefs and wineries to prepare a dinner at the local restaurant on Thursday night before the actual Festival. On Saturday, celebrity chefs will travel to specialty food producers such as Smiling Hill Farm in Westbrook, Nezoscot Farms in Turner, Wolfs Neck Farm in Freeport, and Black Smiths Winery in South Casco, to name a few, where they will work with Maine businesses on food and wine demonstrations that will be open to the public as well as participate in demonstrations being held at a large public facility in Portland.

Local and national cookbook authors and wine distributors will be invited to participate in a similar way.

The event will conclude on Sunday where awards will be given out to students, local chefs, food producers and cookbook authors at a Grand Tasting Dinner which will raise money for the Maine culinary industry.

We will raise \$50,000 of matching revenue from local and national sponsors and gate fees to cover event costs, add to the advertising money provided from this grant and donate to a culinary fund

How do these goals and strategies fit with the Office of Tourism's?

The overall goal is the same. To bring more out-of-state people to Maine and to have more Mainers travel and experience their own State.

To pair up, our farmers with Wine Producers, book stores with Cookbook authors, Celebrity Chefs with our restaurants and restaurateurs; to fill rooms when we have availability and generate publicity for Maine; to create an excitement and visibility of a Maine's Food and Wine Industry - that has never been done before.

The programs also allows us to work with other regions and other departments in State Government and throughout Maine to build synergy.

Please describe how the financial resources will be monitored by your organization.

Amy Tolk, CVB Vice President will handle financial monitoring. Our internal accounting records are done in Peachtree; this system will allow us to set up a separate revenue and expense code for all grant related items for easy tracking and reporting.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

Intercepts at visitor centers and the cruise ship terminal to determine origin of visitors, destinations visited and money spent.

Public Relations

Who is the person/company that is responsible for your PR program?

Company: Linda Fish, Public Relations Director for the CVB

Address: 245 Commercial Street
Portland, ME 04101

Phone: 772-4994

Email Address: lfish@visitportland.com

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

Marty Basch
PO Box 105
Ctr. Conway, NH 03813
Regular contributor to the Boston Globe.

Timothy Jacob
Travel Savvy Magazine
648 Broadway, Suite 201
New York, NY 10012

Helen Friese
Travel/Food freelance writer from Midwest Travel Writers Association
548 Susan Creek
Stone Mountain, GA 30083

Hilary Nangle
PO Box 1259
Waldoboro, ME 04572
Freelance writer specializing in culture and heritage travel, soft adventure, Maine

Barbara Radcliffe Rogers
686 Old Homestead Highway
Richmond, NH 03470
Freelance writer in NH specializing in Thomas Cook Guidebooks and NH.com website.

Please provide a list of publications and/or broadcast outlets you would most like to target:

Portland Press Herald, The Forcaster, York County Weekly Paper, the WB Network, Citadel Broadcasting, Portland Magazine, Downeast Magazine, WCSH TV, Time Warner Cable, Maine Public Broadcasting and Maine Today. Yankee Magazine, The Boston Globe, Boston Magazine, Wine Spectator, Wine Enthusiast, Food and Wine, Providence Journal and Hartford Current, WBZ Radio, Boston.com, visitnewengland.com

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

Please describe in further detail your co-op efforts:

To implement this grant will take significant co-op efforts.

Sponsorships will be solicited from national sponsors such as Sub-Zero, Cuisinart, Magic Chef, Delonghi, Waring, Russell Hobbs, and Chef's Choice among others.

Sponsorships will also be solicited from local hotels, speciality food stores, restaurants, wine distributors, hospitality associations and corporations.

This will take the cooperation of other chambers who may want to participate in the month long restaurant tastings leading up to the Festival.

Co-op participants will assist in the fam tour providing in-kind contributions of rooms, meals and admissions to attractions.

Co-op participation will also come from The Maine Lobster Promotion Council, Organic Farmers, The Maine Restaurant Association, and Southern Maine Community Colleges.

Additional co-op participation will come from specialty food producers and appliance/kitchen stores.

Website Development & Maintenance

If you currently have a website, please provide us with your URL:

URL: www.visitportland.com

Please provide a brief description of the overall goal of your site and the functionality that the site offers to its visitors:

In addition to the information below, we intend to develop a special website dedicated to the Maine Food and Wine Festival.

On our website we aim to provide comprehensive tourism information for individuals and group travelers; facility and service information for meeting and convention planners; resources for the travel media; and industry and organization information for members of the Convention & Visitors Bureau.

On the site, visitors can search for accommodations, attractions, and other tourism-related business services. Visitors can search a Calendar of Events by date and/or event category. Visitors can request a Visitor's Guide and to be placed on an e-mail list to receive periodic notices of special offers. Visitors can book online customized vacation packages through Award Vacations. Our site offers a photo gallery where qualified travel writers and meeting planners can download high-res photographic images.

Please provide a brief description of the intended strategy for improvement over the next one to two years:

Improvements we intend to make to our website include adding a shopping cart feature to sell a selection of souvenirs and convention gifts, allowing visitors to the site to send electronic postcards, increasing the search capabilities of selected business types such as accommodations and attractions and adding more photographs of the region (per request of many of our site visitors). We also intend to enable on-line registrations of our own sponsored events and on-line reservations via INNLINK. Additionally, we would like to do more organic search engine optimization and registrations with search engines and directories.

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

Yes

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

We collect names, addresses and confirmation of participation in our online Travel Club database. Periodically we e-mail upcoming special events in the Greater Portland region and special travel discounts that our members may offer to visitors.

We also capture the same information in our downtown information center.

Budget Summary

Current Projects

Project 1: Food Writers Tour

Project Type: Familiarization Tours

Description: Invite 6-10 food writers to visit Maine during the 2006 Food and Wine Festival in order to generate a minimum of 6 feature articles in regional and/or national publications. Writers will be hosted by area hotels and tour regional attractions as well as attend the 3 day Festival.

Writers will also be invited to extend their stay and work with Nancy Marshall Communications to visit other parts of the State as determined by NMC.

Element 1: Food Writers Tour

Project: Food Writers Tour

Element Description: Invite 6-10 food writers to visit Maine during the 2006 Food and Wine Festival in order to generate a minimum of 6 feature articles in regional and/or national publications. Writers will be hosted by area hotels and tour regional attractions as well as attending the 3 day Festival.

Writers will also be invited to extend their stay and work with Nancy Marshall Communications to visit other parts of the State as determined by NMC.

Timeline: Invite writers in fall of 2005.
Host fam tour in spring 2006 during Festival.
Work with NMC on pre/post tour options winter of 2006.

Tracking: Clipping Service with NMC and follow up contact with individual writers

Target Market: Writers associated with food and wine trade publications, TV Shows, newspapers and magazines locally, regionally and nationally.

Rationale: We chose this element in order to provide additional exposure for the event, and Maine, and to promote the following year's Festival. Publicity of this nature will draw out-of-state visitors for the '06 Festival and beyond, as this is intended to be an annual event which grows in content structure and national visibility

Partners: Area hotels, attractions, restaurants, transportation services, sponsors and NMC

Itinerary: Writers arrive 2-3 days before the Festival and will stay in area hotel(s) and or B&B's, tour historic and cultural sites, take land and sea tours, partake in outdoor recreational opportunities and enjoy the local flavor.

During the Festival they will participate fully in all activities featured at the event including seminars, cheese making classes, farm tours, food and wine tastings and culinary student activities.

Arrival - Wednesday prior to the festival
Departure Monday following the festival or after a post tour with NMC

Budget Description:

Hotels inkind (\$4,500)
Attractions and tours inkind (\$400)

Food costs are at 50% of actual with 20% gratuity on full amount (\$700) inkind and (\$700) cash food and (\$300) cash gratuity

Transportation is provided at industry discounted rates (\$1,000) cash

Air line tickets are provided and paid for as part of the grant (\$3,000)cash

Gifts are provided by area businesses in kind (\$200)inkind

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$5,800.00

Project 2: Food and Wine Festival

Project Type: Advertising

Description: A new Maine Food and Wine Festival to take place in the spring of 2006. It is designed to be a month long celebration of the culinary arts, build shoulder season business, and raise money for hospitality industry scholarships.

Significant economic impact will be generated throughout the State which will come from a month long emphasis on dining out, culminating with a three day festival which will draw attendees, food writers, celebrity chefs, cookbook authors, and food connoisseurs throughout the North East and beyond.

In its first year the festival is estimated to draw between 3,000 - 5,000 people with an estimated direct economic impact in excess of 2.5 million dollars. Additionally the media coverage from food writers, local and regional newspapers, magazines, radio and TV stations will create a significant buzz about Maine and the food products and services that make Maine a special place to live and visit.

Element 2: Marketing for Food and Wine Festival

Project: Food and Wine Festival

Element Description:

Advertising
Estimated budget \$20,000
Portland Press Herald, The Forcaster, York County Weekly Paper, the WB Network, Citadel Broadcasting, Portland Magazine, Downeast Magazine, WCSH TV, Time Warner Cable, Maine Public Broadcasting and Maine Today.

Estimated Budget \$30,000
Yankee Magazine, The Boston Globe, Boston Magazine, Wine Spectator, Wine Enthusiast, Food and Wine, Providence Journal and Hartford Current, WBZ Radio, Boston.com, visitnewengland.com

This budget will likely be matched by in-kind contributions in the same amount or more but not all have been confirmed at this time. Additionally this will be matched by local co-op advertisers in many venues.

Total Marketing Budget \$50,000 - Actual will be closer to \$100,000, none of the in kind or co-op money is included in this budget currently because it has not been fully committed. All additional money collected on this project will go toward marketing the event or the scholarship fund.

Timeline: Advertising will begin to appear 3 months prior to the festival in trade magazines

Advertising will begin to appear in regional newspapers 2 months prior to the Festival

Advertising locally on radio and TV will begin 6 weeks prior to the Festival and run up to and including the weekend of the Festival.

Tracking: Unique URL and 800 number for all advertising

Target Market: 18-60 year old men and women of middle to upper income levels who enjoy traveling, dining out and preparing foods in their own home

Rationale: The Maine Food and Wine Festival is planned to be a professional series of events focusing on Maine and its food and wine products and services.

This event will bring significant new revenue to Maine at a time of year when we need business. It will draw attention to an important part of the Maine hospitality industry.

It will contribute to the industry's education and keep our culinary graduates in Maine.

It will help raise the bar of excellence for Maine's food industry.

Media Type: In State - local newspapers, television (network and cable), radio, websites, magazines, trade magazines

Regional and National - newspapers and magazines, trade publications, radio, web advertising.

Co-op Opportunity: Hotels, restaurants, speciality food product companies, retail kitchen suppliers and manufacturers will be asked to supplement our media buys with co-op advertising.

Budget Description: \$20,000 local
\$30,000 regional
plus inkind and co-op participation

Plus inkind and co-op advertising is estimated to be another \$50,000. It is not needed to meet the requirements of the grant so it is not included. However, all money raised will go toward marketing the event or scholarship fund.

MTMPP Award: \$20,000.00

Cash Match: \$30,000.00

In-Kind Match: \$0.00

Element 3: Planning & Production of Food & Wine Festival

Project: Food and Wine Festival

Element Description: In its first year the Food and Wine Festival is estimated to draw between 3,000 - 5,000 people with an estimated direct economic impact in excess of 2.5 million dollars.

We will organize a month long restaurant tasting to entice local diners to visit restaurants.

We will involve the culinary students, throughout Maine, to participate in all the programs and learn from the masters.

We will secure five celebrity chefs, from famous restaurants around the country, to come to Maine to participate in a wide variety of demonstrations.

We will invite local and national cookbook authors and wine distributors to participate.

We will raise \$50,000 of matching revenue from local and national sponsors and gate fees to cover event costs, add to the advertising money provided from this grant and donate to a culinary fund.

Timeline: July - Form an advisory committee of industry related "experts" to help shape and implement the Festival.

August - October - Raise sponsorships

Event Planning - ongoing July thru spring 06

Maine Tourism Marketing Partnership Program



Marketing Implementation - 3 months prior to event

Tracking: Attendance at Festival will be tracked by admission tickets sold to all events

Track hits to special Festival website

PR tracked by personal contact with journalists and NMC clipping service

Target Market: 18-60 year old men and women of middle to upper income levels who enjoy traveling, dining out and preparing foods in their own home.

Rationale: Maine has a tremendous pre-existing richness with galleries, music, and a history of North American foods and culture. There is nowhere else in New England that is better suited to host an event of this magnitude, making Greater Portland, and Maine as a whole, the perfect locale to savor the foods, wine and culture that Maine has been so proud to share.

This Festival will raise awareness about the extraordinary products and services that Maine has to offer in the way of the culinary arts and specialty food products through advertising and public relations.

We will use this Festival to expand the culinary excellence and exposure of Maine's restaurants, culinary students, specialty food retailers, wine makers, agriculture, MOFGA (organic farmers), dairy farmers, cheese makers, and cookbook authors.

Media Type: This element is planning and production of an event and marketing is listed under a separate element.

Co-op Opportunity: This event will be in partnership the Maine Restaurant Association and interested Chambers of Commerce throughout the State of Maine. It will also include the Maine Department of Agriculture, The Maine Lobster Promotional Council, Maine's Community Colleges' culinary arts programs, MOFGA (organic farmers), and the myriad of locally owned businesses in Maine who produce, wine, cheese, ice cream, organic meat and produce, and speciality food products. We will also raise sponsorships from other local and national food related businesses.

Budget Description: Matching revenues will be raised from local and national sponsors and gate fees. Revenues will cover event costs, event marketing and donation to a culinary education fund.

MTMPP Award: \$20,000.00

Cash Match: \$20,000.00

In-Kind Match: \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Food Writers Tour			
Food Writers Tour	\$5,000.00	\$0.00	\$5,800.00
Food and Wine Festival			
Marketing for Food and Wine Festival	\$20,000.00	\$30,000.00	\$0.00
Planning & Production of Food & Wine Festival	\$20,000.00	\$20,000.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$45,000.00
Administrative Costs:	\$5,000.00
Cash Match:	\$50,000.00
In-Kind Match:	\$5,800.00
Total Match:	\$55,800.00
Total Proposed Budget:	\$100,800.00