

Profile

Applicant: Event Application
Grant Manager: Christine Macchi
Name of Organization: Maine Fiberarts
Mailing Address: Maine Fiberarts
PO Box 404
Brunswick, ME 04011-0404
Physical Address: Maine Fiberarts Visitors Center
13 Main Street
Topsham, ME 04086
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Fax Number: 207-721-0678
Date of Incorporation: December 19th, 2000
EIN: 01-0539738

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

- a. Maine Fiberarts coordinated "The State of Fiber 2004"—a yearlong statewide initiative with 115 exhibits and events held around Maine including exhibits at major galleries and museums, hands-on workshops, a lecture by a national art critic, and open farms and studios. Exhibits were held at Portland Museum of Art, Farnsworth Art Museum, and Center for Maine Contemporary Art, as well as at galleries from Portland to Presque Isle. Hundreds of artists exhibited work, 75 artists and farmers opened their doors, and tens of thousands of people explored the work of knitters, weavers, papermakers, quilters, and other fiber artists. The event had national reverberations, attracting NEA funding.
- b. Maine Fiberarts published a full-color, illustrated, 32-page Guidebook listing State of Fiber events to wide acclaim. Descriptive profiles about fiber—"basketry," "spinning," "guilds," "fiber farms"—provided educational content and images of quality artwork were used profusely. 30,000 Guidebooks were distributed free of charge throughout seven Maine regions via a network of 40 volunteers, as well as through State Visitor Bureaus, exhibit venues, inns and B&B's, fiber enterprises, and Maine Fiberarts' Center in Topsham. The Guidebook raised awareness, sales, teaching opportunities, and connections, making a huge impact on this field. It also promoted galleries and museums, enhancing Maine's image as a beacon for creative economy ventures.
- c. Maine Fiberarts partnered with government agencies, corporate sponsors, private donors and advertisers to successfully manage and fund the project. This coalition included: National Endowment for the Arts, Maine Arts Commission, Maine Community Foundation, Maine Humanities Council, Maine Department of Agriculture, New Hampshire Charitable Foundation, Coastal Enterprises, Inc., NLT Foundation, Gardiner Savings Institution, Halcyon Yarn, Chase Tavern Farm, Royal River Alpaca Farm, and Maine Fiberarts members and friends.

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.

- a. To create a Statewide Tour Map that will develop awareness and new markets for Maine's fiber network, including artists, farmers, producers and supply shops, businesses and galleries. We also seek to spread economic growth into Maine's rural communities by enhancing professional development for artists, promoting fiber entrepreneurs, and developing new jobs and opportunities. Our Tour Map addresses these goals while generating revenue for ancillary businesses (eateries, lodging, and related businesses). We seek to recruit 100-300 sites for a statewide map that will draw thousands of tourists to fiber destinations. The event is modeled after a similar effort in Vermont that boasted 22,000 site visits to 211 sites in 2003. Using that, Maine could realize 10,000 visitors at \$200/person/day, or \$6 million in revenue over the 3-day weekend.
- b. To continue to support Maine's fiber network through our Topsham Visitors Center, an 1840's brick building located in Maine's Midcoast, where residents and visitors alike learn about fiber through revolving exhibitions, slide collections, promotional material, e-newsletters, and our website. As a networking center, Maine Fiberarts answers public inquiries about where to see statewide exhibitions, how to locate a weaving studio or workshop, or where to find fiber producers.
- c. To lay the groundwork in producing a Map that will enhance future Guidebooks, statewide events, packaged tours, and promotional efforts that showcase Maine as a destination for high-quality craft, art, agritourism and culture heritage. The Map and

Weekend could also become a repeating event, accommodating more sites and drawing greater numbers each year. National studies show that tourists increasingly want "to learn something" or "to take workshops" while on vacation. Maine Fiberarts already works with innkeepers who want to stimulate shoulder season activities and artists who offer workshop retreats. Interest will only grow with further investment.

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

Our top three goals are all incorporated in our project planned for next year. Maine Fiberarts will publish and distribute 60,000 copies of a two-sided, full color, 24x36" statewide map entitled: "Maine Fiberarts Tour Map: Studios & Farms." The Map will include fiber destinations (art, craft, farm, school and business), a five-word profile of each, a 25-word description of driving directions to each, and an alphabetical index. Space permitting, we will add a calendar of publicly-supported art events, art-related advertisements, logos of major sponsors, and educational content. The Map will be heavily promoted and distributed through Maine Fiberarts, State Visitors Centers, participating sites, the hospitality industry, Chambers of Commerce, and our website and will be useful throughout 2006 and beyond. The Tour Map will also highlight the second major part of this project: The Open Studio & Farm Weekend when all sites will be open to the public during one weekend in August 2006 at the height of the summer tourist season. The Open Weekend will expand visibility and connections and will be a major draw for residents of Maine and for tourists from Boston and New York City, from throughout New England, and from the NY-NJ-Washington D.C. corridor. We have also witnessed firsthand the huge draw that fiber events are nationally. In 2002, approximately 100,000 visitors attended the Maryland Sheep & Wool Festival where Maine Fiberarts hosted a display tent. Interest in Maine fiber studios and farms was enormous.

Building upon our success in organizing '04 events and distributing Guidebooks statewide, we will call upon regional distributors, our 3000-database listees, and sites to promote Map and Weekend. Venues that hosted events in '04 will make Maps available to the public. Halcyon Yarn Co. alone, (whose owner will serve on our Tour Map committee), can distribute thousands of Maps at their retail outlet in Bath or through their tremendous international database.

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

Maine Fiberarts Tour Map and Open Studio & Farm Weekend will:

- increase the number of first-time and repeat visitors to Maine,
- encourage visitors to stay longer, to expand the geographic area of their visit, and to spend more money while visiting;
- market Maine as an exciting, four-season destination;
- provide alternative reasons to visit Maine beyond hunting & recreation;
- enhance the image of Maine as a destination for quality art and farms;
- create a cultural experience that will compete with NH, CT, MA and VT;
- celebrate authentic, rural Maine places and family-oriented experiences;
- increase inland, down east, and northern Maine visitations;
- increase overnight "discretionary" travel trips within Maine throughout the year;
- promote a collective spirit of cooperation among fiber enterprises statewide;
- foster positive associations for "tourism" for local residents; and
- build upon Maine's strongest appeal for overnight travel—that of touring & special events.

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

As a 501(c)(3) nonprofit corporation, Maine Fiberarts is governed by a five-member Board of Directors guided by volunteer attorney Nelson A. Toner of Bernstein, Shur, Sawyer & Nelson in Portland. Gardiner Savings Institution maintains the corporate account, and all financial projects and expenditures are scrutinized and approved by the Board. Executive Director Christine Macchi and Board Treasurer David Knight work with independent CPA Stan Gavitt, who came to us recommended by the Maine Technology Institute. The Company's financial records are maintained in accordance with Generally Accepted Accounting Principles (GAAP) utilizing computerized accounting software. This software enables us to specifically track project-related expenditures in addition to detailed company operations information. An annual operating budget is developed which enables us to report actual versus projected budget data at various stages throughout the year.

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.

Maine Fiberarts is in the process of collecting data to track the impact of our 2004 State of Fiber events upon members of the general fiber community and host sites. This research takes the form of phoning participating '04 sites to determine numbers of visitors attending gallery and museum exhibitions; surveying participants via questionnaire; and documenting feedback via newsletter, phone, and email to tally the number of connections, traffic to studios, sales, referrals, or other results that were realized due to MF events. Collecting verifiable data helps us to evaluate impact, to better prepare for future events (specifically, The State of Fiber 2007), and to improve relationships within the fiber network. It is also keenly important to leveraging further investment on the part of government, foundation or private sector support, which is key to building Maine's Creative Economy.

Public Relations

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

Company: Stephen Pennisi, Pennisi & Lamare, is our primary consultant

Address: 43 US Route 1
Falmouth, ME 04105

Phone: 207-781-7345

Email Address: steve@pennisi-lamare.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:

Bob Keyes, Portland Press Herald/Maine Sunday Telegram
Phillip Isaacson, "Audience," Maine Sunday Telegram
Jan Shepherd, New England Crafts Connoisseur, MA
Anne Ball, Maine Office of Tourism
Alden Wilson, Maine Arts Commission
Deanne Herman, Maine Department of Agriculture
Helen Fisher, Farnsworth Art Museum
Joy Stocksdales, Surface Design Association, Kansas City, MO
Susan Loring-Wells, Foundation for Fiber Arts, Amherst, MA
Mary Behrens, Art New England
Wendy Clark, National Endowment for the Arts, Washington, D.C.
Linda Van Trump, Craft Organization Directors Association, Onia, AR
Harpwell Community TV

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

Maine Fiberarts maintains a list of 500 Maine and NE press, TV, radio contacts, including:
American Craft Council

Art New England
Art/Quilt Magazine
Boston Area Spinners & Dyers
Boston Globe
Crafts Report
Dept. of Economic & Community Development
Directions: Maine Crafts Guild
Maine Folklife Center/University of Maine
Maine Spinners Registry
ME Dept Agriculture, Food & Rural Resources
Northeast Handspinners Association
Portland Press Herald/Maine Sunday Telegram
Surface Design Association
WCSH-TV (6 Alive)
WERU Community Broadcasting
Maine Organic Farmers' & Gardeners' Assoc.
Maine Tourism Association
League of New Hampshire Craftsmen
Craft Organization Development Association
Cooperative Extension-Cumberland County
Maryland Sheep and Wool Festival
New England Foundation for the Arts
Art Now, Inc.
Mainebiz
New England Textile Arts
New England Crafts Connoisseur
College of the Atlantic
Fiberarts Magazine
Maine Alpaca Association
New England Quilt Museum
Yankee Magazine

Co-Op Efforts

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

External, e.g. Partnerships with other groups.

Please describe in further detail your co-op efforts:

This Spring, both New Hampshire Charitable Foundation and Maine Community Foundation awarded MF funding to support the infrastructure needed (computer equipment, software, office assistance) to undertake the project. Maine Dept. of Agriculture will provide expertise in development, marketing and distribution. A private donor pledged \$20,000 in matching funds to support Map expenses. Grant applications to Maine Arts Commission, Maine Humanities Council and National Endowment for the Arts are in process. An Advisory Committee will guide the project, including: Deanne Herman & Carol Jones, MDoAg; Halcyon Blake, owner, Halcyon Yarn; architect/planner David Cobey, artist Arlene Morris and alpaca farmer Nancy Williams. In addition, Maine Fiberarts will work with art, craft and fiber organizations to involve constituents, including: Maine Spinners Registry, Maine Alpaca Association, Maine Crafts Guild, New England Textile Arts, Maine Innkeepers Association, Maine Sheep Breeders, and MOFGA.

Website Development & Maintenance

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

URL: www.maineiberarts.org

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

www.maineiberarts.org introduces regional, national, and international visitors to the world of fiber. With outstanding visuals, we portray Maine's offerings—unique over other states—such as quality artwork, interesting studios, rich textile history, beautiful landscape, ideal touring regions, and numerous Alpaca, wool, and cashmere farms. We describe 16 fiber art forms and the objects collectors find here—Maine Indian basketry, contemporary knitwear, warm woolen blankets, fine lace and colorful quilts.

We highlight summer fairs, craft workshops, and must-see exhibits. We describe MF services (information exchange, e-newsletter, slide collections, traveling exhibits and membership). We profile Maine Fiberarts' Visitors Center revolving exhibits and inclusive gatherings, and list our hours of operation, driving directions, and locating map. Finally, we will highlight our Tour Map listing major sponsors, appropriate links, and information on recruitment and availability.

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

Maine Fiberarts Tour Map will become a strong component of future website improvements. Potential sites will be directed towards guidelines and an online data form. Map users will be introduced to Maine studios and farms with inviting text and visuals. A complete and inviting description about our Open Studio & Farm Weekend in August 2006 will be highlighted. A "calendar of events" section listing publicly-supported statewide fiber events will answer national inquiries we are receiving. Our newsletter, which is being redesigned to incorporate more photos and better composition, will be posted. Exhibition, artwork and activity photos from The State of Fiber will be added. Current exhibitions and gatherings at Maine Fiberarts will be featured. Tour Map sponsors and Open Studio & Farm Weekend advertisers will be given prominent exposure.

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:

Since 1998, Maine Fiberarts has constructed and maintained an electronic database using FileMaker Pro software that currently lists 3,000 resources, mostly Maine with some national. This database, which constantly grows, includes profiles on artists, craftspeople, supply shops, businesses, processing mills, guilds, media contacts, farms, educational centers, manufacturers, enthusiasts and visitors to our Topsham Center. Fields detail: contact info, medium, finished items (household accessories, garments, wall pieces, handspun or millspun yarns, etc.), breed of fiber-producing animal, supplies, and skills (teacher, demonstrator, writer, lecturer, etc.). Database listings are gathered via survey available at our Center or from our website and are free to anyone working in Maine fiber. We use this info to answer inquiries from schools seeking craft instructors, organizers seeking vendors, individuals seeking teachers or farm products, and out-of-state visitors planning trips to Maine.

Budget Summary

Current Projects

Project 1: Maine Fiberarts Tour Map and Open Studio & Farm Weekend

Project Type: Brochures

Description: Print 60,000 24x36" two-sided full color Maps for wide distribution to lead tourists to statewide fiber destinations. Participating sites will be open one weekend in August 2006 for an Open Studio & Farm Weekend.

Element 1: Solicitation & Recruitment

Project: Maine Fiberarts Tour Map and Open Studio & Farm Weekend

Element Description: Bring in Advisory Committee: Halcyon Blake of Halcyon Yarn; Nancy Williams, NEW Aim Alpacas; David Cobey, architect/planner; Arlene Morris, artist/board member; Deanne Herman and Carol Jones, MDoA.; and others to develop project. Add potential sites to database; build map content into Trade Show Booth; create solicitation flyer; add content to website; speak at conferences; recruit regional reps; send press releases; and take 4-day trips to seven regions in Maine to network Map and weekend and to recruit sites.

Timeline: Finalize booth content by April 29—Gov.'s Conference on Tourism. Design and print flyer for dissemination at Fiber Frolic (June 11-12) and for Spring slide talks (Maine Alpaca Assoc., River Tree

Arts Center, Chocolate Church, Merrymeeting Bay). Network through MF bimonthly newsletter (April-Dec.). Target press releases to studios and farms (May-Oct.). Set production schedule with graphic design team and begin map creation (June). Add content to website (May) and add online data collection form (June). Continue to write grants (through August). Begin trips to network event to 7 regions. Present at summer fairs: Fiber Frolic (June), Common Ground Fair (Sept.), Fryeburg (Oct.), Crystal Springs (July), Directions (August).

Tracking: By tallying the number of studio and farm sites that sign up to be included on the Map, we will gauge the effectiveness of promotional efforts and redirect, if necessary.

Target Market: Maine Fiberarts' database of 3000; MF membership; and statewide fiber businesses, art studios, supply shops, processing mills, craft farms, educational centers. Email and print campaign to Maine Arts Commission Discovery Research sites; Maine Crafts Association members; studios and farms through summer fairs and festivals; advertisers and sponsors. Media campaign through Maine newspapers, journals, nonprofits, and magazines to recruit sites.

Rationale: To be as inclusive as possible in presenting the opportunity for fiber sites to participate while promoting the 2006 Tour Map and Open Weekend.

Distribution Plan: A professionally-designed flyer will be printed in editions of 10,000, as needed. A mailing will be sent to 3000 on database this Spring, with copies disseminated through MF Visitors Center, at Summer fairs and festivals, through our regional reps, over the counter at Halcyon Yarn and other retail shops, and at guild meetings. Website, slide talks, press releases, and state trips will all get the word out about the planned Map and events.

Budget Description: Create Visitor Profile Database (\$180); develop, design and print solicitation flyer (\$250); post online data form to web (\$125); begin distribution of flyer (\$12000); build map content into trade show booth (\$600); attend Gov. Conference on Tourism (\$485), Fiber Frolic (\$400); Common Ground (\$2200), Fryeburg (\$1500), Crystal Springs (\$400), Directions (\$100); network through 2005 MF bimonthly newsletters (\$1500), present slide talks (\$700); recruit regional reps and host meetings (\$700); initiate publicity (\$820); regional outreach (\$3460).

MTMPP Award: \$10,000.00

Cash Match: \$14,130.70

In-Kind Match: \$2,910.00

Element 2: Production & Project Development

Project: Maine Fiberarts Tour Map and Open Studio & Farm Weekend

Element Description: Project phase of developing, designing, and producing the Map: two-sided, 24x36" (folding to 4x9"), full color, and printed in an edition of 60,000 copies. Production entails designing the title logo, map cover, educational profiles, descriptive text, key to hours, alphabetical site index, calendar of publicly-supported events, advertisements, and driving directions. The map will be illustrated with images of fiber artwork, studios and farms and with descriptive text about the fiber arts. In addition, a full color poster will be produced to market the Open Studio & Farm Weekend. A copyright-free original Map must be designed for the project. Project Development entails soliciting advertisements, support, and sponsorships from corporations, foundations and individuals to help underwrite expenses. Grant applications will be made to Maine Arts Commission, Maine Humanities Council, NLT Foundation and the National Endowment for the Arts.

Timeline: Content for the web, the announcement flyer, and the downloadable form for gathering logistics will be created in May/June 2005. Adding content about the Tour Map to our trade show booth is already underway. Design of a basic statewide map will begin in July. Participating sites will be added to the Map indices and site locators between May and October 2005. Electronic inputting of last-minute material will intensify from November through December, with rounds of proofreading in early January. Finished copy will reach the printer late January/early February 2006. Maps will be available for distribution March 1, 2006.

Tracking: Maine Fiberarts will receive immediate feedback as to the numbers of sites electing to participate in the Map that will inform future efforts to target solicitation and recruitment.

Target Market: The market for sites on our Map will include fiber-related studios, artists, processing mills, yarn shops, fabric stores, light manufacturers, farms, businesses, education centers, arts and crafts organizations. Advertisers will be solicited from similar markets. Quality fiber enterprises operating within Maine (and from all seven major regions) will be qualified to appear on the Map. Our target market for development includes government agencies, supportive Maine foundations, corporate sponsors, individual donors, and

Maine Fiberarts members and database listees.

Rationale: Design, recruitment and publication of the Map will dominate tasks during 2005; distribution, promotion and marketing of the Tour Map and Open Studio & Farm Weekend will be the focus of 2006 activities.

Distribution Plan: See "Solicitation & Recruitment" for our plan on distributing materials to solicit participating sites, advertisers, and donors.

Budget Description: Our budget figures include outside costs for graphic design (\$16,835), printing (\$12,373), design of the logo, preparation of images, electronic input of map content, design and production of the poster announcing the Open Weekend, and preparing editorial content for the Map. It also factors in the time for soliciting funds, advertisements, and sponsorships from interested businesses.

MTMPP Award: \$21,500.00

Cash Match: \$26,855.25

In-Kind Match: \$1,200.00

Element 3: Promotion

Project: Maine Fiberarts Tour Map and Open Studio & Farm Weekend

Element Description: This element involves promoting the availability of our statewide Tour Map throughout 2006 and marketing the Open Studio & Farm Weekend in August 2006. (Plans for promoting participation in the Map are outlined under "Solicitation & Recruitment.") This element earmarks money for print and radio advertising, researching story ideas and developing contacts, displaying at targeted trade shows to distribute the Map, upgrading our database to incorporate profiles of site visitors, creating a lightbox kiosk for the Kittery Visitors Center, adding content to the MF newsletter, promoting events via in-house press releases, hiring a publicist to reach major Northeast and Maine newspapers, magazines, and TV stations, creating a press kit, highlighting the Map and Weekend on our website, adding appropriate links, having participating sites promote the event locally and to their mailing lists, and working with MOT to promote the Tour Map and event.

Timeline: We are already at work announcing the opportunity to participate in our statewide Tour Map. We will promote the availability of our statewide Tour Map throughout 2006 and market the Open Studio & Farm Weekend to the public starting in January of 2006 and culminating in May/June/July and August of 2006. A professionally-designed, four-color poster will be printed in Spring 2006 and will be widely distributed throughout Maine's seven regions. Maine Fiberarts is already receiving recognition from a two-page spread in the 2005 Maine Invites You (p. 28-29) and we are using this opportunity to tell callers about upcoming events. We will continue to get stories written throughout 2005 and target advertisements in Maine and a few national publications next Spring 2006 (see descriptions of ads below). Our presence at 2006 conferences and trade shows will market the Map and Weekend.

Tracking: Feedback from State Visitors Centers will tell us about quantities of Maps being picked up. Regional reps will report to us regularly. Requests through Maine Fiberarts own Visitors Center (via email, web, and traffic) will also guide subsequent promotional efforts. We also maintain a lively communication with Maine Fiberarts' statewide membership. Our presence at shows throughout New England will also help us track quantities of Maps being distributed.

Target Market: Maine residents and visitors from New England (New York through New Hampshire), and visitors from the NY/NJ/Washington D.C. corridor, especially single-, two-person (aged 34-84), and family travelers. Fiber art aficionados; women; and craft enthusiasts. Quality art and craft buyers and collectors. Appreciators of Maine; eco-tourists; agricultural enthusiasts; cultural heritage travelers; museum visitors; and event goers. Crowds who travel for fiber events are huge: our three-day fiber festival in Portland in 1999 brought in thousands from 23 states and Canada.

Rationale: Great events are nothing without great promotion.

Distribution Plan: Please see Element #4--"Distribution" for a full account of how we plan to distribute Tour Maps and promotional material about the Open Weekend.

Budget Description: Ad in Maine Invites You (\$935; copy ready by 9.05); 1/12 color display ad in Down East Magazine (April '06-Summer Vacation issue) and in August-on stands by mid-July; \$1054); travel directory classified ad in Yankee Magazine (3 insertions, \$557). Ads in national journals (\$2000); radio (\$1200). Trade shows: Gov. Conference on Tourism (April 06; \$485); CraftBoston (March 06; \$2000); Fiber Frolic (June 06; \$820). Database upgrade (\$500). Lightbox kiosk (\$400). MF newsletter (\$1500); press kits (\$2209); publicist (\$1000); website upgrade and linking to appropriate sites (\$2400); etc.

MTMPP Award: \$14,500.00

Cash Match: \$15,755.07

In-Kind Match: \$4,320.00

Element 4: Distribution & Evaluation

Project: Maine Fiberarts Tour Map and Open Studio & Farm Weekend

Element Description: This budget element involves distributing 60,000 copies of our Tour Map and posters to market the Open Studio & Farm Weekend. Our distribution plan builds on '04 successes to distribute 30,000 Guidebooks. Maps will be stocked at all seven State Visitors Centers. Map sites will receive copies to distribute locally and to their mailing lists. Ten key sites—e.g. Portland Museum of Art, Center for Maine Contemporary Art, Kittery & Yarmouth Visitors Centers—where visitors can easily pick up copies will be highlighted on the Map. Maps will be distributed through our Center, through our members and their events, and through regional reps. Greg Dugal of the Maine Innkeepers Association will mail copies to their 600 members with cards MF inserts to let innkeepers know where copies can be freely obtained. We'll work with MOT to list on visitmaine.com and to reach 90 chambers of commerce. We'll also use the Internet, fairs and festivals, slide talks, and publicity to facilitate distribution.

Timeline: Distribution of Tour Maps will begin March 1, 2006. Regional reps will distribute their first wave of targeted deliveries in March, topping off stacks again in June, early August, and late September. Telephone, email, Visitor Center drop-ins and website inquiries will be fulfilled promptly. Initial distribution of posters will begin in May, with heavier networking occurring through June, July and August. Travel directory ads will appear in Yankee Magazine for 3 months, and in Down East Magazine in the April (summer vacation issue) and August (hitting newsstands mid-July). Maine Fiberarts will present at CraftBoston in May to distribute Maps to the Boston market and can have Maps distributed through the Fiber Arts Center in Amherst, MA. Maps will be also be distributed through the Maine Department of Agriculture in Augusta and through the many trade shows they do year-round.

Tracking: During 2004, the staff at the Kittery and Yarmouth Visitor Centers did an excellent job reporting the need for Maine Fiberarts to replenish Guidebooks. Such feedback will be multiplied as we distribute materials through all seven Visitors Centers statewide. Coupled with feedback from our regional reps, members, participating sites and Advisory Committee, will enable us to track the distribution of Maps.

Target Market: Our target market includes, Maine residents and visitors from New England, New York, and the NY/NJ/Washington, D.C. corridor specifically but also includes national, Canadian and international visitors. Our display booth at CraftBoston in May 2006 will promote the Open Studio & Farm Weekend and Map to the lucrative traveling and craft-buying Boston market. Our booth presence at the Maine Fiber Frolic in June 2006 will also reach a wide and interested audience. We intend to target craft collectors, farm enthusiasts, travelers who enjoy touring, cultural heritage travelers, fiber aficionados, curators, craftspeople, buyers for gift shops, and others.

Rationale: Carefully-organized, targeted and repeat distribution of materials is second only to promotion in the importance of marketing our Tour Map and Open Studio & Farm Weekend.

To evaluate the project we will tally: the number of studios and farms who participate in the map; the numbers of site visits by the public; the numbers of emails, phone calls, and traffic to our Center requesting maps and tour information; the involvement of regional reps; the number of maps distributed; the amount of traffic to our website and to corresponding links; the number of fiber art exhibitions that are stimulated as names and studios get out; the number of calls to our Center seeking referrals of artists; the number of new members Maine Fiberarts receives; the number of slides added to our collections; the number of requests about instructors for workshops and residencies; the number of new farms and studios that are added to our database; and the number of benefits, connections, sales, and traffic reported by participating sites.

Our plan to collect, analyze and report includes documenting sites through digital photography, creating "brag books" about the event, collecting press clippings, conducting telephone research afterwards to gather anecdotal stories, and creating an email survey to send to hosts. Maine Fiberarts issues periodic statements of progress about events and will add content about the Map and Weekend to our newsletters and website. We are in close communication with members who give us regular feedback and will host meetings with regional reps. We will also hold a post mortem meeting after the Open Weekend with advisors, members, and participating hosts to evaluate Tour Map results.

Distribution Plan: Please see distribution plan above.

Budget Description: Visitors Centers memberships fees (\$145) plus stocking fees (\$135), Chambers of Commerce stocking fees (\$250). Time, mileage and material to get Maps and posters out to our distributors. The budget also

Maine Tourism Marketing Partnership Program



earmarks \$1997 to evaluate the program as described above.

MTMPP Award: \$10,000.00
Cash Match: \$11,466.07
In-Kind Match: \$4,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Maine Fiberarts Tour Map and Open Studio & Farm Weekend			
Solicitation & Recruitment	\$10,000.00	\$14,130.70	\$2,910.00
Production & Project Development	\$21,500.00	\$26,855.25	\$1,200.00
Promotion	\$14,500.00	\$15,755.07	\$4,320.00
Distribution & Evaluation	\$10,000.00	\$11,466.07	\$4,000.00

Budget Summary

Proposed MTMPP Award: \$56,000.00
Administrative Costs: \$11,200.00
Cash Match: \$68,207.08
In-Kind Match: \$12,430.00
Total Match: \$80,637.08
Total Proposed Budget: \$136,637.08