

## Profile

**Applicant:** Regional Application

**Grant Manager:** Dina Jackson

**Name of Organization:** Maine's Lakes and Mountains Tourism Council

**Mailing Address:** c/o AVCOG  
125 Manley Road  
Auburn, Maine 04210

**Physical Address:** same as above

**Office Hours:** 7:30 a.m. to 5:00 p.m.

**Telephone Number:** 207-783-9186

**Fax Number:** 207-783-5211

**Date of Incorporation:** October 22nd, 1993

**EIN:** 04-0484002

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

Since the majority of the Council's marketing efforts will not come to fruition until spring/summer of 2005, we have opted to include some regional highlights.

1. Saddleback Mountain Expansion – This ski resort was saved from closure by the Berry family of Farmington. The new owners have made \$12 million of improvements and created 100 jobs in the Lakes and Mountains Region. Not only does this provide a boost to the local economy, it will have a ripple effect throughout the region. According to DECD Commissioner Jack Cashman, "...the Berry's initial investment of \$12 million will have an economic impact of approximately \$36 million." Keeping Saddleback in the mix of regional offerings adds to the tourism product available to visitors to the region.

2. Sunday River Golf Club Completed – A new 18-hole Robert Trent Jones, Jr. championship course was completed in November of 2004. The course is part of a 350-acre site that sits on a northwest-facing hillside with sweeping views across Sunday River Valley to the Mahoosuc Mountain Range. The addition of a golf course to Sunday River's offerings helps to make this facility and the region even more of a four season destination. According to their press release, close to 50% of the 58-lot housing subdivision adjacent to the course was sold by November 2004. This area has a very strong secondary housing market that brings in a great deal of money from out-of-state visitors wanting a vacation home in Maine.

3. Great Falls Balloon Festival on the Rise – The number of attendees and balloonists are continually on the rise at the Annual Great Falls Balloon Festival. Last year, more than 100,000 people visited the region to attend the festival and 40 plus balloonists from around the country participated in the event. The number of balloonists is up from ten their first year. This event reaches far beyond Lewiston-Auburn and has given us a unique icon to use in establishing an image for our region.

## **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.**

Primary Goal: Increase Maine's Lakes and Mountains share of the tourism market.

Secondary Goal 1: Increase the number of first time and repeat visitors to Maine's Lakes and Mountains Region by 10%.

Secondary Goal 2: Increase the length of trips to Maine's Lakes and Mountains Region by 10%.

Tracking: This information will be evaluated in two ways. First, the Council will continue to conduct a yearly survey, in which we capture the number of first time and repeat visitors to our region. Additionally lodging taxable sales data for the region will be analyzed, which will give us an indication of how the region is doing.

While the Council typically achieves a response rate of eight to eleven percent with our annual survey, we hope to increase this number by offering a drawing for a weekend getaway to the region.

Secondary Goal 3: Increase Maine's Lakes and Mountains visibility.

Tracking: This goal will be tracked by monitoring articles generated by our proposed familiarization trip, traffic to our website and

by proposed web optimization opportunities.

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

The Council's overall strategy to achieve our goals is to attract more visitors from our target market of Massachusetts and the other New England states.

This will be accomplished by the following actions:

1. Advertising – Maine Invites You, Yankee's Travel Guide to New England, AAA Horizons, WHDH-TV
2. Public Relations – host a regional familiarization trip with the intent of having articles published in different printed media
3. Web site – continue to expand offerings on the regional web site and work with a provider to optimize the Council's exposure on the Internet
4. AAA – continue to cultivate relationships with AAA offices within our target market via postcard mailings, email and press releases to communicate what's happening in our region.
5. Maine Tourism Association – maintain a membership with the Maine Tourism Association and distribute regional brochures at the State of Maine Information Centers.
6. Participation in statewide Public Service Announcement campaign

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

The Council's plan is designed to ride on the coattails of the Office of Tourism's efforts in our target market - Boston/MA and the other New England states. We will be using some of the same media i.e. AAA Horizons, Yankee' Travel Guide to New England. Additionally, our 2006-2005 plan continues to build on our previous advertising and will enable us to achieve a number of objectives that are important to the region and the state.

Much of what the Council proposes to do ties in to similar elements outlined in the Maine Office of Tourism's Strategic Five Year Plan i.e. advertising, public relations, web marketing, cultural map.

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

AVCOG maintains its general ledger on a fund accounting program provided by Grants Management Systems (GMS). GMS allows for a separate account (element code) to be established for each project, grant, or contract. All revenues and expenditures associated with an MTMPP grant will flow through a specific element code assigned to the project. Monthly reporting includes budget information, current month, fiscal year to date, project to date (if the project crosses AVCOG's fiscal year), percentage of completion, and variance information.

## **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.**

While the Council is not implementing new research initiatives this year, we will continue to track each element of our program. All visitor inquiries are directed to MLMTC's 1-800 line or web site. Staff asks every person who calls and emails for information how they found us. We have also incorporated a pop-up screen on our web site to capture how people are getting to it. On a monthly basis, MLMTC tracks the number of users and email requests to the site and includes this information in a final tracking report.

At the end of each campaign, the MLMTC mails a one-page survey to 800-1,000 people, who called the 1-800 number, sent an email or mailed a reader reply card to request information about the region. Last year we had an 11% response rate. Every year, restaurant and lodging taxable sales data is analyzed for the Androscoggin District and the Sebago Lake Area, which comprise the coverage area of the MLMTC. This data is then compared to prior years to note trends.

## Public Relations

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

**Company:** Dina Jackson (currently)

**Address:** AVCOG  
125 Manley Road  
Auburn, Maine 04210

**Phone:** 207-783-9186

**Email Address:** djackson@avcog.org

### 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:

To date, the Council has not employed a public relations agency and we do not have a list of editorial contacts. In this year's plan, we would like to contract with Gray Marketing to coordinate a press familiarization tour of the region.

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

First, we would like to target regional magazines and newspapers such as the Boston Globe, Yankee Magazine, AAA publications, etc. Additionally, we would like to target national publications that are a fit for the region, activities, and types of vacations we offer.

We are currently working with Rinck Advertising to place some stories on behalf of the Council. After reviewing research provided by the Office of Tourism regarding what people like to do while in Maine and matching it with what the region has to offer, we decided to write articles geared to summer family travel and fall scenic driving tours highlighting our byways. Rinck will review editorial calendars for regional and national publications to find the best fit for the stories. In addition to following up with the media outlets that receive the press releases, Rinck also offers Maine Media clipping as well as a national clipping service to track results.

## Co-Op Efforts

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

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:

Currently, the Council is working in partnership with GolfMaine to raise awareness of the golf courses in the Lakes and Mountains Region. A secondary goal is to increase traffic to the GolfMaine web site and increase requests for their brochure. GolfMaine is advertising on TravelGolf.com reaching 275,000 golfers per month who want to do two things: travel and golf.

Golf courses in the Lakes and Mountains Region have donated rounds of golf with a cart and overnight stays to assist with the prize giveaway promotion. The value of the donations is \$3,000. The golf vouchers that are not part of the contest were used to pay for the necessary enhancements to the web site. Additionally, GolfMaine has committed \$625 in cash to pay for improvements to their web site to include a landing page and automating data collection.

The Council is also a partner in the statewide MOT/PSA campaign.

## Website Development & Maintenance

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

URL: [www.westernmaine.org](http://www.westernmaine.org)

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

Initially, the goal of Maine's Lakes and Mountain's web site was to serve as a portal to the ten chamber web sites in the region. The Council has been mindful not to duplicate the work of our member chamber sites i.e. adding a calendar of events or business listings. Currently, the MLMTC site offers links to the regional chambers, provides a map of the region, and suggests things to do i.e. walking trails, public gardens, bike trails and driving tours. We are in the process of adding a media kit section to the site that is representative of the entire region. The goal of our site is to help create an image of the Lakes and Mountains Region of Maine.

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

While the Council has been careful not to compete with member chambers for paid listings, we now realize our site must offer visitors more functionality and substance to be of use to them.

The MOT's idea of providing the regions the ability to pull events and lodging information specific to our region from their site to incorporate into our regional site is very appealing to us. In the next year, we will either pursue this opportunity, should it come to fruition, or find a way to have what visitor are seeking directly on our site i.e. lodging, activities, events, etc. We will also add a Maine Getaways button that links directly to our region's getaways featured on the MOT's site.

In the past, we have only worked with an Internet provider when we needed to add something to our site. We have concluded we must hire someone to help us develop a strategy for links, search engine listings and to evaluate click through sponsorship opportunities to drive traffic to our web site.

## 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:**

At this point, we capture visitor information (name, address, how they got our number) for follow-up survey purposes. This information is currently in an Excel spreadsheet. In our annual survey, we do inquire where they visited in the region and what they did for activities. However, we do not currently ask this question to everyone who calls or emails for information. To date, we have not proactively marketed to the names we have collected. Although, we have discussed the need to rework our online request form to allow for permission based marketing opportunities.

## Budget Summary

### Current Projects

#### **Project 1: Television Campaign**

**Project Type:** Advertising

**Description:** The MLMTC would like to continue a presence in the Boston market and to build upon the momentum of our previous campaigns. We strongly believe a consistent presence in the market is needed to make visitors comfortable with the idea of visiting the inland region of Maine. We have the marketing tools and fulfillment systems in place to promptly respond to all inquiries generated by our advertising. MLMTC would like to utilize some of this year's grant money to continue a presence on WHDH-TV (Boston's NBC affiliate). In working with WHDH-TV, we propose to run four weeks of television ads during the spring of 2006.

##### **Element 1: WHDH-TV**

**Project:** Television Campaign

**Element Description:** The goal of this budget element is to increase the region's visibility in one of our primary target markets. Our secondary goal is to increase the number of trips to the Lakes and Mountains Region by first time and repeat visitors from the Massachusetts area.

**Timeline:** Working with WHDH-TV in Boston, we propose to run four weeks of television ads during the spring of 2006 (schedule will be faxed). This schedule is similar to the one the Council is running this spring.

**Tracking:** Since many of the ads will be running when our office is closed, we have decided to have all inquiries generated by this campaign answered by a third party call center - XACT TeleSolutions.

Steve Lyons provided the Council with a list of bidders for the Office of Tourism's fulfillment contract and we contacted three call centers on the list. XACT TeleSolutions was the only company that was interested in bidding on our project (bid will be faxed). Holly Dyer at Taction said our project was too small to be cost effective for them and Paul Graham at Ship Right Solutions said this project was not a fit for them.

Fortunately, we have a good rapport with XACT TeleSolutions and they also came highly recommended by Vaughn Stinson, Maine Tourism Association. XACT TeleSolutions will answer all incoming calls with a customized answer phrase and their representatives will be available 24/7/365. They will also provide a weekly marketing report.

**Target Market:** WHDH-TV is an NBC affiliate located in the Boston market reaching close to 2,430,600 households located in nine counties in Massachusetts, six counties in New Hampshire and Windham County in Vermont (market profile will be faxed). There are 2.5 million adults in Boston alone, of which 77% took an overnight trip in New England. Approximately 66% of the spots will run during the a.m. or p.m. news hours, which has worked well in the past for the Rangeley Chamber of Commerce.

**Rationale:** The MLMTC would like to continue a presence in the Boston market and to build upon the momentum of our previous campaigns. We strongly believe a consistent presence in the market is needed brand the region and to make visitors comfortable with the idea of visiting the inland regions of Maine. We do not want to abandon what we started in 2005 and would like to utilize some of this year's grant money to continue a presence on WHDH-TV (Boston's NBC affiliate).

The Council has chosen to advertise on this station because the Office of Tourism has had a presence on this station and we will be also be running ads this May on WHDH. This station was also chosen because it has the highest ranking morning newscasts in Boston. For this reason, our current and proposed media plans are primarily targeting the morning and evening news hours, in addition to some mid-day spots.

We have also reviewed our and the Office of Tourism's research data to help us make this selection. Longwoods International's regional research has confirmed Massachusetts as a primary source of visitors to the Lakes and Mountains Region (39% in 2003). This element of our plan also supports the

goals in our marketing plan:

Primary Goal: Increase Maine's Lakes and Mountains share of the tourism market.

Secondary Goal 1: Increase the number of first time and repeat visitors to Maine's Lakes and Mountains Region by 10%.

Secondary Goal 2: Increase the length of trips to Maine's Lakes and Mountains Region by 10%.

Secondary Goal 3: Increase Maine's Lakes and Mountains visibility.

**Media Type:** Network television  
**Co-op Opportunity:** NA  
**Budget Description:** Budget:  
\$25,000 - WHDH-TV media buy  
\$ 3,000 - XACT Telesolutions - no set-up fee  
**MTMPP Award:** \$28,000.00  
**Cash Match:** \$2,500.00  
**In-Kind Match:** \$12,700.00

## Project 2: Press Trip

**Project Type:** Familiarization Tours  
**Description:** This project element is a press familiarization tour.

### Element 2: Historical FAM

**Project:** Press Trip

**Element Description:** The primary goal of the effort is to increase the Lakes and Mountains visibility in the marketplace. Our objective is to use this familiarization trip to share one of the region's cultural heritage stories. We would like to host a press trip for 6-8 writers around an historical theme with visits to significant historical locations, homes, museums in the region with stops along the way at antique stores.

**Timeline:** The trip would be six days and five nights, ideally Sunday through Friday. The Smithsonian is hosting a traveling exhibit, entitled "Barn Again," which will be at the Bethel Historical Society from August 19-Oct 22, 2005. For this reason, we would like to host the press trip either August 14-19 or 21-26 in order to piggy-back on the Smithsonian's name recognition and to allow for placement of stories this year to assist with fall foliage travel to the region.

**Tracking:** Wende Gray of Gray Marketing will coordinate the press trip and provide a list of qualified writers to invite. She will also follow up with the writers to ensure placement of their stories and to get copies of their articles.

**Target Market:** The Council will work with Gray Marketing to determine which writers/publications to invite on the press trip. Ms. Gray subscribes to WritersMarketplace and Travel Publicity Leads and has her own proprietary list of outdoor and travel writers that she has developed over the past thirty years. It should be noted, Ms. Gray will request a letter of assignment from each writer who would like to participate in the familiarization trip.

**Rationale:** The Council incorporated this project into its marketing plan for many reasons. First and foremost, we believe a proactive public relations approach supports one of our overall goals of increasing the visibility of the Lakes and Mountains Region. In keeping with the Office of Tourism's interest in promoting cultural tourism, the Council is also interested in exposing potential visitors to the cultural heritage assets of the Lakes and Mountains Region. Additionally, the tendency for people to believe a story over an advertisement was also a factor.

**Partners:** Coordinating this press trip will involve many partners. We will be utilizing Wende Gray's existing partnership with U.S. Airways to coordinate the flights, and Wende will be working with the historic places and museum noted in the proposed itinerary. Additionally, we will be partnering with yet to be

determined restaurants and lodging establishments throughout the region.

**Itinerary:** We envision the trip starting at either the Shaker Village or the Poland Spring Preservation Park and winding its way through South Paris, Harrison, Bridgton, Bethel, Rumford, Rangeley, Kingfield, Farmington, Livermore, Lewiston, and Auburn – a great circle route. Following is some proposed wording for the press invitation.

A Week in the Old West - Maine that is!  
Travel Writer's Media Trip August 14-19, 2005

The Lakes and Mountains Region, along Maine's western border, is rich with history-from its 18th century architecture to its 19th century agricultural and industrial developments to its 20th century cultural heritage.

A tour through the region travels routes originally carved out by the Abanaki Indians. It has been said that Maine's 21st century highway system is just an upgrade from these footpaths to the paved highways that connect the region's river valleys....

**Budget Description:** Budget items

Coordination \$2,500  
Airfare for 6 writers \$1,350  
Meals for 6 writer \$600  
Rental Van & Gasoline \$1,000  
Misc \$550 - help with room costs

**MTMPP Award:** \$6,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 3: Public Service Announcement

**Project Type:** Advertising

**Description:** In-state public service campaign

### Element 3: Public Service Announcement Sponsorship

**Project:** Public Service Announcement

**Element Description:** The in-state marketing program is a combination of Public Service Announcements (PSAs) and state-wide regional advertising. The PSAs run for eight weeks focusing on the importance of tourism to Maine's economy. The paid regional advertising encourages Maine residents to vacation in-state locations and to enjoy their free time closer to home. The paid advertising allows the industry to have the PSAs for free. Without paid advertising, the Association of Broadcasters would not feel compelled to give PSAs to an industry that is now the largest in the State.

**Timeline:** Our Council assumes the PSA campaign for 2006 will follow a similar schedule as 2005. This year's PSAs began running in January for nine weeks. The paid spots run for thirteen weeks, from late March through late May. This timeframe was chosen to coincide with people's decision-making process for summer vacations.

**Tracking:** Tracking for this project has yet to be determined. It will most likely be discussed once all the partners are in place.

**Target Market:** The 30 second ads are running on every major station in Maine and will run in prime time spots, as well as at other times throughout the day.

**Rationale:** For many years, the Maine tourism industry has felt it was important to run an in-state marketing campaign targeted to the citizens of Maine. However, the Maine Office of Tourism (MOT) is precluded from doing so, as their legislative mandate specifically states the purpose of the MOT is to market out-of-state. That same legislation does leave the responsibility of marketing within Maine to the tourism regions, which is part of the regional grant mandate. For this reason, the regional councils have agreed

to partner with various industry associations to put an in-state marketing plan in place.

Many Maine citizens work in the tourism industry and are part of the tourism experience of thousands of visitors every year. This experience can either be a positive one or a negative one. The need to educate the public about the value of tourism and the importance of providing our visitors with a positive experience will hopefully translate into a larger percentage of visitors returning because of the hospitality they experienced while vacationing in Maine.

- Media Type:** In-state television
- Co-op Opportunity:** The only way this project is feasible is through a coordinated and cooperative effort. While our Council is not able to say with certainty who the other partners will be for the 2006 campaign, we do know that at least three other tourism councils have pledged to support this effort.
- Budget Description:** \$10,000 toward campaign
- MTMPP Award:** \$10,000.00
- Cash Match:** \$1,250.00
- In-Kind Match:** \$3,750.00

## Project 4: Cultural Map

- Project Type:** Brochures
- Description:** Western Oxford Foothills Cultural Council has requested to partner with the Maine's Lakes and Mountains Tourism Council to produce a cultural driving loop map.

### Element 4: Western Maine Cultural Map

**Project:** Cultural Map

**Element Description:** Our goal is to partner with the Western Oxford Foothills Cultural Council to create a cultural tourism map featuring the cultural offerings in the region. The cultural visitor is asking for this information and, with the exception of individual schedules for some performance locales, there is nothing available. A cultural map showcasing all performance and exhibit locales, museums and historic sites would give a boost to numerous, chronically under funded, local cultural groups by helping to draw an appreciative audience for their efforts.

**Timeline:** With the help of other partners, the map prototype is near completion. We intend to have the map printed some time this summer.

**Tracking:** Our partner, the Western Oxford Foothills Cultural Council(WOFCC), believes being effective with their projects is essential to its ongoing development as a cultural council, especially since it operates by drawing on the collaboration of numerous individuals and groups throughout the community.

Through an ongoing dialogue, they tracked the use and value of their cultural directory. With a WOFCC map, they would also develop dialogues with all tourism outlets to learn the interest and speed with which maps were distributed. They will also seek anecdotal evidence from crafters, historical societies, farms, and other culturally related activities as to the effectiveness of the map. Tracking the distribution and effectiveness of the cultural map will have a direct effect on other projects WOFCC is involved in by providing important information for use in the other areas.

**Target Market:** Our goal it to target culturally oriented visitors already in Maine.

**Rationale:** Again, in keeping with the Office of Tourism's interest in promoting cultural tourism, the Council is also interested in exposing potential visitors to the cultural heritage assets of the Lakes and Mountains Region. We believe a well distributed map of this nature would play an important role in our overall efforts to build a creative economy in this region. Western Maine is often promoted for scenery and outdoor recreation, but little else. It is rarely promoted for having a creative culture, which is what this map will do. We want to attract culturally oriented visitors who are known to stay longer and take a deeper interest in a community than recreational tourists.

The long term impact of a map is to support development and preservation of historic districts in Bethel, Norway, Fryeburg, etc., while helping to improve both the indigenous economy and overall quality of life.

Efforts, currently underway, by individuals trying to preserve historic properties can be supported with this map.

**Distribution Plan:** The majority of the cultural maps will be distributed through the official state information centers throughout Maine. The maps will also be on hand at the chamber offices throughout the region and will be available at the cultural organizations featured on the map. Should the Western Oxford Foothills Cultural Council be able to secure other additional funding, they would also like to distribute the map at trade shows in and outside the state.

**Budget Description:** Gather/organize information  
Photography  
Design and layout  
Funds to cover this work was provided by the Northern New England Forest Service (\$5,000) and Maine Humanities Council (\$500)

Our partner is waiting on a few more price quotes and has approached other partners to assist with the printing costs. They plan to print 5,000 maps and hope to print 10,000 maps, should additional funding be secured. The MTMPP request of \$1,000 will go toward printing costs.

**MTMPP Award:** \$1,000.00

**Cash Match:** \$400.00

**In-Kind Match:** \$1,000.00

## Project 5: Yankee Magazine

**Project Type:** Advertising

**Description:** 1/2 page ad in Yankee Magazine's annual Travel Guide to New England

### Element 5: Yankee's Travel Guide to New England

**Project:** Yankee Magazine

**Element Description:** The goal of this program element is to increase the region's visibility as a vacation destination in our target market utilizing a very popular regional vacation planner.

**Timeline:** This annual travel publication will be on the news stands April through October 2006.

**Tracking:** Inquiries will be directed to the MLMTC's 1-800 line and web site. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our web site to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

**Target Market:** The travel guide reaches seasoned, affluent travelers in markets across New England and neighboring areas. These families have the discretionary income to spend on travel. The median income of their reader is \$72,338, their median age is 49, 76% are married and 56% live in New England with 24% living in the Mid-Atlantic.

**Rationale:** This annual travel publication for New England has powerful newsstand placement at high profile destinations and major retail outlets making this the best selling New England travel guide in key the drive markets. It reaches committed travelers in our target market through the most effective channels: major retail and bookstore chains and destination spots throughout the Northeast and eastern Canada. In addition, promotional copies are distributed at consumer events, media outlets and on sale at Yankee's web sites. The publication is on sale April through October with copies replenished in mid-June at important retail spots. A total of 250,000 copies are distributed.

Yankee Magazine has pulled well for our Council in the past and we believe advertising in their annual travel guide is a more cost effective way to reach a similar audience.

**Media Type:** Regional travel publication

**Co-op Opportunity:** NA

**Budget Description:** Cost of a 1/2, four-color add = \$5,521

Value Added:

1 month banner ad on New England.com = \$1,500

1 month e-newsletter sponsorship = \$3,500

50 word listing and image on New England.com = \$2,500

Reader Service program = \$250

**MTMPP Award:** \$5,521.00

**Cash Match:** \$0.00

**In-Kind Match:** \$7,750.00

## Project 6: AAA Horizons Southern New England

**Project Type:** Advertising

**Description:** Monthly AAA publication to members

### Element 6: 1/2 page ad

**Project:** AAA Horizons Southern New England

**Element Description:** The goal of this project element is to increase the region's visibility as a vacation destination in our target drive market.

**Timeline:** The Council intends to place one ad during the spring of 2006. The month the ad will run will be determined once we review AAA Horizons' 2006 editorial calendar.

**Tracking:** Inquiries will be directed to the MLMTC's 1-800 line and web site. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our web site to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

**Target Market:** AAA Southern New England is the 5th largest AAA club in the country reaching 1,350,000 million people in the region every month.

Geographic region covers Boston, Rhode Island, Eastern and Central Massachusetts, Western Massachusetts, the Berkshires and Merrimack Valley.

**Rationale:** Not only does this publication reach the people in our target market, this publication is geared to people who drive and travel. Additionally, the Maine Office of Tourism has given this publication a high mark for generating inquiries, so our Council decided to give it a try.

We would have preferred to have more frequency in this publication; however, AAA Horizons was not willing to provide any value added opportunities, even with a frequency of three or four ads.

**Media Type:** Newspaper publication

**Co-op Opportunity:** NA

**Budget Description:** Total Cost \$5,906 for one ad

Ad creation \$250

**MTMPP Award:** \$6,156.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 7: Tracking Research

**Project Type:** Market Research and Development of Strategic and/or Marketing Plans

**Description:** Track the effectiveness of the MLMTC's marketing efforts.

### Element 7: Survey

**Project:** Tracking Research

**Element Description:** The goal of this budget element is to track the effectiveness of our Council's efforts, which is a requirement of the MTMPP grant.

**Timeline:** Typically, the Council mails our annual survey in early November, after the fall season and before the holidays. Survey results and an analysis of retail sales for the first three quarters of 2006 will be completed by the end of January 2005, as retail sales figures are not available until mid-December.

**Tracking:** Every year the Council prepares a synopsis of the survey results and retail sales analysis. We maintain the results and compare this information from year to year to better understand our visitors and to detect trends.

**Target Market:** The target audience for this effort are the people who contacted our Council for information on the region during our marketing campaign.

A one-page survey with a self-addressed, stamped envelope is mailed to 800-1,000 people who called the MLMTC's 1-800 number or mailed a reader response card to request information about the Lakes and Mountains Region.

**Rationale:** The Council feels strongly about surveying people who have expressed an interest in visiting the Lakes and Mountains Region. It helps us to better understand how they travel and what they do while in the region. At times, the information gathered by the survey will influence the messages and images utilized in our marketing efforts.

Not applicable

**Budget Description:** Costs covered by AVCOG:

survey copies ( $\$1,000 \times .03$ ) = \$30  
survey postage ( $\$1,000 \times .37$ ) = \$370  
reply postage ( $100 \times .97$ ) = \$97  
envelopes ( $1,000 \times .0532$ ) = \$53.20  
mailing address labels ( $1,000 \times .01$ ) = \$10  
MLMTC labels ( $1,000 \times .0092$ ) = \$9.20  
AVCOG staff time to stuff/mail = \$75  
AVCOG time to tabulate and interpret information = \$255.6

**MTMPP Award:** \$0.00

**Cash Match:** \$900.00

**In-Kind Match:** \$0.00

## Project 8: Phone & Mail

**Project Type:** Fulfillment

**Description:** This project element pertains to the fulfillment effort needed to implement our marketing plan.

### Element 8: Phone & Mail Fulfillment

**Project:** Phone & Mail

**Element Description:** The goal of this project element is to quickly and professionally respond to all visitor inquiries generated by the Council's marketing efforts.

**Timeline:** The MLMTC has a memorandum of agreement with the Androscoggin Valley Council of Governments to

provide fulfillment services. Tourism inquiries are directed to AVCOG via a 1-800 number and mail and email addresses. AVCOG staff answers the phone Monday through Friday from 7:30 a.m. to 5:00 p.m. When the office is closed, all calls are captured by an answering machine and promptly responded to the next business day.

**Tracking:** The number of calls, emails and visitors to our web site are tracked on a monthly basis and incorporated into a report for the Council to review and to meet the MTMPP grant requirements.

**Target Market:** not applicable

**Rationale:** Fulfillment is a vital component to any marketing program. For this reason, the MLMTC has various systems for the visitor to contact them in place.

It is also important for the Council to track the effectiveness of their marketing efforts. The data captured by our fulfillment efforts allows us to track which efforts are generating inquiries and ultimately what the cost per inquiry is for each project element.

**Partners:** As stated above, the MLMTC partners with AVCOG to handle their fulfillment needs.

**Budget Description:** 1-800 phone costs - paid by AVCOG

\$35 per month for 12 months = \$540

Mail costs estimated at \$2,200 based on fulfillment costs from previous years

**MTMPP Award:** \$0.00

**Cash Match:** \$2,740.00

**In-Kind Match:** \$0.00

## Project 9: Maine Invites You

**Project Type:** Advertising

**Description:** Maine visitor information guide

### Element 9: Maine Invites You - 1/2 page ad

**Project:** Maine Invites You

**Element Description:** The goal of this project element is to have a presence in the State's Official Vacation Planner to promote the Lakes and Mountains Region as a desirable vacation destination.

**Timeline:** Distribution of this annual publication begins in January 2006.

**Tracking:** Inquiries will be directed to the MLMTC's 1-800 line and web site. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our web site to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

**Target Market:** Approximately, 335,000 copies of Maine Invites You will be distributed through print and electronically at [www.maine tourism.com](http://www.maine tourism.com) for response to domestic and international inquiries received by the Maine Tourism Association and Maine Office of Tourism.

**Rationale:** This publication is the primary print response piece used to respond to all inquiries generated by the Maine Office of Tourism's marketing efforts and the marketing efforts of the Maine Tourism Association. For this reason, the Council feels it is very important for our region to have a presence in the publication.

**Media Type:** travel guide publication

**Co-op Opportunity:** NA

**Budget Description:** 1/2 page, 4-color ad = \$3,600

**MTMPP Award:** \$3,600.00

Cash Match: \$0.00

In-Kind Match: \$0.00

**Project 10: MLMTC Web Site**

**Project Type:** Website Development

**Description:** The Council would like to continue to upgrade our web site to make it more useful to our visitors.

**Element 10: Web site improvements**

**Project:** MLMTC Web Site

**Element Description:** The goal of this project element is to increase Maine's Lakes and Mountains exposure via the Internet. Additionally, our object is to create a more comprehensive site that is more useful to the visitor.

**Timeline:** We intend to complete our web site improvements by June 2006.

**Tracking:** The effectiveness the changes made to our site will be tracked by information captured by our web software - Webalizer. We will be able to track where the visitor enters and exists the site and how much time they spend. We will also be able to determine the effectiveness of our changes by observing which information on our site is getting more hits.

**Target Market:** The target audience for this effort is anyone using the Internet to gather vacation information - especially those interested in vacationing in Maine and Western Maine.

**Rationale:** We have all observed the trend of increasing visitor traffic to our sites while phone inquiries are declining. We have also noticed in our annual visitor survey that more and more people are acquiring their vacation information via the Internet. For these reasons, our Council has to make a more concerted effort to address the needs and expectations of those people visiting our site for information. This program element is also in keeping with the direction the Office of Tourism is taking in their strategic marketing plan.

**Budget Description:** While our budget is not broken down by element, we propose to go out to bid to hire someone to help us incorporate more information onto our site and to optimize its effectiveness. Much of what we hope to accomplish is outlined in the primary analysis section of this application under web development.

**MTMPP Award:** \$5,000.00

**Cash Match:** \$500.00

**In-Kind Match:** \$0.00

**Project Quick Reference**

|  | <u>MTMPP Award</u> | <u>Cash Match</u> | <u>In-Kind Match</u> |
|--|--------------------|-------------------|----------------------|
| <b>Television Campaign</b>               |                    |                   |                      |
| WHDH-TV                                  | \$28,000.00        | \$2,500.00        | \$12,700.00          |
| <b>Press Trip</b>                        |                    |                   |                      |
| Historical FAM                           | \$6,000.00         | \$0.00            | \$0.00               |
| <b>Public Service Announcement</b>       |                    |                   |                      |
| Public Service Announcement Sponsorship  | \$10,000.00        | \$1,250.00        | \$3,750.00           |
| <b>Cultural Map</b>                      |                    |                   |                      |
| Western Maine Cultural Map               | \$1,000.00         | \$400.00          | \$1,000.00           |
| <b>Yankee Magazine</b>                   |                    |                   |                      |
| Yankee's Travel Guide to New England     | \$5,521.00         | \$0.00            | \$7,750.00           |
| <b>AAA Horizons Southern New England</b> |                    |                   |                      |
| 1/2 page ad                              | \$6,156.00         | \$0.00            | \$0.00               |

# Maine Tourism Marketing Partnership Program



## Tracking Research

|        |        |          |        |
|--------|--------|----------|--------|
| Survey | \$0.00 | \$900.00 | \$0.00 |
|--------|--------|----------|--------|

## Phone & Mail

|                          |        |            |        |
|--------------------------|--------|------------|--------|
| Phone & Mail Fulfillment | \$0.00 | \$2,740.00 | \$0.00 |
|--------------------------|--------|------------|--------|

## Maine Invites You

|                                 |            |        |        |
|---------------------------------|------------|--------|--------|
| Maine Invites You - 1/2 page ad | \$3,600.00 | \$0.00 | \$0.00 |
|---------------------------------|------------|--------|--------|

## MLMTC Web Site

|                       |            |          |        |
|-----------------------|------------|----------|--------|
| Web site improvements | \$5,000.00 | \$500.00 | \$0.00 |
|-----------------------|------------|----------|--------|

## Budget Summary

|                               |             |
|-------------------------------|-------------|
| <b>Proposed MTMPP Award:</b>  | \$65,277.00 |
| <b>Administrative Costs:</b>  | \$7,000.00  |
| <b>Cash Match:</b>            | \$8,290.00  |
| <b>In-Kind Match:</b>         | \$25,200.00 |
| <b>Total Match:</b>           | \$33,490.00 |
| <b>Total Proposed Budget:</b> | \$98,767.00 |