

## Profile

**Applicant:** Event Application

**Grant Manager:** Richard I. Rybacki

**Name of Organization:** Maritime Maine

**Mailing Address:** 40 Commercial Street  
Suite 200 (Port of Portland), Portland, Maine 04101

**Physical Address:** same

**Office Hours:** 8:30 am – 5:00 pm M-F

**Telephone Number:** 207-541-7411

**Fax Number:** 207-541-7420

**Date of Incorporation:** April 18th, 1997

**EIN:** 04-3380416

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

1. Launched the Maritime Maine website, featuring the Maine Maritime Heritage Trail. The Maine Maritime Heritage Trail has 165 participating organizations throughout the state representing Maine's maritime heritage. <http://www.maritimemaine.org>
2. Secured commitment of George Herbert Walker Bush to be national honorary chair of Maritime Maine 2007 and Governor John Baldacci to serve as state national honorary chair.
3. Developed a program outline and strategic marketing plan for the Maritime Maine 2007 event, lining up participation by the CGC Eagle (America's official tall ship), the John W. Brown (a Liberty Ship representative of vessels built in South Portland (also a floating museum), the Virginia, a replica (currently under construction) of the first sailing vessel constructed in the colonies in Popham, Maine, and The Bowdoin, Maine's official sailing vessel (and also the training vessel for Maine Maritime Academy).

## **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.**

1. Conduct Public Relations and Development Campaign for Maritime Maine 2007. The objectives are to educate the public regarding the event, secure financial and volunteer support for Maritime Maine 2007 and posture Maritime Maine 2007 for the 2006 Public Relations and Development campaigns. We expect that these activities will increase tourism by publicizing and garnering support for a special event squarely within the goals of the MTMPP funding program. Special events such as this, however, require funding from the private sector, and developing support is an integral part of the overall promotional effort. The MTMPP inherently recognizes that special events draw tourists, and has received a copy of the economic impact report from OpSail Maine 2000 detailing the favorable financial impact of that event. FY06 private fundraising goal: \$100,000.
2. Work with local, regional and state Offices of Tourism to develop tourism tie-ins. Create pre & post-event tour and vacation packages that would include not only the MM2007 event, but would also include cruises, and other maritime venues, events - including post-event opportunities and attractions outside of high season. Develop familiarization tours for travel professionals and journalists. Objectives: encourage event visitors to extend stay beyond the event weekend inside and outside region and introduce visitors to other cultural tourism venues-encourage return.
3. Work with Maine Boat Builders Organization; develop concept for exhibit pavilion at MM2007. The exhibit would be a promotional venue for current Maine Boat Builders in the context of a spectacle celebration of a 400 year tradition of boat building leadership.

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

Public Relations and Development.

While the rationale for our 2006 Public relations campaign is laid out in greater detail in our individual element description, the following is our quarter-by-quarter summary strategy for that year.

S2005:

Major activity: Donor event on Bowdoin.

Generate PR materials:

Invitational brochure to donor/supporter prospects  
Create multipurpose pocket folder for fundraising materials  
PowerPoint presentation for donor events  
Press Kit.  
Press releases monthly.

F2005:

Major activity: Follow up visits to at least 15 major donors before donor year-end budgeting cycle

Other:

Modifications to website to promote event, other MM events, deliver fundraising support message, post press releases

Complete trade show display.

W2005:

Major activities:

Finish fine-tune of 2007 marketing plan.  
Attend 1-2 trade shows with display.

Other:

Continue donor/supporter visits.  
Begin promoting event at civic groups, e.g. Rotary.  
Distribute Annual Report/Newsletter.  
Continued press releases.

Sp2005:

Major activity:

Attend 2-3 trade shows.

Other:

Continued donor solicitation  
Press releases.  
Complete design, printing & distribution of promotional brochure and rack cards.

Tourism Tie-ins.

See Whitten letter in support for fuller description.

Boatbuilders Exhibition

See Agnew letter in support for fuller description.

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

see attached event description.

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

Revenues and expenses for the Program are incorporated into the overall budget of Maritime Maine. The accounting for Maritime Maine is done using generally accepted accounting principles. The organization utilizes Intuit's Quick Books Pro software for the recording and maintenance of its financial resources, and that software's planning and budgeting tools for the recording of its budget and other forward-looking plans. The budget of Maritime Maine is approved annually, and more often if changes occur, by its Board of Directors. Our internal control procedures require all expenditures be approved by the Program Director or a member of the Executive Committee, other than the Treasurer, who is responsible for the receipt and disbursement of funds. Receipts and expenditures relating to specific Grants, and the categories within, can be separately tracked. The financial records of the

organization are reviewed annually by a local CPA firm.

## 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.**

We plan to contract (by RFP) with professional marketing/communications company to fine-tune the marketing and event concept plan for the following year, and to determine the best way to market the event in the New England, New York and Pennsylvania general tourist markets. Part of this plan would include national marketing to maritime heritage and marine trade organizations and memberships. It would be supported by research.

### Public Relations

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

**Company:** Don Yeskoo, Chair, MM Marketing Committee

**Address:** 40 Commercial St., Suite 200, Portland, ME 04101

**Phone:** 207-541-7411

**Email Address:** sail@maritimemaine.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:**

John Richardson, Portland Press Herald, PO Box 1460, Portland, ME 04104 (former waterfront editor, now night editor)

John Gormley, Editor, Professional Navigator Magazine, 58 Fore Street, Portland, ME 04101

Alex Agnew, Publisher, Navigator Publishing (publisher of Ocean Navigator, Professional Mariner, American Tugboat Review, American Ship Review and American Yacht Review), 58 Fore Street, Portland, ME 04101

Alan Cartwright, Manager, Channel 13, Congress Street, Portland, ME 04101

Freelance writers:

Lincoln Paine, 150 Eastern Promenade, Portland, Maine

Roger Duncan, 42 Elm Street, Bath, Maine 04530

Channel 13

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

For general distribution of press releases, we intend to use Bacon's Media Source, targeting Maine, New England, New York, Pennsylvania, and related publications groups listed in Bacon's (boats-boating, coastal, business etc.)

In this first year of funding, we would like to target Maine and New England media with a national market, such as DownEast and Yankee, Navigator Publishing, state-wide newspapers and broadcast media, and the Boston Globe.

In the following year, we would like to move outside state publications, to national magazines such as Coastal Living, Travel & Leisure, newspapers such as the Globe, the New York Times and the Washington Post

## 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:

INT: Portland Conv.& Visitors Bur.: develop pre and post-event pkgs, journalist/travel trade fam.tours.

EXT: Organizers of Maine Boat Builders Org:coordinate to make the event promotional showcase for boatbuilders. Portland Landmarks: coordinate our 400th anniv.celebration w/ 200th anniv. of Portland Observatory(both 2007). Portland Arts & Cultural Alliance:build awareness by event by local cultural tourism venues. Maine Maritime Heritage Trail members:create promotional venue at event. Cities of Portland and S.Portland:providing space, receptionist, use of office equipment, parking facilities. Maine Maritime Academy use of Bowdoin for donor events. Owner John W. Brown proposal to bring the Brown from Baltimore for event, including coop. fundraising. [www.liberty-ship.com](http://www.liberty-ship.com). Virginia Group

STATE:Event focus is maritime heritage; will have large group of visitors w/ known interest in maritime heritage, boating, and other marine activities will work w/ MOT coordinate with other regions

## Website Development & Maintenance

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

URL: <http://www.maritimemaine.org>

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

Our website serves the Maine Maritime Heritage Trail and has information about and links to approximately 100 maritime heritage sites throughout the state.

To date, the goal of the website has been to provide general information concerning our organization, and to serve the Trail. We have planned enhancements to the site that would promote the 2007 event and lead up events, and would include sponsorship information. We would also plan to maintain a rotating calendar of maritime events, so that people looking for information on current activities might become interested in attending Maritime Maine 2007. They will also have the opportunity to request further information and would be added to our contact list.

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

We seek support from the MTMPP to underwrite layout and design (art work, formatting, photography) of the new sections of the existing website, as well as copy-writing, and periodic update of same. Technical costs have also been included in our request.

## 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 have an interested parties database currently in Excel format. The Excel record structure has fields for contact information, likelihood of support in a standard "suspect, prospect, donor" ranking, identifies connections between the party and members of the board. There are also fields for the type of party, i.e., donor, board member, media contact, past supporter, event attendee, and whether the party has been solicited, in person or by direct mail, and a notes section for pertinent comments such as areas of interest.

In the next months, before our first major donor event we will be adding fields to the record, and may switch to an Access format so that we can keep different types of information for different types of parties.

## Budget Summary

### Current Projects

#### **Project 1: Development Events, Summers 2005 and 2006**

**Project Type:** Brochures

**Description:** The primary purpose of these receptions is to publicize the Maritime Maine 2007 event, and to familiarize donors with the significance of the 400th anniversary of shipbuilding in Maine in that year. As part of their invitation package invitees will receive interpretive materials describing the event, the anniversary of the construction of The Virginia (the first vessel constructed in the North American colonies) in Popham, Maine.

#### **Element 1: 2005 Invitational Brochure /Bowdoin Development Event**

**Project:** Development Events, Summers 2005 and 2006

**Element Description:** see Project Description.

Maritime Maine has arranged for Maine's tall ship Bowdoin to be available in Portland Harbor on July 9, 2005 and again on July 13, 2005 for four receptions for prospective donors. The invitational brochure in this case include material concerning the historic significance of Bowdoin herself; she was built in Maine as a research vessel for Donald B. MacMillan, and is used as a training vessel by Maine Maritime Academy and will be a proud participant in the Maritime Maine 2007 Parade of Ships.

**Timeline:** Receptions to be held July, 2005

**Tracking:** Create database of individuals and organizations who gave to 2000 Event and additional donor candidates. Send invitation. Track RSVPs and head count at event. Follow-up with sponsorship brochure package, and in-person solicitations of donations

**Target Market:** Individuals and representatives of corporate donors from Opsail Maine 2000; Representatives of non-profit partners in the event (Portland Landmarks, the Portland Convention and Business Bureau); Key press representatives; Government officials (Portland City Council, Governor, Congressional Delegates, State and Regional tourism officials); Potential donors/ sponsors for 2007 event, identified by our development committee

**Rationale:** The members of this target group are the key supporters the 2007 event. The Bowdoin receptions will serve as the first public introduction to Maritime Maine 2007, and will be a venue for presentation of the 2007 event concept and Maritime Maine's fundraising goals. Even if invitees do not attend they will have received a precis of the 2007 event concept, allowing for later development follow-up.

Receptions of this kind were effective in building a core group of sponsors for the 2000 event, and an ideal forum for building excitement about the event.

**Distribution Plan:** We anticipate inviting 250 people to this event and that approximately 120 people will attend over the four receptions.

**Budget Description:** Design, copy, printing and distribution costs, carried in our annual budget under Development Materials in the major account of Marketing and Public Affairs.

**MTMPP Award:** \$0.00

**Cash Match:** \$1,740.00

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

## Element 2: Invitation brochure, 2006 Donor Event

**Project:** Development Events, Summers 2005 and 2006

**Element Description:** There will be another donor event featuring a tall ship visit Summer '06. See description of invitation brochure for -05 Bowdoin event

**Timeline:** to be completed 6/1/2006

**Tracking:** Continuing solicitation of donors/sponsors/supporters and potential donors/sponsors/supporters on model of 2005 Bowdoin receptions, except that another vessel would be featured. Continuing development follow-up as described above

**Target Market:** see Bowdoin invitation description

**Rationale:** See Bowdoin event description

**Distribution Plan:** See Bowdoin event description

**Budget Description:** Design, copy, printing and distribution costs, carried in our annual budget under Development Materials in the major account of Marketing and Public Affairs.

**MTMPP Award:** \$0.00

**Cash Match:** \$1,740.00

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

## Project 2: General Printed Promotional Materials

**Project Type:** Brochures

**Description:** To include: Multi-purpose pocket folder, pocket folder inserts for various purposes, a brochure for distribution at marine trade shows and maritime events, and a rack card for general distribution at tourism venues

## Element 3: Multi-purpose Pocket Folder

**Project:** General Printed Promotional Materials

**Element Description:** Pocket Folder, 4 color, for use in solicitation. Contents may vary, but in general, will describe participating vessels, 2007 event program, overall mission of organization and event. Additional contents would include sponsorship information, press kits, literature circulation.

**Timeline:** This folder would be created for initial distribution at the Bowdoin reception in July 2005, but would be used throughout the year, particularly in donor solicitations, but also, for example, as the cover document for our press kit. We may update the folder to include sponsor logos in the next fiscal year.

**Tracking:** Controlled circulation, depending on use. We keep ongoing lists of who has asked for and who has received materials and determine and track follow-up as appropriate.

**Target Market:** Individuals donors and representatives of corporate donors from 2000; Representatives of non-profit partners in the event (Portland Landmarks, the Portland Convention and Business Bureau); Key press

representatives; Government officials (Portland City Council, Governor, Congressional Delegates, Tourism officials); Travel and tourism industry representatives, (trade associations for tour and travel companies), Potential donors/ sponsors for 2007 event;

**Rationale:** A folder of this type proved to be an extremely effective, efficient and flexible tool for marketing and fundraising in 2000

**Distribution Plan:** Overall covering document for a variety of information. We do NOT anticipate that this folder will be used in a direct marketing campaign, but rather for distribution of information tailored to the recipient. e.g., attendees at fundraising events (e.g. Bowdoin) will receive a copy with insert sheets describing the program, sponsorship levels and benefits

**Budget Description:** Carried under Sales Promotion under the Major Account of Marketing and Public Affairs.

**MTMPP Award:** \$1,762.50

**Cash Match:** \$1,762.50

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

## Element 4: Copy and Design of Pocket Inserts

**Project:** General Printed Promotional Materials

**Element Description:** Materials detailing sponsorship levels and benefits, and pledge forms -layout and printing

**Timeline:** Initial distribution beginning in 7/05 with the Bowdoin donor event. This will be followed up with in-person solicitations of prospective donors. Approaches to be made following the event, focusing on corporate donations in the fall, in keeping with corporate philanthropic funding cycles.

**Tracking:** See description of pocket folder

**Target Market:** See pocket folder description

**Rationale:** See pocket folder description

**Distribution Plan:** See pocket folder description

**Budget Description:** Design and printing, pocket folder inserts. Carried in Development Materials under major account category of Marketing and Public Affairs.

**MTMPP Award:** \$662.50

**Cash Match:** \$662.50

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

## Element 5: Promotional Brochure and Program

**Project:** General Printed Promotional Materials

**Element Description:** 4 page 4 color brochure detailing event program for public distribution promoting 2007 event, and detailing the program of the event. To be distributed at major maritime events in the state, such as Harborfest, the Lobster Festival, Boat Shows, Clamfest, Boat Launchings, etc. Overall goal is to increase public awareness of event in venues with a maritime connection.

**Timeline:** This element would be designed, printed, and ready to go on or before 6/1/06, with approximately a three month lead time. It will reflect sponsorships as of the printing date.

**Tracking:** As a mass distribution piece there is no track component per se. However, by controlling the venues in which it is distributed - MS Regatta, Boat Shows, maritime related tourism events, travel conventions, tour companies, etc.- this piece will reach a self-selecting audience of people interested in Maine, tourism in Maine, and Maine maritime heritage.

**Target Market:** Target Market, Potential and planned visitors, targeting visitors with a demonstrated interest in maritime events.

**Rationale:** Build awareness of 2007 event by distributing information early enough for interested markets to plan to come to Maine for the event.

**Distribution Plan:** General distribution at maritime and tourism events, maritime and travel industry conventions. Note that we intend to have a presence at at least 4 marine and tourism trade shows in the next fiscal year.

**Budget Description:** Design, copy and printing, promotional brochure, carried under sub-account of Sales Promotion under the major account of Marketing and Public Affairs.

**MTMPP Award:** \$4,450.00

**Cash Match:** \$0.00

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

## Element 6: Rack Cards

**Project:** General Printed Promotional Materials

**Element Description:** Objective: general information concerning event at tourist venues, and promotion of other maritime heritage sites within the state.

4 color, two side rack card promoting next year's event on one side; Maine Maritime Heritage Trail on the other, distribution at all State info centers, motels, restaurants, local information centers, etc. Flip side of rack card will provide information on other maritime heritage venues in Maine and will direct reader to the Maritime Maine website, which features information on the Maine Maritime Heritage Trail.

**Timeline:** This rack card would be designed, printed and ready for distribution on or about June 1, 2006. Again, we expect that we would include sponsor logos.

**Tracking:** A mass distribution piece for display at public venues. We will keep track of where cards are distributed, and available inventories on a continuing basis, and will replenish as necessary

**Target Market:** Target Market: Current and potential repeat visitors to Maine.

**Rationale:** Rack cards proved to be an effective tool for the 2000 event based on inventory.

**Distribution Plan:** Information Centers, Hotels, Motels, Travel Agencies, etc.

**Budget Description:** Design, Copy and Printing - Rack cards, under sub-account of Sales Promotions under the major account of Marketing and Public Affairs.

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

**Cash Match:** \$0.00

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

## Project 3: General Fulfillment

**Project Type:** Fulfillment

**Description:** Support for fulfilling inquiries concerning event.

## Element 7: Answers to Inquiries; mailing information

**Project:** General Fulfillment

**Element Description:** The City of Portland/Department of Transportation and Port Authority has provided us space in their facility. In addition to free space, they will provide us with use of a receptionist, and use of office equipment and parking facilities, to enable us to respond to inquiries. We have carried the \$200 per month figure we are paying to the city as an approximate cash equivalent for the fulfillment support provided to us by the City

**Timeline:** 7/1/05-6/30/06

We expect to move into our new space in May 2005.

**Tracking:** We anticipate that we will set up an Excel or Access database to track inquiries

**Target Market:** Individuals and organizations showing interest in the event

**Rationale:** Self-explanatory

**Partners:** City of Portland

**Budget Description:** Payments for services provided by Portland will be carried in sub-account "funds available for fulfillment" under major account Marketing and Public Relations

**MTMPP Award:** \$0.00  
**Cash Match:** \$2,400.00  
**In-Kind Match:** \$0.00

## Element 8: Clipping Service

**Project:** General Fulfillment

**Element Description:** Electronic and print tracking of media effort.

**Timeline:** 7/31/05-7/31/06

**Tracking:** This IS tracking.

**Target Market:** n/a

**Rationale:** Time honored method of tracking success of media campaign.

**Partners:** n/a

**Budget Description:** Carried in the sub-account Development for the major account Marketing and Public Relations.

**MTMPP Award:** \$2,750.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$0.00

## Element 9: Postage

**Project:** General Fulfillment

**Element Description:** Postage to respond to inquiries from interested parties

**Timeline:** Throughout the fiscal year

**Tracking:** as per tracking of brochures and other materials described elsewhere

**Target Market:** Inquiries, and markets identified in connection with materials elements, e.g. brochures.

**Rationale:** self-explanatory

**Partners:** City of Portland providing postage meter

**Budget Description:** carried under Finance and Administration, currently, but our major postage costs are associated with fulfillment activities.

**MTMPP Award:** \$0.00  
**Cash Match:** \$1,200.00  
**In-Kind Match:** \$0.00

## Element 10: Office supplies (envelopes for mailings, letterhead, self-generated materials)

**Project:** General Fulfillment

**Element Description:** Support for overall fulfillment activities associated with response to inquiries.

**Timeline:** ongoing

**Tracking:** see individual printed element descriptions

**Target Market:** see individual element descriptions

**Rationale:** self explanatory

**Partners:** n/a

**Budget Description:** Currently carried under project management expense, Finance and Administration.

**MTMPP Award:** \$0.00  
**Cash Match:** \$3,500.00  
**In-Kind Match:** \$0.00

## Project 4: General Public Relations

**Project Type:** Public Relations

**Description:** Overall public and donor relations campaign.

### Element 11: Newsletter/Annual Report to Donors

**Project:** General Public Relations

**Element Description:** Newsletter to supporters, providing interpretive information on Maine maritime heritage and cultural tourism, Maritime Maine event status, other maritime events elsewhere in the state. 8 page two color heavy stock. Annual report also lists donors, and provides information on campaign goals, status, and achievements.

**Timeline:** 11/1/2005, following accounting review. Objective is to send this reminder piece to donors before the end of the tax year.

**Tracking:** Controlled circulation, to development database of past and prospective donors, event partners, volunteers. Mid-year informational piece on event progress.

**Target Market:** Donors, Volunteers, and Cooperative Partners

**Rationale:** Annual report is an effective development tool, because it allows the organizations to thank its sponsors in a public way, provide information relating to the case in support for the organization, provide information on the progress of the funding campaign, and wrap-up reporting to sponsors and supporters.

**Budget Description:** Annual report text, printing and distribution, carried under Public Relations, under major category of Marketing and Public Affairs.

**MTMPP Award:** \$2,530.00

**Cash Match:** \$0.00

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

### Element 12: Periodic Press Releases

**Project:** General Public Relations

**Element Description:** Approximately monthly press releases featuring items of interest concerning event, major sponsorships; Continuing effort to keep the organization and the event in the public eye.

**Timeline:** 7/1/05-6/30/06

We expect to issue press releases approximately monthly.

**Tracking:** We will know who we send the releases to, and can measure response through a "clipping" service both print and electronic. The cost of the clipping service is carried as a fulfillment item in this budget.

**Target Market:** New York and New England Region, marine and tourism trade periodicals.

**Rationale:** Consistent information campaign in the two year period leading up to the event.

Ideally, this series of releases would result in placement of feature articles.

**Budget Description:** Press releases carried in sub-account public relations under major account Marketing and Public Affairs.

**MTMPP Award:** \$4,320.00

**Cash Match:** \$0.00

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

### Element 13: Media presentation for use at donor events

**Project:** General Public Relations

**Element Description:** Powerpoint presentation for use at donor events, civic organizations, corporate solicitations, major donor solicitations, creation of slides, etc.

**Timeline:** Available for Bowdoin donor event 7/9/06; reviewed quarterly; updated as needed.

**Tracking:** We will track attendance at the events at which the presentation is used, and where the presentation is

given.

**Target Market:** In the first year the media presentation will be shown to in-state audiences in order to build up in-state support. As the campaign proceeds, however, we expect that it will be shown at familiarization tours for travel trade and journalists in the New England-New York Region, and potentially nationally.

**Rationale:** This is a fairly common development tool. Use of the powerpoint format with effective graphic design allows us to tailor the presentation to the audience in question.

**Budget Description:** Donor media presentation, carried under development, major account category Marketing and Public Affairs.

**MTMPP Award:** \$2,160.00

**Cash Match:** \$0.00

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

## Element 14: Press Kit

**Project:** General Public Relations

**Element Description:** News release describing event and participants to date: vessels, sponsors, grantors. Include backgrounders on historical and current personalities. Include stories on specific things of interest to event - for example history of liberty ships in South Portland, history of Maine's Tall Ship, the Bowdoin, construction of the Virginia (replica of the first ship built in the New World at the Popham Colony. New photography, but carried under separate line item; costs for reproduction of existing images included in this item

**Timeline:** Available in first iteration 8/1/05 for press inquiries

Revisions 5/15/06; press conference planned 6/06

**Tracking:** Creation of media list, distribution, press conference 6/06; controlled distribution

**Target Market:** Appropriate media, including, but not limited to general news organizations, maritime, boat building and travel organizations; local, regional and national press. New England, and New York-New Jersey-Pennsylvania.

**Rationale:** Press kits are a common public relations tool.

**Budget Description:** Press kit carried under sub-account Public Relations under major account Marketing and Public Relations

**MTMPP Award:** \$1,070.00

**Cash Match:** \$0.00

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

## Project 5: Marketing Planning

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

**Description:** Overall planning for upcoming funding year (2006-2007), and coordination with Regional office to plan familiarization tours in the following year.

### Element 15: Strategic Planning, overall campaign

**Project:** Marketing Planning

**Element Description:** Fee to professional marketing company to fine-tune the marketing and event concept plan for the following year to reach potential visitors in out-of-state markets, particularly niche markets of marine enthusiasts.

**Timeline:** Report and strategy to be complete 1/1/06

**Tracking:** Completed revised marketing and event plan going forward. Effectiveness to be tracked through clipping service, website hits, achievement of fundraising goals, as described in other elements.

**Target Market:** New England-New York, and national marine enthusiasts.

**Rationale:** Creating an efficient public relations and advertising campaign to reach the national niche market of marine enthusiasts has obvious benefits. A recent Rand study concluded that even individuals who do not ordinarily attend cultural events will attend an event that "connects" them to their own cultural heritage interests. OpSail Maine 2000 attracted national attention - it was featured in an article in the Washington Post - and we wish to do some strategic planning on how best to exploit this potential for national attention.

Maritime Maine 2007

**Budget Description:** 2006-07 Strategic Marketing Plan, carried as sales promotion under major account marketing and public affairs.

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

**Cash Match:** \$0.00

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

## Element 16: Concept Development, Tourism Packages

**Project:** Marketing Planning

**Element Description:** This event has several possible tourism tie-ins, including, but not limited to creation of pre- and post-event package tours including the event, but also including cruise ships, and other maritime venues outside of the region, including events outside of the summer season. The funds would be used for creation of a strategic plan to begin implementation in the following fiscal cycle of familiarization tours for tour operators and journalists.

**Timeline:** Available on or before 4/1/06

**Tracking:** Completed menu of tour programs for distribution on or before deadline.

**Target Market:** Tour operators serving the New England - Northeastern regional markets. Publications with regional and national distribution.

**Rationale:** To increase the length of stay beyond the weekend of the event and to encourage travelers to expand their stays outside of the region, by familiarizing travel industry with event, and available options.

Pre- and post- event tours marketed to travel and tour Operators

**Budget Description:** carried as a sales promotion item under Marketing and Public Affairs.

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$8,870.00

## Project 6: Trade Show Display and Attendance

**Project Type:** Travel Trade & Consumer Shows

**Description:** Planned attendance at no fewer than 4 travel trade and consumer shows in fy 2006, with portable display.

## Element 17: Trade Show Display

**Project:** Trade Show Display and Attendance

**Element Description:** Creation of portable or pop-up display, equal to "Skyline Display," for set up at trade shows; the display will be in format that allows us to change material for use in later years

**Timeline:** To be available 9/1/05, for use at presentations at civic group meetings, e.g. Chambers of Commerce, Rotary, etc.

- Tracking:** We will know where we will take this exhibit; in some cases it may be appropriate to have volunteer sign-up sheets, distribution of informational brochures, requests for more information, and we will track as appropriate.
- Target Market:** Travel and trade professionals, boating and boatbuilding industry, and local business sponsor
- Rationale:** Prime audiences to support the special event
- Partners:** Promoters for travel and trade shows, boatshows, etc. See Trade Show Attendance for known list of planned appearances.
- Budget Description:** Trade show display carried as a development item under the major account Marketing and Public Affairs
- MTMPP Award:** \$4,380.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

## Element 18: Trade Show Attendance

**Project:** Trade Show Display and Attendance

**Element Description:** Display at Maine Boats & Harbors, Maine Boat Builders Show, and at least two additional events to be determined, specifically travel and tourism shows. Note that non-profits such as ours are frequently "comped" at these events and that we are carrying this cost as an in-kind donation. Final selection of venues will be guided in part on which organizations donate space.

**Timeline:** 9/1/05-6/30/06

ongoing effort.

**Tracking:** Track inventory used at events; reply cards, audience interest survey at event

**Target Market:** Travel and trade professionals, boating and boatbuilding industry, and local business sponsors

**Rationale:** Targets an audience that would promote and attend the 2007 special event.

**Partners:** Trade show organizers and promoters. local civic groups. Note that while attendance fees at trade shows are frequently steep, non-profits such as ours frequently receive donated space in return for sponsorship recognition of the organizer.

**Budget Description:** Event attendance carried under sales promotion, Marketing and Public Development

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$6,675.00

## Project 7: Website Enhancement

**Project Type:** Website Development

**Description:** Layout and design (art work, formatting, photography) of the new sections of the existing website, as well as copy-writing, and periodic update of same. Technical costs also included.

## Element 19: Website enhancement

**Project:** Website Enhancement

**Element Description:** We have a website that serves the Maine Maritime Heritage Trail, but has the capacity to promote the 2007 event and lead up events, and to include sponsorship information. Costs carried here include layout and design (art work, formatting, photography) of the new sections of the existing website, as well as copy-writing, and periodic update of same. Technical costs also included.

**Timeline:** initial update 9/1/05  
monthly updates thereafter

**Tracking:** Measurement of hits, and on-line inquiries for further information.

**Target Market:** Tourists, Tourism professionals, educators, marine researchers and historians  
**Rationale:** Rationale: Promote Maine as tourism destination and position Maine as the birthplace of American shipbuilding.  
**Budget Description:** Website enhancements, carried as internet element under Marketing and Public Affairs account  
**MTMPP Award:** \$4,000.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$4,000.00

**Project 8: Professional Photography**

**Project Type:** Professional Photography  
**Description:** Estimated professional photography for promotional materials identified elsewhere in this application

**Element 20: Supplemental Professional Photography**

**Project:** Professional Photography  
**Element Description:** Estimated professional photography for promotional materials identified elsewhere in this application  
**Timeline:** 7/1/05-6/30/06  
**Tracking:** n/a  
**Target Market:** all markets listed in connection with other elements  
**Rationale:** We will need to maintain an ongoing photographic record of lead-up events for public relations purposes; we will need to be able to publicize the ships that will attend to capture the public imaginations; we wish to use this event to introduce the public to other tourism opportunities in Maine. The images will be used in the promotional materials described elsewhere in this grant.  
**Image Categories:** Ships, Portland Harbor, Other Tourist Destinations, Lead-up event coverage  
**Budget Description:** Photography carried as element under Public Relations under major account Marketing and Public Affairs  
**MTMPP Award:** \$2,500.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$0.00

**Project Quick Reference**

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
<b>Development Events, Summers 2005 and 2006</b>			
2005 Invitational Brochure /Bowdoin Development Event	\$0.00	\$1,740.00	\$0.00
Invitation brochure, 2006 Donor Event	\$0.00	\$1,740.00	\$0.00
<b>General Printed Promotional Materials</b>			
Multi-purpose Pocket Folder	\$1,762.50	\$1,762.50	\$0.00
Copy and Design of Pocket Inserts	\$662.50	\$662.50	\$0.00
Promotional Brochure and Program	\$4,450.00	\$0.00	\$0.00
Rack Cards	\$6,000.00	\$0.00	\$0.00
<b>General Fulfillment</b>			
Answers to Inquiries; mailing information	\$0.00	\$2,400.00	\$0.00
Clipping Service	\$2,750.00	\$0.00	\$0.00
Postage	\$0.00	\$1,200.00	\$0.00
Office supplies (envelopes for mailings, letterhead, self-generated materials)	\$0.00	\$3,500.00	\$0.00
<b>General Public Relations</b>			
Newsletter/Annual Report to Donors	\$2,530.00	\$0.00	\$0.00

# Maine Tourism Marketing Partnership Program



Periodic Press Releases	\$4,320.00	\$0.00	\$0.00
Media presentation for use at donor events	\$2,160.00	\$0.00	\$0.00
Press Kit	\$1,070.00	\$0.00	\$0.00

## Marketing Planning

Strategic Planning, overall campaign	\$3,600.00	\$0.00	\$0.00
Concept Development, Tourism Packages	\$0.00	\$0.00	\$8,870.00

## Trade Show Display and Attendance

Trade Show Display	\$4,380.00	\$0.00	\$0.00
Trade Show Attendance	\$0.00	\$0.00	\$6,675.00

## Website Enhancement

Website enhancement	\$4,000.00	\$0.00	\$4,000.00
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## Professional Photography

Supplemental Professional Photography	\$2,500.00	\$0.00	\$0.00
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## Budget Summary

<b>Proposed MTMPP Award:</b>	\$40,185.00
<b>Administrative Costs:</b>	\$10,000.00
<b>Cash Match:</b>	\$13,005.00
<b>In-Kind Match:</b>	\$19,545.00
<b>Total Match:</b>	\$32,550.00
<b>Total Proposed Budget:</b>	\$72,735.00