

Profile

Applicant: Regional Application

Grant Manager: Bob Hastings

Name of Organization: Midcoast Chamber Council

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Date of Incorporation: September 27th, 1988

EIN: 22-2982547

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

- 1) **WEBSITE/INTERNET:** Our aggressive website optimization program last year garnered us #1 organic rankings on Google and Yahoo for the most requested website searches such as Midcoast Maine lodging, events, tourism info, dining...etc. Enhanced database functionality to gather, archive and self delete items created a membership empowered program and greater efficiency with our limited resources. Regular e-mail campaigns to our growing opt-in list that promoted specials in every season. 15% increase in site traffic over the past year.
- 2) **PUBLIC RELATIONS:** excellent Media Coverage: AAA Publication: Home & Away, The Boston Globe - Feature on the best places to find crab rolls in Midcoast Maine, Coastal Living - June feature on Pemaquid Point, Coastal Living - September feature on Searsport, Cooking Light - June feature on a lighthouse themed road-trip National Geographic Traveler, Possible inclusion in feature on Maine islands in July/August issue, Pilot Getaways - Feature on Rockland and Thomaston.
- 3) **TARGET PRINT:** Our targeted print campaign into regional community Massachusetts newspapers increased site traffic tremendously during the fall period. Our buy into the Boston Globe Co-op gives our region great visibility at a great rate and create synergy with the MOT editorial and paid placement occurring at that time. The ads will feature a promotion that will drive traffic to the website and stimulate additional collection of visitor information.

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.

- I. Optimizing the 3 major elements affecting the tourism industry-Value, Lifestyle, and the Experience. Effectively responding to these 3 elements will define the great "Maine's MidCoast Experience", create value and cater the lifestyle needs of our audience thereby stimulating visitation.
- II. Attracting more visitors from further away, for longer stays and promoting shoulder seasons by developing the Travel Agent market, both domestic and international. Since travel agents don't cater to last minute weekenders but visitors from away looking for more of an experience-and usually for a longer visits. Studies have shown that extending a vacation from just 3 to 4 days greatly increases the satisfaction levels.
- III. Continued integration and partnering with the MOT, region members and other state entities. This provides greater reach, ROI, and a more integrated and effective voice as a state, and ultimately more visitors.

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

- I. Through continued development of the region's marketing tools: website, signage, pr, kiosks, trade shows, and maps to enhance, facilitate and promote the "Maine's MidCoast Experience". Effectively responding to these 3 elements will define the wonderful "Maine's MidCoast Experience", create value and cater the lifestyle needs of our audience thereby stimulating visitation.
- II. Attracting more visitors for longer stays and shoulder seasons by developing the Travel Agent market using the qualified MOT list and our own efforts. An integrated program featuring direct mail, website and trade shows will allow us to tell our story and provide packages and discounts to travel agents which will bring more visitors who will stay longer.

III. Thinking outside the region and recognizing that people need to think of "Maine" before they think "Midcoast Maine". We will provide a portion of our regional funds and staff support to the combined effort through continued integration and partnering with the MOT, region members and other state entities through support of PSA's, CruiseMaine, integration with state PR and media campaigns to capture opportunities that come from the strength of numbers especially in a state that traditionally is overspent by other competitor states.

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

It facilitates and promotes Maine Tourism through increased visibility and improved communication, encouraging more and longer visits through the creation and marketing of packages, products, deals, year round and shoulder season promotions. Plus it creates synergy and efficiency by active participation and teamwork throughout the region and state. It provides us ability to optimize our efforts allowing us to reach a wider national audience that would be prohibitive using our limited advertising dollars, while reinforcing the Maine message as a premium tourism destination.

It also stimulates and expands the Maine travel industry by reaching a well targeted, audience.

Our plan also creates a targeted, cost efficient, international tourism promotion. This will expand our database for year-round, cost effective promotions.

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

The Treasurer maintains records of all income and expenditures. The accounts are reconciled and a detailed financial statement is prepared for board review and approval on a monthly basis. At the close of each fiscal year, the accounts will be reviewed and all appropriate filings prepared by a certified public accountant.

Primary Analysis

Research

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

No

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

none

Public Relations

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

Company: Sharon Kitchens/SKpr, LLC.

Address: P.O. Box 254
Camden, ME 04843

Phone: (207) 596-6856

Email Address: skpr@skpublicrelations.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:

Please call Sharon Kitchens (207) 596-6856 for information

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

The Atlanta Journal Constitution
The Boston Globe
The Charlotte Observer
The Cincinnati Enquirer
The Hartford Courant
The New Haven Register
The New York Times
The Philadelphia Inquirer
The Plain Dealer (Cleveland, OH)
The Union Leader (Manchester, NH)
Times Union (Albany, NY)
The Washington Post
Better Homes & Gardens
Bon Appetit
Budget Living
Diversions
Conde Nast Traveler
Country Living
Lucky Magazine
Meeting News
National Geographic Traveler
Reunions Magazine
Yankee Magazine
The Fine Living Network - "The Great Adventure"
The Food Network - various shows
The Today Show

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:

INTERNAL-

Website banner ads, map advertisements, e-mail specials/offers, travel agent brochure.

EXTERNAL PARTNERSHIPS-

Regional funds to help support CruiseMaine

STATEWIDE-

Dedicate regional money to PSA's with the MOT, Boston Globe Co-op, follow the state with media buys in specific regions such as Ct, Mass. Our PR partner submits quarterly reports to Charlene Williams on deals being offered by area businesses, special weekend

packages, profiles of businesses, event overviews, and vacation ideas (i.e. Family Travel and Festivals or Honeymoons and Cruises). We also work with Charlene Williams to assist media outlets visiting the Midcoast Region, and partner with the Maine Office of Tourism on media and tour operator visits whenever possible. We will work with the Maine Office of Tourism on a mini-media tour later this summer.

Website Development & Maintenance

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

URL: www.mainesmidcoast.com

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

The website acts as the Midcoast regions vacation planning resource, a portal to individual chamber sites, visitor information collection, branding vehicle, contact resource, facilitates orientation and way finding, fulfillment of maps and guides, event planner, link to state partners (MOT, CruiseMaine, MianeDOT, Explore Maine, 511...etc) and individual chamber businesses, promotions and packages, PR and information gathering resource for travel agents and media.

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

We will continue our aggressive site optimization program (see fax) which last year got us #1 organic rankings on Google and Yahoo for the most requested website searches such as –Midcoast Maine lodging, events, tourism info, dining...etc. We will develop enhanced functionality and tools to capture vital promotional information from individual members on specials, promotions and events that normally had been time consuming and ineffective. We will set up a log-in protected site for individual members to add specials, promotions and events, allowing us easy access for e-mail campaigns. At the same time the system will automatically post on the site and self delete when special or event expires. Automatic e-mail reminders will be sent monthly to participating opt-in members. We also plan on developing an expanded and improved photo gallery, special sections for Travel Agents and Media, and a quick, simple pop-up survey with a "Win Free Maine's MidCoast Vacation" incentive.

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:

The database is currently structured as a relational table using stored procedures for data access.

The "E-newsletter" and "Trip Planner" collect contact information that we use for monthly e-mail specials, packages and getaways, as well as sending out our MidCoast Map and individual chamber guides. Plus our promotions and giveaways that we advertise in our ads drive visitors to special register areas on the website and also collects this valuable customer info for current and future use.

Budget Summary

Current Projects

Project 1: Website Development and Internet Marketing

Project Type: Website Development

Description: Website optimization and search engine marketing:
 Site optimization with related keywords in meta tags, page titles, headings, and strategic placement of keywords in the site content where it will help site rankings in the search engines, market focus and goals consultation, professionally written descriptions matching directory formats, search engine triggering analysis and query results improvement consultation, submission to prominent general interest Internet directories, yellow pages, search engines, and link circles, Directory placement verification, content research and link scouting, strategic linking.
 , Direct e-mail campaigns.
 , Visitor surveys
 , New "Travel Agent" Section
 , New "Media" Section
 , Log-in protected site for individual members to add specials, promotions and events with automatic posting on the site and self-deletion when special or event expires. Automatic e-mail reminders will be sent monthly to participating opt-in members.

Element 1: Website enhancement, database development and optimization

Project: Website Development and Internet Marketing

Element Description: The website acts as the Midcoast regions vacation planning resource, a portal to individual chamber sites, visitor information collection, branding vehicle, contact resource, facilitates orientation and way finding, fulfillment of maps and guides, event planner, link to state partners (MOT, CruiseMaine, MaineDOT, Explore Maine, 511...etc) and individual chamber businesses, promotions and packages, PR and information gathering resource for travel agents and media. Done effectively it will stimulate tourism by creating a powerful presentation of the the "MidCoast Experience" and all it has to offer, while at the same working as an intuitive and user-friendly tool that facilitates the vacation planning process.

Timeline: We expect all new functions to be operational by March 2006.
 Site optimization and marketing will be an ongoing project throughout the year.
 E-mail campaigns will be sent on a monthly basis.

Tracking: We will use overall traffic count of unique visits, length of visit, document the trackable responses to our e-mail campaigns, we will track individual pages to measure the effectiveness of our new sections for Travel Agents and Media. Our rankings on all major search engines will track the effectiveness of our site optimization efforts. Individual promotions in print that require website signup will be measured in dedicated databases.

Target Market: The target audience is both domestic and international, with the majority reflecting the basic demographic and regionality that the state currently promotes. We also have travel agents and the media as specialized subgroups in the target audience.

Rationale: The web is the major vacation planning resource and requires a large commitment as our most cost effective and wide reaching marketing vehicle. It allows us to brand and reach beyond our traditional regional base and sell to a national and international audience. It is trackable, updateable, reliable, and a powerful tourism marketing resource.
 It provides us the ability to gather information, customer profiles for more targeted, effective marketing

Budget Description: Budget: \$24,700
 • E-mail Campaigns (Creative, Graphics, Implementation) \$3800
 • Creative/Design \$2700
 • Production/Account Management \$2,000
 • HTML Coding/Database upgrades \$5000
 • Marketing/Maintenance/Optimization- \$5000
 • Hosting - \$1500

MTMPP Award: \$11,000.00

Cash Match: \$5,400.00

In-Kind Match: \$8,300.00

Project 2: Maine Invites You

Project Type: Advertising

Description: Magazine advertisement

Element 2: full page color advertisement

Project: Maine Invites You

Element Description: Create a strong, branded positioning statement of the Mid-Coast region within the publication's pages to a very qualified audience. We will cross-promote our Web site (www.mainesmidcoast.com) and map, as well as offer fulfillment.

Timeline: Prepare materials for 2006 Book, usually a fall materials deadline.

Tracking: We will measure success chiefly by the number e-mails generated through the advertisement, inquiries over the phone to our new 800# as to where and what promoted potential visitors to call, and a broad inference of effectiveness through spikes in web hits during the period.

Target Market: Potential visitors who have specifically requested information from the MOT

Rationale: As the primary print fulfillment piece distributed by the Office of Tourism, Maine Invites You is far and away the leading method for reaching a very qualified audience interested in visiting our state. This allows MC3 to make a sufficiently strong, branded positioning statement within the publication's pages. This proposal recommends that the MCCC place a 1- page, 4-color spread within Maine Invites You, highlighting the best that the region has to offer. The advertisement will promote our new 800#, cross-promote our website (www.mainesmidcoast.com) and map, as well as offer fulfillment.

Media Type: Magazine

Co-op Opportunity: None planned, although next year we may buy spread and sell space on one page to our members.

Budget Description: Budget: \$8,000
• Media - \$6,340
• Creative and Production - \$1,660

MTMPP Award: \$7,300.00

Cash Match: \$0.00

In-Kind Match: \$700.00

Project 3: Visitor Center Kiosks

Project Type: Advertising

Description: Free Standing Kiosks in Kittery and Yarmouth with POP racks for maps

Element 3: Free Standing Kiosks

Project: Visitor Center Kiosks

Element Description: Space Rental

Timeline: Yearly Renewal agreement at first of year

Tracking: The number of maps and guides distributed from each center

Target Market: All the very qualified visitors coming to the Maine Tourism Visitor Centers in Kittery & Yarmouth

Rationale: Over 850,000 visitors pass through the Kittery and Yarmouth Visitor's Centers annually. Evidence from both the state's own data and interviews conducted with Visitor Center staff tell us that a very large

number of people come to Maine with no particular destination in mind until they reach the Visitor's Centers. Our kiosks in these centers provide us with the graphic vehicle and point of fulfillment opportunities necessary to help make a strong case for a Mid-Coast vacation. It acts as a point of fulfillment for the state by promoting the region's events, attractions and activities to undecided visitors (or for possible future vacations), encouraging more and longer visits through effective communication of region's events and activities.

Media Type: POP Display
Co-op Opportunity: None
Budget Description: Budget: \$1,800
• Space Rental - \$1,800
MTMPP Award: \$1,800.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 4: CruiseMaine

Project Type: Travel Trade & Consumer Shows
Description: Annual SeaTrade Convention

Element 4: Financial support and trade show staffing

Project: CruiseMaine

Element Description: To help further the development of Maine as a major cruise destination for both large and small ships

Timeline: Seatrade Convention in March 2006

Tracking: We will measure success by the number of cruises, a broad inference of effectiveness through spikes in unique visits at CruiseMaine's website www.cruisemaineuse.com over the year, as well as an educated estimate to the amount of new dollars brought to the region through these efforts.

Target Market: National and international cruise lines

Rationale: With a majority of our members being served by the efforts of the Cruise Maine Coalition, it is our intention to provide a portion of our regional grant to help further the worthy cause of this multi-regional entity. The cruise industry is a growing source of valuable tourism dollars that we feel benefits our region and the state of Maine as a whole. Given the growing connection between tourism and security, our region, and the State as a whole stands to benefit greatly from its position as a safe, secure destination. By its nature, the cruise industry provides a great source of revenue to the region and state, with minimal amount of long term impact, or stress upon resources. The money will go towards funding of Cruise Maine marketing materials, website updates and maintenance, direct mail, e-mail campaigns, and trade show costs for the annual Seatrade convention in Miami. The success of the Cruise Maine coalition is dependent on the time, energy and money from each member and we are committed to our support.

Partners: The other coastal tourism regions, Maine Dot, MOT

Budget Description: Budget: \$5,400

MTMPP Award: \$2,378.00

Cash Match: \$0.00

In-Kind Match: \$3,022.00

Project 5: Public Relations Program

Project Type: Public Relations

Description: 2005-2006 Public Relations Program

Element 5: Public Relations

Project: Public Relations Program

Element Description: To reinforce the awareness and branding of Maine's Midcoast as a wonderful vacation destination, which will create a powerful residual effect when systematically implemented over time. It allows us to potentially reach a wider national audience that would be prohibitive using our limited advertising dollars.

Timeline: Ongoing throughout the year.

Tracking: We measure success by the quality and quantity of articles secured from year to year. We will also be tracking "Where did hear about us?" with our online survey.

Target Market: Local, regional, national and international media outlets in print and broadcast.

Rationale: We realize that creating a public relations strategy is one that requires realistic expectations and long term commitment. But we feel that we have laid an important foundation with last years efforts and created good momentum with a program that will, in the long run be a valuable vehicle to augment our other marketing initiatives. Independent articles and editorial have a much longer lasting effect than a few expensive ads, and we are committed to a long term strategy as well as more immediate lead generating short term marketing vehicles. It reinforces the awareness of Maine as a vacation destination, with great residual effect when systematically implemented over time. Allows us to potentially reach a wider national audience that would be prohibitive using our limited advertising dollars.

Budget Description: Budget: \$24,000

MTMPP Award: \$18,000.00

Cash Match: \$0.00

In-Kind Match: \$6,000.00

Project 6: Maine's Midcoast Map

Project Type: Fulfillment

Description: Map & Guide

Element 6: full color map and guide

Project: Maine's Midcoast Map

Element Description: As the primary fulfilment piece for the region it acts as a branding vehicle, wayfinding map, events calendar, activities guide, vacation planner, plus draws visitors to our 800# and website.

Timeline: New map with additions and enhancements to be printed by August 15, 2005

Tracking: The number of maps taken at the visitor's centers and requested from the 800# and website.

Target Market: Visitor Center tourists, Travel agents, media, the traditional Maine target audience, plus the growing national and international audience

Rationale: This is our primary fulfilment piece for the region. It acts as a branding vehicle, wayfinding map, events calendar, activities guide, vacation planner, plus draws visitors to our website. Print is still a necessary medium in the complete vacation planning package, and a map/guide essential to a enjoyable vacation.

Partners: Non profit "destination" advertisers on one side of the map

Budget Description: Budget \$7200
Creative/Production-\$1000
Printing-\$6200

MTMPP Award: \$7,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Highway Signage

Project Type: Signage
Description: MaineDOT Regional Signs

Element 7: Metallic Highway Signs

Project: Highway Signage

Element Description: To reinforce branding and it acts as an important integrated element to facilitate wayfinding for tourists.

Timeline: Will have to follow MaineDOT production deadlines.

Tracking: Not really possible.

Target Market: All road travelling motorists.

Rationale: Branding reinforcement happens on many levels. If we use the Maine's Midcoast logo as a breadcrumb trail for visitors from print, to internet, to visitor centers to actual road signs we have a great branded regional system of wayfinding that not only reinforces the brand but acts as a comforting reassurance for potentially disorientated visitors that says "you are headed in the right direction for your Midcoast vacation". If you are here on business or other non-tourism related reasons this will also begin the regional branding process at an inexpensive level that normal marketing dollars never touch.

Budget Description: Budget-\$3,700

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$1,200.00

Project 8: Trade Shows

Project Type: Travel Trade & Consumer Shows
Description: Trade show fees, travel and attendance costs

Element 8: trade show travel and fees

Project: Trade Shows

Element Description: Trade shows facilitate and promote MidCoast Maine Tourism through increased visibility and improved communication and qualified one on one contact. They stimulates and expand the Maine's MidCoast travel industry by reaching a well targeted, audience. Increased popularity and public awareness increases the concept of Maine's Mid-Coast as one of New England's premier tourism destinations.

Timeline: AAA Travel Marketplace – AAA's largest travel show, focusing on the Boston, North of Boston and Providence drive markets. This will be the third year of the show, which is a three day show that generally runs in early March.

Discover New England – New England's foremost travel show with a focus on international tour operators and travel writers. The best use of time at this show is the "one-on-ones" with the operators and writers present.

Destination Maine Maritimes & More Travel & Tourism Show – This show, hosted by the Bangor CVB, is the only trade show of its kind in Maine – held in early March each year at the Bangor Mall, and sees a heavy traffic flow of Maritimes Canadian visitors.

Tracking: We will be able to track new PR opportunities gained and leads from the shows

Target Market: AAA Travel Marketplace – AAA's largest travel show, focusing on the Boston, North of Boston and Providence drive markets.

Discover New England – New England's foremost travel show with a focus on international tour operators and travel writers.

Destination Maine Maritimes & More Travel & Tourism Show – Maine and a heavy traffic flow of Maritimes Canadian visitors.

Rationale: A strategic component that had been missing from our tourism marketing efforts has been in trade shows. Realizing that trade shows need to be extremely targeted and well researched to be a viable return on investment, we are proposing to attend three shows in the 2006 grant year. Trade shows facilitate and promote Maine Tourism through increased visibility and improved communication. They stimulate and expand the Maine's MidCoast travel industry by reaching a well targeted, audience. Increased popularity and public awareness increases the concept of Maine's Mid-Coast as one of New England's premier tourism destinations, and provides targeted, cost efficient, international tourism promotion.

Partners: None

Budget Description: Budget \$5,000
Booth Fees/Attendees plus expenses-\$4500
Graphics-\$500

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$3,000.00

Project 9: Travel Agent Promotion

Project Type: Brochures

Description: Print and Internet Promotion

Element 9: 2M full color 8 page brochures

Project: Travel Agent Promotion

Element Description: We want to maximize the potential of the leads generated by the MOT from travel agents specifically requesting information on Maine. It will allow member partnering opportunities, effective tracking, longer visits and more visits from outside our traditional well-farmed tourism territories, and even international tourists who are especially attracted to the US at this time because of the buying power of the Euro against the dollar.

Timeline: We want this to be in the mail and the dedicated website up by March 2006.

Tracking: Web site hits in the travel section, additional names/contacts captured in this section, Our 800#, plus individual tracking by chambers and participating chamber members.

Target Market: National and international travel agents

Rationale: Travel agents put together longer trips and "experiences" versus our continued reliance on last minute and short duration weekend travel. We have the product that delivers the "Maine Mystique" in spades, and a longer stay translates into a more satisfying vacation experience. This dovetails nicely into the state's plan for longer stays and shoulder season business, which can be sold effectively by the new generation of more "experience" based travel agents.

Distribution Plan: Direct Mail to MOT mailing list, and any other names we procure

Budget Description: Budget-\$16,000
Creative/Production-\$7,000
Coordination-2500
Printing-5,000
Mailing-1,500

MTMPP Award: \$10,000.00

Cash Match: \$4,000.00

In-Kind Match: \$1,000.00

Project 10: Consultants

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

Description: Planning, Strategy, Research and Creative Assistance

Element 10: Marketing plan and advertising assistance throughout the year

Project: Consultants

Element Description: Creating a professional marketing strategy requires the assistance of marketing professionals. This will ensure that decisions are made with a long term strategy in mind, and will allow us to draw upon the insight and experience of a company whose livelihood depends on creating sustainable marketing strategies for their clients. One with a deep understanding of the Maine tourism market, experience and a connection with both the Midcoast region, its members, the MOT and other synergistic partners in order to create effective marketing plans. In addition, the ability to leverage these relationships to look for opportunities and partnerships is of utmost important in order to get the most for our limited funds.

Timeline: Strategy, consultation, advertising/marketing assistance throughout the year. Consultants will attend each regularly scheduled board meeting held at different locations throughout the Midcoast region.

Tracking: The development of an effective, integrated, long term strategy and unique branding position, and ultimately increased tourism numbers for the region.

Target Market: Every potential visitor to Maine's MidCoast, and everyone the consultants interact with in the process: the individual chambers, its members, MOT, all tourism partners such as MaineDOT, CruiseMaine..., media, travel agents

Rationale: Creating a professional marketing strategy requires the assistance of marketing professionals. This will ensure that decisions are made with a long term strategy in mind, and will allow us to draw upon the insight and experience of a company whose livelihood depends on creating sustainable marketing strategies for their clients. It is our intention to retain the services of our long time partner Pennisi & Lamare to help us develop our branding position and marketing strategy.

"The Maine's MidCoast Experience". An experience that is truly memorable and provides tremendous value. One that resonates so deeply that it stimulates repetitive visits, longer visits, and shoulder season visits. We want this experience to promotes value over discounts. A safe haven for a family vacation that provides healthy, natural interaction with all of Maine's Midcoasts natural assets. We want the happy visitor to return from his/her vacation gushing to all their friends and family about the wonderfully rejuvenating experience of Maine's MidCoast vacation.

Budget Description: Budget-\$8,000

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$5,000.00

Project 11: PSA

Project Type: Advertising

Description: PSA with the MOT

Element 11: PSA Television Campaign

Project: PSA

Element Description: To work with the MOT in promoting Maine Tourism as a vital economic engine for the state that has a tremendous ROI for monies invested. And to promote Maine as a wonderful vacation destination to residents and their families. It is promotion and education.

Timeline: TBD by the MOT

Tracking: We would look to the MOT for this

Target Market: In-state residents of Maine

Rationale: The necessity of working together as a team with all tourism entities to get more for our money and to continue the important promotion and education of maine Tourism to its constituents.

Media Type: Television

Co-op Opportunity: With MOT and other regions

Budget Description: Budget-\$5000

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: Toll Free Number

Project Type: Fulfillment

Description: Toll Free Number for Maine's MidCoast

Element 12: Toll Free Number

Project: Toll Free Number

Element Description: To put in a toll free number to facilitate vacation planning and enable important customer profile collection and feedback.

Timeline: Immediately once funds available.

Tracking: The number of phone calls and the quality and quantity of information captured.

Target Market: All potential tourists, travel agents and media.

Rationale: Simplifying the vacation planning process and providing a real human being to answer specific questions and promote the region is very important to creating a sense of credibility for the organization and giving the human face people still need.

Partners: None

Budget Description: \$5,000

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 13: Toll Free Number

Project: Toll Free Number

Element Description: Provide customers with a toll free number

Timeline: Immediately upon receipt of state funds

Tracking: The number of calls and the quality and quantity of information collected

Target Market: All potential tourists travel agents and media

Rationale: People still want the ability to talk to a real person and ask specific questions. It aids and simplifies the vacation planning experience, allow us to promote more effectively to each qualified inquiry and adds credibility to the organization. Plus we are able to collect information rich data and tracking.

Partners: None

Budget Description: \$5,000

MTMPP Award: \$0.00

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>
Website Development and Internet Marketing			
Website enhancement, database development and optimization	\$11,000.00	\$5,400.00	\$8,300.00
Maine Invites You			
full page color advertisement	\$7,300.00	\$0.00	\$700.00
Visitor Center Kiosks			
Free Standing Kiosks	\$1,800.00	\$0.00	\$0.00
CruiseMaine			
Financial support and trade show staffing	\$2,378.00	\$0.00	\$3,022.00
Public Relations Program			
Public Relations	\$18,000.00	\$0.00	\$6,000.00
Maine's Midcoast Map			
full color map and guide	\$7,200.00	\$0.00	\$0.00
Highway Signage			
Metallic Highway Signs	\$2,500.00	\$0.00	\$1,200.00
Trade Shows			
trade show travel and fees	\$2,000.00	\$0.00	\$3,000.00
Travel Agent Promotion			
2M full color 8 page brochures	\$10,000.00	\$4,000.00	\$1,000.00
Consultants			
Marketing plan and advertising assistance throughout the year	\$3,000.00	\$0.00	\$5,000.00
PSA			
PSA Television Campaign	\$5,000.00	\$0.00	\$0.00
Toll Free Number			
Toll Free Number	\$5,000.00	\$0.00	\$0.00
Toll Free Number	\$0.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$75,178.00
Administrative Costs:	\$11,550.00
Cash Match:	\$9,400.00
In-Kind Match:	\$28,222.00
Total Match:	\$37,622.00
Total Proposed Budget:	\$112,800.00