

Profile

Applicant: Regional Application
Grant Manager: Paul Hilchey-Chandler
Name of Organization: The Maine Highlands
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Date of Incorporation: December 19th, 2002
EIN: 42-1568342

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

The Maine Highlands was very proud of the progress made in the following, three areas:

- 1) The advertising that we used produced the largest number of leads/inquiries we have seen to date. In particular, the ad we purchased in National Geographic Traveler Magazine generated over 1,400 leads and continues to produce.
- 2) The travel shows we have attended have produced qualified leads for individual and group travel (over 2,000 collected at various shows), as well as travel writers. To date, we have had one travel writer visit from the New York City Adventures in Travel Expo and we are working with Nancy Marshall Communications to get a travel writer from the New England Tourism Center Sales Mission here in late May or early June. We had 4 very fruitful meetings with travel media at the Discover New England Tourism Summit and will be following up on those meetings in the very near future.
- 3) The Hospitality Industry Training program saw large gains in recognition, demand for the program, and participation from around the State. We are particularly proud that the Maine Tourism Association saw the value in the Customer Service component of the program by sending representatives from the Information Centers, statewide.

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.

The three primary goals The Maine Highlands has for the next year are:

- 1) To increase the region's presence in targeted out-of-state publications by well over 100%. We plan advertisements in Gray's Sporting Journal, Audubon Magazine, and AMC Outdoors. The publications were chosen for their readership demographic, distribution numbers and genre.
- 2) To increase the number of qualified leads, generated by advertising and participation in trade shows, by 20% and to work with the Maine Office of Tourism, the other state-designated tourism regions, and other tourism-related associations to gain a greater presence at specific trade shows.
- 3) Build upon the successful branding efforts of the past few years and leverage the increased recognition to further visitor interest, excitement, and action.

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

The Maine Highlands Corporation's marketing strategy for fiscal year '06 is to continue to increase regional visitation among both individual consumers and the travel industry. The Maine Highlands Corporation will continue to market the region as the "natural wonder of Maine" and invite consumers to have "a vacation experience like no other in America." This marketing will be done by a combination of print advertising, trade show participation, and an increased/improved internet presence.

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

The goals of The Maine Highlands Corporation mirror those outlined in the Maine Office of Tourism's five year plan in that they strive to: (1) increase market share of tourism, (2) expand visitation to the state, specifically to our region, and (3) reach more consumers with positive media coverage, combined with strategic advertising.

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

The Maine Highlands Corporation has received 501©(6) status. At this time, the Greater Bangor Convention & Visitors Bureau will serve as the grant applicant, recipient and will oversee the grant. At the direction of TMHC Board of Directors, the GBCVB will administer and implement the program as outlined in the grant application. TMHC and GBCVB staff, primarily Paul Hilchey-Chandler, the Marketing Coordinator, will be responsible for seeing that the program is completed as contracted and within the MTMPP Guidelines (with financial review from GBCVB's accounting firm and TMHC Board of Directors). We have budgeted for accounting review as required by the Guidelines. All monitoring and reporting requirements will be met.

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.

The Maine Highlands is currently conducting an inventory of lodging and dining establishments within the region. The purpose of this work is to help identify market share for tourism-based enterprises and to identify current geographic market and marketing strategies for the firms in partnership with the regional tourism-marketing program operated by The Maine Highlands Corporation.

The Maine Highlands Corporation is also cooperating with research and analysis initiatives being conducted by both the University of Maine and FERMATA, Inc.

Public Relations

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

Company: Paul Hilchey-Chandler, Marketing Coordinator, The Maine Highlands

Address: PO Box 1938
Bangor, ME 04401-1938

Phone: (800) 916-6673

Email Address: paul@bangorcvb.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:

(No Response)

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

(No Response)

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:

The Maine Highlands attempts to co-op with local, governmental, and regional tourism related entities for trade shows, advertising, and other special projects. We are working with the Maine DOT on a signage plan and implementation of a driving loop; we participate in the statewide PSA program; and we have coordinated regional co-op advertising in Maine Invites You and various Bangor Daily News supplements.

Website Development & Maintenance

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

URL: <http://www.themainehighlands.com>

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

In the past, the overall goal of the TMHC website was to increase brand awareness and recognition.

The goal for the next fiscal year, and into the future, is to make the TMHC website THE information source for travelers planning journeys into the region.

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

Briefly, The Maine Highlands will increase the usefulness of the site by adding a regional map, highlight packaged travel offerings in a more prominent manner, and develop specialized features, which will allow our regional partners to instantly update information on the 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:

Both the "request for information" form and the visitors survey results are compiled and put into an MS Excel format. This data can then be used for follow-up, future promotion, etc.

Budget Summary

Current Projects

Project 1: Maine Department of Transportation Signage Program

Project Type: Signage

Description: Our plan strives to meet three long-term goals:

1. To assist in the continued effort to create a regional identity and “brand” for The Maine Highlands.
2. To provide a level of “comfort” in the minds of the visitor to the region that they “have arrived” and are enroute to their destination.
3. To support future private, regional, and state marketing projects and programs by providing reference markers across The Maine Highlands.

This amount would cover the costs of additional gateway and destination signs.

Element 1: Destination & Gateway Signs

Project: Maine Department of Transportation Signage Program

Element Description: These signs identify public areas of interest such as parks, beaches, historic sites, etc. A current inventory of such signs does not exist. In order to realize full implementation of the TMHC signage plan, we recommend a full inventory and database creation of the signs in the region. The Maine Highlands, in partnership with Eastern Maine Development Corporation and the Maine DOT, would conduct such an inventory of the region and create a database.

For year one of this program, we propose the installation of new destination signs, or replacement of existing signs, at the following locations: Riverfront Park in Old Town; Lincoln Lakes Region; The Nature Conservancy Site in Debsconeag Lakes Region; Lily Bay Park; Katahdin Iron Works; and Peaks Kenny Park in Dover-Foxcroft. We recognize that there are existing signs at many of the locations listed above. We would suggest replacement of existing signs with the TMH identifying logo, where applicable, to maintain regional consistency.

Timeline: The Maine Highlands would complete the inventory of signage by December 2005 and report the findings to the Maine DOT by January 1, 2006. We would then work with the MDOT to have signs placed in accordance with the MDOT work schedule.

Tracking: The Maine Highlands would track the effectiveness of this project by including questions about signage and ease of travel on our existing visitors surveys. Questions would be developed to get visitor input on signs, ease of travel and related topics.

Target Market: Travelers driving within the region.

Rationale: This element continues the work we have been doing around brand awareness. It brings together a regional identity and provides a level of comfort to visitors traveling in the region.

Budget Description: *(No Response)*

MTMPP Award: \$1,600.00

Cash Match: \$1,000.00

In-Kind Match: \$1,000.00

Project 2: Regional Lodging and Dining Guide

Project Type: Brochures

Description: The Maine Highlands is currently working to identify market share for tourism based enterprises in the region. The activities include expanded tourism market research for lodging and restaurant firms in The Maine Highlands. The results of this inventory will be used to create an attractive and useful visitors guide.

Element 2: The Maine Highlands Dining & Lodging Guide

Project: Regional Lodging and Dining Guide

Element Description: The creation of this guide works to achieve two things. The first is to create an attractive marketing tool that is, at the same time, useful to the visitor by giving them commonly sought-after information. The second is to replace the aging image piece created in 2002.

Timeline: The required inventory will be completed in the summer of 2005 and the resulting publication would be available shortly thereafter.

Tracking: This publication, as part of the cash match element, will include some advertising. We will ask advertisers to include a tracking mechanism in their ads to track use and several places in the publication will direct users to specially designed pages on our website, on which we track statistics.

Target Market: Anyone looking to travel to the region and requiring dining and lodging while they are visiting.

Rationale: As described above, this publication will meet two current needs for The Maine Highlands region. There is not a publication that offers information on the lodging and dining options for visitors to the region, this publication will eliminate this need. At the same time, the publication will provide an accurate and attractive replacement for an outdated image piece.

Distribution Plan: This publication will be distributed:

- 1) in all Chamber of Commerce and Convention & Visitors Bureau visitor centers in the region;
- 2) via mail to fulfill visitor inquiries, and
- 3) and at trade shows, public relations events and other appropriate venues.

Note: a limited number will be provided to the Maine Tourism Association for inclusion in the state visitors centers.

Budget Description: *(No Response)*

MTMPP Award: \$12,000.00

Cash Match: \$15,000.00

In-Kind Match: \$3,000.00

Project 3: Regional Photo Library

Project Type: Professional Photography

Description: The Maine Highlands will complete the creation of a comprehensive regional photographic library by contracting with a local photographer to provide Fall and Winter photographs of the region.

Element 3: Regional Fall & Winter Photographs

Project: Regional Photo Library

Element Description: TMHC will contract with a local photographer to take fall and winter pictures that are representative of regional attractions, activities, etc. Each sub-region will be represented equitably. These photographs will be coordinated into the photographic library started in FY05, in a format that will lend itself to use in future advertising and promotion opportunities. TMHC will retain ownership of the photographs within the library.

Timeline: Fall and winter season photographs will be completed and incorporated into the library of spring and summer photos taken in FY05. This work is anticipated to be completed by April 2006.

Tracking: One of the greatest challenges we currently face in advertising is finding, and obtaining the rights for, quality photographs for use in advertising and promotional efforts. The effectiveness of this element is easily measured by the ease in which we will be able to provide these photographs for use in various

projects.

Target Market: The end user for this project will be The Maine Highlands Corporation and those entities which the TMHC engages in advertising and promotion. The photographs will appeal to a wide range of individuals.

Rationale: The photographic library is the next step in helping us form an infrastructural perspective to help with marketing efforts. Inclusion of attractive/appealing photographs in advertising and promotional materials is proven to increase interest in products and motivate people to action.

Image Categories: Included in this project will be photographs of attractions, activities, events, wildlife, and scenic vistas.

Budget Description: *(No Response)*

MTMPP Award: \$5,600.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Travel Trade & Consumer Shows

Project Type: Travel Trade & Consumer Shows

Description: Each of these trade shows was chosen by the location of the show, the demographic the show serves, past participation & results and the affordability of the show.

In considering location, each show location is either a market served with direct and/or low-cost flights to Bangor International Airport, an area which is within the regions drive market, or an area in which there has been significant interest in The Maine Highlands region.

The demographic we are targeting includes: active seniors, adventure travelers, persons with moderate to high disposable income and ecotourists.

The past participation and results of shows during FY04 and FY05 were considered in choosing the shows we propose.

With all other factors considered first, we then found shows that were reasonably priced given the budget under which we work.

Element 4: The Eastern States Exposition (The Big E)

Project: Travel Trade & Consumer Shows

Element Description: The Maine Highlands has, again, been given the opportunity to showcase the region at the Eastern States Exposition. The 'Big E' is the ninth largest fair in the nation. Our participation over the past two years has led to increased brand awareness and distribution of thousands of pieces of promotional literature to motivated travelers.

Timeline: We are scheduled to showcase the region in the Maine Building on September 24-30, 2005.

Tracking: This year, we will be including a program which will drive attendees to our website to get further, targeted, information to them. A special page will be set up on our website which will allow the traveler to indicate which geographic areas they would like information on and which attractions/activities they would be coming to the region to enjoy. This will be tracked internally and fulfillment will follow.

Target Market: The target audience is motivated travelers in the New England drive market.

Rationale: The Maine Highlands must continue to participate in the markets of the past in order to continue to build on past successes at certain shows. The Big E has been a successful show for us and will continue to be as long as we keep things interesting and fresh.

Partners: The Maine Highlands began partnering with various regional businesses in September 2004. We will continue this program this year. We partnered with 12 businesses to have promotional materials for their businesses at the show and volunteers to man the booth.

Budget Description: *(No Response)*

MTMPP Award: \$2,500.00

Cash Match: \$1,000.00

In-Kind Match: \$3,000.00

Element 5: New England Tourism Center Sales Mission

Project: Travel Trade & Consumer Shows

Element Description: The New England Tourism Center conducts a Sales Mission to three cities in the provinces of Quebec and Ontario each March. This sales mission is designed to allow participants to meet with travel agents, tour operators and travel writers in a formal setting, as well as, in a networking atmosphere.

Timeline: The sales mission takes place each year in early March.

Tracking: The effectiveness of this show is measured by the number of contacts we make, especially when it comes to travel writers. The number of contacts and interested travel writers has increased over the past two years.

Target Market: Travel Agents, Tour Operators and Travel Writers.

Rationale: The New England Tourism Center's Sales Mission to cities in Canada was a moderate success in 2004 and much more fruitful in 2005. We wish to continue to build upon this momentum.

Partners: The Maine Highlands partners with the State of Maine Office of Tourism and various regional businesses to keep the show interesting, vibrant and affordable.

Budget Description: *(No Response)*

MTMPP Award: \$1,500.00

Cash Match: \$750.00

In-Kind Match: \$500.00

Element 6: Adventures in Travel Expos in New York City & Washington, DC

Project: Travel Trade & Consumer Shows

Element Description: Our goal at the Adventures in Travel Shows in Washington, DC and New York City are to create interest among adventure travelers in the many soft and moderate adventure travel options in The Maine Highlands. A call to action (to visit) will be used to bring these active tourists to the area.

Timeline: The Adeventures in Travel Expo in New York City is scheduled for January 20-22, 2006 and the Adventures in Travel Expo in Washington, DC is scheduled for February 10-12, 2006.

Tracking: We will continue to gather contact information from show attendees and follow-up with requested information/services.

Target Market: The Maine Highlands abounds with offerings for the adventure traveler. We will target those individuals and travel writers who are interested in adventure travel.

Rationale: The success of our presence at these two shows in FY05 and the natural fit of the audience to the region are the contributing factors to our including these shows in our plan for FY06.

FY05 was our first year exhibiting at these shows. It is necessary for us to continue to exhibit at these shows to really benefit from the motivated individuals that attend the shows.

Partners: The Maine Highlands was one of several Maine entities that participated in the "Maine Pavilion" in January 2005. We also partnered with several TMH region businesses to promote the region.

Budget Description: *(No Response)*

MTMPP Award: \$7,000.00

Cash Match: \$2,000.00

In-Kind Match: \$1,000.00

Element 7: Discover New England Tourism Summit

Project: Travel Trade & Consumer Shows

Element Description: The International Marketplace & Annual Tourism Summit is an annual conference aimed at educating the New England hospitality industry about international tourism marketing. The conference is held each year

in a different New England state.

The goals of the conference are twofold. One, to educate the New England tourism industry on how the international tourism industry operates and how they can be involved and two, for invited international tour operators to learn more about the New England product and experience the destination first hand.

Timeline: The annual marketplace and tourism summit takes place in April or May each year. They have yet to schedule the 2006 event. But, we can anticipate a similar time of year for this event.

Tracking: Effectiveness of this element can be measured by the reception to our region's product offerings in the marketplace. In FY05 we had 4 very successful meetings with media professionals and are following up on these meetings at this time. Our hope for FY06 is to be able to present itineraries and packages to tour operators and travel agents, as well as to continue to work with travel media.

Target Market: Travel Agents, Tour Operators and Travel Media.

Rationale: The international market seems very interested in Maine and our region. We are looking to continue our participation in this event to be able to maintain awareness of the region as a viable options for the international traveler and increase our market share in this area.

Partners: Again, we will partner with several regional businesses to showcase the region to the international market.

Budget Description: *(No Response)*

MTMPP Award: \$1,000.00

Cash Match: \$500.00

In-Kind Match: \$500.00

Element 8: Maine Vacation & Travel Show

Project: Travel Trade & Consumer Shows

Element Description: We anticipate the continuation of the Maine Vacation and Travel Show and are including this element in our scope of work knowing that we will have to pay for inclusion in this event in its second year.

Timeline: In 2005, the Maine Vacation and Travel Show is timed in conjunction with the Governor's Conference on Tourism. We would anticipate similar timing in 2006. The Governor's Conference on Tourism takes place in April each year.

Tracking: We will have in place a mechanism to get information from attendees and follow-up with information and trackable offers.

Target Market: Individual travelers who are interested in exploring new portions of the state and/or enjoy soft adventure travel.

Rationale: We chose this element to continue to support the efforts of the Maine Office of Tourism and to reach the Southern Maine audience, who we anticipate being the majority of the show's attendees.

Partners: For the 2006 Maine Vacation & Travel Show, we will partner with our member chambers of commerce and various regional businesses for this show.

Budget Description: *(No Response)*

MTMPP Award: \$1,500.00

Cash Match: \$750.00

In-Kind Match: \$1,000.00

Element 9: Sea Trade

Project: Travel Trade & Consumer Shows

Element Description: The SeaTrade Cruise Shipping convention is the largest annual gathering of cruise line owners, operators, and suppliers in the world.

Timeline: SeaTrade will take place March 13-16, 2006

Tracking: The small-ship cruise market is growing in Bangor. The passengers of the ships that dock in Bangor, if given the proper incentives and information, will spend time and money in The Maine Highlands either before or after their cruise and/or will return to the area at a later date. We will provide the information

necessary and plan to work with the cruise lines to get visitors surveys to each passenger.

Target Market: Small-ship cruise passengers.

Rationale: The home-porting of the small cruise ships in Bangor provides us with a relatively captive audience of affluent and active senior travelers. We would be remiss in not using this show as a resource to build relationships with the cruise line companies that are coming to the area.

Partners: Cruise Maine Coalition

Budget Description: *(No Response)*

MTMPP Award: \$1,500.00

Cash Match: \$750.00

In-Kind Match: \$250.00

Project 5: The Maine Highlands Website

Project Type: Website Development

Description: The Maine Highlands website is steadily changing from strictly an image/brand building tool to an information resource for visitors. We will be adding an interactive map and a comprehensive restaurant and lodging list to the website in FY06.

Element 10: Interactive Map

Project: The Maine Highlands Website

Element Description: The goal of this element is to allow the traveler to view and print usable sections of a regional map to aid in their travels.

Timeline: The website projects will be accomplished throughout the grant period.

Tracking: Website tracking tools that measure traffic to the site and use of the various elements contained in the site.

Target Market: The traveler who will use the internet for researching travel options and area information.

Rationale: With the increase in internet use for making travel decisions, those who have useful information and tools on their websites will lead the pack. New and creative content on your website is key to garnering repeat visits and visitor excitement. More excitement leads to more interest and the feeling, by the visitor, that they "must see", in person, what is contained on your site.

Budget Description: *(No Response)*

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Element 11: The Maine Highlands Dining & Lodging Website Guide

Project: The Maine Highlands Website

Element Description: The Maine Highlands is completing an inventory of lodging and dining establishments in the region. The data from this inventory will be used to populate a comprehensive list for the website. This list will be a companion piece to the print material created.

Timeline: This project will be on-going throughout the grant period, but will be completed by the end of the grant cycle.

Tracking: Website tracking tools will be used to measure traffic to the site, etc. We will be able to track the number of visitors to the TMH site that click on a hyperlink to a listed establishment.

Target Market: Travelers who are using the internet to gain information on lodging and dining options in the region.

Rationale: The current website does not have a comprehensive listing of lodging or dining establishment in the

region. Travelers expect to be given as much information as possible when they are attempting to make travel decisions. At the same time, we partner with regional chambers of commerce and CVB's and a comprehensive list would be fair to all of their member businesses.

Budget Description: *(No Response)*

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Project 6: Hospitality Industry Training

Project Type: Hospitality Training

Description: As The Maine Highlands Hospitality Industry training program enters its 3rd year of operation, we find that demand for the program and staff limitation have caused a rethinking of the structure of the program. We will be marketing the program statewide and offering the program at various locations.

Element 12: Hospitality Training - Marketing

Project: Hospitality Industry Training

Element Description: The Maine Highlands Hospitality Industry Training program will be marketed to individual businesses statewide.

Timeline: This will be an on-going program throughout the grant cycle.

Tracking: The effectiveness of this element will be measured by the number of inquiries received as a result of the marketing and by the number of sessions we are able to contract.

Target Market: The target audiences are owners/managers of lodging and dining facilities within the state.

Rationale: Due to evaluation of our past efforts, it was determined that the program would be better served by targeting our marketing efforts at the decision makers within individual businesses. We had, in the past, also advertised to individuals via print, radio and television, with poor results. We found that contact with individuals in decision-making positions gave better results.

Partners: Greater Bangor CVB and the Tri-County Workforce Investment Board.

Budget Description: *(No Response)*

MTMPP Award: \$4,000.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Project 7: In-State Public Service Announcements

Project Type: Advertising

Description: TMH has committed to inclusion in the In-state Regional AD/PSA Campaign. TMHC feels that the educational and promotional portions of this campaign have great value to the overall tourism product in the region and the state as a whole.

Element 13: In-State Public Service Announcements

Project: In-State Public Service Announcements

Element Description: TMH has committed to inclusion in the In-state Regional AD/PSA Campaign. TMHC feels that the educational and promotional portions of this campaign have great value to the overall tourism product in the region and the state as a whole.

Timeline: The timeline of this project has been established with the Maine Office of Tourism.

Tracking: Anecdotal evidence of the effectiveness of these ads has been offered to measure the effectiveness of this campaign.

Target Market: Residents of the State of Maine.

Rationale: TMH has committed to inclusion in the In-state Regional AD/PSA Campaign. TMHC feels that the educational and promotional portions of this campaign have great value to the overall tourism product in the region and the state as a whole.

Media Type: Television

Co-op Opportunity: *(No Response)*

Budget Description: *(No Response)*

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 8: CruiseMaine Coalition Co-Op

Project Type: Travel Trade & Consumer Shows

Description: The CruiseMaine coalition has sought funds to secure floor space at the Miami Beach Convention Center for the SeaTrade Cruise Shipping Convention in March 2006. CruiseMaine has successfully applied for this funding in the previous two grant cycles.

Element 14: CruiseMaine Coalition Co-Op

Project: CruiseMaine Coalition Co-Op

Element Description: The goal of this program is to support the CruiseMaine coalition in their efforts to increase Maine's market share in the cruise shipping market. Bangor, and subsequently the TMH region, will benefit from CruiseMaine's efforts in this arena.

Timeline: The SeaTrade Cruise Shipping Convention will be held on March 13-16, 2006.

Tracking: CruiseMaine provides updated information as to their activities at the convention and provides copies of business cards of interested parties.

Target Market: Decision makers in the cruise shipping industry.

Rationale: The Maine Highlands is interested in increasing their market share of visitors involved in cruise shipping. Bangor currently serves as the home port for American Cruise Lines and is slated to have another small-ship cruise line use Bangor in 2006. By participating in this co-op, we stand a greater chance of getting the attention of other small-ship cruise lines and therefore gaining market share.

Partners: CruiseMaine Coalition

Budget Description: *(No Response)*

MTMPP Award: \$1,500.00

Cash Match: \$1,500.00

In-Kind Match: \$500.00

Project 9: Out of State Advertising

Project Type: Advertising

Description: 2) Advertising: TMHC will advertise in the following publications:

- a. Maine Invites You 2005
- b. Audubon Magazine
- c. Gray's Sporting Journal
- d. AMC Outdoors

Maine Invites You 2005 is a given in any consideration of tourism advertising for a region in Maine.

The remaining 3 publications are new to TMH, but we find promise in the genre, demographics, and audience of each.

*NOTE: The amount budgeted for out-of-state advertising may increase with a change to the amount allocated to the In-State PSA program. If each region is only required to contribute \$5,000, TMHC would request the remaining \$5,000, budgeted in this application for the PSA program, to be used for out-of-state advertising and/or inquiry fulfillment generated by out-of-state advertising.

Element 15: Maine Invites You

Project: Out of State Advertising

Element Description: Maine Invites You 2005 is a given in any consideration of tourism advertising for a region in Maine. TMHC will again co-op the advertisement in this publication. The cooperative advertising opportunity will be extended to all sub-regions within TMH. It is our goal to increase the participation in this co-op and therefore increase the presence of TMH in Maine Invites You.

Timeline: Our sales efforts for the Maine Invites You co-op will begin shortly after grant approval. The goal is to have everything in place by the date set by the Maine Tourism Association for space reservations.

Tracking: Individual businesses will be tracking their ad effectiveness in a manner that suits their needs. The Maine Highlands and Greater Bangor CVB staff are trained to ask "where people heard about...[The Maine Highlands] or [The Greater Bangor CVB]", when people call.

Target Market: People who are considering coming to Maine.

Rationale: We, again, find value in participation in the State's official travel planner and find that many of our inquiries come from people using Maine Invites You to plan their travel.

Media Type: Print

Co-op Opportunity: The Maine Highlands encourages each of the 6 partnering sub-regions to cooperatively advertise in Maine Invites You. The Chambers of Commerce/CVB in each region sell ads to their business members and we border the pages in a similar manner.

Budget Description: *(No Response)*

MTMPP Award: \$2,000.00

Cash Match: \$6,400.00

In-Kind Match: \$2,000.00

Element 16: Audubon Magazine

Project: Out of State Advertising

Element Description: The Maine Highlands recognizes the wealth of natural resources it possesses. One of the many activities we offer is wildlife watching and one of the emerging activities, in this area, is bird watching.

Audubon magazine takes a positive approach to nature conservation, natural history, economics and important environmental concerns of the day.

As a result, Audubon's prestige as a lifestyle publication has grown and attracted nature lovers and outdoor enthusiasts from all walks of life. We wish to reach these people.

Timeline: We will work with the sales department of Audubon Magazine to find an issue that will also contain editorial that will compliment our advertising.

Tracking: We will include a call to action in our ad which will be trackable (such as a visit to the website or a 'mention this ad' type of program)

Target Market: Nature and wildlife enthusiasts and outdoor adventurers.

Rationale: We chose this particular publication for its audience and affluent and educated readership.

Media Type: Print
1 time
2.25 X 1.00
Black & White

*Please see "note" project description. Frequency may change with change in budget allocation

Co-op Opportunity: We have not yet discussed this. But, we are always open to co-op advertising with our regional partners and other regions throughout the state.

Budget Description: *(No Response)*

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 17: Gray's Sporting Journal

Project: Out of State Advertising

Element Description: The Maine Highlands recognizes the wealth of natural resources it possesses. Hunting (whether with firearms or camera) and fishing are two activities for which The Maine Highlands has space, available game, and the necessary lodging and outfitting establishments. We wish to lure hunters and fishers from out of state, as well as from other parts of Maine, to our region to enjoy their sports.

Timeline: We will work with the sales department of Gray's Sporting Journal to find an issue that will also contain editorial that will compliment our advertising.

Tracking: We will include a call to action in our ad which will be trackable (such as a visit to the website or a 'mention this ad' type of program)

Target Market: Nature and wildlife enthusiasts, outdoor adventurers, hunters and fisher -men and -women.

Rationale: We chose this particular publication for its audience and affluent and educated readership.

Media Type: Print
1 time
4.625 X 2.375
4-Color

*Please see "note" project description. Frequency may change with change in budget allocation

Co-op Opportunity: We have not yet discussed this. But, we are always open to co-op advertising with our regional partners and other regions throughout the state.

Budget Description: *(No Response)*

MTMPP Award: \$1,300.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 18: AMC Outdoors Magazine

Project: Out of State Advertising

Element Description: The Maine Highlands recognizes the wealth of natural resources it possesses. With over 100 miles of the Appalachian trail contained within our region, we are hoping to lure AMC members to spend time, and money, in the region.

Timeline: We will work with the sales department of AMC Outdoors to find an issue that will also contain editorial that will compliment our advertising.

Tracking: We will include a call to action in our ad which will be trackable (such as a visit to the website or a 'mention this ad' type of program)

Target Market: Nature and wildlife enthusiasts and outdoor adventurers.

Rationale: We chose this particular publication for its audience/subscribers and the fit it had with our natural

resources.

Media Type: Print
1 times
4.75 X 2.25
B & W

*Please see "note" project description. Frequency may change with change in budget allocation

Co-op Opportunity: We have not yet discussed this. But, we are always open to co-op advertising with our regional partners and other regions throughout the state.

Budget Description: (No Response)

MTMPP Award: \$1,100.00

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>
Maine Department of Transportation Signage Program			
Destination & Gateway Signs	\$1,600.00	\$1,000.00	\$1,000.00
Regional Lodging and Dining Guide			
The Maine Highlands Dining & Lodging Guide	\$12,000.00	\$15,000.00	\$3,000.00
Regional Photo Library			
Regional Fall & Winter Photographs	\$5,600.00	\$0.00	\$0.00
Travel Trade & Consumer Shows			
The Eastern States Exposition (The Big E)	\$2,500.00	\$1,000.00	\$3,000.00
New England Tourism Center Sales Mission	\$1,500.00	\$750.00	\$500.00
Adventures in Travel Expos in New York City & Washington, DC	\$7,000.00	\$2,000.00	\$1,000.00
Discover New England Tourism Summit	\$1,000.00	\$500.00	\$500.00
Maine Vacation & Travel Show	\$1,500.00	\$750.00	\$1,000.00
Sea Trade	\$1,500.00	\$750.00	\$250.00
The Maine Highlands Website			
Interactive Map	\$2,000.00	\$0.00	\$1,000.00
The Maine Highlands Dining & Lodging Website Guide	\$2,000.00	\$0.00	\$1,000.00
Hospitality Industry Training			
Hospitality Training - Marketing	\$4,000.00	\$0.00	\$1,000.00
In-State Public Service Announcements			
In-State Public Service Announcements	\$10,000.00	\$0.00	\$0.00
CruiseMaine Coalition Co-Op			
CruiseMaine Coalition Co-Op	\$1,500.00	\$1,500.00	\$500.00
Out of State Advertising			
Maine Invites You	\$2,000.00	\$6,400.00	\$2,000.00
Audubon Magazine	\$1,500.00	\$0.00	\$0.00
Gray's Sporting Journal	\$1,300.00	\$0.00	\$0.00
AMC Outdoors Magazine	\$1,100.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$59,600.00
Administrative Costs:	\$14,900.00
Cash Match:	\$29,650.00
In-Kind Match:	\$15,750.00
Total Match:	\$45,400.00
Total Proposed Budget:	\$105,000.00