

## Profile

**Applicant:** Regional Application

**Grant Manager:** C. Wayne Mitchell

**Name of Organization:** Kennebec Valley Tourism Council

**Mailing Address:** Kennebec Valley Tourism Council  
North Park Professional Building  
Suite #2  
330 Civic Center Drive  
Augusta, Maine 04330

**Physical Address:** Same as above.

**Office Hours:** 9:00 a.m. to 4:00 p.m.

**Telephone Number:** 207 626-3188

**Fax Number:** 217 622-9111

**Date of Incorporation:** April 6th, 2005

**EIN:** 01-0458264

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

1. Development of a new, 40 page, comprehensive regional publication with twice the number of pages and participating businesses.
2. Redevelopment of the web site.
3. Greater participation by tourism businesses in the overall marketing and promotion of our region. This includes Chambers and other organizations.
4. The organization retained C. Wayne Mitchell to serve as Executive Director as of 5/15/05. Mr. Mitchell is a past association CEO and currently manages 2 associations under contract. He has implemented a strategic plan for the KVTC and the Steering Committee is focused on accomplishing the goals identified in the plan.
5. The hiring of the Wolfington Group and the expertise they bring to the table has helped our marketing efforts greatly.

### **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. To develop a stronger "brand identity" for the region. This should help develop a theme that will allow the KVTC region to become a primary destination.
2. To continue to focus on those projects that will allow us to complement the State Program. We have discovered that it is best to combine our resources to attract new visitors to our region.
3. To develop a stronger partnership with local agencies/ organization to allow them to use their creativity to accomplish our goals. In most cases, they know the best method and message to attract folks to their region. In addition, we hope to work with cultural, agricultural and heritage groups to assist them in promoting their message.
4. To achieve a dramatic increase in website traffic; increase fulfillment requests and more calls for information to the Kennebec Valley Chamber of Commerce.

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

1. Request for proposals will be sent to groups and organizations within the region to invite them to submit innovative programs for consideration. A copy of the MTPP guidelines will also be sent to them for consideration. Once the programs meet the budget and program requirements we will work with them to accomplish their stated goals.
2. An RFP for "brand development" will be distributed to regional agencies to assist in logo and brand development in the region.
3. The KVTC hopes to develop a consistent theme for all local organizations to use, much like the state "it must be Maine" theme. In addition, it is also for us to have all of our publications and web site flow and complement each other.
4. Our advertising and marketing efforts will focus on those areas that provide the best return on investment for our regional businesses/ organizations.

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

The KVTC wants this strategy to complement the Office of Tourism program and avoid duplication.

The thrust of this effort will be targeted (whitewater; theater; cultural; snowmobiling, etc.). The website has been redesigned to allow potential visitors the option of considering several vacation opportunities.

The KVTC anticipates more cooperative efforts with the MOT this year (educational seminars, advertising coops) and hope to have a presence in the Maine Invites You Magazine.

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

1. The Contract Administrator will receive funds and transfer them to the Accountant (Accounting Solutions, Waterville) for deposit.
2. The Accountant will deposit and record funds for the financial statement.
3. The Accountant will provide monthly financial statements.
4. All expenses will be approved in advanced for payment by the Contract Administrator and paid by the Accountant.
5. The Steering Committee will complete a financial review at the end of the contract period.
6. The Steering Committee will review the financial statements monthly.

## **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.**

1. The KVTC will survey members and businesses to determine the effectiveness of our marketing programs and the usefulness of our publications.
2. The KVTC will conduct research to develop a stronger regional "brand".

### **Public Relations**

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

**Company:** ProdComm; Executive Director C. Wayne Mitchell

**Address:** Kennebec Valley Tourism Association  
North Park Professional Building  
Suite #2  
330 Civic Center Drive  
Augusta, Maine 04330

**Phone:** 207 626-3188

**Email Address:** prodcomm@prodcomm.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:**

C. Wayne Mitchell 207 626-3188  
Joseph Christopher 207 831-7373

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

Boston Globe  
Boston.Com  
Boston Magazine  
New England Publications outside of Maine, Vermont and New Hampshire

## Co-Op Efforts

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

External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

**Please describe in further detail your co-op efforts:**

The KVTC will develop cooperative relationships with the following groups/ organizations:

Chambers of Commerce within the region  
Maine International Film Festival  
Raft Maine  
Kennebec-Chaudiere Corridor

Projects, such as the Regional Guide, cooperative advertising programs; the Somerset Chamber brochure are examples of these types of cooperative projects the KVTC may consider this next year.

## Website Development & Maintenance

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

URL: [www.kennebecvalley.org](http://www.kennebecvalley.org) and soon [www.spotamoose.com](http://www.spotamoose.com)

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

The KVTC wants the website to be informative; fun and easy to navigate. New additions for 2007 will include the "Spot a Moose" contest; a stronger link to the regional guide; and more opportunity for members to participate in advertising/ marketing.

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

1. Redesign of the website (more attractive; fun and informative)
2. Better placement on search engines
3. Better upkeep on the calendar and regional information
4. The KVTC wants to collect more guest information for the data base and market research and to expand the e-mail marketing efforts.

## 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 Kennebec Valley Chamber of Commerce maintains a list of those individuals that request information about our region. That information is available to businesses for a small administrative fee. The fee is based on the number of labels and how the member wishes it to be sent. In addition, the fee is based on how large the data base is once the request is filled.

The fulfillment center (the Chamber) maintains the data base on MicroSoft Data base and the KVTC can distribute the information on a disk or labels. In addition, the web site information is also maintained on the data base and can be easily distributed.

We anticipate using that information for marketing outreach to attract more visitors to the region.

## Budget Summary

## Current Projects

### Project 1: Publication Development

**Project Type:** Brochures

**Description:** The KVTC will print 10,000 copies of the 2007 Snowmobile Guide which will provide maps, lodging and services to our visiting snowmobilers.

#### Element 1: Publication Development

**Project:** Publication Development

**Element Description:**

1. To publish 10,000 copies of the 2007 KVTC Snowmobile Guide. This publication is designed to promote the snowmobile industry and opportunities in the region.
2. To publish 15,000 copies of the 2007 three-fold regional brochure for a mass response piece.
3. Development of a post card for targeted marketing to potential visitors.

**Timeline:** SNOWMOBILE GUIDE:  
August- September 2006 Sale of ads in book  
October- Publication development  
Late October- Print publication  
November- Publication distribution

REGIONAL BROCHURE:  
August- Design  
September- Print  
October- Begin distribution

POST CARD CAMPAIGN:  
July- Design  
August- Print  
September- May 2007-Distribution

**Tracking:** The KVCT will track the effectiveness in the following ways:

1. Distribution and inquires
2. Advertiser feedback
3. Mail distribution
4. Inventory controls

**Target Market:** SNOWMOBILE GUIDE:

Snowmobilers, primarily in New England and New York.

REGIONAL BROCHURE & POST CARD CAMPAIGN:

A response piece for mass inquires and for use at trade shows and events.

**Rationale:** This publication needs to be greatly improved. The last edition did not have a large enough print run and feedback indicates that the maps need to be improved. In addition, we plan to improve the editorial content as well. The KVTC will use the RFP process in selecting a vendor and we believe the amount below is a realistic amount to complete the project.

**Distribution Plan:** Maine Tourism Association  
Direct Mail  
Consumer shows  
Key points in the region

**Budget Description:** SNOWMOBILE GUIDE:

Estimated \$12,000. for 10,000 copies (printing, editorial developement, etc.)

REGIONAL BROCHURE:

\$7,250.00

POST CARD CAMPAIGN:

\$5000.00

**MTMPP Award:** \$13,500.00

**Cash Match:** \$10,750.00

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

## Project 2: Fulfillment Services

**Project Type:** Fulfillment

**Description:** This element is necessary to for KVTC to respond to potential visitors including, postage; labor; packaging and phone response.

The KVYC enters into an agreement with the Kennebec Valley Chamber of Commerce to provide these services.

### Element 2: Fulfillment Services

**Project:** Fulfillment Services

**Element Description:** The Kennebec Valley Chamber of Commerce provides fulfillment services which includes telephone; mailing; packaging and inventory control. In addition, the KVTC must develop an in-state and out of state strategy to distribute the publications we have created. This will permit us to achieve that goal.

**Timeline:** The Chamber will continue to provide the services as they have for the past few years.

**Tracking:** The Chamber provides reports and information when requested by the Contract Administrator.

**Target Market:** Any person requestion information.

**Rationale:** We based the budget on past performance and the anticipated increase in activity this next year.

**Partners:** Kennebec Valley Chamber of Commerce  
Maine Tourism Association  
Out of state brochure distributors

**Budget Description:** Estimated to be \$500. per month or \$6000. on an annual basis to the Kennebec Valley Chamber of Commerce; \$5,000.00 for out of state distribution (Maine Tourism Association, etc.); \$6,000.00 for

participation at travel trade shows.

**MTMPP Award:** \$11,000.00  
**Cash Match:** \$3,000.00  
**In-Kind Match:** \$3,000.00

## Project 3: Website Development

**Project Type:** Website Development

**Description:** To improve the KVTC website to provide greater ease of use; more attractive and interactive; increased marketing opportunities and a stronger relationship to the Regional Publication.

### Element 3: Website Development

**Project:** Website Development

**Element Description:** To improve the KVTC website to provide greater ease of use; more attractive and interactive; increased marketing opportunities and a stronger relationship to the Regional Publication.

**Timeline:** To completely redesign and post the new website by August 30, 2006.

**Tracking:** The site will have a counter and several interactive links (including Spotamoose) contest to gauge use and effectiveness. In addition we will be asking advertisers about the effectiveness as well.

**Target Market:** Out of state visitors, with a focus on New England and New York.

**Rationale:** Our goal is to increase the number of visitors to this region.

**Budget Description:** It is anticipated that the cost will be \$13,500. to redesign and host the site. These funds will be used to support the upgrade of the web site; monthly maintenance and participation in the new state office of tourism cooperative venture.

**MTMPP Award:** \$7,000.00  
**Cash Match:** \$1,750.00  
**In-Kind Match:** \$1,750.00

## Project 4: Regional Partnerships

**Project Type:** Advertising

**Description:** The KVTC intends to continue to work with the Chambers and other organizations to reenforce their local and regional marketing plans. These organizations will be required to meet the MTMPP program requirements and submit the funds to match the approved allocation.

### Element 4: Regional Partnership Program

**Project:** Regional Partnerships

**Element Description:** The KVTC intends to continue to work with the Chambers and other organizations to reenforce their local and regional marketing plans. These organizations will be required to meet the MTMPP program requirements and submit the funds to match the approved allocation.

**Timeline:** This element is designed to assist the local organization in developing new publications and marketing methods to attract visitors to our region. The intent is to have them develop new projects that will complement KVTC efforts and the Maine Office of Tourism Program.

**Tracking:** Each organization will be required to provide support materials and report results.

**Target Market:** Potential visitors to this region of Maine.

- Rationale:** A critical link in attracting people to our region will be the development of campaigns and publications that will invite/inform visitors of the many opportunities in our region. It is clear that there is a great void of this information available and this element is designed to provide an incentive to have local and regional organizations become more marketing oriented.
- Media Type:** Advertising; trade shows; fam tours; publication development; other projects within the MTMPP guidelines.
- Co-op Opportunity:** Organizations include:  
Kennebec Valley Chamber of Commerce  
Mid-Maine Chamber of Commerce  
Skowhegan Chamber of Commerce  
Jackman Chamber of Commerce  
The Forks Chamber of Commerce  
Maine International Film Festival  
Raft Maine Association
- Budget Description:** The estimated cost of this element is \$19,000.00. These funds will be used to assist local organizations in developing new materials and projects to support the regional campaign. These projects may include new publications; targeted ad campaigns and other innovative strategies.
- MTMPP Award:** \$12,000.00
- Cash Match:** \$3,500.00
- In-Kind Match:** \$3,500.00

## Project 5: Advertising Campaign

- Project Type:** Advertising
- Description:** The KVTC must become more proactive in advertising. This includes a stronger presence in Maine Invites You and in other regional publications in New England. The RFP process will be used to select vendors and representatives.

### Element 5: Advertising

**Project:** Advertising Campaign

**Element Description:** The KVTC must become more proactive in advertising. This includes a stronger presence in Maine Invites You and in other regional publications in New England.

The KVTC will also participate in Maine Office of Tourism promotional ventures and cooperative ad opportunities this next year.

\$5000. will also be allocated to participate in the PSA program.

**Timeline:** Maine Invites You:

To create a regional section with greater participation of local businesses. Our intent is to develop a cooperative ad campaign to provide incentives for businesses to participate.

Regional Ad Campaign:

The KVTC will establish a marketing campaign targeting New England and New York to market the unique vacation opportunities in our region.

**Tracking:** Surveys; feedback; website hits; and other information gathering tools.

**Target Market:** The estimated costs are \$25,000.00

**Rationale:** We now believe we have the publications to respond to visitor requests and are prepared to position this region as a primary destination.

**Media Type:** Publications; web sites; direct mail and other media, based on costs.

**Co-op Opportunity:** Maine Tourism Association

Maine Office of Tourism

**Budget Description:** The KVTC anticipates that this element will cost \$26,000.00. This will include targeted advertising such as the WHOM Spring 2006 campaign; participation in the State of Maine PSA campaign; Maine Invites You magazine; group tour cooperative campaigns and other ventures that will bring new visitors to our region.

**MTMPP Award:** \$17,500.00

**Cash Match:** \$5,500.00

**In-Kind Match:** \$3,000.00

## Project 6: Marketing Research

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

**Description:** In order for the KVTC Steering Committee to make more fact based decisions it is critical to provide more research and data.

This element will permit the Council to gather that information.

### Element 6: Marketing Research

**Project:** Marketing Research

**Element Description:** In order for the KVTC Steering Committee to make more fact based decisions it is critical to provide more research and data.

This element will permit the Council to gather that information.

**Timeline:** September 2006: To identify a partner at the local level to conduct survey of members and potential visitors.

October 2006: Select partner and provide them with direction and questions. Implement research campaign.

**Tracking:** Regular contact with our research partner.

**Target Market:** 1. Businesses the KVTC attempts to serve.

2. Potential visitors to our region.

**Rationale:** I believe the amount allocated is adequate to produce the required document.

Our region to potential visitors.

**Budget Description:** I believe that this goal may be accomplished for \$6000.00. The KVTC must become more professional in developing the marketing campaigns. This element will permit the association to do the necessary research to make fact-based decisions.

**MTMPP Award:** \$4,500.00

**Cash Match:** \$2,000.00

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

## Project 7: Education

**Project Type:** Hospitality and Technical Assistance Training

**Description:** The KVTC intends to provide greater educational opportunities to the businesses in our region. This may include hospitality training; marketing development and encouraging them to attend seminars offered by

the Maine Office of Tourism.

## Element 7: Hospitality and Technical Assistance Training

**Project:** Education

**Element Description:** The KVTC intends to provide greater educational opportunities to the businesses in our region. This may include hospitality training; marketing development and encouraging them to attend seminars offered by the Maine Office of Tourism.

**Timeline:** October 2006: Develop a schedule of programs based on regional needs.

November 2006: Participate in the Maine Office of Tourism Program.

**Tracking:** Based on the number of participants.

**Target Market:** Businesses within our region.

**Rationale:** It is the belief of the Steering Committee that our region can benefit from program to improve marketing and hospitality skills.

**Partners:** Possible partners:

University of Maine  
Maine Office of Tourism  
Community Colleges  
Local Chambers of Commerce

**Budget Description:** The KVTC believes that three program may be conducted for \$4,000.00. Through the RFP process, we will select a vendor to provide hospitality training within the region.

**MTMPP Award:** \$2,500.00

**Cash Match:** \$750.00

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

## Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
<b>Publication Development</b>			
Publication Development	\$13,500.00	\$10,750.00	\$0.00
<b>Fulfillment Services</b>			
Fulfillment Services	\$11,000.00	\$3,000.00	\$3,000.00
<b>Website Development</b>			
Website Development	\$7,000.00	\$1,750.00	\$1,750.00
<b>Regional Partnerships</b>			
Regional Partnership Program	\$12,000.00	\$3,500.00	\$3,500.00
<b>Advertising Campaign</b>			
Advertising	\$17,500.00	\$5,500.00	\$3,000.00
<b>Marketing Research</b>			
Marketing Research	\$4,500.00	\$2,000.00	\$0.00
<b>Education</b>			
Hospitality and Technical Assistance Training	\$2,500.00	\$750.00	\$750.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$68,000.00
<b>Administrative Costs:</b>	\$13,500.00
<b>Cash Match:</b>	\$27,250.00
<b>In-Kind Match:</b>	\$12,000.00
<b>Total Match:</b>	\$39,250.00
<b>Total Proposed Budget:</b>	\$107,250.00