

## Profile

**Applicant:** Regional Application

**Grant Manager:** Bob Hastings

**Name of Organization:** Midcoast Maine Chamber Council

**Mailing Address:** PO Box 508  
One Park Drive  
Rockland, ME 04841

**Physical Address:** n/a

**Office Hours:** Mon-Fri, 9:00am - 5:00pm

**Telephone Number:** (207)596-0376

**Fax Number:** (207)596-6549

**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.

2) PUBLIC RELATIONS: We worked with Nancy Marshall Communications and the Maine Office of Tourism on the following visits: Maine Office of Tourism Sponsored Media Familiarization Tour of Rockland and Camden in June. Attending writers included contributors to The Boston Globe, the Boston Herald, Leisure Group Travel Magazine and Backyard Gardener, Atlanta Journal Constitution and Toronto Sun. Maine Office of Tourism E-Commerce Familiarization Tour for French Tour Operators in Camden and Rockland in October. Participants included representatives from Air France, Expedia, Go Voyages, Ebookers, and Promovacances.com. A visit for a writer from Copley News Service and AAA Car & Travel.

### Accomplishments:

The Boston Globe – article by Letitia Baldwin on “Pies on Parade” in Sunday, January 15th issue. Also secured an article on Swans Island Blankets for a summer 2006 issue.

Coastal Living – July-August 2006 issue will run story on Pemaquid-area featuring Pemaquid Point and the Bradley Inn. The magazine has also scheduled a story for June on the Boatyard Dog Trials, which are part of the annual Maine Boats & Harbors Show in Rockland. \*There is a strong possibility the latter will be pushed to the following year. Travel & Leisure – July, 2006 issue will feature a story on Camden and Rockland (possibly front page)

3) Midcoast Maine Map. We were very much in need of reprinting our primary fulfillment piece and happy to report that we now have a fresh, ample supply for distribution at the Kittery and Yarmouth Visitor's Information Centers as well as our individual Chambers/Organizations.

## **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) 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.

2) 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. Also, people visiting from further away are more likely to stay for their entire trip/vacation regardless of weather conditions.

3) 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.

- 1) 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.
- 2) 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.
- 3) 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. Other than our web statistics which we do collect and analyze.

### Public Relations

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

**Company:** Sharon Kitchens/SKpr, LLC

**Address:** PO 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 this 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:**

INTERNALWebsite:  
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. 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.

## Website Development & Maintenance

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

URL: [www.mainesmidcoast.com](http://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 and contact resource. It also 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.

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

We plan to continue with site optimization in order to maintain #1 organic rankings on Google/Yahoo and other search engines. However, we also plan to redesign and simplify our existing website simply because administration, management and constant updating is proving to be very time-consuming and cost-prohibitive.

A streamlined "Portal" is being planned to eliminate this as well as create a less overwhelming experience for our visitors. The goal is to enable visitors to quickly navigate to the various regions they are interested in, and quickly jump to the individual chamber site for all of the more detailed information they wish to find.

## 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: Project 1: Website**

**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.

We also plan to redesign and simplify our existing website simply because administration, management and constant updating is proving to be very time-consuming and cost-prohibitive.

A streamlined "Portal" is being planned to eliminate this as well as create a less overwhelming experience for our visitors. The goal is to enable visitors to quickly navigate to the various regions they are interested in, and quickly jump to the individual chamber site for all of the more detailed information they wish to find.

### **Element 1: Element 1: Website Enhancement and Optimization**

**Project:** Project 1: Website

**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 2007.  
Site optimization and marketing will be an ongoing project throughout the year.

**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:** Search Engine Optimization and Key Word Purchasing. Other minor website updates if needed.

**MTMPP Award:** \$3,000.00

**Cash Match:** \$0.00

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

### **Project 2: Project 2: Maine Invites You**

**Project Type:** Advertising  
**Description:** Magazine Advertisement

## Element 2: Element 2: Full Page Color Ad

**Project:** Project 2: 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](http://www.mainesmidcoast.com) and map, as well as offer fulfillment.

**Timeline:** We will have materials to the publication for the 2007 issue well before the materials due date.

**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](http://www.mainesmidcoast.com)) and map, as well as offer fulfillment.

**Media Type:** Magazine

**Co-op Opportunity:** None planned.

**Budget Description:** *(No Response)*

**MTMPP Award:** \$5,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$700.00

## Project 3: Project 3: Visitor Center Kiosks

**Project Type:** Advertising

**Description:** Free Standing Kiosks at the Kittery and Yarmouth Visitors Information Centers with POP racks for maps.

### Element 3: Element 3: Free-Standing Kiosks

**Project:** Project 3: Visitor Center Kiosks

**Element Description:** Yearly Space Rental Fee

**Timeline:** Yearly Renewal Agreement

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

**Target Market:** All of the qualified visitors coming to the Maine Tourism Visitor's Centers in Kittery and 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 Free-Standing Display Kiosks

**Co-op Opportunity:** None

**Budget Description:** (No Response)

**MTMPP Award:** \$1,800.00

**Cash Match:** \$0.00

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

## Project 4: Project 4: CruiseMaine

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

**Description:** Annual SeaTrade Convention

### Element 4: Element 4: Financial Support & Trade Show Staffing

**Project:** Project 4: 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, 2007

**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](http://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 CruiseMaine 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:** Other coastal tourism regions, MaineDot and MOT

**Budget Description:** (No Response)

**MTMPP Award:** \$4,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$4,222.00

## Project 5: Project 5: Public Relations Program

**Project Type:** Public Relations

**Description:** 2006-2007 Public Relations

### Element 5: Element 5: Public Relations

**Project:** Project 5: 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 you hear about us" with our online survey and 800# call-ins.

**Target Market:** Local, regional, national and international media outlets in print, broadcast trade show and media events.

**Rationale:** 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:** (No Response)

**MTMPP Award:** \$20,400.00

**Cash Match:** \$5,100.00

**In-Kind Match:** \$5,000.00

## Project 6: Project 6: Randall Travel Marketing Seminar

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

**Description:** Regional Tourism Marketing Seminar

### Element 6: Element 6: Seminar

**Project:** Project 6: Randall Travel Marketing Seminar

**Element Description:** Seminar

**Timeline:** November 15, 2006

**Tracking:** We plan on using the valuable information gained from this seminar to assess our current marketing strategies learn how we can better our efforts in the areas of market research, marketing planning, collateral development and trend analysis for the travel and tourism industry.

**Target Market:** The eight tourism regions will be in attendance.

**Rationale:** Judy Randall is a noted tourism expert and we hope to gain valuable information from this seminar to assist and help focus our overall efforts.

**Partners:** n/a

**Budget Description:** (No Response)

**MTMPP Award:** \$600.00

**Cash Match:** \$0.00

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

## Project 7: Project 7: Travel Trade & Consumer Shows

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

**Description:** Trade show fees, travel and attendance costs

### Element 7: Element 7: Trade show travel and fees

**Project:** Project 7: Travel Trade & Consumer Shows

**Element Description:** Trade shows facilitate and promote MidCoast Maine Tourism through increased visibility and improved communication and qualified one on one contact. 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.

**Timeline:** Dates TBD. Anticipated shows include the AAA Travel Marketplace Show, Discover New England and Destination Maine.

**Tracking:** We will be able to track new PR opportunities gained and leads from the shows as we have done in the past with great success.

**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 of 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 2007 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:** *(No Response)*

**MTMPP Award:** \$6,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$3,300.00

## Project 8: Project 8: Travel Agent Promotion

**Project Type:** Brochures  
**Description:** Print Promotion

### Element 8: Element 8: Full Color Brochures

**Project:** Project 8: 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:** April 2007

**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:** *(No Response)*  
**MTMPP Award:** \$2,450.00  
**Cash Match:** \$3,800.00  
**In-Kind Match:** \$1,000.00

## Project 9: Project 9: Consultants

**Project Type:** Market Research and Development of Strategic and/or Marketing Plans  
**Description:** Planning, Strategy, Research and Creative Design

### Element 9: Element 9: Marketing assistance throughout the FY 2007

**Project:** Project 9: 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:** *(No Response)*  
**MTMPP Award:** \$3,000.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$5,000.00

## Project 10: Project 10: PSA

**Project Type:** Advertising  
**Description:** PSA with the MOT

## Element 10: Element 10: PSA Television Campaign

**Project:** Project 10: 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 the MOT and other regions

**Budget Description:** *(No Response)*

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

**Cash Match:** \$0.00

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

## Project 11: Project 11: Internet Promotion

**Project Type:** Website Development

**Description:** Internet Promotion

### Element 11: Element 11: Internet Promotion

**Project:** Project 11: Internet Promotion

**Element Description:** Purchase key words on Google to drive traffic to [www.mainemidcoast.com](http://www.mainemidcoast.com).

**Timeline:** January - June, 2007

**Tracking:** Since Google bills by directed hits, MCCC will have a compilation of the total number of requests fulfilled on key word searches on the search engine.

**Target Market:** General tourism inquiry.

**Rationale:** The Midcoast website [www.mainesmidcoast.com](http://www.mainesmidcoast.com) has become the primary tool for driving visitation to the region. Our site already enjoys the #1 spot on Google for searches of "Midcoast". By purchasing key word advertising the association seeks to raise Internet visibility for other key searches. The council will look to direction from the Office of Tourism to assist in choosing search strings that will provide the most promise for success.

**Budget Description:** *(No Response)*

**MTMPP Award:** \$10,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$8,800.00

## Project 12: Project 12: Toll Free Number

**Project Type:** Fulfillment

**Description:** Toll Free Number for Maine's MidCoast

**Element 12: Element 12: Toll Free Number**

**Project:** Project 12: Toll Free Number

**Element Description:** To continue to have our toll free number to help facilitate vacation planning and enable important customer profile collection and feedback.

**Timeline:** For the FY 2007

**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:** *(No Response)*

**MTMPP Award:** \$4,350.00

**Cash Match:** \$0.00

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

**Project 13: Project 13: NMC PR Package**

**Project Type:** Public Relations

**Description:** NMC PR Package

**Element 13: Element 13: NMC PR Package**

**Project:** Project 13: NMC PR Package

**Element Description:** MOT to define

**Timeline:** MOT to define

**Tracking:** MOT to track

**Target Market:** MOT to define

**Rationale:** MOT to define

**Budget Description:** *(No Response)*

**MTMPP Award:** \$4,000.00

**Cash Match:** \$0.00

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

**Project Quick Reference**

|  | <u>MTMPP Award</u> | <u>Cash Match</u> | <u>In-Kind Match</u> |
|--|--------------------|-------------------|----------------------|
| <b>Project 1: Website</b>                              |                    |                   |                      |
| Element 1: Website Enhancement and Optimization        | \$3,000.00         | \$0.00            | \$0.00               |
| <b>Project 2: Maine Invites You</b>                    |                    |                   |                      |
| Element 2: Full Page Color Ad                          | \$5,500.00         | \$0.00            | \$700.00             |
| <b>Project 3: Visitor Center Kiosks</b>                |                    |                   |                      |
| Element 3: Free-Standing Kisoks                        | \$1,800.00         | \$0.00            | \$0.00               |
| <b>Project 4: CruiseMaine</b>                          |                    |                   |                      |
| Element 4: Financial Support & Trade Show Staffing     | \$4,000.00         | \$0.00            | \$4,222.00           |
| <b>Project 5: Public Relations Program</b>             |                    |                   |                      |
| Element 5: Public Relations                            | \$20,400.00        | \$5,100.00        | \$5,000.00           |
| <b>Project 6: Randall Travel Marketing Seminar</b>     |                    |                   |                      |
| Element 6: Seminar                                     | \$600.00           | \$0.00            | \$0.00               |
| <b>Project 7: Travel Trade &amp; Consumer Shows</b>    |                    |                   |                      |
| Element 7: Trade show travel and fees                  | \$6,500.00         | \$0.00            | \$3,300.00           |
| <b>Project 8: Travel Agent Promotion</b>               |                    |                   |                      |
| Element 8: Full Color Brochures                        | \$2,450.00         | \$3,800.00        | \$1,000.00           |
| <b>Project 9: Consultants</b>                          |                    |                   |                      |
| Element 9: Marketing assistance throughout the FY 2007 | \$3,000.00         | \$0.00            | \$5,000.00           |
| <b>Project 10: PSA</b>                                 |                    |                   |                      |
| Element 10: PSA Television Campaign                    | \$5,000.00         | \$0.00            | \$0.00               |
| <b>Project 11: Internet Promotion</b>                  |                    |                   |                      |
| Element 11: Internet Promotion                         | \$10,500.00        | \$0.00            | \$8,800.00           |
| <b>Project 12: Toll Free Number</b>                    |                    |                   |                      |
| Element 12: Toll Free Number                           | \$4,350.00         | \$0.00            | \$0.00               |
| <b>Project 13: NMC PR Package</b>                      |                    |                   |                      |
| Element 13: NMC PR Package                             | \$4,000.00         | \$0.00            | \$1,000.00           |

**Budget Summary**

|                               |              |
|-------------------------------|--------------|
| <b>Proposed MTMPP Award:</b>  | \$71,100.00  |
| <b>Administrative Costs:</b>  | \$9,000.00   |
| <b>Cash Match:</b>            | \$8,900.00   |
| <b>In-Kind Match:</b>         | \$29,022.00  |
| <b>Total Match:</b>           | \$37,922.00  |
| <b>Total Proposed Budget:</b> | \$109,022.00 |