

## Profile

**Applicant:** Regional Application

**Grant Manager:** Dick Leeman

**Name of Organization:** Southern Maine Coast Tourism Association

**Mailing Address:** Southern Maine Coast Tourism Association  
PO Box 388  
York, Maine 03909

**Physical Address:** Southern Maine Coast Tourism Association  
112 College Drive  
Wells, ME 04090

**Office Hours:** Monday-Friday 8:30am-5:00pm

**Telephone Number:** 207-646-9282 ext 510

**Fax Number:** 207-646-9675

**Date of Incorporation:** January 19th, 2000

**EIN:** 01-0523313

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

1) SMCTA 2006 Fulfillment Piece: In production for its third year, the 40 page, 4-color brochure promotes lodging, dining, and recreational activities in the South Coast region. The brochure includes a print overrun of advertisements from the Southern Maine Coast section of Maine Invites You. Also included are advertisements from local businesses, alternative transportation options for visitors (Downeaster, Shoreline Explorer), a complete calendar of events for the region, and "iconic" imagery from areas along the entire South coast.

65,000 copies of the FFP were created and distributed in 2006. In partnership with CTM brochure distribution, 77% of the brochures were distributed through information centers in CT, NY, and RI. New in 2006 SMCTA increased its market presence to include hotels in Boston West, Boston South, CT, NY, Westchester County and AAA offices in Eastern Massachusetts and Rhode Island. The remaining brochures were distributed at visitor centers throughout the state and at regional, national, and international trade shows. (See highlight #2)

2) Trade Shows: SMCTA for 2006 was able to increase its presence and scope by participating in trade events in the regional, national, and international marketplace. A combination of partnerships with MOT as a member of the Maine Pavilion, Chambers of Commerce members, New England Tourism Center, Nancy Marshall Communications, and Maine Tourism Association SMCTA was able to distribute 15,000 brochures in MA, NY, DC, PA, ME, and Canada.

3. Web Development: SMCTA was able to enhance its web presence by developing and implementing an upgraded website. Under the new domain [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com), SMCTA can now allow visitors to receive more user friendly information about the region and more direct access to the COC. Statistical Analysis is obtained by SEO, surveys, and web tracking.

## **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.**

Goal 1) Increasing awareness of organization: Through strategic alliances with MOT, MOT Vendors, Chambers of Commerce, member businesses, educational institutions, and external media avenues, SMCTA can increase awareness on the economic impact of tourism on the region. Through educational opportunities, marketing partnerships, media awareness, and community involvement, SMCTA can enhance the public awareness of the mission of the industry and promote avenues to sustain economic viability.

Goal 2) Create a strategic marketing mission that aligns with MOT: By aligning SMCTA's mission to meet the strategic goals set in MOT 5yr marketing mission, SMCTA will be better able to create programs that utilize MOT best practices and policies. SMCTA will also be able to analyze MOT data, and create cooperative partnerships that are cost effective and have the greatest visibility to potential visitors.

Goal 3) Create new campaigns to inform the end user and encourage them to visit more often, stay longer, and visit during the off season: SMCTA's new campaign will implement the MOT marketing mission and pull from strategic partnerships in other regions participating in the MTMPP program. By doing this, SMCTA can develop a

strategic plan that will enable the organization to increase contact with potential visitors; create campaigns that are unmatched in the tourism marketplace; and develop relationships that create interregional marketing programs that will become more budget compliant and operationally effective for the organization.

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

Goal 1) Increasing awareness of organization:

Strategy: SMCTA will continue to promote the organization, the mission of the Tourism industry and the economic viability that tourism provides by having increased involvement with tourism based organizations in York County. This includes organizations that promote travel, events, and economic and promotional opportunities beneficial to the entire region. SMCTA will be in the community promoting and educating Chambers of Commerce and member businesses on the advantages of regional marketing campaigns. Through the development and implementation of visual materials, presentations, newsletters, email campaigns, PR blitzes, and continuing analysis of unique promotional opportunities, SMCTA can enhance the overall viability of the region and increase awareness of the mission of the organization.

Goal 2) Create strategic marketing mission that aligns with MOT:

Strategy: Through an enhanced relationship with MOT and its vendors SMCTA can create regional marketing campaigns that are aligned with the strategic mission of MOT. By continuing to enhance the SMCTA magazine and create a "look and feel" that is similar to MOT, enhancing SMCTA web presence to match [www.visitmaine.com](http://www.visitmaine.com), and through direct support of MOT initiatives (like the PSA program), SMCTA can create a mission that complements the efforts of MOT. SMCTA will also look for opportunity whenever possible to create relationships with MOT vendors to further complement the "look and feel" of the MOT strategic mission.

Goal 3) Create new campaigns to inform the tourist and encourage them to visit more often, stay longer, and visit during the off season:

Strategy: In 2007, SMCTA will look for opportunities to create inter-regional partnerships with other MTMPP regions to create more cost effective and impacting marketing campaigns. SMCTA will create strategic campaigns that highlight the strengths of the Southern Maine marketplace.

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

The goals of the Southern Maine Coast Tourism Association are largely based on the strategic plan as previously set forth by the MOT in its 5yr-marketing plan. Specifically, SMCTA goals which align with MOT are: increasing # of visitors, expanding the geographic area of their visit, staying longer and spending more, and marketing tourism in Maine as a year round industry.

SMCTA is also proud to utilize MOT vendors for future marketing campaigns, to create inter-regional campaigns with other MTMPP participants, and to take part in initiatives as set forth by MOT (Maine pavilion shows, PSA campaign)

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

The SMCTA contracts with Paige Farmer, owner of The Bottom Line, for bookkeeping services. Ms. Farmer works under the direction of the Board of Directors, oversees the financial activity of the organization. A financial report is presented to the Board of Directors monthly, which includes a P&L statement, balance sheet, budget report, and when appropriate, individual financial statements for specific projects.

SMCTA has contracted with Yorke Associates, a PA firm located in Cape Neddick, for the preparation of its annual 990 tax return and McCallum & Connelly, CPA to audit a final financial report submitted to the MOT at the close of the grant year. SMCTA maintains a checking account with credit card processing capabilities at Kennebunk Savings Bank, and has done so for six years.

**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.**

Trade Show Data Mining: In 2007 SMCTA will be extracting data from potential visitors at each of its trade shows. The process includes creation of a names and zipcode database of potential visitors for possible direct mail and email campaigns. Potential visitors will also be asked for information about their visit in survey form to gain information about visitor habits and to create marketing campaigns that efficiently target potential visitors.

MOT Pavilion giveaway: SMCTA will be a participating member in the Pavilion giveaway program, enticing visitors at trade shows to enter into a database of names in exchange for the chance to win a "Maine" prize.

Web Survey: SMCTA is enhancing its online survey to be better able to obtain data from website visitors. SMCTA will be looking to gain information specific to the web user to be able to enhance marketing in this growing online marketplace.

**Public Relations**

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

**Company:** Board of Directors/ Southern Maine Coast Tourism Association

**Address:** Southern Maine Coast Tourism Association  
PO Box 388  
York Me 03909

**Phone:** 207-646-9282

**Email Address:** southernmainecoast@yccc.edu

**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:**

Travel writers and media outlets that feature Maine.

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

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

Internal: The Southern Maine Coast Tourism Association collaborates on a co-op print ad section in Maine Invites You, which is further developed into the SMCTA stand alone fulfillment piece. The co-op ad is generally 28-33 pages and includes membership information from the Greater Yorks Region, Kennebunk/Kennebunkport, Wells, Ogunquit, Old Orchard Beach, and Biddeford/Saco Chambers.

Statewide: SMCTA participates in the statewide PSA program, geared toward increasing in-state tourism and support for tourism as an industry in Maine.

## Website Development & Maintenance

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

URL: [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com)

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

visitsouthernmaine.com has become a key external marketing entity for SMCTA. The website has increased exposure on places to stay, things to do, places to eat. Information is available about the organization itself, with a media kit and press release information. Additionally, the site offers visitors the opportunity to learn about the region as a whole and have direct access to each Chamber of Commerce included in the SMCTA.

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

SMCTA is looking for the opportunity to increase the overall activity of the website and to increase the web tracking statistics of visitors visiting the site. Through organic SEO, utilization of unique URL addresses, and links to strategic sites, SMCTA will be able to increase its overall web presence and continue its mission of making [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com) a key website for vacation planning in Southern Maine.

## 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:

Web: SMCTA compiles data on web visitors through both the use of web tracking and through online surveys. Web tracking allows SMCTA to analyze the habits of web users and how they are finding the [visitsouthernmaine.com](http://visitsouthernmaine.com) website. Once visitors come to the homepage, they are encouraged to fill out SMCTA's online survey. This online survey allows SMCTA to gain valuable information on the habits, interests, and desires on their vacation to the region.

Trade Show: SMCTA utilizes a paper survey at trade shows to gain information about visitors who come to the SMCTA booth. Through this survey SMCTA can gain information about travel, activities, lodging, dining and other activities that potential visitors will do while visiting the region. This survey allows SMCTA to analyze data and to create targeted marketing campaigns.

## Budget Summary

## Current Projects

### **Project 1: SMCTA 2007 Fulfillment Piece**

**Project Type:** Fulfillment

**Description:** Over the past 4 years, with funds provided from the Office of Tourism, the SMCTA has created a 40 page color fulfillment piece derived from our existing cooperative ad buy in "Maine Invites You". Advertisers partnering with the SMCTA ad placement in "Maine Invites You" are included in the over-run, and are given a 1-year link on the SMCTA website.

65,000 copies of the magazine will be produced in 2007. New this year, SMCTA will utilize the MOT names database for a 50000 piece bulking mailing and targeted distribution campaign in partnership with DMM & CTM. 15,000 copies of the brochure are to be distributed through various trade show events and through information and visitor centers in Maine.

While "Maine Invites You" is seen as an extremely beneficial program for the Southern Maine Coast, the size and scope of the book can overwhelm the SMCTA section. Creating a stand-alone piece provides an economical opportunity for the region to showcase itself to potential visitors.

#### **Element 1: Development of 40 page color catalogue**

**Project:** SMCTA 2007 Fulfillment Piece

**Element Description:** The 2007 SMCTA fulfillment piece will be a 40 page 4-color magazine that includes sections on how to travel to the area, sections on what to do while you are in the region, a regional calendar of events for vacation planning, and information about each of the communities making up the Southern Maine region. New this year, SMCTA will increase the opportunity for smaller businesses to enter the magazine at a lower price point by offering co-op advertising with similar businesses. Also, the magazine will offer increased information about the region itself and increased information about the various events being offered in the region year round.

65,000 copies will be printed in 2007. 50,000 copies will be distributed in partnership with Direct Mail of Maine and CTM brochure distribution. 15,000 copies will be distributed through a variety of trade events regionally, nationally, and internationally.

**Timeline:** August 2006: Solicit 3-5 bids for design/printing  
September 2006: Develop Co-Op ad for MIY  
November 2006: Forward MIY to graphic designer  
December 2006: Proof FFP  
January 2007: FFP to printing  
February 2007: FFP printed and shipped  
February 2007: FFP distributed at trade shows  
February 2007: FFP added to website as PDF file  
March 2007: DMM distribution begins  
March 2007: Distribution at Maine pavilion shows  
April 2007: Distribution at Canada shows

**Tracking:** Tracking Methods:

# of new advertisers

# total advertisers

# pages in themed based sections

# type of distribution

# of visitors to website from FFP URL

# of downloads of magazine from website

# of brochures distributed at trade events

# of brochures distributed through DMM

# of brochures distributed through CTM

**Target Market:** While the fulfillment piece is significantly distributed to the potential drive market sector, it is also used to fulfill requests from any individual both nationally and internationally who is looking for information on the South Coast region.

Additionally, the FFP has information on alternative forms of travel, and activities and events that will appeal to any hobbyist or enthusiast.

The magazine is designed and marketed as an effective device in targeting people with all different income levels, from any region of the country or internationally, with or without families.

**Rationale:** SMCTA's fulfillment piece is a broad, far reaching piece that gives the end user the ability to learn about the region as a whole and each individual community. It also allows them to plan a vacation based on activities, places to go, areas to eat and stay. As well individuals who receive the Magazine will also enjoy the visual pleasures of the "iconic" images of Southern Maine.

The magazine itself is a cost effective way to distribute information about the region in direct mailing, trade shows, and brochure distribution methods. SMCTA is able to utilize this magazine to target a variety of different markets in the regional, national and international marketplace.

Chambers of Commerce, participating members businesses, and direct advertisers in "Maine Invites You" all directly benefit from the creation and distribution of the magazine.

SMCTA itself benefits from the sale of space to organizations and allows SMCTA to reinvest monies derived into further development of the piece or to other similar marketing efforts which compliment the magazine.

**Partners:** Anticipated partners on this project include:

SMCTA member chambers

Local lodging and restaurants

Local recreational and activity associations

Downeaster/NNERPA

Shoreline Explorer Trolley System

Direct Mail of Maine

**Budget Description:** The Budget amount listed below includes the development, printing, and distribution of the SMCTA FFP. The MTMPP award will be used to design the piece post Maine Invites You (\$2,500) and will cover the costs for 40 pages (\$34,000) to be printed and shipped to SMCTA. Additionally, MTMPP funds will be used for distribution by DMM in a bulk mailing campaign utilizing the MOT inquiry database.(\$11,500) SMCTA will also continue its distribution program with CTM brochure distribution (\$7000)

The cash match is based on the design of the original "Maine Invites You" advertisement (\$3500) and the

# of pages sold in the new theme sections, for which printing is not included in the MTMPP award (\$4000). The cash match also includes the cost of distribution at trade shows in Canada, PA, NY, MA, DC.(\$10,500)

The in-kind match includes time devoted by the SMCTA board and staff to oversee the development of the FFP (\$7000) and participation in the trade shows and other dist. of materials.

**MTMPP Award:** \$55,000.00

**Cash Match:** \$15,000.00

**In-Kind Match:** \$13,000.00

## Project 2: Statewide PSA Program

**Project Type:** Advertising

**Description:** SMCTA will partner with the Maine Tourism Commission again to support a tourism advocacy and in-state tourism promotion developed by the Maine Tourism Commission. This is a statewide initiative that included partnership from all funded regions.

This television based ad campaign includes a series of PSA's and paid advertisements that were designed by Warren, Kramer, Paino. The first series of ads describe the tourism industry and its importance to the Maine economy and the second series is to encourage in-state tourism.

### Element 2: Cooperative purchase of television air time

**Project:** Statewide PSA Program

**Element Description:** This series of PSAs and paid advertisements has been developed to increase intrastate tourism and to educate residents, community leaders and policy makers as to the benefit of tourism for the Maine economy.

**Timeline:** Spring 2007 est

**Tracking:** MOT, in partnership with Market Decisions in Portland Maine distributed in March 2006 an overview of previous year's campaigns based on telephone survey results to a random selection of Maine residents.

**Target Market:** The target audience for this series of ads are Maine residents, community leaders, and policy makers

**Rationale:** Statewide PSA will benefit the SCMTA by complimenting its mission to align itself with MOT. By participating in a MOT run program, SMCTA is able to benefit and create a budget compliant and efficient marketing campaign geared toward Maine residents.

**Media Type:** Television

**Co-op Opportunity:** (No Response)

**Budget Description:** \$5,000 as a regional contribution from The Southern Maine Coast Tourism Association

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

**Cash Match:** \$0.00

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

## Project 3: Judy Randall Workshop

**Project Type:** Tourism Product Development

**Description:** A full day workshop of meaty, how-to tips and checklists for creating the perfect tourism brochure, learning how to employ the top tourism trends, understanding how to market to the different generational groups, how to do your own tourism research and interpret the data, and more.

## Element 3: Judy Randall Workshop

**Project:** Judy Randall Workshop

**Element Description:** Judy will focus on the following objectives:

- A. Provide participants with the trends in travel and tourism and the changes in consumer behavior of today's travel consumer.
- B. Help participants understand the huge differences in the generational groups and how to message and develop products for each.
- C. Provide participants with the instruments and methodology for conducting their own tourism research.
- D. Educate participants on what tourists report they want/need in tourism brochures and websites.
- E. Give participant tracking and evaluation tools and instruments to empower their ability to monitor and evaluate their results.

**Timeline:** November 15th, 2006

Agenda:

- 8:00-8:30 Registration, coffee, networking
- 8:30-9:00 Welcome, workshop overview, introductions
- 9:00-9:30 "Befores & Afters" - case studies in tourism marketing success
- 9:30-10:15 Top Trends in Travel and Tourism
- 10:15-10:30 BREAK
- 10:30-11:15 Generational Marketing - what it takes to market travel and tourism to the different generational groups
- 11:15-12:00 Putting it into action: Break out sessions on generational marketing & the top trends
- 12:00-1:00 LUNCH
- 1:00-2:00 Conducting your own tourism research
- 2:00-2:30 How to track your results
- 2:30-2:45 BREAK
- 2:45-3:45 Hands-on brochure critique
- 3:45-4:30 Hands-on critique of tourism websites
- 4:30-5:00 Q&A

**Tracking:** We will be able to track the effectiveness from the seminar on the actual day. Judy will request that each tourism region bring the following: their tourism brochures, samples of their advertising, a listing of questions and issues they would like to have addressed in this workshop, and their willingness to learn! This will give us immediate input on our marketing materials.

**Target Market:** Destination Marketing Organizations, attractions, lodging, restaurants, and others who are stakeholders in the travel and tourism industry.

**Rationale:** This consumer research-based workshop covers a wide range of existing data and timely trends, tourism marketing skill development and practical "how to put it into action" guidelines that will assist participants in very tangibly being able to improve and track their tourism marketing efforts.

**Budget Description:** As mutually agreed upon at the March 16th Regional Assistance Committee Meeting each of the 8 tourism regions will request \$1,000 for MTMPP grant funds to be placed towards this seminar. This will allow 5 attendees from each region to attend this seminar.

**MTMPP Award:** \$1,000.00

**Cash Match:** \$0.00

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

## Project 4: Website Enhancement

**Project Type:** Website Development

**Description:** SMCTA will utilize funds from the MTMPP program to enhance its regional website, [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com). For FY2007, SMCTA anticipates the market sector which educates themselves and plans vacations through internet usage will further increase. In order to remain as a leader in the development and marketing of its region website, SMCTA will undergo a refresh and SEO upgrade of its web domain. In addition, SMCTA will also begin to increase its database of relevant information onto the website, including photo database, press information, contact information, and testimonials of visitors to the region.

## Element 4: Web Refresh And Enhancement

**Project:** Website Enhancement

**Element Description:** SMCTA will utilize funds from the MTMPP program to enhance the regional website, [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com). For FY2007 SMCTA anticipates that the market sector which educates itself and plans vacations through internet usage will further increase. SMCTA in order to remain as a leader in the development and marketing of its region website, will undergo a refresh and SEO upgrade of its web domain. In addition, SMCTA will also begin to increase its database of relevant information onto the website, including photo database, press information, contact information, and testimonials of visitors to the region.

**Timeline:** October 2006: Add Photo library to website

October 2006: Add press info to website

January 2007: Develop web refresh

March 2007: Roll-out web refresh

**Tracking:** Tracking will include the following:

# of unique visitors to website

# of page views per visitor

# of return visitors

Amount of time spent on website

**Target Market:** SMCTA will target individuals who either educate themselves or plan vacations through the utilization of the Internet. SMCTA will create a website that is informative to the tourist, creates an unique "web surfing" experience and allows the tourist to obtain information needed on the region or can use the "gateway" to the individual chamber websites

**Rationale:** SMCTA's website is seen as a gateway to the region and the Chambers of Commerce of the region. Through continual enhancement of the site, SMCTA will increase awareness about the organization and the Chambers of Commerce, and will be able to promote the region through an online marketplace.

**Budget Description:** SMCTA will utilize funds from the MTMPP award in the amount of \$2,000 for the continued development and implementation of the website. SMCTA will need to employ a web developer to create the needed databases and programs in order to have the web address operate in a manner that is most effective to the tourist. SMCTA will also match in the production of the site \$1200 for the creation of a home page sponsor advertiser. In kind monies will come from development and support from the members of the board of directors in the creation of the "refresh" and "enhancement".

**MTMPP Award:** \$2,000.00

**Cash Match:** \$1,200.00

**In-Kind Match:** \$2,050.00

## Project 5: SMCTA Mailer Card

**Project Type:** Tourism Product Development

**Description:** SMCTA as an organization will be developing a multi use postcard size mailer for use in a variety of marketing campaigns. By developing a product secondary to the SMCTA magazine, the organization will be able to have an alternative item that will allow potential visitors to have a brief overview of the South Coast and have resources available on how to receive more information on the region.

SMCTA, through hands on analysis of the trade show market sees and opportunity to be able to give visitors a smaller marketing piece as an alternative to the larger magazine. The mailer card itself will become a primary driver for the organization to have tourists visit the [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com) site and request additional information to be sent by mail or to plan a vacation directly from the website.

The mailer card will also be designed to be able to be used as a bulk mailer piece in partnership with DMM through utilization of the MOT names database.

## Element 5: Mailer Card Development

**Project:** SMCTA Mailer Card

**Element Description:** SMCTA as an organization will be developing a multi use postcard size mailer for use in a variety of marketing campaigns. By developing a product secondary to the SMCTA magazine, the organization will be able to have an alternative item that will allow potential visitors to have a brief overview of the South Coast and have resources available on how to receive more information on the region.

SMCTA, through hands on analysis of the trade show market sees and opportunity to be able to give visitors a smaller marketing piece as an alternative to the larger magazine. The mailer card itself will become a primary driver for the organization to have tourists visit the [www.visitsouthernmaine.com](http://www.visitsouthernmaine.com) site and request additional information to be sent by mail or to plan a vacation directly from the website.

The mailer card will also be designed to be able to be used as a bulk mailer piece in partnership with DMM through utilization of the MOT names database.

**Timeline:** October 2006: Design of Mailer Card

November 2006: Printing of Mailer Card

February 2006- April 2006: Begin distribution at trade show events

May 2006: Bulk Mailing Campaign

**Tracking:** SMCTA will be utilizing a unique URL address for the mailer cards. Through the use of the unique URL and through SMCTA's present web tracking program, the organization will be able to track the exact amount of web activity that is generated through the mailer card. SMCTA will be able to analyze the efficiency of both programs at trade shows and the direct mailing campaign by utilization of a unique URL for each program.

**Target Market:** SMCTA's mailer card program will have two separate audiences targeted through this campaign:

**Trade Show Market:** Many visitors to the SMCTA booth at various trade shows are interested in receiving information about the region, but are unwilling to take the SMCTA magazine due to its size. By offering these visitors an alternative marketing piece, the organization will not lose a qualified lead in markets where carrying items can be an issue due to transportation (ex. New York City, Washington DC).

**Direct Mailing:** Through the use of the MOT names database, SMCTA can develop a targeted mailing campaign that will allow the organization to reach increased households who have requested information on the South Coast region. Additionally, SMCTA can utilize the MOT database to create a marketing campaign to research a new potential market and gauge interest in traveling to the region through the statistics provided by the unique URL attached to the mailer card.

**Rationale:** SMCTA's mailer card program is an efficient product that can have many effective uses inside the SMCTA marketing strategy. The mailer card is a cost efficient product that can be utilized at SMCTA trade shows as a compliment to the SMCTA magazine. Also, the mailer card can be used as a direct mailing product that will allow the organization to reach more potential visitors through the use of the MOT database. In addition, the mailer card will operate as a primary driver for visitors to come to the [visitsouthernmaine.com](http://visitsouthernmaine.com) web address. This method is efficient and effective for the organization by utilizing unique URL address for the campaigns, as tracking methods already exist within the organization.

**Budget Description:** SMCTA will develop a primary mailer card that will have three URL variations. This will allow the organization to efficiently track all product variations in the marketplace. SMCTA, will print 8,000 copies or each variations for a total of 25,000 copies. For the development and printing of the mailer card and the direct mailing of approx 15,000 pieces SMCTA is requesting \$6500. A cash match will be contributing in the amount of \$1500 for sponsors to be included in the mailer card and an in kind match of \$2000 will include the development and strategic implementation of the mailer card at trade shows around the country.

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

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

**In-Kind Match:** \$1,500.00

**Project Quick Reference**

	<b><u>MTMPP Award</u></b>	<b><u>Cash Match</u></b>	<b><u>In-Kind Match</u></b>
<b>SMCTA 2007 Fufillment Piece</b>			
Development of 40 page color catalogue	\$55,000.00	\$15,000.00	\$13,000.00
<b>Statewide PSA Program</b>			
Cooperative purchase of television air time	\$5,000.00	\$0.00	\$0.00
<b>Judy Randall Workshop</b>			
Judy Randall Workshop	\$1,000.00	\$0.00	\$0.00
<b>Website Enhancement</b>			
Web Refresh And Enhancement	\$2,000.00	\$1,200.00	\$2,050.00
<b>SMCTA Mailer Card</b>			
Mailer Card Development	\$6,500.00	\$2,000.00	\$1,500.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$69,500.00
<b>Administrative Costs:</b>	\$12,000.00
<b>Cash Match:</b>	\$18,200.00
<b>In-Kind Match:</b>	\$16,550.00
<b>Total Match:</b>	\$34,750.00
<b>Total Proposed Budget:</b>	\$104,250.00