

Profile

Applicant: Event Application
Grant Manager: Larry Giddinge
Name of Organization: SoccerMaine
Mailing Address: 711 Main Street
Bangor, Maine 04401
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Date of Incorporation: March 31st, 2007
EIN: 01-0499734

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

(1) The USYSA Region 1 Championship was held in Virginia Beach VA in 2006 with an estimated economic impact of over \$10 million dollars.

Anticipating Maine's bid to host this event in 2007 & 2008, the Local Organizing Committee from Maine attended the Virginia Beach Tournament. With attention to detail, we evaluated the event and identified all the benefits associated with hosting this event in Maine. Two elements were important - 1. Bringing a "Maine Experience" to the soccer delegates and their families and 2. Deepening the soccer experience for a greater number of Maine youth. We determined hosting the event would be a "win win" for all. We decided to take on this exciting challenge and began to lay the groundwork to develop and gain approval to host the 2007 & 2008 USYSA Region 1 Championships.

(2) In the summer of 2006, we received approval to host the 2007 & 2008 USYSA Region 1 Championships in Maine.

(3) We put together an enthusiastic group of Soccer Maine representatives willing to actively donate their time and expertise to hosting the Region 1 Championships in Maine.

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.

Hosting a tournament of this size has the potential of generating between \$8 and \$12 million dollars of economic impact for the State of Maine. 25,000 hotel roomnights have been reserved in 5 of the 8 tourism regions for the tournament. The actual tournament will take place in two regions - Greater Portland (Falmouth) and Midcoast (Brunswick). The tournament falls just prior to the busy summer season and therefore will fill rooms at a need time. The importance of web and printed materials as well as providing trained information specialists before and during the tournament cannot be understated. A well-informed visitor will stay longer, spend more money and return for another visit. This event is scheduled for two consecutive years and the importance of hosting a well-run tournament is critical for year two success.

Goal #1: To host a first class soccer event in Maine that will provide a quality "Maine Experience" to 15,000 soccer delegates from 13 states (Virginia to Maine).

Goal #2: To ensure that each delegate, registering for the tournament, is fully aware of the pre & post family vacation opportunities available to them in Maine by providing visitor resources, before and during the tournament to ensure maximum exposure for Maine businesses and to enhance and extend the delegates stay in Maine.

Goal #3: To create an economic impact of \$10 million dollars to the State of Maine especially during a need time (pre-July 4th).

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

The first strategy will be to build an interactive website for all soccer delegates to visit in order to obtain tournament details and to find pre & post travel information. The site will provide an opportunity for each delegate to request a State Travel Planner and Highway Map. Additionally, each region interested in pre & post vacation opportunities will have a link to their region. There will also be links to appropriate statewide travel information sites.

The second strategy is to produce a Program Guide Book.

The third strategy is to recruit and train a team of volunteer specialists to provide information about the tournament and the destination to all inquiring delegates and their families during the tournament.

The fourth strategy is to provide discount coupons for statewide attractions, restaurants and retail venues in order to entice the delegates to "Experience Maine" during and after the tournament.

The fifth strategy is to produce media kits and work with the Local & Regional Soccer PR Team to promote the event to regional and national media outlets (NESN, FSN, WHDH TV, Fox Soccer, GOL TV, ESPN etc). Additionally we will work to promote the destination and the event to all media outlets in the respective home town areas represented by the winning teams in all thirteen states.

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

Hosting of the USYSA Region 1 National Championship will:

- Increase the number of first-time and repeat visitors to Maine;
- Encourage visitors to stay longer, to expand the geographic area of their visit, and to spend money while visiting;
- Market Maine as an exciting, four-season destination;
- Provide alternative reasons to visit Maine beyond soccer-related functions;
- Enhance the image of Maine as a destination for quality art, leisure, and quality of life;
- Celebrate authentic Maine places and destinations which foster a family-oriented environment;
- Increase visitation and overnight "discretionary" travel trips within Maine during need periods;
- Promote a collective spirit of cooperation among travel destinations statewide;
- Foster positive associations for "tourism" for local residents; and,
- Build upon Maine's strongest appeal for overnight travel –that of touring and special events.

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

Larry Giddinge, Board Member will act as the program manager for this grant. Larry holds an MBA and is employed by Portland Housing Authority as its Director of Finance. Within his employ, he is directly responsible for the successful execution of various Department of Housing and Urban Development (HUD) grants each year. Brian Van Dam, Board Treasurer works with the independent CPA firm of Haverlock, Estey, & Curram, PC to submit the annual IRS Form 990. Financial records are maintained in accordance with Generally Accepted Accounting Principals (GAAP) utilizing computerized accounting software. This software enables the organization to specifically track and monitor project/program related expenditures in addition to detailed organization-wide consolidated information and financial statements. An annual operating budget is prepared and approved by the organization's Board of Directors.

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.

(No Response)

Public Relations

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

Company: SoccerMaine & U.S. Region 1 Soccer

Address: 711 Main Street
Bangor, Maine 04401

Phone: 207-942-0950

Email Address: david@soccermaine.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:

Sports Connections
Fox TV Soccer Channel
NESN
FSN
GOL TV
ESPN
WZON
WFAU
WLAM
WJAE
WRKD
WPHX
WSKE

Newspapers, radio and TV stations in the hometowns of each of the 13 States being represented in the Region 1 Tournament (these contacts will be determined once the state winners are determined)

Portland Magazine
Port City Live
Kennebec Journal
Portland Press Herald
The Forecaster
6, 8 and 13 Local affiliate TV stations

In addition to coverage on the Fox Soccer TV network, regional coverage will be done as part of sports coverage by most teams in all participating states. Additionally, human interest articles are being circulated about the best players and teams as well as some

features on new or emerging teams to watch. Press releases with beta footage and Maine photography will be distributed to all winning teams for hometown distribution.

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

Fox Soccer TV
NESN
ESPN Sports
Boston Globe
Portland Press Herald
Media outlets for participating teams in 13 states

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:

Statewide hotels are participating with inkind staff commitments with welcome committees, shuttle services, providing onsite information tables with maps and brochures etc.

We will work with any interested tourism region on moving delegates around for recreational and dining activities as well as pre and post-vacation opportunities. Brochure distribution and coupons will also be offered to regional organizations and private businesses in participating regions.

Arrangements have been made with the MOT to distribute the State Travel Planner and Highway map in advance for all delegates to the event in order to encourage statewide pre & post travel with families.

Website Development & Maintenance

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

URL: www.soccermaine.com

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

There will be two web sites which will be utilized for this event: Region 1's website and SoccerMaine's website. Both sites will have information about the event and the opportunities afforded to the attendees as it relates to activities around the State of Maine. Additionally, both sites will also provide a link to the State of Maine Department of Tourism. SoccerMaine's website will have more detailed information on travel/tourism opportunities for the attendees. A 'pdf' copy of the statewide travel planner and map will be available to order in advance of the delegates visit as well as direct links to any/all vendors and appropriate travel sites participating.

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

The website will be developed for the '07 tournament, evaluated and improved upon for the '08 tournament.

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:

Each State Association who participates in the USYSA Region 1 Tournament has direct access to all the demographics data of each team's players it sends to the event. SoccerMaine will have copies of this data, including an e-mail address which will be used for pre- conference travel planning, direct e-mail promotional campaign and/or surveys.

Budget Summary

Current Projects

Project 1: Administrative Costs

Description: The Administrative fee is 20% of the regional grant allocation and does not require a match.

MTMPP Award: \$10,000.00

Project 2: Program Guide Book

Project Type: Advertising

Description: This major advertising piece includes developing, publishing, and distributing 5,500 copies in full color, an 8.5x11" finished magazine/program guide entitled: "USYSA National Championship Series – Region 1 Championships." Programs will be distributed to every coach, team administrator, and player competing in the event. This publication will also serve as a media resource guide. Maine, being the host State, will be featured prominently.

Element 1: Program Guide Book

Project: Program Guide Book

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Timeline: Advertising is sold in the spring and the Program Book is produced about 30 days prior to the start of the event.

Tracking: Since this is the only official publication produced on the tournament and is the only comprehensive guide to all soccer events, it can be assumed that the content will have high reader value and will serve the advertisers and the delegates well.

Additionally, this is the one piece that each attendee needs and will utilize fully as it will detail the event schedule, profile each team, and provide destination information. The publication generally becomes a keepsake for soccer delegates.

Target Market: Attendees and Media

- Rationale:** The publication is a requirement to hosting the event and each host destination is required to produce the publication. It serves as the resource for the entire event, recognizes local and regional sponsors, provides schedules and team details as well as host destination information.
- Media Type:** Full color Magazine Program Guide
- Co-op Opportunity:** The Program Guide provides an opportunity for each of the competing teams to secure advertising from their respective areas. It also provides a vehicle to thank the event sponsors on a local and regional level. Co-op advertising revenue is projected to be \$10,000.
- Budget Description:** The Program Guide is estimated to cost \$15,000 to produce and will gross \$10,000 in co-op advertising resulting in a \$5,000 cost to the event budget.
- MTMPP Award:** \$15,000.00
- Cash Match:** \$10,000.00
- In-Kind Match:** \$0.00

Project 3: Media

- Project Type:** Public Relations
- Description:** Media Kits will be developed and sent to all local and regional media outlets, as well as winning teams in each state for distribution to their respective media outlets.

Press Kits will include an overview of the tournament activities, feature articles on teams and information on the host destination.

Destination photography will be provided along with beta tapes on the destination when appropriate.

Element 2: Media Kits

- Project:** Media
- Element Description:** Media Kits will be developed and sent to all local and regional media outlets, as well as to winning teams in each state for distribution to their respective media outlets.

Press Kits will include an overview of the tournament activities, feature articles on teams, economic impact for tourism, and information on the host destination.
- Timeline:** Press Releases will be developed and sent out both locally and regionally announcing information on a variety of topics from selection of destination to athlete profiles. Most press will occur from 6 months preceding the tournament up to and including the event itself.
- Tracking:** Local and Regional PR communication specialists will be keeping track of all media contacted and received. Contact logs will be kept and tear sheets will be collected.
- Target Market:** Local and regional Newspapers, TV, Magazines, Radio, and Web
- Rationale:** Promoting the destination and the event will bring awareness of the sport of soccer and the destination generating attendance for the event and media coverage for both the destination and the sport.
- Budget Description:** Budget costs include designing, writing, printing, folders, direct mail to media outlets and acquisition of media response.

In-kind includes high resolution photography and beta tapes
- MTMPP Award:** \$2,300.00
- Cash Match:** \$0.00
- In-Kind Match:** \$1,000.00

Element 3: Media Room

- Project:** Media

- Element Description:** Region 1 Soccer requires assistance from the local tournament for media services.
- Regional Soccer handles all national press and sets up a press room for interviews and other related media functions.
- Services requested include:
- High-speed Internet access [wireless preferred otherwise two dedicated lines]
 - Desk/Table(s) and chairs [enough for two work areas]
 - Event radio(s) – To monitor all activity at the park
 - One phone line with telephone [not mandatory, if cell service available]
 - Convenient access to a copier
 - Timely access to game reports, rosters, scores, schedules, additional pertinent information to sufficiently communicate event
 - One golf cart [designated 'US Youth Soccer Media']
 - Media Tent or trailer
- Timeline:** Media Room will be set up 3 weeks to 3 days prior to tournament.
- Tracking:** A media log will be kept and tear sheets will be acquired.
- Target Market:** Local and Regional Newspapers, TV, Magazines, Radio Stations and Web
- Rationale:** The professional media services from Region 1 Soccer will work with local and state PR officials to generate publicity for the sport and the destination that include everything from TV and radio to newsprint and web.
- Budget Description:** Direct costs as listed above and in-kind donation of fax, photocopy, golf cart and radio communication
- MTMPP Award:** \$2,500.00
- Cash Match:** \$0.00
- In-Kind Match:** \$1,000.00

Project 4: Website

- Project Type:** Website Development
- Description:** Develop an interactive website for all soccer delegates to visit in order to obtain tournament details and to find pre & post travel information. The site will provide an opportunity for each delegate to request a State Travel Planner and Highway Map. Additionally, each region interested in pre & post vacation opportunities will have a link to their region. There will also be links to appropriate statewide travel information sites.

Element 4: Interactive Website

- Project:** Website
- Element Description:** The goal is to build awareness of Maine as a family vacation destination and to build attendance for the event.
- Timeline:** Website development will take place in the spring and be ongoing right up until the tournament.
- Tracking:** General Web Statistics will be available including visits, names and emails from visitors who requested travel materials and number of links to other related sites.
- Target Market:** Soccer Tournament attendees and their families
- Rationale:** It is important to get advanced information on the state to all attendees in order for them to plan appropriate for pre & post vacation opportunities as well as plan for free time when they are not actively playing in the tournament.
- Additionally the site will capture contact info in order to send reminder information on Maine Vacation material.
- Budget Description:** Work will include placing detailed information on vacation opportunities and appropriate links as well as a vehicle to order printed materials in advance of their trip from a wide variety of sites.

MTMPP Award: \$2,000.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 5: Visitor Information Centers

Project Type: Hospitality and Technical Assistance Training

Description: Providing onsite visitor information services to soccer participants, their families and associated vendors will strengthen the overall economic impact of this event to the state. The plan is to provide staffed information tents with appropriate maps, guides, brochures, etc. for statewide attractions, restaurants, and shopping.

Element 5: Visitor Centers

Project: Visitor Information Centers

Element Description: Provide Tented Visitor Information Centers with trained staff at the opening ceremony at Fitzpatrick Stadium and at the soccer tournaments in Falmouth and Brunswick throughout the duration of the event.

Timeline: Actual Centers will be operating at the opening ceremony and throughout the tournament. Set-up and training will be one week prior to the event.

Tracking: Visitor Center Staff will track the number of visitors served, group reservations made at restaurants and attractions as well as materials handed out to visitors.

Target Market: Attendees, Vendors, Media, Spectators and Family members of attendees

Rationale: A well-informed visitor stays longer, spends more money and leaves the destination with a positive image.

Partners: Volunteers for Soccer Maine under the supervision of trained visitor counselors. All regions will be able to provide volunteers if they wish to assist in providing visitor information services.

Budget Description: Rental of Tents, Brochure Racks, Delivery of Materials to sites

In-kind is for donated visitor training by professional information staff and also travel and time for volunteer staff for visitor services during the tournament.

MTMPP Award: \$2,400.00
Cash Match: \$0.00
In-Kind Match: \$2,000.00

Project 6: Visitor Information Signs

Project Type: Signage

Description: Directional Signs to the Visitor Information Centers as well as signs at the individual centers will make it easy for attendees to locate visitor services.

Element 6: Visitor Signage

Project: Visitor Information Signs

Element Description: The goal of this element is to clearly identify where visitors can obtain official information on the area attractions, make reservations for group meals or get necessary directions to points of interest. Most of the attendees will be from another state and will want a local information specialist to guide them during free time activities. Clearly identifying these centers at each venue will be key to their success.

Timeline: Signs will be made in the spring and posted just prior to the event.

- Tracking:** None other than the number of visitors served at each location.
- Target Market:** Attendees, media, family members, spectators
- Rationale:** Signs will ensure that the attendees at the event will easily locate visitor services
- Budget Description:** A combination of signs made to withstand the elements in a variety of sizes will be needed at all three locations: Fitzpartick Stadium, Falmouth and Brunswick. Types of signs will include hanging banner signs, signs with stakes in the ground and signs placed on easels in the tented area.
- MTMPP Award:** \$2,300.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 7: Newsletter Advertising

- Project Type:** Advertising
- Description:** Soccer Maine will promote the tournament statewide to 10,000 soccer players, three times, via a full page ad in "The Pitch". The Pitch (www.thepitch.org) is the official national soccer newsletter for Maine Soccer players.

Element 7: Newsletter Advertising

- Project:** Newsletter Advertising
- Element Description:** Soccer Maine will promote the tournament statewide to 10,000 soccer players, three times, via a full page ad in "The Pitch". The Pitch (www.thepitch.org) is the official national soccer newsletter for Maine Soccer players.
- Timeline:** One Ad will be placed in winter '08 and the remaining will be placed in spring '08.
- Tracking:** The ads are designed to promote travel to the tournament for players that do not officially make it into the tournament as players. There is no registration or admission fee so there will not be an actual way to track how players respond to the ad. The advertising is key to letting state players know about the high skill level of tournament participants and encourage them to view a level of soccer not otherwise available to them.
- Target Market:** Maine youth soccer players
- Rationale:** Promoting the tournament to the Maine drive market will draw soccer players and their families to the event and create daytrip and possible overnight activity for the regions.
- Media Type:** Newsletter
- Co-op Opportunity:** no
- Budget Description:** \$500 per issue - three issues
- MTMPP Award:** \$1,500.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 8: Discount Coupons

- Project Type:** Fulfillment
- Description:** Maine businesses will want to offer special discounts to attract soccer delegates and their families to their establishments. Soccer Maine has developed a creative way to offer each delegate the "Maine Experience".

A large poly water bottle will be filled with coupons from statewide restaurants, attractions and retail establishments to entice delegates to travel throughout the state for leisure activities before, during and after the tournament. A sponsor will be secured to help defray the cost of the water bottle and businesses will be asked to produce 5,500 coupons to place into the water bottle. The sponsoring business will have their name and website printed on the bottles.

Element 8: Discount Coupons

Project: Discount Coupons

Element Description: Maine businesses will want to offer special discounts to attract soccer delegates and their families to their establishments. Soccer Maine has developed a creative way to offer each delegate the "Maine Experience".

A large poly water bottle will be filled with coupons from statewide restaurants, attractions and retail establishments to entice delegates to travel throughout the state for leisure activities before, during and after the tournament. A sponsor will be secured to help defray the cost of the water bottle and businesses will be asked to produce 5,500 coupons to place into the water bottle. The sponsoring business will have their name and website printed on the bottles.

Timeline: A sponsor will be solicited immediately. Water bottles will be ordered with sponsor imprinted information in the winter of '08. Coupons will be sought in the spring and SoccerMaine host committee will assemble the bottles and coupons a few weeks prior to the event.

Tracking: All coupon participants will be contacted and asked how many coupons were received.

Target Market: The target audience is the soccer delegates and their families.

Rationale: Coupons are always given at tournaments as part of welcome bags to encourage delegates to experience the destination and feel welcome. This also creates an additional way to market the regions to the delegates.

Partners: Tourism businesses looking to attract soccer players to their establishments

Budget Description: Water bottles are \$2 each plus shipping. Coupons will be provided courtesy of participating businesses. A sponsor will provide the cash match. The in-kind match is the cost of each participant to print the 5,500 coupons.

MTMPP Award: \$12,000.00

Cash Match: \$3,500.00

In-Kind Match: \$3,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$10,000.00		
Program Guide Book			
Program Guide Book	\$15,000.00	\$10,000.00	\$0.00
Media			
Media Kits	\$2,300.00	\$0.00	\$1,000.00
Media Room	\$2,500.00	\$0.00	\$1,000.00
Website			
Interactive Website	\$2,000.00	\$0.00	\$0.00
Visitor Information Centers			
Visitor Centers	\$2,400.00	\$0.00	\$2,000.00
Visitor Information Signs			
Visitor Signage	\$2,300.00	\$0.00	\$0.00
Newsletter Advertising			

Maine Tourism Marketing Partnership Program



Newsletter Advertising	\$1,500.00	\$0.00	\$0.00
Discount Coupons			
Discount Coupons	\$12,000.00	\$3,500.00	\$3,000.00

Budget Summary

Proposed MTMPP Award:	\$40,000.00
Administrative Costs:	\$10,000.00
Cash Match:	\$13,500.00
In-Kind Match:	\$7,000.00
Total Match:	\$20,500.00
Total Proposed Budget:	\$60,500.00