

Profile

Applicant: Regional Application

Grant Manager: C. Wayne Mitchell

Name of Organization: Kennebec Valley Tourism Council

Mailing Address: North Park Professional Building
Suite #2
330 Civic Center Drive
Augusta, Maine 04330

Physical Address: Same as above.

Office Hours: 9:00 a.m. to 5:00 p.m.

Telephone Number: 207 626-3188

Fax Number: 207 622-9111

Date of Incorporation: April 4th, 2007

EIN: 01-0458264

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

1. Publishing the 2007-2008 Adventure Guide.
2. Participation in the New York Times Travel Show and the Boston Globe Travel Show.
3. Participation in the Eastern States Exposition in Springfield, MA.

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. Development of a video business card that will promote the region. This will be a 3 to 4 minute piece that will be used to complement the printed publications.
2. Participation as a part of a state-wide effort at major trade shows to show the diversity of what Maine offers tourist.
3. Development of a comprehensive meeting guide for the region that will help meeting planners understand what the KVTC region offers.

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

1. To assist in the development of the video story board; work on the script and to be sure it represents our region as a whole.
2. The KVTC desires a partnership with other regions to create a comprehensive display with less focus on individual regions.
3. The KVTC Steering Committee wishes to become more successful in the Group Meeting Market. With that in mind, we will develop a guide which will allow meeting facilities to offer their services to potential customers.

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

The KVTC hopes to complement, not duplicate the efforts of the Maine Office of Tourism. The KVTC steering committee is committed to presenting our region in a way that will enhance the potential of attracting visitors to Maine and, ultimately, our region.

In addition, the KVTC wants to strengthen the relationship with our partners within the region by expanding the regional partnership program.

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

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

6. The Steering Committee will review the financial statements monthly.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

The KVTC will cooperate with the CENTRO effort to gauge the effectiveness of the program. In addition, we will also monitor responses; requests for information and the total material distributed.

Public Relations

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

Company: ProdComm: C. Wayne Mitchell, Executive Director

Address: Company: ProdComm; Executive Director C. Wayne Mitchell
Address: Kennebec Valley Tourism Association
North Park Professional Building
Suite #2
330 Civic Center Drive
Augusta, Maine 04330
Phone: 207 626-3188
Email Address: prodcomm@prodcomm.org

Phone: 207 626-3188

Email Address: prodcomm@prodcomm.org

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

C. Wayne Mitchell 207 626-3188
Kimberly Lindlof 207 873-3315

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

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

Co-Op Efforts

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

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

Please describe in further detail your co-op efforts:

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

Chambers of Commerce within the region

Maine International Film Festival

Raft Maine

Kennebec-Chaudiere Corridor

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

Website Development & Maintenance

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

URL: www.kennebecvalley.org and www.spotamoose.com

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

The KVTC wants the website to be informative; fun and easy to navigate. We want to creat a stronger link to the regional guide and we will add the new Adventure Guide to the site; and more oppotunity for members to participate in advertising/ marketing.

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

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

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

Yes

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

The Kennebec Valley Chamber of Commerce maintains a list of those individuals that request information about our region.

That information is available to businesses for a small admistrative fee.

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

Budget Summary

Current Projects

Project 1: PSA Project

Description: Regional Representatives chose to support Public Service Announcements to inform Maine residents about the role tourism plays in the Maine economy and to promote vacationing in Maine.

MTMPP Award: \$10,000.00

Project 2: Web Application Streamlining

Description: Regional Representatives chose to support the streamlining of the MTMPP Grant online application and to simplify the grant reporting process.

MTMPP Award: \$2,050.00

Project 3: CENTRO Tracking / Measurement

Description: Regional Representatives chose to support the development of measurement systems by the University of Maine's CentRO and to provide a clearing house for regions data collection.

MTMPP Award: \$4,875.00

Project 4: Administrative Costs

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

MTMPP Award: \$17,400.00

Project 5: Maine Invites You Ad

Project Type: Advertising

Description: The KVTC intends to continue to place an ad in Maine Invites You for 2007-08. This ad was very effective in 2006-07 and we anticipate greater participation of KVTC members this next year.

Element 1: Maine Invites You Ad

Project: Maine Invites You Ad

Element Description: To create an ad that will present the many benefits of visiting the KVTC Region.

Timeline: Ad developed in July 2007
Ad Place in August 2007
Magazine printed in November 2007

Tracking: The KVTC will provide a keyed response so we can determine the number of inquires.
Target Market: Any potential visitor.
Rationale: The ad has been very effective in past years.
Media Type: Magazine
Co-op Opportunity: None anticipated at this time.
Budget Description: Estimated cost: \$6000.00
MTMPP Award: \$4,000.00
Cash Match: \$2,000.00
In-Kind Match: \$0.00

Project 6: Group Tour Magazine

Project Type: Advertising
Description: The KVTC will advertise in GroupTour Magazine if the cooperative ad is available.

Element 2: Group Tour Magazine

Project: Group Tour Magazine
Element Description: An ad for each quartely issue of GroupTour Magazine to encourage tour brokers to consider our region.
Timeline: Purchase ad in July 2007.
Tracking: Number on inquires will be tracked.
Target Market: Tour operators and brokers.
Rationale: The region will benefit from more meetings.
Media Type: Magazine
Co-op Opportunity: None
Budget Description: The cost of the ad is expected to be \$3000.00.
MTMPP Award: \$1,500.00
Cash Match: \$1,500.00
In-Kind Match: \$0.00

Project 7: WHOM Campaign

Project Type: Advertising
Description: To conduct a six week radio campaign inviting potential visitors to visit the web site and our region.

Element 3: WHOM Campaign

Project: WHOM Campaign
Element Description: To recreate the ad campaign in the Spring of 2006 that resulted in thousands of inquires and web hits.
Timeline: August 2007- develop copy/ create ads
September 2007- campaign begins
Tracking: Number of web hits and inquires via mail and phone.

Target Market: Any potential visitor.
Rationale: The campaign in the Spring of 2006 was very successful.
Media Type: Radio
Co-op Opportunity: None anticipated at this time.
Budget Description: \$8,000.00
MTMPP Award: \$2,000.00
Cash Match: \$500.00
In-Kind Match: \$500.00

Project 8: Area Brochure- one page, four fold

Project Type: Brochures
Description: To design and print a single page, 4 fold brochure for mass distribution. It is anticipated that 10,000 will be printed and distributed.

Element 4: Area Brochure- one page, 4 fold

Project: Area Brochure- one page, four fold
Element Description: To design and print a single page, 4 fold brochure for mass distribution. It is anticipated that 10,000 will be printed and distributed.
Timeline: September 2007- Publication design
October 2007- Printing
November 2007- Distribution
Tracking: Feedback on inquires
Target Market: Potential visitors
Rationale: This publication will permit the KVTC to have a quantity of brochures that are inexpensive to mail and distribute that will lead to higher quality inquires.
Distribution Plan: Info centers, chambers, and at key travel locations in Southern New England and New York.
Budget Description: Regional brochure (one page: cost: \$5,000).
MTMPP Award: \$2,500.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 9: Regional Magazine

Project Type: Brochures
Description: To design and publish a new Regional Guide in early 2008 (20,000)for mass distribution in New England and New York. This piece will serve as the primary response piece for the region.

Element 5: Regional Guide (Magazine)

Project: Regional Magazine
Element Description: To design and publish a new Regional Guide in early 2008 (20,000)for mass distribution in New England and New York. This piece will serve as the primary response piece for the region.
Timeline: January 2008- Ad sales begin

March 2008- Publication Design
April 2008- Print publication
May 2008- Publication distribution

Tracking: We will monitor distribution and feedback from advertisers to determine effectiveness.

Target Market: Potential visitors that request information by any means.

Rationale: It is critical that the KVTC has a quality publication to present the many opportunities for potential visitors.

Distribution Plan: To distribute at key locations in Maine, New England and New York. This will be the primary response piece for high quality inquiries.

Budget Description: Estimate cost of publication: \$25,000.00

MTMPP Award: \$10,000.00

Cash Match: \$20,000.00

In-Kind Match: \$0.00

Project 10: Website Maintenance

Project Type: Website Development

Description: To continue to maintain and improve the website for the region. This includes expanding the calendar of events; search engine placement and design improvements.

Element 6: Website Maintenance

Project: Website Maintenance

Element Description: To continue to maintain and improve the website for the region. This includes expanding the calendar of events; search engine placement and design improvements.

Timeline: July 2007 through June 2008- continue to review the site and make necessary changes and improvements. In addition, we wish to explore opportunities with other web site (Portland Webworks, etc.).

Tracking: Web hits and links.

Target Market: Anyone interested in a vacation in Maine.

Rationale: The website is critical to our marketing efforts and has helped the KVTC increase the photo library this past year.

Budget Description: Estimated cost will be \$7,500.00

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Fulfillment Services

Project Type: Fulfillment

Description: The Kennebec Valley Chamber of Commerce provides fulfillment services which includes telephone; mailing; packaging and inventory control. In addition, the KVTC has developed an in-state and out of state strategy to distribute the publications we have created.

Element 7: Fulfillment Services

Project: Fulfillment Services

- Element Description:** The Kennebec Valley Chamber of Commerce provides fulfillment services which includes telephone; mailing; packaging and inventory control. In addition, the KVTC has developed an in-state and out of state strategy to distribute the publications we have created.
- Timeline:** A strategy to distribute the publications has been developed and approved by the KVTC Marketing Committee for year 2007-2008.
- Tracking:** Number of requests; hits on the website, feedback from the Maine Office of Tourism.
- Target Market:** Any person requesting information about the State of Maine.
- Rationale:** It is vital that the KVTC has a response plan.
- Partners:** Kennebec Valley Chamber of Commerce
- Budget Description:** Estimated costs: \$6,000.00
- MTMPP Award:** \$4,000.00
- Cash Match:** \$1,000.00
- In-Kind Match:** \$1,000.00

Project 12: Regional Partnership Program

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

Element 8: Regional Partnership Program

Project: Regional Partnership Program

- Element Description:** The KVTC intends to continue to work with the Chambers and other organizations to reenforce their local and regional marketing plans. These organizations will be required to meet the MTMPP program requirements and submit the funds to match the approved allocation.
- Timeline:** November 2007- Send out applications
January 2008- Award grants
May 2008- Conduct reviews
- Tracking:** Each organization will be required to provide support materials and report results.
- Target Market:** Potential visitors for the KVTC Region.
- Rationale:** A critical link in attracting people to our region will be the development of campaigns and publications that will invite/inform visitors of the many opportunities in our region. It is clear that there is a great void of this information available and this element is designed to provide an incentive to have local and regional organizations become more marketing oriented.
- Budget Description:** \$7,500.00 total for grants.
- MTMPP Award:** \$7,000.00
- Cash Match:** \$1,750.00
- In-Kind Match:** \$1,750.00

Project 13: Education and Training

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

Element 9: Hospitality and Technical Assistance Training

Project: Education and Training

Element Description: Hospitality and Technical Assistance Training

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

Tracking: We will monitor the number of participants and conduct surveys on the effectiveness of the training.

Target Market: Employees within the KVTC Region.

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

Partners: Kennebec Valley Community College; University of Maine

Budget Description: \$5,000.00 estimated.

MTMPP Award: \$2,500.00

Cash Match: \$2,500.00

In-Kind Match: \$0.00

Project 14: Video and Photography Production

Project Type: Professional Photography

Description: To improve the print and video library for our region.

Element 10: Video and Photography Production

Project: Video and Photography Production

Element Description: Video and Photography Production

Timeline: Summer-Fall and Winter of 2007-08: Have photos and video created to show the KVTC Region.

Tracking: The amount of photos and video will increase.

Target Market: Anyone considering Maine for a vacation.

Rationale: The KVTC still has a lack of quality photos and video available.

Image Categories: Historic sites; outdoor adventure; wildlife; people doing things.

Budget Description: Estimated at \$7,500.00

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$2,500.00

Project 15: Travel Shows

Project Type: Travel Trade & Consumer Shows

Description: To participate in the N.Y. Times and Boston Globe Travel Shows.

Element 11: Travel Shows

Project: Travel Shows

Element Description: To participate in the N.Y. Times and Boston Globe Travel Shows

Maine Tourism Marketing Partnership Program



Timeline: NY Times; February 2008
Boston Globe: March 2008

Tracking: Number publications distributed; number of people that register.

Target Market: The public in New York and Boston as well as the media and travel agents/brokers.

Rationale: These shows were very effective in 2007.

Partners: Maine Office of Tourism

Budget Description: Estimated expenses for both shows: \$10,000.00.

MTMPP Award: \$8,000.00

Cash Match: \$2,500.00

In-Kind Match: \$2,500.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
PSA Project			
PSA Project	\$10,000.00		
Web Application Streamlining			
Web Application Streamlining	\$2,050.00		
CENTRO Tracking / Measurement			
CENTRO Tracking / Measurement	\$4,875.00		
Administrative Costs			
Administrative Costs	\$17,400.00		
Maine Invites You Ad			
Maine Invites You Ad	\$4,000.00	\$2,000.00	\$0.00
Group Tour Magazine			
Group Tour Magazine	\$1,500.00	\$1,500.00	\$0.00
WHOM Campaign			
WHOM Campaign	\$2,000.00	\$500.00	\$500.00
Area Brochure- one page, four fold			
Area Brochure- one page, 4 fold	\$2,500.00	\$0.00	\$0.00
Regional Magazine			
Regional Guide (Magazine)	\$10,000.00	\$20,000.00	\$0.00
Website Maintenance			
Website Maintenance	\$5,000.00	\$0.00	\$0.00
Fulfillment Services			
Fulfillment Services	\$4,000.00	\$1,000.00	\$1,000.00
Regional Partnership Program			
Regional Partnership Program	\$7,000.00	\$1,750.00	\$1,750.00
Education and Training			
Hospitality and Technical Assistance Training	\$2,500.00	\$2,500.00	\$0.00
Video and Photography Production			
Video and Photography Production	\$5,000.00	\$0.00	\$2,500.00
Travel Shows			
Travel Shows	\$8,000.00	\$2,500.00	\$2,500.00

Budget Summary

Proposed MTMPP Award:	\$68,425.00
Administrative Costs:	\$17,400.00
Cash Match:	\$31,750.00
In-Kind Match:	\$8,250.00
Total Match:	\$40,000.00
Total Proposed Budget:	\$108,425.00