

Profile

Applicant: Regional Application

Grant Manager: Dina Jackson

Name of Organization: Maine's Lakes and Mountains Tourism Council

Mailing Address: 125 Manley Road
Auburn, Maine 04210

Physical Address: same

Office Hours: 7:30 a.m. to 5:00 p.m.

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Date of Incorporation: October 22nd, 1993

EIN: 04-0484002

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

1. SEBAGO LAKE ROTARY'S MAINE WINTERFEST & DERBY – MLMTC partnered with the Sebago Lake Rotary to support this year's derby. The event was held February 23-25, 2007 and early tracking data shows the results from the out-of-state marketing exceeded expectations. Historically, non-resident registrants comprised 2-3% of the participants. This year that number grew to 6%. Point Sebago noted for the past four years approximately 22 families stayed at the resort during derby week. This year there were 102 families at the resort. Most of the families were at the resort for other festival events, in lieu of fishing, and only one registrant was a Maine family. Restaurants reported sales were up 20 to 40%. All motels in the immediate area were full.

2. PUBLIC RELATIONS PROGRAM – MLMTC is working with Nancy Marshall Communications to proactively publicize unique elements of the region. Five press releases covering the following topics either have been or will be released: Family Ski Areas, Sebago Lakes WinterFest & Fishing Derby, Utilizing a Maine Guide to Get the Most Out of a Vacation, Conservation Lands in the Region and Eating & Drinking Your Way through Western Maine. To date, the website Wheretogonext.com has posted the family skiing and WinterFest & Derby releases. The Heart of New England and Maine Women's Journal have also used the WinterFest feature on their websites.

3. TASTE OF MAINE MEDIA MARKETPLACE – This is the first year our Council participated in the event, which took place in New York on March 21, 2007. The exposure to key media personnel and contacts made at this function were extremely valuable. We will be following up with the media to further cultivate these relationships.

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.

Primary Goal: Increase Maine's Lakes and Mountains share of the tourism market.

Secondary Goal 1: Increase the number of first time and repeat visitors to Maine's Lakes and Mountains Region.

Secondary Goal 2: Increase the length of trips to Maine's Lakes and Mountains Region.

Tracking: This information will be evaluated in two ways. First, the Council will continue to conduct a yearly survey, in which we capture the number of first time and repeat visitors to our region. Additionally, lodging taxable sales data for the region will be analyzed, which will give us an indication of how the region is doing. The Council typically achieves a response rate of eight to eleven percent with our annual survey.

Secondary Goal 3: Increase Maine's Lakes and Mountains visibility.

Tracking: This goal will be tracked by monitoring articles generated by our public relations work, traffic to our website and response to our ads.

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

Maine Tourism Marketing Partnership Program



The Council's overall strategy to achieve our goals is to attract more visitors from our target market of Massachusetts and the other New England states.

This will be accomplished by the following actions:

1. Advertising – Maine Invites You, AAA Horizons and Yankee Magazine.
2. Public Relations – Continue to work with Nancy Marshall Communications on a public relations program and attend the Taste of Maine Media Marketplace in New York.
3. Website – The Council will continue to work with Portland Webworks to augment our newly redesigned regional website, courtesy of the Office of Tourism's technology sharing program.
4. AAA – Continue to cultivate relationships with AAA offices within our target market via postcard mailings, email and press releases to communicate what's happening in our region.
5. Maine Tourism Association – Maintain a membership with the Maine Tourism Association and distribute regional brochures at the State of Maine Information Centers.
6. Participation in statewide Public Service Announcement campaign.

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

The Council's goals and strategies are in keeping with the Office of Tourism's marketing approach. We will be advertising in some of the same media outlets and attending some of the same shows i.e. AAA Horizons, Boston Globe Travel Show, Taste of Maine Media Marketplace.

Much of what the Council proposes to do ties in to similar elements outlined in the Maine Office of Tourism's Strategic Five Year Plan i.e. advertising, public relations, web marketing, and event promotion.

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

AVCOG maintains its general ledger on a fund accounting program provided by Grants Management Systems (GMS).

GMS allows for a separate account (element code) to be established for each project, grant, or contract. All revenues and expenditures associated with an MTMPP grant will flow through a specific element code assigned to the project. Monthly reporting includes budget information, current month, fiscal year to date, project to date (if the project crosses AVCOG's fiscal year), percentage of completion, and variance information.

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.

While the Council is not implementing new research initiatives this year, we will continue to track each element of our program. All visitor inquiries are directed to MLMTC's 1-800 line or website. Staff asks every person who calls and emails for information how they found us. We have also incorporated a pop-up screen on our website to capture how people are getting to it. On a monthly basis, MLMTC tracks the number of users and email requests to the site and includes this information in a final tracking report. At the end of each campaign, MLMTC mails a one-page survey to 800-1,000 people, who called the 1-800 number, sent an email or mailed a reader reply card to request information about the region. Last year we had a 10% response rate. Every year, restaurant and lodging taxable sales data is analyzed for the Androscoggin District and the Sebago Lake Area, which comprise the coverage area of the MLMTC. This data is then compared to prior years to note trends.

Public Relations

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

Company: Dina Jackson
Address: AVCOG
125 Manley Road
Auburn, Maine 04210
Phone: 207-783-9186
Email Address: djackson@avcog.org

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

No

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

To date, we have cultivated relationships with the following writers/editors, primarily from our last press trip.

Bijan Bayne, freelance
Pat Brennan, Toronto Star, Osprey Media
Janet Pope, TheCelebrityCafe.com
Gerit Quealy, Contributing Editor, Country Living Holidays & Country Living Gardener
Beth Roehrig, Assoc. Ed. Country Living
Theresa Russell, freelance
Hilary Nangle, Maine travel writer

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

First, we would like to target regional magazines and newspapers such as the Boston Globe, Yankee Magazine, AAA publications, etc. Additionally, we would like to target national publications that are a fit for the activities and types of vacations the region offers.

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:

This year our Council has partnered Golf Maine and the Northern Forest Canoe Trail - see Projects 14 and 16 for more details.

The Council is also a partnering with the other tourism regions on the following projects:

1. Statewide MOT/PSA campaign
2. CENTRO/Research
3. Portland Webworks - streamling of online application and reporting system

Website Development & Maintenance

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

URL: www.westernmaine.org

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

With the assistance of Portland Webworks, our regional site is currently being revamped to mirror the Maine Office of Tourism's site. Visitors will now be able to access lodging, event information, and regional getaway packages for the region.

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

Working with Portland Webworks, we will focus on providing more relevant content and imagery to the revamped site.

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:

Our Council captures visitor information (name, address, how they got our number) for follow-up survey purposes. This information is currently in an Excel spreadsheet. In our annual survey, we do inquire where they visited in the region and what they did for activities. However, we do not currently ask this question to everyone who calls or emails for information. To date, we have not proactively marketed to the names we have collected. Although, this may change with our revised site.

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

Project Type: Advertising

Description: The goal of this project element is to have a presence in the State's Official Vacation Planner.

Element 1: Maine Invites You - 1/2 page ad

Project: Maine Invites You

Element Description: The goal of this project element is to have a presence in the State's Official Vacation Planner to promote the Lakes and Mountains Region as a desirable vacation destination.

Timeline: Distribution of this annual publication begins in January 2008.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our website to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: The target market are those people considering taking a vacation to Maine. Approximately, 335,000 copies of Maine Invites You will be distributed through print and electronically at www.maintourism.com for response to domestic and international inquiries received by the Maine Tourism Association and Maine Office of Tourism.

Rationale: This publication is the primary print response piece used to respond to all inquiries generated by the Maine Office of Tourism's marketing efforts and the marketing efforts of the Maine Tourism Association. For this reason, the Council feels it is very important for our region to have a presence in the publication.

Media Type: travel guide publication

Co-op Opportunity: NA

Budget Description: 1/2 page, 4-color ad = \$3,800

\$4,610.00 Gross rate
\$ 691.50 less 15% agency discount
\$3,918.50
\$ 117.55 less 3% pre-pay discount
\$3,800.95 Net rate

* In the past the pre-pay discount was 5%. Per the MTA's ad rep, this rate may decrease by 1 to 2%.

MTMPP Award: \$3,800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 6: Tracking Research

Project Type: Market Research and Development of Strategic and/or Marketing Plans
Description: Track the effectiveness of the MLMTC's marketing efforts.

Element 2: Tracking Research

Project: Tracking Research

Element Description: The goal of this budget element is to track the effectiveness of our Council's efforts, which is a requirement of the MTMPP grant.

Timeline: Typically, the Council mails an annual survey in early November, after the fall season and before the holidays. Survey results and an analysis of retail sales for the first three quarters of 2007 will be completed by the end of January 2008, as retail sales figures are not available until mid-December.

Tracking: Every year the Council prepares a synopsis of the survey results and retail sales analysis. We maintain the results and compare this information from year to year to better understand our visitors and to detect trends.

Target Market: The target audience for this effort is the people who contacted our Council for information on the region during our marketing campaign.

A one-page survey with a self-addressed, stamped envelope is mailed to 800-1,000 people who called the MLMTC's 1-800 number or mailed a reader response card to request information about the Lakes and Mountains Region.

Rationale: The Council feels strongly about surveying people who have expressed an interest in visiting the Lakes and Mountains Region. It helps us to better understand how they travel and what they do while in the region. At times, the information gathered by the survey influences the messages and images utilized in our marketing efforts.

(No Response)

Budget Description: Costs covered by AVCOG:

survey copies ($\$1,000 \times .03$) = \$30
survey postage ($\$1,000 \times .39$) = \$390
reply postage ($100 \times .97$) = \$97
envelopes ($1,000 \times .0557$) = \$55.70
mailing address labels ($1,000 \times .01$) = \$10
MLMTC labels ($1,000 \times .0092$) = \$9.20
AVCOG staff time to stuff/mail = \$75
AVCOG time to tabulate and interpret information = \$300

MTMPP Award: \$0.00

Cash Match: \$937.00

In-Kind Match: \$0.00

Project 7: Phone and Mail Fulfillment & Brochure Distribution

Project Type: Fulfillment

Description: This project element pertains to the fulfillment effort needed to implement our marketing plan.

Element 3: Phone and Mail Fulfillment & Brochure Distribution

Project: Phone and Mail Fulfillment & Brochure Distribution

Element Description: The goal of this project element is to quickly and professionally respond to all visitor inquiries generated by the Council's marketing efforts.

Timeline: The MLMTC has a memorandum of agreement with the Androscoggin Valley Council of Governments to

provide fulfillment services. Tourism inquiries are directed to AVCOG via a 1-800 number and mail and email addresses. AVCOG staff answers the phone Monday through Friday from 7:30 a.m. to 5:00 p.m.

When the office is closed, all calls are captured by an answering machine and promptly responded to the next business day.

Tracking: The number of calls, emails and visitors to our website are tracked on a monthly basis and incorporated into a report for the Council to review and to meet the MTMPP grant requirements.

Target Market: NA

Rationale: Fulfillment is a vital component to any marketing program. For this reason, the MLMTC has various systems in place for the visitor to contact them. It is also important for the Council to track the effectiveness of our marketing efforts. The data captured by our fulfillment efforts allows us to track which efforts are generating inquiries and ultimately what the cost per inquiry is for each project element.

Partners: As stated above, the MLMTC partners with AVCOG to handle their fulfillment needs. MLMTC is also a member of the Maine Tourism Association and pays to distribute brochures at the six Official State Information Centers.

Budget Description: 1-800 phone costs - paid by AVCOG
\$35 per month for 12 months = \$420

Mail costs estimated at \$2,000, based on fulfillment costs from previous years.

MTA dues and distribution fee paid by MLTMC = \$315

MTMPP Award: \$0.00

Cash Match: \$2,735.00

In-Kind Match: \$0.00

Project 8: Boston Globe Travel Show

Project Type: Travel Trade & Consumer Shows

Description: Participation in the Boston Globe Travel Show for the travel trade and consumers

Element 4: Boston Globe Travel Show 2007

Project: Boston Globe Travel Show

Element Description: The Boston Globe Travel Show

Timeline: The Boston Globe Travel show is scheduled for March 2008.

Tracking: We will evaluate the effectiveness of the show by tracking the number of brochures distributed and the number of people who register for our giveaway.

Target Market: The target audience for this event is the 2 million readers of the Boston Globe. Show coordinators estimated 15,000 travel prospects would pay a \$10 admission fee to attend the show.

Additionally, the show schedules time for the travel trade and provide a complimentary press registration to editors, reporters, photographers & broadcasters who plan to cover The Boston Globe Travel Show.

Rationale: The Boston Globe Travel Show targets the primary travel market for our region. According to Longwoods research, thirty-nine percent of visitors to our region come from Massachusetts. For this reason, our Council has included this show in our marketing plan.

Partners: Our Council has attended this show as part of the Maine contingent for the past two years. We believe grouping the Maine booths, wearing the Maine vests and positioning a Maine banner above the area helped to establish a presence. However, we did notice other regions doing the same thing, unfortunately diminishing the initial impact Maine made the first year of the show.

Budget Description: Estimated

\$2,500 participation

\$ 600 all shipping/handling fees
\$ 900 travel expenses
\$1,200 staff time

\$4,000 total

In-kind Estimate

4 volunteers to staff the booth (excluding the grant manager) X 8 hours each (time in booth and travel time) X \$35 per hour = \$1,120

MTMPP Award: \$4,000.00
Cash Match: \$0.00
In-Kind Match: \$1,120.00

Project 9: AAA Horizons Southern New England

Project Type: Advertising

Description: Monthly AAA publication mailed to members throughout the Southern New England Region.

Element 5: 1/6 page ad

Project: AAA Horizons Southern New England

Element Description: The goal of this project element is to increase the region's visibility as a vacation destination in our target drive market.

Timeline: The Council intends to place three ads - July 2007, September 2007 and April or May 2008.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our website to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: AAA Southern New England is the 5th largest AAA club in the country reaching 1,350,000 million people in the region every month. Their geographic reach covers Boston, Rhode Island, Eastern and Central Massachusetts, Western Massachusetts, the Berkshires and Merrimack Valley.

Rationale: Not only does this publication reach the people in our target market, this publication is geared to people who drive and travel. Additionally, the Maine Office of Tourism has given this publication a high mark for generating inquiries. Our April 2006 ad pulled very well, so we've included the publication in this year's marketing plan.

Media Type: Newspaper publication

Co-op Opportunity: NA

Budget Description: AAA Horizons offered our Council the twelve time insertion rate of \$6,075 for the three ads we would like to place in their publication.

\$18,225 for three ads

In-kind - see enclosed email from AAA

Reader service leads in April edition = \$4,000 value (only include 5 or 6 advertisers)

On-page reader service - AAA will provide us with a one column by four inch ad directing reader response for one of our other ads either July or September - a value of \$2,000.

\$6,000 total in-kind

MTMPP Award: \$18,225.00

Cash Match: \$1,595.00

In-Kind Match: \$6,000.00

Project 10: Taste of Maine Media Marketplace

Project Type: Public Relations

Description: Public relations event targeting key travel media in the New York market

Element 6: Taste of Maine Media Marketplace

Project: Taste of Maine Media Marketplace

Element Description: This event is coordinated by the Maine Office of Tourism and is designed to secure significant, compelling visibility for Maine as a welcoming tourist destination among 40-60 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

Timeline: The Office of Tourism usually schedules this event in the spring.

Tracking: The effectiveness can be tracked by the number of media people who visit the booth. We will also attempt to track the number of articles written by following up with the people who stop by our booth.

Target Market: The target audience for this event is 40-60 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

Rationale: Our Council has chosen to include the Media Marketplace in this year's grant application based on our experience at the March 2007 event. Being able to pitch story ideas to the caliber of audience is worth its weight in gold.

Budget Description: Estimated budget based on talking to past participants:

\$500 participation fee
\$200 estimated flight
\$250 estimated hotel
\$ 75 meals
\$100 misc. - cabs, tips, etc.
\$500 materials for press kits
\$400 media gifts
\$100 shipping costs

\$2,125 total

MTMPP Award: \$2,125.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Financial Oversight

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

Description: This element reflects AVCOG's in-kind donation for financial overview of the MLMTC grant.

Element 7: AVCOG's Financial Services

Project: Financial Oversight

Element Description: Financial services provided by the Androscoggin Valley Council of Governments (AVCOG) to the Maine's Lakes and Mountains Tourism Council.

Timeline: These tasks are completed monthly.

Tracking: This element is tracked in the following ways:

1. Monthly financial reports produced by AVCOG for the Council
2. Monthly processing of all invoices and checks for the Council
3. Providing copies of all checks, invoices and phone bills for grant documentation
4. Annual completion of the Council's 990-EZ tax form
5. Annual review of MLMTC's financials as part of AVCOG's certified annual financial report.

Target Market: NA

Rationale: AVCOG has opted not to charge these services to the MLMTC grant to allow more money to be allocated to marketing related program elements.

(No Response)

Budget Description: It is estimated that our Finance Director and Finance Assistant spend approximately 1 hour each per month on grant related activities.

Finance Directors billable rate = \$88 per hour x 12 hours = \$1,056

Finance Assistant's billable rate = \$42 per hour x 12 hours = \$504

MTMPP Award: \$0.00

Cash Match: \$1,560.00

In-Kind Match: \$0.00

Project 12: MLMTC Member's Volunteer Time

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

Description: MLMTC member's time to work on grant implementation and strategy

Element 8: Council Member's In-kind Match

Project: MLMTC Member's Volunteer Time

Element Description: This element is to document the in-kind match provided by our ten board members to attend our regularly scheduled bi-monthly meetings.

Timeline: The Council meets six times per year on the fourth Tuesday of the month from 10 a.m. to 12 a.m. Our meeting schedule for 2007 is as follows:

January 30
March 27
May 22
July 24
Sept 25
Nov 27

Tracking: Meeting minutes

Target Market: NA

Rationale: The Maine's Lakes and Mountains Tourism Council is comprised of ten chambers of commerce throughout the western Maine region. The chamber directors and/or their staff take time away from their chamber to participate in the regional marketing meetings, where we discuss, review and analyze our marketing strategy for the region. Additionally, these meetings afford us the opportunity to stay connected

and to be aware of what is going on across the region.

(No Response)

Budget Description: In-kind value (time and mileage)

6 meetings x 5 participants on average x 4 hours x \$35 per hour = \$4,200

MTMPP Award: \$0.00

Cash Match: \$0.00

In-Kind Match: \$4,200.00

Project 13: Yankee Magazine

Project Type: Advertising

Description: 1/2 page ad in Yankee Magazine's September 2007 edition

1/2 page ad in Yankee Magazine's March/April 2008 edition

1/2 page ad in Yankee Magazine's Annual Travel Guide to New England (May/June 2008)

Element 9: Yankee Magazine

Project: Yankee Magazine

Element Description: The goal of this program element is to increase the region's visibility as a vacation destination in our target market utilizing a very popular regional vacation planner.

Timeline: The Council will run two ads in Yankee's regular magazine - September/October 2007 and March/April 2008 and one ad in their 2008 annual travel publication slated for May/June 2008, on newsstands April through October 2008.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and web site. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our web site to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: The travel guide reaches seasoned, affluent travelers in markets across New England and neighboring areas. These families have the discretionary income to spend on travel. The median income of their reader is \$72,338, their median age is 49, 76% are married and 56% live in New England with 24% living in the Mid-Atlantic.

Rationale: This annual travel publication for New England has powerful newsstand placement at high profile destinations and major retail outlets making this the best selling New England travel guide in key the drive markets. It reaches committed travelers in our target market through the most effective channels: major retail and bookstore chains and destination spots throughout the Northeast and eastern Canada. In addition, promotional copies are distributed at consumer events, media outlets and on sale at Yankee's web sites. The publication is on sale April through October with copies replenished in mid-June at important retail spots. A total of 500,000 copies are distributed.

Yankee Magazine has pulled well for our Council in the past and we believe consistent advertising in their magazine is important for making an impression with our target market.

Media Type: Regional publication

Co-op Opportunity: NA

Budget Description: MLMTC will run three, 1/2 page ads at the rate of 3,763.80 each.

\$11,291.40 ad cost

\$ 400.00 to rework ads to match new look of website.

\$11,691.40 Total Cost

In-Kind - see attached email from Yankee

MTMPP Award: \$11,691.39

Cash Match: \$0.00

In-Kind Match: \$9,000.00

Project 14: Partnership with Golf Maine

Project Type: Advertising

Description: Cooperative opportunity with Golf Maine in Golf Digest.

Element 10: Golf Digest

Project: Partnership with Golf Maine

Element Description: MLMTC will be partnering with Golf Maine, Greater Portland Casco Bay Region and four of Maine's golf courses (one within the MLMTC region - Poland Spring) to create a four page spread (two pages of advertising and two pages of editorial) in the July 2007 issue of Golf Digest Magazine.

Timeline: July 2007

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and web site. Each person who inquires will be asked how he or she found us. We have incorporated a pop-up tracking screen on our web site to capture how people are getting to us. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: Subscribers to Golf Digest magazine located in the Northeast Region: ME, NH, VT, MA, CT, RI, NY, NJ and Eastern Canada

Total circulation 293,938

Rationale: The Council is in favor of this partnership because they like the idea of supporting a three season activity with opportunities to golf throughout the entire MLMTC region.

Soon, the region will have two courses on the Top 100 Public Golf Courses in the Nation list, with the likely addition of Sunday River's course.

Media Type: print publication

Co-op Opportunity: NA

Budget Description: \$13,790 net

Cost to be shared among partners - Golf Maine, Poland Spring, two courses in Southern Maine and Maine's Lakes and Mountains Tourism Council.

MTMPP Award: \$5,000.00

Cash Match: \$8,790.00

In-Kind Match: \$0.00

Project 15: NMC PR Package

Description: The NMC PR Package includes: Assistance with the development of a "Most Wanted" media list, assistance with story development, one (1) special event feature story, and up to four (4) press releases written and distributed.

MTMPP Award: \$4,000.00

Project 16: Northern Forest Canoe Trail

Project Type: Advertising

Description: Partner with the Northern Forest Canoe Trail to promote the trail.

Element 11: Northern Forest Canoe Trail Promotion

Project: Northern Forest Canoe Trail

Element Description: Establish inland Maine as a paddling destination for canoeists and kayakers. Attract more visitor dollars to the four inland regions and their small businesses through a coordinated marketing effort, and -of equal importance - cultivate and support the local capacity to sustain this and other related efforts for the long-term.

Timeline: Yet to be finalized. However, the project will be completed prior to June 30, 2008.

Tracking: Ads to be placed in Maine Invites You and Maine Department of Conservation's Maine State Parks & Public Lands annual Father's Day supplement (June) will be tracked as follows.

Tracking Mechanism: The ad design would include a listing of each of the four Councils with their url address and community Chamber of Commerce's url and tel # the Trail passes through. Council and Chambers would track inquiries with available technology. NFCT would also track web and telephone inquiries

Nancy Marshall Communications: 1-2 Press Releases - \$1000 each

Tracking Mechanism: Would develop with NMC to track placements

Nancy Marshall Communications: Fam Tour Coordination - \$1000

Tracking Mechanism: Would develop with NMC to track number of articles generated

Target Market: This collaborative marketing effort would encourage affluent and active paddling and outdoor enthusiasts to travel to Maine to explore and experience the Northern Forest's diverse natural environment, rich history and heritage, and variety of communities. One of the key strengths of the trail is that it offers a diverse variety of canoe and kayak vacation experiences from a weekend or longer, attractive to both newcomers to the sport and paddling enthusiasts with over 25 itinerary options from Rangeley, Stratton, Eustis, Jackman, Rockwood, Greenville and Fort Kent.

Rationale: The Council is supporting this nature-based activity because we believe it will become a notable attraction for the region. We are pleased with the Northern Forest Canoe Trail's efforts to develop the product for the visitor market.

Media Type: Print publication
Familiarization trip
Public Relations

Co-op Opportunity: NA

Budget Description: The Marketing Plan: Each inland Tourism Council (4) would contribute \$3,000 to fund a \$12,000 initiative chosen from the following:

- 2008 Maine Invites You (4C Full Page - \$6440; 4C ½ Page - \$4610)*

- Maine section of NFCT will receive 1 page of editorial at n/c per V. Stinson

- Maine Department of Conservation's Maine State Parks & Public Lands annual Father's Day supplement (June). 350,000 copies inserted in the Sun Journal, Portland Press Herald, Bangor Daily

News, Kennebec Journal, Morning Sentinel, Brunswick Times Record and the Biddeford Tribune. 10,000 additional copies at Maine's Welcome Centers. (4C ½ Page - \$2600; B/W ½ Page -\$2475)

- Nancy Marshall Communications: (1-2 Press Releases @\$1000 each)
- Nancy Marshall Communications: Fam Tour Coordination (\$1000 estimated)

Should the other three regions choose not to participate, MLMTC will work with the Northern Forest Canoe Trail to evaluate the best use of the \$3,000 we have requested.

MTMPP Award: \$3,000.00
Cash Match: \$375.00
In-Kind Match: \$1,125.00

Project 17: Maine Trade Show Display

Project Type: Travel Trade & Consumer Shows

Description: This would be a multi-regional project to support the creation of a new Maine trade show booth that would accommodate all tradeshow exhibitors from Maine - similar to Aruba and Canada.

Element 12: Maine Trade Show Display

Project: Maine Trade Show Display

Element Description: A new trade show booth for Maine that would allow all Maine participants to be located in one space.

Timeline: Completed by June 2008

Tracking: The effectiveness of this project will be determined by the quality and completion of a new Maine trade show display.

Target Market: Travel trade and consumers who attend travel and tourism related trade shows.

Rationale: After attending the Boston Globe Travel show and seeing how the competition promotes themselves, it has become apparent Maine needs to have a more notable presence.

Currently, Maine is not much more than row of booths all promoting their own chamber, region or business interest. We have observed that at times this confuses the consumer and makes them feel as if they've already stopped by your booth, even if they haven't.

Partners: MLMTC was approached by the Maine Beaches Association with this idea and we have agreed to partner with them. Hopefully the other six regions will also have an interest in supporting this project.

Budget Description: \$2,500

Details to be determined.

MTMPP Award: \$834.00
Cash Match: \$0.00
In-Kind Match: \$0.00

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			
Maine Invites You - 1/2 page ad	\$3,800.00	\$0.00	\$0.00
Tracking Research			
Tracking Research	\$0.00	\$937.00	\$0.00
Phone and Mail Fulfillment & Brochure Distribution			
Phone and Mail Fulfillment & Brochure Distribution	\$0.00	\$2,735.00	\$0.00
Boston Globe Travel Show			
Boston Globe Travel Show 2007	\$4,000.00	\$0.00	\$1,120.00
AAA Horizons Southern New England			
1/6 page ad	\$18,225.00	\$1,595.00	\$6,000.00
Taste of Maine Media Marketplace			
Taste of Maine Media Marketplace	\$2,125.00	\$0.00	\$0.00
Financial Oversight			
AVCOG's Financial Services	\$0.00	\$1,560.00	\$0.00
MLMTC Member's Volunteer Time			
Council Member's In-kind Match	\$0.00	\$0.00	\$4,200.00
Yankee Magazine			
Yankee Magazine	\$11,691.39	\$0.00	\$9,000.00
Partnership with Golf Maine			
Golf Digest	\$5,000.00	\$8,790.00	\$0.00
NMC PR Package			
NMC PR Package	\$4,000.00		
Northern Forest Canoe Trail			
Northern Forest Canoe Trail Promotion	\$3,000.00	\$375.00	\$1,125.00
Maine Trade Show Display			
Maine Trade Show Display	\$834.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$69,600.38
Administrative Costs:	\$17,400.00
Cash Match:	\$15,992.00
In-Kind Match:	\$21,445.00
Total Match:	\$37,437.00
Total Proposed Budget:	\$107,037.38