

Profile

Applicant: Regional Application

Grant Manager: Lynn Tillotson

Name of Organization: Greater Portland CVB

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Date of Incorporation: October 22nd, 1982

EIN: 01-0384674

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

GAY & LESBIAN MARKETING INITIATIVE: The Greater Portland Convention & Visitors Bureau joined the GLCVB (Gay & Lesbian Convention & Visitors Bureau) allowing us to have a strong presence within that lucrative market as a destination that is gay welcoming. We continued to show our commitment by attending the 9th Annual International Conference on Gay and Lesbian Tourism. Throughout the year we had the opportunity to target the GLBT (Gay, Lesbian, Bi-sexual, Transgender) market through display advertising, advertorial content in a GLBT travel directory and four e-newsletters.

MAINE VOWS: The Greater Portland Region in conjunction with the Maine Office of Tourism and area businesses produced a 24-page spread in DownEast Magazine's My Maine Weddings. The piece was inserted into the January 2009 DownEast issue with an overrun that allowed the Maine Office of Tourism to bring to consumer trade shows throughout the U.S.

COASTAL LIVING COOPERATIVE ADVERTISING: During the Summer of 2008 the Greater Portland Region had the honor of being the location of the Coastal Living Idea Cottage. A 25 page spread on the cottage followed in October, and the Greater Portland Region had a full-page co-op ad within the spread. To date we have received over 350 leads for the Greater Portland Region.

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: To follow in the footsteps of the Maine Office of Tourism and continue to develop a web presence that offers the visitor a complete resource for the Greater Portland area by providing them with all the current technology that the internet offers and the public wants.

GOAL 2: To continue a presence within the trade show setting in order to keep the Greater Portland Region in the forefront of people's minds during these tough economic times. Maine continues to offer a viable option for an economic vacation with lots of value.

GOAL 3: To create a destination wedding marketing campaign that encompasses print, video and web media and speaks to the young bridal couple and their families.

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

GOAL 1: We will link visitportland.com to the Social Media Network of the Internet. Creating a Facebook page and a Twitter account will utilize the power of Social Media Marketing to attract visitors to Maine.

GOAL 2: We will continue to support the efforts of the Maine Office of Tourism by attending the consumer trade shows that the

office selects. We will attend ABA Marketplace to continue the efforts of attaining the motorcoach market. We will also attend Media Marketplace in conjunction with Nancy Marshall Communications. And finally, we will attend the 10th Annual Gay & Lesbian Conference on Tourism which will be held in Boston in October of 2009.

GOAL 3: Develop a print piece that has dynamic information and photos to entice couples to come to Maine and compliment them with video providing them all the tools to make their decision.

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

GOAL 1: The Maine Office of Tourism continues to place a large amount of resources into developing VisitMaine.com as a premier tourism website.

GOAL 2: The Maine Office of Tourism has developed an ongoing, comprehensive plan to reach out to the traveling consumer and develop an impressive brand awareness showing a commitment to continue their presence in the upcoming years.

GOAL 3: The Maine Office of Tourism is collaborating with the Greater Portland Region to market to the destination wedding market.

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

Amy Tolk, CVB Vice President, will code all grant related revenues and expenditures with a 09-10 job code. All invoices will be marked with the job code and filed separately from other CVB expenditures.

In addition, all finances will be entered in the financial reporting section on www.mtmpp.com for the grant application FY10.

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 Convention & Visitors Bureau takes every effort to gather statistics on all marketing projects if at all possible. Primarily our ongoing research is gathered through the Visitor Guide inquiry form allowing us to capture the amount of travelers requesting area information and what geographical region they are coming from. In addition, Google Analytics operates on our web site gathering statistical data monthly.

Public Relations

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

Company: Greater Portland Convention & Visitors Bureau

Address: Attn: Courtney McMennamin
94 Commercial Street
Suite 300
Portland, Maine 04101

Phone: (207) 772-4994 x 234

Email Address: courtney@visitportland.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:

Victor Zak
Asbury Park Press
3601 Highway 66
Neptune, NJ 07754
(732) 643-4284
vzak@app.com

Betty Levin
Resources
194 Grant Ave.
Newton Center, MA 02459
(617) 244-1874
bettylevin@yahoo.com

Kate Siber
Woman's Health Magazine
733 Third Avenue
New York, NY 10017
(970) 382-3875
www.katesiber.com

Kathryn Korchok
13257 N. 94th Place
Scottsdale, AZ 08526
(480) 860-4568
kathryn.korchok@gmail.com

Regina Lynch Hudson
The Write Publicist & Co.
1865 River Falls Drive
Roswell, GA 30076
(770) 998-9911
thewritepublicist@earthlink.net

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

AAA publications, Travel & Leisure, Food & Wine, NECN in Boston and WHOM radio.

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:

INTERNAL: The CVB will partner with the Amtrak Downeaster to attend the Boston Globe Travel Show. We will partner with area businesses to host the Meeting Planner Fam Tour. Area businesses will co-op with us to produce a 9-page spread in Maine Vows.

EXTERNAL: The CVB will partner with the GLCVB (Gay & Lesbian Convention & Visitors Bureau) to effectively market this affluent niche market.

STATE-WIDE: In cooperation with the other tourism regions we are participating in the MOT PSA campaign, and are supporting the MOT Pavilion.

Website Development & Maintenance

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

URL: www.visitportland.com

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

We aim to provide a comprehensive tourism information site for individuals and group travelers; facility and service information for meeting and convention planners; resources for the travel media and travel trade; and industry and organization information for members of the CVB.

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

Over the past year and a half we have completely redesigned the look of the site to be visually attractive with larger photos and a clean look. The site has been programmed to be more user friendly to the visitor, allowing them to search businesses by choosing items from a list of amenities that fit their needs and wants. And we have worked on the search engine optimization allowing us greater visibility in the search engines.

In the upcoming year videos will be uploaded, additional content pages will be added and we will introduce the phenomenon of social media marketing.

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:

Currently we gather information on inquiring visitors requesting a Visitors Guide. E-mails are gathered on a double opt-in basis.

Budget Summary

Current Projects

Project 1: In-State Advertising and Public Service Announcements

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: Administrative Costs

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

MTMPP Award: \$19,269.00

Project 3: Boston Globe Travel Show

Project Type: Travel Trade & Consumer Shows

Description: We will attend the Boston Globe Travel Show in the winter of 2010 in partnership with the Amtrak Downeaster.

Element 1: Attendance at the Boston Globe Travel Show

Project: Boston Globe Travel Show

Element Description: In conjunction with the Amtrak Downeaster the Convention and Visitors Bureau will attend the Boston Globe Travel Show, representing the Greater Portland Region. We will work cohesively with the Downeaster to present the Boston traveler with concise information on the Greater Portland Region by educating them on what to do and see when they arrive, and provide them with Visitor Guides, maps and train schedules. Our goal is for the traveler to realize that our region offers a vacation option that is affordable, easy to get to and will offer plenty of things to do once they are here.

Timeline: Winter 2010

Tracking: The effectiveness of the trade show will be tracked by keeping inventory of the materials that were distributed at the show. In addition, we will offer travelers an incentive to register for a vacation get-a-way allowing us to gather valuable information for future mailings.

Target Market: The target market is Boston / New England travelers within our drive / train travel market.

Rationale: Boston is our number one travel inquiry area for the Greater Portland Region. In 2009 the Boston Globe Travel Show saw over 17,000 travelers and 1,600 trade professionals. The Amtrak Downeaster provides a valuable service for the Boston area travelers directly into Portland. In 2009 the Downeaster exhibited at the Boston Globe Travel Show on their own and saw an excessive amount of traffic with an even greater amount of area related questions on what to do while in Portland. It became abundantly clear to us that a larger presence is needed for the Greater Portland area at this travel show.

Partners: We will partner with the Amtrak Downeaster.

Budget Description: The booth rate is \$2,850 and estimated travel expenses are \$750. The Convention & Visitors Bureau and the Amtrak Downeaster will split the cost of the trade show booth. (\$1,425 each)

MTMPP Award: \$2,175.00

Cash Match: \$1,425.00

In-Kind Match: \$0.00

Project 4: New York Media Marketplace

Project Type: Public Relations

Description: This event is designed to secure significant, compelling visibility for Maine as a welcoming tourist destination among 60-70 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

We will participate in the travel show in New York in conjunction with Nancy Marshall Communications and the Maine Office of Tourism in the spring of 2010. We will develop story ideas and follow up with journalists providing additional information, photos and potential site visits.

Element 2: Participation in New York Media Marketplace

Project: New York Media Marketplace

Element Description: The goal is to provide compelling visibility for Maine as a welcoming tourist destination among 60-70, New York based, print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, food, culture and other special interests. We will provide writers with a synopsis of "What's New/Story Ideas" for our region, then follow up personally to inquire about future assistance or possible story submissions they are making to publications.

Timeline: Media Marketplace typically takes place in March. We would reserve space before the deadline, then travel and participate in New York City in March 2010, working in collaboration with the Maine Office of Tourism and Nancy Marshall Communications.

Tracking: The effectiveness can be tracked by the number of New York based writers that visit the booth. This year the event was attended by 60 writers who had an active interest in Maine. We will be able to track over the next year how many media requests and assists we are able to achieve through follow up calls in our media database as well as articles received.

Target Market: Initially the target audience for this element is the New York based writers attending the Media Marketplace, but ultimately it would be the many thousands of readers reached through articles they produce.

Rationale: Attending this event throughout the years has always proven to be a great success and 2009 exceeded our expectations. We were able to create an excitement about the Greater Portland Region and we are confident that this event will produce articles that will prompt readers to choose Maine and the Casco Bay Region as a vacation destination.

Budget Description: We strongly feel that the show requires two people to work the booth to be truly effective and to maximize our exposure to the media. This budget covers the registration and all expenses for the show, and travel for two representatives.

MTMPP Award: \$1,800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Gay and Lesbian Marketing Initiative

Project Type: Advertising

Description: Develop marketing strategies that positions the Greater Portland Casco Bay Region as a gay friendly visitor destination by joining GLCVB, a gay and lesbian professional organization for CVBs.

GLCVB offers:

1. An international conference on gay & lesbian marketing and public relations issues
2. A research report on gay and lesbian tourism
3. Two full pages of advertising and editorial in the Gay & Lesbian Travel Industry Directory
4. Two half page ads in TAG Approved Hotel Directory (spring & fall)
5. Four inserts in TAG Approved email newsletters
6. Six hours of strategic consulting on marketing to gay and lesbian travelers
7. Web page on GLCVB.org

Element 3: GLBT Marketing

Project: Gay and Lesbian Marketing Initiative

Element Description: To continue with our investment and efforts of positioning the Greater Portland Casco Bay Region as a gay friendly destination and to increase visitation from gay travelers particularly in the shoulder and off season months.

Timeline: Fall 2009

1. Renew GLCVB membership (Gay Lesbian CVBs) and ILGTA (Int'l Gay and Lesbian Travel Assoc.)
2. Obtain the 2009 Gay and Lesbian Tourism Survey Report
3. Insert in TAG email newsletter, promoting The Black & White Ball (a gay sponsored gala event)
4. Place 1/2 ad in TAG Approved Hotel Directory (fall edition)
5. Attend the 10th Annual Int'l Conference on Gay and Lesbian Tourism in Boston
6. Insert in TAG email newsletter, promoting The Wine Flight (gay sponsored 5K road race) and Harvest on the Harbor (CVB sponsored food and wine festival)

Winter 2010:

1. Insert in TAG email newsletter, promoting FrostbiteME (gay sponsored winter festival)
2. Place full page advertorial in 2010 edition of the Gay and Lesbian Travel Directory

Spring 2010:

1. Place 1/2 ad in TAG Approved Hotel Directory (spring edition)
2. Insert in TAG email newsletter, promoting spring spa & dine getaways

Tracking: All ads in GLBT publications and email newsletters will include a unique 800 number.

Target Market: According to the "Gay & Lesbian Community Survey", an annual study by Community Marketing, Inc. that compiled 24,000 gay and lesbian survey responses, 98% indicated that a destination's gay-friendly reputation influenced their decision to visit there. Among those responses, 55% took three or more overnight trips during the last 12 months, and traveled to their destination by air. 33% took five or more. October, September, and February (in that order) were the top vacation months chosen by survey participants, demonstrating the non-peak seasonal preferences of gays and lesbians.

Rationale: In the FY 2009 grant the Greater Portland Region reached out to the GLBT market by joining the GLCVB and attending the International Conference on Gay & Lesbian Tourism. The response was overwhelmingly positive from the GLBT market. We feel strongly that it is a market that is lucrative and deserves an investment of at least two years of marketing.

There are more than 15 million gay, lesbian and bisexual consumers in the US. The gay traveler is more likely to travel, and is more likely to have disposable income. In fact, the gay traveler tends to have more education and more professional training, resulting in an annual income that is twice the national average. That adds up to about \$610 billion of disposable income, with about \$65 billion in travel spending.

Look at the success of GLBT marketing initiatives in other cities: Philadelphia launched a gay marketing campaign in 2003 called "Get Your History Straight and Your Nightlife Gay" and to this date is still running with great results. For every dollar the city spends marketing to the gay traveler, it sees a return of \$153. In fall of 2007, Las Vegas began a gay marketing initiative, realizing that the GLBT traveler spends 30% more than the straight traveler.

Media Type: Print advertising, e-mail marketing as well as membership and registration for the GLCVB organization and educational conference.

Co-op Opportunity: N/A

Budget Description: Budget will cover the cost of joining the GLCVB organization, 4 e-mail promotions, 1 full page advertorial in Gay and Lesbian travel directory, 2 1/2 page ads in TAG approved hotel directory and registration and expenses to attend the 10th Annual Int'l Conference on Gay and Lesbian Tourism in Boston.

MTMPP Award: \$7,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 6: American Bus Association (ABA) Trade Show

Project Type: Travel Trade & Consumer Shows

Description: The CVB will attend the American Bus Association (ABA) marketplace in Washington D.C. in January 2010. This event brings tour operator buyers and the travel industry sellers together for itinerary planning. The Greater Portland Region is working to continue building relationships with the group tour market.

Element 4: Attendance at ABA Marketplace

Project: American Bus Association (ABA) Trade Show

Element Description: The goal of this event is to develop a presence for the Greater Portland/Casco Bay Region and build relationships with the group tour/motorcoach market. Meeting with tour operators and providing them with a comprehensive CD Rom of the Greater Portland/Casco Bay Region will allow them to view the area and gain knowledge about businesses interested in hosting group tours.

Timeline: We will proceed with a member application to ABA. At that point we will register for the January 2010 conference. Attend the conference from January 15 - 19 in Washington, D.C. After attending there will be subsequent follow up calls and mailing of requested materials.

Tracking: The effectiveness will be able to be tracked by the number of appointments that are achieved during the event. We will also be able to track the number of leads generated from follow up calls through our group/event planner's database.

Target Market: Motorcoach & Tour Operators.

Rationale: According to the American Bus Association the motorcoach industry is coming off a historic year of growth even with the economic downturn of the nation. With even more Americans traveling closer to home it allows the motorcoach company to gain momentum for weekend or day trips. Travelers are looking for value vacations and Maine provides that service.

Partners: *(No Response)*

Budget Description: The dues for membership are \$575. The cost to attend the show is \$1,225 with estimated expenses for travel being \$1,700 for a total of \$3,500.

MTMPP Award: \$3,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Maine Office of Tourism Consumer Trade Shows

Project Type: Travel Trade & Consumer Shows

Description: The Greater Portland Region will send a representative to a minimum of two consumer trade shows from a selection list provided to us from the Maine Office of Tourism.

Element 5: Attendance at Maine Office of Tourism Pavilion Shows

Project: Maine Office of Tourism Consumer Trade Shows

Element Description: The Greater Portland Region will attend a minimum of two trade consumer trade shows from a line up provided by the Maine Office of Tourism. Based on the selection of shows we will participate in additional shows if they are relevant to the Greater Portland target markets.

Timeline: Once the trade show selection has been announced we will inform the Office of Tourism which consumer shows we will commit to and begin the planning process of reserving flights and hotel rooms.

Tracking: The success of the trade shows will be determined by the leads that are generated at each individual show as well as the amount of literature that is distributed.

Target Market: Consumers from each of the individual locations chosen by the Maine Office of Tourism wishing to plan a vacation.

Rationale: The Greater Portland Region feels strongly that it is imperative to support the Maine Office of Tourism's tradeshow pavilion providing a unified presence from each of the tourism regions.

Partners: Maine Office of Tourism

Budget Description: \$5,000 will be utilized towards traveling expenses to a minimum of two consumer trade shows.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 8: Sports Marketing

Project Type: Travel Trade & Consumer Shows

Description: To attend TEAMS (Travel and Events Management in Sports) trade show in New Orleans in order to promote the Greater Portland Region as a sports destination.

Element 6: Attendance at TEAMS 2010

Project: Sports Marketing

Element Description: We will attend TEAMS (Travel Events and Management in Sports) conference and tradeshow in October, 2009. Presented by Sports Travel Magazine this conference and tradeshow offers us the ability to schedule appointments with event organizers and build awareness of the Greater Portland Region as a viable sports destination.

Timeline: October 13-17, 2009

Tracking: We will be able to track the effectiveness of the show based on the number of one-on-one appointments obtained as well as the number of interested sports planners that stop by the booth. All leads will be gathered and followed up on to strive to obtain sporting event business.

Target Market: The attendees of the show are:

- Sports event organizers and event rights holders
- Representatives of sports governing bodies and sanctioning organizations
- Sports commissions
- Sports-related associations and industry organizations
- Travel managers for collegiate and professional teams
- Travel agents and tour operators
- Consultants, marketing firms and sports sponsors

Rationale: The Convention & Visitors Bureau has seen an amazing amount of success with sporting events such as the Region I Youth Soccer Tournament and Synchronized Skating. These types of events bring in thousands of people resulting in a large economic impact for the Greater Portland Region and its surrounding regions. According to the Sports Travel Magazine, sports-related travel generates more than 47 million room nights annually and the travel time is typically during shoulder seasons.

Partners: N/A

Budget Description: Budget includes conference registration and all related travel expenses.

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 9: Motorcoach Marketing Initiative

Project Type: Advertising

Description: Create strategies for motorcoach tour operators to view the Greater Portland Region as a viable option to stop within their tour schedule. We will cultivate existing relationships and create new relationships with tour operators offering them value added services for tours on their own for lunch.

Element 7: Motorcoach Advertising

Project: Motorcoach Marketing Initiative

Element Description: Our goal is to reach out to the motorcoach tour operator to provide them with a value added program to enhance their tour experience for their clients. Often tour companies schedule a stop in Portland and their clients are on their own for lunch. We will be able to offer the tour operator an official welcome into Portland by providing each person with a Visitor's Guide, area map, discount restaurant brochure and a sticker to identify to merchants and restaurants that they arrived by coach, thus, demonstrating to area businesses the economic impact that the motorcoach industry provides to our area and Maine.

Timeline: Design and printing of the tri-fold discount restaurant brochure will take place during the fall of 2009.

Sample of the brochure will be taken to the ABA Marketplace for demonstration purposes during one-on-one appointments.

1/3 page ad will be placed in the Maine Tour Magazine promoting the program in the March 2010 issue.

A second 1/3 page ad will be placed in the Maine Tour Magazine promoting the program in the June 2010 issue.

Stickers will be printed in the Spring of 2010 to prepare for the upcoming motorcoach season.

Tracking: The effectiveness of the program will be able to be tracked by the number of tour operators that request the service. From those calls we will be able to track the number of coaches arriving in Portland as well as the number of passengers.

Target Market: A highly targeted audience of 2,500 key group travel planners throughout the U.S. traveling through New England.

Rationale: Over the last few years leading up to the economic downturn the Motorcoach operators have been informing us that destinations are often chosen based on their added value programs that they are able to offer. We have also seen an increase of coaches dropping off passengers to enjoy lunch in Portland on their own dime. In addition, restaurants have also voiced their concern that only restaurants within immediate view of the coach drop off zone are receiving this lucrative business.

By offering this program we are offering value for our destination, value to the individual traveler as well as providing a tool that allows them to view all the restaurant options available to them allowing a broader reach to the restaurants.

Media Type: Print

Co-op Opportunity: N/A

Budget Description: (2) 1/3 page, full-color ads in Maine Tour Magazine at \$450 each
5,000 brochures printed at \$750
Welcome/identification stickers printed at \$450

MTMPP Award: \$2,100.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Directional Signage

Project Type: Signage

Description: Produce and place signs directing visitors to the new Ocean Gateway Visitor Center.

Element 8: Directional Signage

Project: Directional Signage

Element Description: The CVB moved its Visitor Information Center to the newly opened Ocean Gateway Terminal on Portland's waterfront in October of last year. Ocean Gateway is the site of the CAT Ferry to Nova Scotia and the proposed mega birth for cruise ship. Currently there is no signage leading up to the facility or on the facility itself indicating that it is the site of a Visitor Information Center. This element proposes designing, producing and installing 25.5x86 inch full color banners on light poles leading up to the facility and the parking lot in front of the terminal. Additionally, Portland's Downtown District has recently completed a way finding study and is placing pedestrian signs throughout the downtown area. Funds from this element will also support printing signs to direct visitors to the information center at the Ocean Gateway.

Timeline: Banners will be designed and installed in early summer.

Tracking: N/A

Target Market: Visitors looking for information on the Greater Portland Region and the State of Maine.

Rationale: The new Ocean Gateway Terminal is slightly removed from the busy downtown tourist district and visitors are hesitant to venture down to the Visitor Center because they are not sure where they are going. Colorful banners will present a livelier and more welcoming atmosphere for visitors to venture down to this location. We want to inform visitors on all the attributes of the Region and the State because a well informed visitor will stay longer and creates a greater economic impact.

Budget Description: Banners \$ 5,000
Wayfinding Signs \$1,000
In-kind installation \$1,800

Based on this being a City of Portland based project we are only able to use the city's sign vendor. We will be using The Signery for all banner production.

MTMPP Award: \$6,000.00

Cash Match: \$0.00

In-Kind Match: \$1,800.00

Project 11: Website Development

Project Type: Website Development

Description: With strong suggestion from the Maine Office of Tourism's web developer we will continue to build content rich pages on our regional website visitportland.com. We will then work with an individual that specializes in optimizing content allowing a greater presence in the search engines and finally reach out to the growing population who participate in Social Media.

Element 9: Content Optimization

Project: Website Development

Element Description: Our primary goal is to optimize any content rich pages that get added to www.visitportland.com.

The objectives will be to construct additional content pages on the site while creating search engine friendly pages filled with proper keywords, specific "niche phrases", descriptions, browser titles and page structure to maximize optimization.

Timeline: The Greater Portland Region will work with writers to create a list of story ideas. Once stories are written we will work with a web optimizer to create the relevant key word list.

Tracking: We will be able to track the effectiveness of this project by producing google reports on the number of pages indexed as well as the increase of web traffic to the site.

Target Market: Potential visitors to the Greater Portland / Casco Bay Region searching the web.

Rationale: Along with the Maine Office of Tourism we see the value of the website and how it directly impacts the total number of travelers visiting our region. Providing content to keep them interested and intrigued is the key to conversion.

Budget Description: Project includes phrase research, creation of pages, programming of automatic generation of meta tags and keyword descriptions.

MTMPP Award: \$2,450.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 10: Content Development

Project: Website Development

Element Description: Our goal is to hire freelance writers specializing in several categories to write content for the Greater Portland Region's website, visitportland.com.

Our objective is to obtain interesting material on subjects that intrigue the visitor. Providing the web user interesting information about the Greater Portland Region builds a greater interest in the area resulting in conversion.

Timeline: We will build upon the content that has already begun in the FY 2008-2009 grant and create an additional list of subjects. Freelance writers will be hired beginning in August and continue throughout the year.

As articles are written the search engine optimizer will transform them for the web to include key word density.

Tracking: Statistical tracking will be set up to capture the amount of times pages are viewed. In addition, we will be tracking search words or phrases that are entered into the search box to keep us informed of what the consumer is looking for in order to move forward with what content should be added.

Target Market: Visitors, event planners and motorcoach operators searching visitportland.com for information and knowledge on the Greater Portland Region.

Rationale: Great content draws the consumer's attention. By keeping track of search words and phrases we can create a more direct connection to the consumer, deliver more targeted messages showcasing our region, and collect better information about who our consumers are and what they want.

Budget Description: The budget will cover the cost of freelance writers, editing and web formatting.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 11: Content Management System

Project: Website Development

Element Description: The goal is to create a system that allows the tourism businesses associated with the Convention & Visitors Bureau to accurately keep their business information up to date at a moments notice.

Our objective is for them to be able to upload new photos of their business, update their text information when needed, include weekend specials or special package rates available and post a coupon or an event.

In addition, we will build a check box system that captures the visitor's interests when requesting a visitor's guide. This system will align with the functionality of the Maine Office of Tourism's format.

Timeline: Development would begin in the Fall of 2009.

Tracking: Tracking the effectiveness of this project would come directly from the tourism businesses. We would gather feedback from them on coupon reimbursements, specials that were taken advantage of and finally the level of ease that this program will allow them to keep information up to date and fresh.

The system will also allow us to track visitor's areas of interest allowing us to market to them more effectively.

Target Market: The tourism businesses reaching to the individual traveler searching for specials, packages, coupons and events.

The individual traveler and their special vacation interests.

Rationale: The businesses that are within the Greater Portland Region often offer weekly specials, special packages, coupons or host an event surrounding their business. The businesses want a way to promote these things easily and the travelers are looking for value. We aim to bring these two together resulting in direct venue for the industry.

We also feel that today's society wants their needs taken care of. By requesting the visitor's primary areas of interest we are able to provide them with specific information to include within the mailing of the Visitor's Guide.

Budget Description: Our existing web designer will continue with the efforts of making this regional website a premier site for tourism information, he will continue with adding these programming elements that will allow us to reach out and provide value to the traveler.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 12: Social Media Development

Project: Website Development

Element Description: Our goal is to develop a social media marketing strategy to reach out to the growing number of web users who participate in social media networks. The objective is to get more of the traveling public talking about Maine and the Greater Portland Region amongst their network of friends.

Timeline: We will begin to work with Flyte New Media in the Summer of 2009, to review our target audience and what their needs are, and develop a strategy of how we will fulfill those needs. We will then set up a Twitter account and Facebook page and begin generating some publicity. A monthly check up will also take place to recommend future suggestions and review our progress.

Tracking: Tracking social media effectiveness happens over time. Participating over time will build our reputation and lead to credibility resulting in conversion.

Target Market: The millions of web users participating in the social media websites.

Rationale: The social media network has made huge strides on the web and is an economical way to reach potential travelers. It offers a way to increase traffic to our site virally through the social communities while adding value to our paid advertising campaigns.

Facebook Statistics:

More than 175 million active users

More than half of Facebook users are outside of college

The fastest growing demographic are those 35 years old and older

Average user has 120 friends on the site

More than 3 billion minutes are spent on Facebook each day (worldwide)

More than 18 million users update their statuses at least once each day

More than 4 million users become fans of Pages each day

Twitter Stats:

It is estimated that there are over 15 million twitter users.

Budget Description: Will include 20 hours of concept, strategy and development with additional monthly follow up.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: Training

Project Type: Hospitality and Technical Assistance Training

Description: Provide convention sales training assistance for CVB staff through Destination Marketing Association International. (DMAI)

Element 13: Attendance at the DMAI Sales Academy

Project: Training

Element Description: The Sales Academy has assisted over 1,000 sales professionals, working in CVBs, in marketing their destinations more effectively. The course's results-oriented content has proven to help achieve sales goals, win new group customers and increase sales.

Course topics include:
Structure and role of a DMO
Industry Acronyms
Prospecting for new meeting business
Qualifying
Selling Unique Benefits against the Competition
Handling Objections
Follow Up calls
Commitment to Change
Sales Personal Profile
Advancing/Closing the Sale
Performance Measurement
Leveraging Relationships with Key Stakeholders
Prospecting & the Internet
Effectively Managing Trade Shows

Timeline: June 21-25, 2009

Tracking: N/A

Target Market: Meeting Planners

Rationale: Improved sales skills will result in achieving higher sales goals and greater economic impact for the region.

Partners: N/A

Budget Description: Sales Academy Registration \$945
Total estimated travel expenses \$1,455

MTMPP Award: \$2,400.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 13: Meeting Planner Fam Tour

Project Type: Familiarization Tours

Description: We will conduct a meeting planning fam tour in order to introduce Maine properties to prospective new clients.

Element 14: Meeting Planner Fam Tour

Project: Meeting Planner Fam Tour

Element Description: A meeting planners fam tour will be conducted during the spring of 2010. The fam tour will consist of 6-8 pre-qualified meeting planners who have expressed an interest in holding one or more meetings in Maine. Planners will tour a variety of meeting facilities and hotels, experience the flavor of Maine in several dining situations and have an opportunity to see a wide variety of area attractions. Area restaurants, attractions and hotels will provide in-kind accommodations and meals along with admissions to attractions throughout the region.

Timeline: Spring of 2010

Tracking: Infotrak, our meeting planner data base, will track all leads and bookings from planners attending this fam tour.

Target Market: Pre-qualified meeting planners from outside the state who have potential meeting business for Maine.

Rationale: Exposing pre-qualified meeting planners, who have expressed an interest in Maine, will allow us an opportunity to introduce them to hotels, restaurants and attractions which helps to increase their awareness of the Maine meeting product and generate new meeting business for Maine.

Partners: Area hotels, restaurants, and attractions will provide in-kind rooms, meals and admission to area attractions.

Itinerary: The fam tour will be a two night, three day coastal Maine event starting in Portland with a day trip to Southern Maine on day one. Day two will travel up to the mid-coast region including an overnight. Day three will travel back to Portland for departures.

Day one: A.M. Portland Discovery Land and Sea Tour, travel to Ogunquit for lunch at The Cliff House, tour Kennebunkport including Walker's Point, Dock Square and stop for refreshments at the Colony and the Nonantum. Back to Portland for a break, travel to Freeport for dinner at the Harraseeket and after dinner shopping at LL Bean.

Day two: A.M. drive to Sebasco Harbor Resort with a stop at the Maine Maritime Museum, lobster bake lunch at Sebasco Harbor, train ride to Rockland via Maine Eastern RR, transportation to Samoset for afternoon refreshments, then to Point Lookout for dinner and overnight.

Day three: A.M. tour of the Wyeth Museum, lunch at the Spruce Point Inn and return to Portland for P.M. departures.

Budget Description: Transportation \$2,500
Tips and Miscellaneous \$500
Hotels and Meals will be provided in-kind

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$3,600.00

Project 14: Cruise Consortium and Seaport Marketing

Project Type: Tourism Product Development

Description: Hire a contractor as a Cruise Port Development Consultant for the Discover Portland & Beyond Cruise Consortium. This proposal is for the purpose of working on specific projects designed to capture more business in Portland, Kennebunkport and Freeport, from the cruise ships calling on Portland, Maine. This will be a sole source contract as we are not aware of any other contractors who have the credentials to fulfill the scope of work for this project.

Element 15: Cruise Consortium and Seaport Marketing

Project: Cruise Consortium and Seaport Marketing

Element Description: Contractor will provide leadership in the cruise industry under the Discover Portland & Beyond Cruise Consortium. In this capacity they will be focusing on the local development of the cruise ship experience. This effort will start with a Strategic Development Plan for the Consortium, listing the new ways in which local merchants will capture more revenue from cruise ship passengers and plans for the development of more sustainable shore excursions. This will include Merchant and Excursion Provider educational seminars to equip stake holders in Portland, Kennebunkport and Freeport with the information necessary to attract and develop new cruise related business. Patrick will also develop onboard relationships with the ships calling on Portland to gain real time feedback from the vessels on their Portland experience as well as monitor the onboard presence of brochures and port information. Time will be spent at the port and onboard for each cruise vessel that call on Portland.

Timeline: The following items are tasks that have been designated for the July 1, 2009 to June 30, 2010 fiscal year of this program. Each item listed will have the appropriate dates indicated:

Strategic Development Plan – July 1, 2009 through August 31, 2009

Onboard Presence and Development – July 1, 2009 through November 5, 2009

Merchant Revenue Boost Program – Models for Success in the Cruise Industry Port Experience. This program will include tips and information for local merchants on how to capture the cruise business and increase their revenue off of the influx of cruise passengers. August 2009

Sustainable Shore Excursions – Industry Experts Weigh in on Creating Sellable Excursions. This program will include the necessary information for creating and pitching an excursion that fits the target demographic and price point of the cruise industry. April 2010

Development and Support of Local Cruise Business – Ongoing July 1, 2009 – June 30, 2010

Tracking: The overall success of this program will be marked by an increase in revenue for local merchants and an increase in the shore excursions offered out of Portland as well as an increase in the shore excursion capture rate in Portland which, at 35%, is presently one of the lowest in the Canada/New England Region. These rates will be measured in a variety of ways. Merchants participating in the program will be given an introductory questionnaire to fill out before they attend the seminar. Following the seminar follow ups will be made to those merchants who committed to increase their cruise passenger business. Assessments will then be made regarding how the merchant utilized the information and what increases in revenue have been realized upon implementation. Shore excursions success will be measured by the number of excursions that successfully get introduced to market and the overall percent increase in onboard excursion capture rate.

Target Market: Onboard Presence and Development – This project focuses on the passengers and crew aboard cruise vessels entering Portland Harbor. The effort is to increase the Consortium Member's exposure to the customer and ensure an onboard presence through brochures and marketing material, targeting the cruise passenger before they even arrive in Portland.

Merchant Revenue Boost Program – This project targets the local merchants represented by the consortium. At present these are merchants in Portland, Kennebunkport and Freeport.

Sustainable Shore Excursions – The target groups here are the entities capable of providing a sustainable shore excursion package to the cruise industry. This group consists of merchants, tour operators, entrepreneurs, non-profits, local guides and more.

Rationale: Port of Portland is vastly underutilized in the cruise industry. What's worse is that the cruise business that does come through the port, in-and-of-itself is underutilized. That is to say merchants in Portland, Kennebunkport and Freeport are not seeing as much business from the cruise ships in port as they should be. As testament to this, on the shore excursion side, only 30%-40% of cruise passengers participate in a shore excursion out of Portland as compared to Halifax, NS which has a 70% Shore Excursion Capture Rate. Portland only has 12 shore excursions presently marketed and accepted by the cruise lines whereas Halifax has 23. A better job needs to be done developing the local interests in the cruise industry and getting those local interests to increase their revenue on this potentially overlooked business opportunity. An increase in quality of the local cruise experience will also likely result in more interest from the cruise lines.

The Cruise Consortium will hire a contractor with credentials that meet the elements described and required outcome to produce a successful cruise industry in Portland. Credentials: Soli DG, Inc is a Maritime Transportation and Port Development firm focusing on both Passenger & Freight, Marketing & Operations Management. Founder, President Patrick Arnold, an 8th generation Maine native, graduated from the U.S. Merchant Marine Academy, Kings Point in 2003. Patrick graduated with a Bachelor of Science Degree in Intermodal Logistics and Transportation, a Certification from the American Society of Transportation and Logistics (AST&L) as a Certified Professional in Transportation & Logistics (CTL), a USCG license to sail as a Deck Officer in the U.S. Merchant Marine and a Commission in the U.S. Navy Reserve (presently a Lieutenant USNR).

Budget Description: This proposal is to contract the services of Soli DG, Inc for the purposes of local Cruise Experience Development and Onboard Marketing Exposure. Soli DG, Inc is proposing that a flat rate of \$1,200 be paid monthly providing the aforementioned services year round. This would provide an average of 10 hours per week for 50 weeks a year to be utilized as seen fit by the contracted party in agreement with, and overseen by the Board of Directors of Discover Portland & Beyond.

MTMPP Award: \$5,000.00

Cash Match: \$9,500.00

In-Kind Match: \$0.00

Project 15: Destination Wedding Initiative

Project Type: Advertising

Description: We will produce a comprehensive destination wedding campaign that will include print media in My Maine Wedding and 5 video segments hosted on VisitPortland.com as well as Maine Vows.

Element 16: Print Advertising in My Maine Wedding

Project: Destination Wedding Initiative

Element Description: We will continue to work with Down East Magazine to generate a guide to destination weddings in Maine. In 2009, My Maine Wedding featured 17 CVB member businesses in 8 pages of advertising, including a back cover advertisement for The Office of Tourism. The guide also consisted of 8.5 pages of editorial and 2 pages dedicated to promoting Maine as a destination wedding location and the Greater Portland Convention & Visitors Bureau's complementary wedding services.

Timeline: Sales will begin to Maine businesses for co-op opportunities in Summer 2009.

Tracking: We will be able to track effectiveness through direct lead results through the CVB's complimentary services for brides.

Target Market: Working with Down East allows us to target the families of couples who are most likely to host their wedding in Maine. Of the 270,000 Down East readers nationwide; 60% percent of Down East subscribers live outside the state but spend an average of 19 days in Maine each year.

Rationale: Our goal is to build awareness of Maine as a site for destination weddings and increase our leads for future wedding business by 5%. We expect to increase tourism revenue for the region and the State by increasing the number of brides who select Maine as a preferred choice for their wedding. Additionally, by offering the wedding planning services of the Convention and Visitors Bureau to brides, we will be able to connect brides with all services needed to hold successful weddings and honeymoons in Maine.

Media Type: Print Advertising

Co-op Opportunity: Maine businesses interested in wedding and honeymoon business will participate in this co-op.

Budget Description: The CVB, with grant funds of \$7,000 and a match of \$10,000 from area businesses working cooperatively with us and an additional \$5,000 from the Maine Office of Tourism.

MTMPP Award: \$7,000.00

Cash Match: \$15,000.00

In-Kind Match: \$0.00

Element 17: Virtual Maine Wedding Planning

Project: Destination Wedding Initiative

Element Description: Create 5 3-minute education videos geared to help bridal couples plan their Maine destination wedding. The videos will give the couple an intimate look at 5 Maine wedding locations and include tips on how to incorporate local food, flowers and "Maine Made" products into their special day.

Timeline: Sales will begin by Summer 2009 with filming, editing and final production complete by Spring 2010.

Tracking: We will be able to track the number of times the videos are clicked through on VisitPortland.com as well as on YouTube.com.

Target Market: Brides between 27-35 years of age who do the primary bulk of their wedding planning online.

Rationale: The age demographic that we are targeting for destination weddings are web driven. They want to be communicated effectively to, within the shortest possible time, providing the most information. There is nothing else that comes close to the effectiveness and persuasion power of a well designed video message.

Maine Tourism Marketing Partnership Program



Media Type: Video, Web

Co-op Opportunity: We aim to involve 10 - 15 Maine businesses in this project allowing them to market to the destination wedding market.

Budget Description: The budget will cover 5 videos for a total of approximately 15 minutes for \$14,560. Promotion on DownEast.com is included in this amount.

MTMPP Award: \$7,100.00

Cash Match: \$7,500.00

In-Kind Match: \$0.00

Project Quick Reference

| | <u>MTMPP Award</u> | <u>Cash Match</u> | <u>In-Kind Match</u> |
|--|--------------------|-------------------|----------------------|
| In-State Advertising and Public Service Announcements | | | |
| In-State Advertising and Public Service Announcements | \$10,000.00 | | |
| Administrative Costs | | | |
| Administrative Costs | \$19,269.00 | | |
| Boston Globe Travel Show | | | |
| Attendance at the Boston Globe Travel Show | \$2,175.00 | \$1,425.00 | \$0.00 |
| New York Media Marketplace | | | |
| Participation in New York Media Marketplace | \$1,800.00 | \$0.00 | \$0.00 |
| Gay and Lesbian Marketing Initiative | | | |
| GLBT Marketing | \$7,000.00 | \$0.00 | \$0.00 |
| American Bus Association (ABA) Trade Show | | | |
| Attendance at ABA Marketplace | \$3,500.00 | \$0.00 | \$0.00 |
| Maine Office of Tourism Consumer Trade Shows | | | |
| Attendance at Maine Office of Tourism Pavilion Shows | \$5,000.00 | \$0.00 | \$0.00 |
| Sports Marketing | | | |
| Attendance at TEAMS 2010 | \$3,000.00 | \$0.00 | \$0.00 |
| Motorcoach Marketing Initiative | | | |
| Motorcoach Advertising | \$2,100.00 | \$0.00 | \$0.00 |
| Directional Signage | | | |
| Directional Signage | \$6,000.00 | \$0.00 | \$1,800.00 |
| Website Development | | | |
| Content Optimization | \$2,450.00 | \$0.00 | \$0.00 |
| Content Development | \$2,500.00 | \$0.00 | \$0.00 |
| Content Management System | \$5,000.00 | \$0.00 | \$0.00 |
| Social Media Development | \$2,000.00 | \$0.00 | \$0.00 |
| Training | | | |
| Attendance at the DMAI Sales Academy | \$2,400.00 | \$0.00 | \$0.00 |
| Meeting Planner Fam Tour | | | |
| Meeting Planner Fam Tour | \$3,000.00 | \$0.00 | \$3,600.00 |
| Cruise Consortium and Seaport Marketing | | | |
| Cruise Consortium and Seaport Marketing | \$5,000.00 | \$9,500.00 | \$0.00 |
| Destination Wedding Initiative | | | |
| Print Advertising in My Maine Wedding | \$7,000.00 | \$15,000.00 | \$0.00 |
| Virtual Maine Wedding Planning | \$7,100.00 | \$7,500.00 | \$0.00 |

Budget Summary

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|-------------------------------|--------------|
| Proposed MTMPP Award: | \$96,294.00 |
| Administrative Costs: | \$19,269.00 |
| Cash Match: | \$33,425.00 |
| In-Kind Match: | \$5,400.00 |
| Total Match: | \$38,825.00 |
| Total Proposed Budget: | \$135,119.00 |