

## 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.

**Telephone Number:** 207-783-9186

**Fax Number:** 207-783-5211

**Date of Incorporation:** October 22nd, 1993

**EIN:** 04-0484002

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

1. TASTE OF MAINE MEDIA MARKETPLACE – This was the second year our Council participated in the event, which took place in New York on March 3, 2008. We specifically followed-up with fourteen members of the media with additional information and hope to further cultivate these relationships.

As a result of a lead made at the Taste of Maine Media Marketplace, the Council assisted Terrance Baker, Travel Editor Car & Travel (the official magazine for AAA New York) with the Maine portion of his trip to New England to write about Shaker communities. The resulting article, entitled When We Find Ourselves in the Place Just Right: Travels with the Shakers, was posted on Car & Travel's Web site in the summer of 2008.

2. NEW TECHSHARE WEB SITE – In October of 2008, the Council launched its new techshare Web site. The Council is thrilled to have an improved site that is more useful to the visitor. The new site offers visitors more comprehensive information about the region with direct access to tourism business and event listings for all the chambers within the region.

3. END OF SUMMER HOORAH – The Council supported Franklin County's End of Summer Hoorah with a sub grant. The Stanley Museum and End of Summer Hoorah car show/motorcycle ride encompassed six days of events in the greater Franklin County area. The events drew 1,000+/- attendees and participants. The four days of Stanley events drew 140 participants for seminars and other activities excluding the auction. The auction itself drew 50 participants in person, with overseas bidders calling in.

The weekend car show and motorcycle ride drew a majority from all over Maine. Attendees and participants from New England and a few other states rounded out the weekend. Attendance was up 3% for the auction and remained the same for the car show, up 10% for the motorcycle ride. Although the attendance/participation for the car show did not increase, they drew more people from outside the immediate area.

## **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.**

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

This will be accomplished by the following actions:

1. Advertising – Maine Invites You, AAA Horizons, Yankee Magazine and Appalachian Mountain Club Magazine.
2. Public Relations – While we will not have a contract with Nancy Marshall Communications this year, our Council will be sure to respond to any and all requests we receive from NMC.
3. Web site – The Council will continue to work with Portland Webworks to augment our newly redesigned regional site, 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 plan. 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 Web site. Staff asks every person who calls and emails for information how they found us. 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 13% 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:

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, Associate Editor, Country Living  
Theresa Russell, freelance  
Hilary Nangle, Maine travel writer  
Anne Fitzgerald, Travel Editor, Boston Globe  
Beth Harpaz, Associated Press, AP Travel Editor  
Sylvia Espinoza, Conde Nast Traveler  
Lillian Africano, freelance  
Jane Levere, freelance - writes for the New York Times  
Terence Baker, Travel Editor, Car & Travel  
Jan Aaron, freelance  
Barbara Peck, Endless Vacation  
George Schirmann, Conde Nast Traveler  
Ellen Shapiro, freelance  
Merle Exit, Queens Times  
David Handschuh, New York Daily News

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

1. Yankee Magazine
2. AAA Horizons
3. AARP
4. Better Homes & Gardens
5. Body & Soul
6. Boston TV
7. Boston.com
8. New York Times
9. Gourmet
10. New England Travel & Life

## 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 is partnering with the Northern Forest Canoe Trail - see Project #4 for more details.

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

1. Statewide MOT/PSA campaign
2. Maine Pavilion support
3. Northern Forest Canoe Trail work - as noted above

## Website Development & Maintenance

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

URL: [www.westernmaine.org](http://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:

Our region took advantage of the Office of Tourism's Techshare program and our revamped site launched in October of 2008. Now our site is much more than a portal to the chambers' Web sites. Visitors are 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:

Over the next two years, we would like to modify our site so searches can be done on the content of the site in addition to the listing information.

We will also work on adding more content to our site i.e. information on beaches, driving tours, Northern Forest Canoe Trail, Maine Huts & Trails, etc.

## 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, 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.

Now that our revamped Web site is up and running we would like to do some proactive email blasts a few times a year.

**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: Tracking Research**

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

**Description:** The goal of this project element is to track the effectiveness of the MLMTC's marketing efforts.

**Element 1: 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 will be completed by the end of September 2010, as retail sales figures for the second quarter of 2010 are not available until the end of August.

To better reflect the timeframe of the grant, we will track the third and fourth quarters of 2009 and the first and second quarters of 2010.

**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 2 sided colored paper(1,000 x .25) = \$250  
survey cover letter on white(1,000 x .15) = \$150  
survey postage (1,000 x .44) = \$440  
reply postage (100 x 1.14) = \$114  
envelopes (1,000 x .185) = \$185  
reply envelopes (1,000 x .075) = \$75  
We no longer use mailing labels, we print right on the envelope

AVCOG staff time to photocopy, stuff, pack and bring to the post office = \$150  
AVCOG time to revise, interpret and tabulate survey and taxable sales information = \$300

Total Cost = \$1,864

**MTMPP Award:** \$0.00

**Cash Match:** \$1,864.00

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

## Project 4: Financial Oversight

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

**Description:** This element reflects AVCOG's financial oversight of the MLMTC grant.

### Element 2: 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 AVCOG's Finance Director and Finance Assistant spend approximately 1 hour each per month on grant related activities.

Finance Directors billable rate = \$93 per hour x 12 hours = \$1,116

Finance Assistant's billable rate = \$45 per hour x 12 hours = \$540

Total Cost = \$1,656

**MTMPP Award:** \$0.00  
**Cash Match:** \$1,656.00  
**In-Kind Match:** \$0.00

## Project 5: Taste of Maine Media Marketplace

**Project Type:** Public Relations  
**Description:** Public relations event targeting key travel media in the New York market

### Element 3: 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 60-80 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 60-80 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 2008 and 2009 events. The opportunity to pitch story ideas to this caliber of audience is worth its weight in gold.

**Budget Description:** Estimated budget based on past experience:

\$500 participation fee  
\$200 estimated flight  
\$250 estimated hotel  
\$ 75 meals  
\$100 misc. - cabs, tips, etc.  
\$200 materials for press kits  
\$400 media gifts  
\$275 shipping costs

Total Cost = \$2,000

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

## Project 6: 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 4: 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 2010.

**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 are also using Google Analytics to track inquiries to our site. 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](http://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 = \$3,850  
Cost to refresh ad = \$125

Total Cost = \$3,975

**MTMPP Award:** \$3,975.00

**Cash Match:** \$0.00

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

## Project 7: 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 5: Council Member's In-kind Match

**Project:** MLMTC Member's Volunteer Time

**Element Description:** This element documents the in-kind match provided by MLMTC's board members for their attendance at our regularly scheduled bi-monthly meetings and for the work they do to help implement our programs.

**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 2009 is as follows:

January 27  
March 31  
May 26  
July 28  
September 22  
November 24

**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

Total Cost = \$4,200

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$4,200.00

## Project 8: Yankee Magazine

**Project Type:** Advertising

**Description:** 1/2 page ad in Yankee Magazine's September 2009 edition

1/2 page ad in Yankee Magazine's March/April 2010 edition

1/2 page ad in Yankee Magazine's Annual Travel Guide to New England (May/June 2010)

### Element 6: 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 three ads in Yankee's regular magazine - September/October 2009 and March/April 2010 and one ad in their 2010 annual travel publication slated for May/June 2010, on newsstands April through October 2010.

**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 are also using Google Analytics to track traffic to our site. 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 \$3,876 net.

\$11,628 ad cost

\$ 372 to refresh ads

\$ 9,000 in-kind

Total Cost = \$21,000

In-Kind - see attached email from Yankee Magazine

**MTMPP Award:** \$12,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$9,000.00

## Project 9: 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 7: 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 Web site 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 = \$54 per month for 12 months = \$648

Mail costs estimated at \$2,600, based on fulfillment and shipping costs from previous years.

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

Total Cost = \$3,563

**MTMPP Award:** \$0.00

**Cash Match:** \$3,563.00

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

## Project 10: Maine Trade Show Pavilion

**Project Type:** Travel Trade & Consumer Shows

**Description:** Maine's Lakes and Mountains Tourism Council is committed to participating in three Pavilion shows at a minimum.

## Element 8: Maine Trade Show Pavilion

**Project:** Maine Trade Show Pavilion

**Element Description:** Maine's Lakes and Mountains Tourism Council is committed to providing regional staff support for the Maine Office of Tourism's Pavilion.

**Timeline:** This project element will be complete by June 2010.

**Tracking:** The effectiveness of the trade shows will be tracked by the Office of Tourism's trade show coordinator utilizing the computer kiosks systems that are set-up for people to sign up for giveaways and/or more information.

**Target Market:** Maine's Lakes & Mountains Tourism Council is specifically interested in attending the following shows:

Boston Globe Travel Show  
New York Times Travel Show  
MA Snowmobile Show  
Toronto's Ultimate Travel Show

**Rationale:** It is important for Maine and our region to communicate directly with the consumer. Working in partnership with the Office of Tourism and the other tourism regions gives Maine more visual impact at these very competitive consumer shows.

**Partners:** Our partners in this project will be the Maine Office of Tourism and the other regional tourism organizations.

**Budget Description:** \$6,000 - estimated cost to attend 4 shows  
\$ 300 - brochure distribution via the New England Tourism Center

\$3,000 - in-kind support based upon past experience

Total Cost = \$9,300

**MTMPP Award:** \$6,300.00

**Cash Match:** \$0.00

**In-Kind Match:** \$3,000.00

## Project 11: AAA Horizons Southern New England

**Project Type:** Advertising

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

### Element 9: 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 two 1/6 page ads - September 2009 and June 2010.

**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 also use Google Analytics to track traffic to our site. 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.

**Media Type:** Newspaper publication

**Co-op Opportunity:** NA

**Budget Description:** AAA Horizons offered our Council a reduced insertion rate of \$5,906 per ad for the three ads we would like to place in their publication.

\$11,812 for two ads  
\$300 to refresh  
\$12,112

Total Cost = \$12,112

**MTMPP Award:** \$12,112.00

**Cash Match:** \$0.00

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

## Project 12: Northern Forest Canoe Trail - Paddlers Magazine

**Project Type:** Advertising

**Description:** In honor of the Northern Forest Canoe Trail's 10th anniversary, they are partnering with Paddler Magazine to promote the trail and have asked the regions the trail traverses to partner with them on the ad.

### Element 10: Northern Forest Canoe Trail's 10th Anniversary

**Project:** Northern Forest Canoe Trail - Paddlers Magazine

**Element Description:** In honor of the canoe trail's 10th anniversary, they are partnering with Paddler Magazine to run a 16 page destination supplement in the 2010 March/April issue.

**Timeline:** This cooperative advertisement will run in the March/April 2010 issue of Paddler Magazine.

**Tracking:** The design of the Paddler Magazine NFCT supplement will include a ¼ page ad for each of the four Maine inland Tourism Councils. Regional ads will include url address and telephone number. Each Tourism Council will be able to track inquiries. NFCT will ask for number of inquiries from each Council at end of 2010 to provide a summary report of total inquiries.

NFCT will track web responses it receives from the supplement through Google analytics. Paddler Magazine will track visitors to on-line component through available technologies available.

Paddler Magazine and NFCT will provide final report of pass along copies at events (est. 34,000).

**Target Market:** Paddler Magazine is the official publication of the American Canoe Association. Their 140,000 readers look to this magazine as a primary source of information including best paddling destinations. They spend an average of \$1,273 on travel and lodging for their out of town getaways. An additional 40,000 unique users will be reached via a built-in online component and 34,000+ pass along copies will be distributed at national paddlesports events.

**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 this product for the visitor market.

**Media Type:** Print publication

**Co-op Opportunity:** The partners in this project are the Northern Forest Canoe Trail, Maine's Laks & Mountains, Kennebec Moose River Valley, the Maine Highlands and Aroostook County Tourism.

**Budget Description:** Total project cost: \$23,975  
Cash from regions: \$6,000

Cash match: \$17,975 (75%) of the photos and editorial material will be provided by the NFCT.

In-kind match: \$2,500 = time to implement, coordinate and track the marketing plan to satisfy the match requirement.

**MTMPP Award:** \$1,500.00  
**Cash Match:** \$17,975.00  
**In-Kind Match:** \$2,500.00

## Project 13: Photography

**Project Type:** Professional Photography

**Description:** Our region is in need of more professional photography for our Web site and advertising efforts.

### Element 11: Professional Photography

**Project:** Photography

**Element Description:** Our Council would like to continue adding new photography to our library for the following uses:

- \* Web site
- \* advertising
- \* brochures
- \* media inquiries

**Timeline:** This element will be complete by June 30, 2010.

**Tracking:** NA

**Target Market:** NA

**Rationale:** It is important to keep the imagery we use to represent the Lakes and Mountains Region fresh and current. So, we would like to continue adding more quality photography to our repertoire.

Portland Webworks suggested we look at Flickr and Istock.com for more imagery.

**Image Categories:** fishing  
hiking  
dining  
events  
museums/cultural venues  
compelling people shots

**Budget Description:** \$2,500

**MTMPP Award:** \$2,500.00

**Cash Match:** \$0.00

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

## Project 14: MLMTC Web site

**Project Type:** Website Development

**Description:** The Council will continue to work with Portland Webworks to improve the functionality of our regional Web site.

### Element 12: MLMTC Web site

**Project:** MLMTC Web site

**Element Description:** The goal of this project element is to increase Maine's Lakes and Mountains exposure via the Internet. This will be accomplished by optimizing the content on the site and plugging into the social media opportunities, which we've been told will garner more click throughs than a pay per click program. Lastly, the Council will purchase a subscription to Flickr for photography and a subscription to ConstantContact, which will enable us to implement and email blast program a few times per year.

**Timeline:** This project element will be completed by June 30, 2010.

**Tracking:** This project element will be tracked by the updates done to the Web site and by the click through reports provided for MLMTC's site by Google Analytics.

**Target Market:** The target audience for this effort is anyone using the Internet to gather vacation information - especially those interested in vacationing in Maine and Western Maine.

**Rationale:** We have all observed the trend of increasing visitor traffic to our sites, while phone inquiries are declining. We have also noticed in our annual visitor survey that more and more people are acquiring their vacation information via the Internet. For these reasons, our Council has to make a more concerted effort to address the needs and expectations of those people visiting our site for information. This program element is also in keeping with the direction the Office of Tourism is taking in their strategic marketing plan.

**Budget Description:** Estimated Budget

\$360 yearly subscription to Constant Contact  
\$ 20 yearly subscription to Flickr.com  
\$800 Portland Webworks for updates/corrections  
\$1,500 for 3 seasonal updates to the site to keep it fresh  
\$1,000 cost for copywriter to optimize web content  
\$1,000 cost to work with someone to set-up MLMTC on social media networks

Total Cost = \$4,680

**MTMPP Award:** \$4,300.00

**Cash Match:** \$380.00

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

## Project 15: AMC Outdoors Magazine

**Project Type:** Advertising

**Description:** 3 - 1/2 page color ads in AMC Outdoors Magazine and online ads

### Element 13: Appalachian Mountain Club Magazine

**Project:** AMC Outdoors Magazine

**Element Description:** The goal of this budget element is to reach the niche market of the active outdoor vacationer.

**Timeline:** MLMTC will run ads in the following editions of the magazine:

July/August 2009  
September/October 2009  
May/June 2010

Online advertising will run during the following months:

July 2009  
August 2009  
September 2009 - in-kind value \$150 - giving MLMTC activity page ad (\$350) for trip planner page price (\$200)  
October 2009 - in-kind value \$350  
June 2010 - in-kind value \$200

**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 also use Google Analytics to track traffic on our site. 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:** This publication reaches 90,000 active outdoor recreation subscribers.

56% of their members are 35-54 years-old

76% said walking is one of their main outdoor activities

Members spend \$4,000 annually on vacations

**Rationale:** This publication speaks to an audience that is looking for a vacation experience our region offers. The Lakes and Mountains Region is bursting with walking/hiking trails, not to mention the Maine Huts & Trails system.

**Media Type:** Print publication

**Co-op Opportunity:** NA

**Budget Description:** \$6,201 - 3, half-page ads @ \$2,067 each  
\$ 550 - cost to create/rework print ads and oline ads  
\$ 600 - 3 online skyscraper ads  
\$ 700 - cost of 2 in-kind online ads plus reduce rate for ad on higher traffic page

July 2009 - \$200

August 2009 - \$200

September 2009 - \$200 in-kind value \$150 - giving MLMTC activity page ad (\$350) for trip planner page price (\$200)

October 2009 - in-kind value \$350

June 2010 - in-kind value \$200

Total Cost = \$7,751

**MTMPP Award:** \$7,351.00

**Cash Match:** \$0.00

**In-Kind Match:** \$700.00

## Project 16: 2010 Western Mountains Winter Carnival

**Project Type:** Tourism Product Development

**Description:** A regionwide winter carnival promoting the area's many, enjoyable winter related activities.

## Element 14: 2010 Western Mountains Winter Carnival

**Project:** 2010 Western Mountains Winter Carnival

**Element Description:** Bethel is known for high-profile winter projects - the building of the World's Tallest Snowman in 1999, the World's Tallest SnowWoman in 2008 and this past season the Bethel WinterFest Snow Sculpture event in cooperation with Maine Snow & Ice Sculpture Foundation. Next winter, they would like to expand the Snow & Ice Sculpture event to include the following events: construction of a snow maze; a main attraction snow sculpture and a snow sculpture competition among business members all over Oxford County; hot air balloon launch & rides; a SnowBox Derby, the opening of a permanent (but seasonal) outdoor ice-skating rink; a bonfire; sled dog rides; a Polar Plunge, and a snowmobile "train-ride" for children (a snowmobile "dressed up" like the Polar Express.) Additionally, they will market the events already scheduled at the area's winter destination businesses: Sunday River Ski Resort, Mt. Abram Resort, Black Mtn. of Maine and the Nordic ski areas (in Bethel, Oxford & Rumford).

**Timeline:** January 23 – 31, 2010

**Tracking:** They will canvas area businesses to measure the increased occupancy and receipts during the 9 day

period, against previous years. They will also encourage businesses to send invitations to their previous guests to come to this fun winter event and follow-up to see if it has worked.

**Target Market:** Maine and New England

**Rationale:** The goal of the Western Mountains Winter Carnival is to bring business to the Western Mountains during one of the slower winter months. They are confident the press they will receive will bring some non-typical winter travelers to the region (those who are not alpine or Nordic skiers of snowmobilers,) due to the family-nature of our planned events.

They have been assured by Bill Green of WCSH-TV 6 that he will work alongside their snow sculpture team and cover the story start to finish. This is sure to create traffic and business along both the Rte. 26 & Rte.2 corridors as visitors travel in and out of the region.

**Budget Description:** \$5,000 grant money  
\$5,000 cash match  
\$7,500 in-kind match at minimum

The funds requested from MLMTC will partially be used to haul snow in for both the snow sculptures and the snow maze. They will need to cover partial costs related to the heavy equipment needed for this, as well as the work on the outdoor ice-skating rink preparation. Depending on the amount of natural snow, they may also need to haul snow to the site for the children's Polar Express ride. All the other events are being done in conjunction with area organizations or business who are offering their in-kind support.

Marketing services for this event will be provided out of the chamber's budget. This will include posters, flyers, PR articles, and a website for the event. All these marketing items will state that the event has partially been funded through the MTMPP program.

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

**Cash Match:** \$5,000.00

**In-Kind Match:** \$7,500.00

## Project 17: Packaging Lab

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

**Description:** This project element is a hands-on packaging seminar for tourism related businesses

### Element 15: Packaging Lab - Opportunity Guy

**Project:** Packaging Lab

**Element Description:** The Secrets of Travel Packaging Success is a full day along seminar with the Packaging Lab. The Lab incorporates a three part program that takes the businesses through the entire packaging process and provides them with the skills necessary for packaging their businesses and partnering with others. It also includes working with MLMTC and our web company to enhance the packaging area of MLMTC's site to attract more consumers.

It includes, a full day of Secrets (trends, tools and techniques for design, pricing and hands-on exercises), a follow up conference call 2-3 weeks following the session and a half day follow up on the Art of the Deal (package administration, marketing and distribution). The Lab will create packages that will ultimately provide point of sale packages to be posted and sold through the Council's Web site.

See attached documents for background information on Joe Veneto and for a full program description.

**Timeline:** MLMTC commits to holding this seminar before the grant period ends on June 30, 2010.

The Council will give careful consideration when selecting a date to hold this seminar.

Mr. Veneto said he was contacted by another region interested in the same seminar. MLMTC would like to coordinate with the other region (at this time we don't know which region it is) to possibly piggyback with them to share travel costs. Depending on who the other region is, we may be able to open our

# Maine Tourism Marketing Partnership Program



sessions to each other's businesses should our date not work for some of our members.

**Tracking:** MLMTC will track the number of business that attend the seminar and participate in the follow-up conference call.

MLMTC will also track the number of packages created and will attempt to capture the number of packages booked.

**Target Market:** The target audience for this project are the tourism related businesses within Maine's Lakes and Mountains Tourism Region.

**Rationale:** MLMTC believes product development is a critical element in creating authentic, interesting tourism experiences. However, many of the region's tourism businesses do not have the knowledge or tools to create the types of the packages the visitor seeks.

**Partners:** All the chambers in the MLMTC region will partner on this proejct to get the word out about the seminar and encourage their busiessses to attend.

**Budget Description:** \$9,000 - Packaging Lab  
 \$1,023 - travel expenses, room charge for seminar, cost of food for attendees  
 \$ 300 - estimated in-kind for complimentary room for two nights  
 \$ 750 - estimated cash match for seminar fee of \$15 for 50 participants

Total Cost = \$11,073

**MTMPP Award:** \$10,023.00

**Cash Match:** \$750.00

**In-Kind Match:** \$300.00

## Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
<b>In-State Advertising and Public Service Announcements</b>			
In-State Advertising and Public Service Announcements	\$10,000.00		
<b>Administrative Costs</b>			
Administrative Costs	\$19,269.00		
<b>Tracking Research</b>			
Tracking Research	\$0.00	\$1,864.00	\$0.00
<b>Financial Oversight</b>			
AVCOG's Financial Services	\$0.00	\$1,656.00	\$0.00
<b>Taste of Maine Media Marketplace</b>			
Taste of Maine Media Marketplace	\$2,000.00	\$0.00	\$0.00
<b>Maine Invites You</b>			
Maine Invites You - 1/2 page ad	\$3,975.00	\$0.00	\$0.00
<b>MLMTC Member's Volunteer Time</b>			
Council Member's In-kind Match	\$0.00	\$0.00	\$4,200.00
<b>Yankee Magazine</b>			
Yankee Magazine	\$12,000.00	\$0.00	\$9,000.00
<b>Phone and Mail Fulfillment &amp; Brochure Distribution</b>			
Phone and Mail Fulfillment & Brochure Distribution	\$0.00	\$3,563.00	\$0.00
<b>Maine Trade Show Pavilion</b>			
Maine Trade Show Pavilion	\$6,300.00	\$0.00	\$3,000.00
<b>AAA Horizons Southern New England</b>			
1/6 page ad	\$12,112.00	\$0.00	\$0.00

# Maine Tourism Marketing Partnership Program



## Northern Forest Canoe Trail - Paddlers Magazine

Northern Forest Canoe Trail's 10th Anniversary	\$1,500.00	\$17,975.00	\$2,500.00
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## Photography

Professional Photography	\$2,500.00	\$0.00	\$0.00
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## MLMTC Web site

MLMTC Web site	\$4,300.00	\$380.00	\$0.00
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## AMC Outdoors Magazine

Appalachian Mountain Club Magazine	\$7,351.00	\$0.00	\$700.00
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## 2010 Western Mountains Winter Carnival

2010 Western Mountains Winter Carnival	\$5,000.00	\$5,000.00	\$7,500.00
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## Packaging Lab

Packaging Lab - Opportunity Guy	\$10,023.00	\$750.00	\$300.00
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## Budget Summary

<b>Proposed MTMPP Award:</b>	\$96,330.00
<b>Administrative Costs:</b>	\$19,269.00
<b>Cash Match:</b>	\$31,188.00
<b>In-Kind Match:</b>	\$27,200.00
<b>Total Match:</b>	\$58,388.00
<b>Total Proposed Budget:</b>	\$154,718.00