

Profile

Applicant: Event Application

Grant Manager: Barbara Whitten

Name of Organization: CVB Harvest On The Harbor

Mailing Address: 94 Commercial Street
Suite 300
Portland, Maine 04101

Physical Address: 94 Commercial Street
Suite 300
Portland, Maine 04101

Office Hours: 8:30 A.M. to 5:00 P.M.

Telephone Number: 207-772-4994 ext 228

Fax Number: 207-874-9043

Date of Incorporation: October 21st, 1982

EIN: 01-0384674

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

1. Harvest On The Harbor, in its inaugural year, was named one of the "Top Ten Seafood and Wine Festivals in North America" by Coastal Living Magazine.
2. Attendance at the event exceeded 3,000, including people from Maine, the other five New England states, Texas, Florida, Missouri, Louisiana, Ohio, New York and New Jersey.
3. The three-day event helped to position Maine as a culinary tourism destination with 75 different wine brands, breweries and spirit companies, 18 restaurants from three regions in Maine, 8 cookbook authors, 22 chef demonstrations, and the "Marketplace Exhibition" featured 85 locally owned food/product vendors.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

1. Goal number one is to extend the fall season beyond the traditional Columbus Day holiday by implementing a strategic advertising and public relations campaign for Harvest on the Harbor targeted toward in-state (staycations), as well as regional and national culinary visitors, thereby increasing rooms, meals and shopping revenue.
2. Goal number two is to position Maine as a culinary tourism destination and increase attendance from 3,000 to 5,000, with specific attention to increasing the number of overnight visitors.
3. Goal number three is to increase the programming offerings by featuring more of Maine's authentic, locally grown and produced products and thereby increasing Maine's positioning as a unique culinary tourism destination.

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

Positioning Maine as a culinary tourism destination and increasing attendance from regional and distant domestic markets will take a team of professional public relation and marketing experts working along side the CVB staff. Grant funds will enable us to

substantially increase our marketing, PR and web presence in order to accomplish our goals. Our overall strategy will include: press releases, a "chef demo" press conference, story pitches, newly designed website, pay per clicks, social media, local, regional and national print advertising, local and regional radio advertising, and professional photography and video.

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

Harvest on the Harbor is a natural enhancement to what the Maine Office of Tourism has done to promote Maine as a culinary tourism destination. It also serves as an event to bring business to Maine during the shoulder season and focuses on the hundreds of small businesses and entrepreneurs that make up Maine's hospitality industry. The event currently involves businesses from almost every region in Maine.

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

Amy Tolk, CVB Vice President and Chief Financial Officer will be responsible for tracking all grant related revenues and expenditures along with interim and final grant financial reporting. All invoices will be marked with an MTMPP Grant job code and recorded separately from other CVB financials.

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.

Participation in the 2010 "State of the Culinary Tourism Industry and Readiness Index". This research report is being conducted by the International Culinary Tourism Association (ICTA) and the International Culinary Tourism Development (ICTD), the world's leading development consulting firm for the culinary tourism industry. Briefly, the analytical report includes qualitative and quantitative research on product development and marketing efforts in key culinary destinations, as well as an in depth analysis of the current state of the world's culinary tourism industry. The report also discusses new culinary traveler behavioral research and implications for the future of culinary tourism industry as a whole. This is the first in depth analysis of the global culinary tourism industry ever commissioned. It will be heavily looked upon by prominent industry analysts and journalists as a go-to guide on the latest trends, hotspots, and future implications of the culinary tourism industry.

Public Relations

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

Company: CVB with contractor to be hired (Northeast Media Associates)

Address: Northeast Media Associates
Angie Helton
141 Brigham Street
South Portland, Maine 04106

Phone: 207-653-0365

Email Address: nema@maine.rr.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:

Newspapers:

New York Times

- Eric Asimov, Wine Critic
- Mark Bittman, Food Critic
- Marian Burros, Food Critic
- Alice DuBois, Travel Editor
- Stuart Emmrich, Travel Editor

New Haven Register, CT, Phil Grenvial, Travel Editor

Boston Globe, Jerry Morris & Anne Fitzgerald, Travel Editors

Boston Herald, Larry Katz, Lifestyle Editor

USA Today

- Jayne Clark, travel reporter
- Jerry Shriver, food, wine & travel writer

Worcester Telegram & Gazette, Lia Bria, Reporter

Associated Press, Clarke Canfield

Television:

New England Cable News, Marnie MacLean, Reporter

Today Show, Jim Bell, Executive Producer and Steven Ascher, Segment Producer

Good Morning America, Michelle Hord, Segment Producer
"207", WCSH-6, Becki Smith, Producer

Magazines:

Food Network Magazine, Dani McNally, Editorial Assistant

Food & Wine, Alessandra Bulow, Editorial Assistant, Tracy Ziemer, Online Senior Editor

Wine Spectator, Erin Arnold

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

TV:

WCSH Ch. 6

WGME Ch. 13

WMTW Ch. 8

WLBZ Ch. 2

Time Warner Cable

New England Cable News

Food Network

Newsprint:

Current Publications

Boston Herald

New Haven Register

Union Leader

Worcester Telegram

The Switch

Portland Press Herald

Maine Sunday Telegram

Bangor Daily News

Forecaster

Gatehouse Media New England

Boston Globe

New York Times
Providence Journal

Magazines:

Boston Magazine
Yankee Magazine
Down East Magazine
Food & Wine Magazine
New Hampshire Magazine

Radio:

WHOM Radio
Portland Radio Group
Maine Public Radio

Websites:

Chow.com
Boston.com
DownEast.com
NHMagazine.com
Forecaster.com
Wickedlocal.com
WHOM.com
YankeeMagazine.com

Co-Op Efforts

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

External, e.g. Partnerships with other groups.

Please describe in further detail your co-op efforts:

Down East Magazine, WHOM Radio, and the Forecaster will be providing in-kind advertorial/advertising as sponsors. They will be providing co-op marketing opportunities in magazines, newspapers, radio and online.

Down East Magazine will produce a 16 (minimum) page program guide for Harvest on the Harbor in their October issue. All Harvest on the Harbor related restaurants and retail vendors will be invited to participate in this special advertising section. Down East will over-run the program guide (10,000) for distribution throughout Maine and Northern New England.

WHOM Radio will run radio spots, do interviews of Harvest personalities, and broadcast live from Harvest on the Harbor on Saturday. They will seek co-op radio advertisers interested in promoting their products or services via radio.

The Forecaster will produce a special "foodie edition" of the paper which will feature Harvest on the Harbor and offer advertising to interested Harvest related vendors.

Website Development & Maintenance

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

URL: www.HarvestOnTheHarbor.com

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

The primary goal of HarvestOnTheHarbor.com is to have a website that is designed, both visually and functionally, to be a significant marketing tool for this event now and for years to come. The site will feature beautiful photography showcasing the destination, the location of the event as well as the event itself, providing the user with the ability to make an immediate decision to choose Maine to attend a food and wine festival.

In addition we aim to provide the user with a highly functional site that will allow them to view the weekend's activities, featured chefs, wineries and exhibitors in a concise and quick manner resulting in a seamless ticket conversion and overnight reservations.

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

The existing website was developed to be a portal for information on the event and can only be found by typing "Harvest on the Harbor". This year we will focus our attention on creating a site that will utilize key words to optimize the site for a higher ranking in the search engines allowing the site to become a marketing resource for the event.

The site redevelopment will include:

- Updated design that will correspond with the brand identity of all marketing materials
- Visually enticing photos and video
- Enhanced search engine optimization with prime key word searches
- Better navigation to allow for easier conversion
- Increased content with corresponding keyword optimization
- Content management system for future updating
- Intergrated ticket sales and room reservations services will also be included on the site.

Visitor Database

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

Yes

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

We have collected double opt-in email addresses from the Harvest on the Harbor web site and keep visitors updated on new programs, speakers, events, ticket sales etc. as information becomes available. Additionally, when people purchase tickets we capture their name, address and email. We used both mail and email addresses to conduct customer satisfaction surveys and to send them photos of the event after it concluded. We used our own CVB Maine Vacation Club database (collected from www.visitportland.com and our advertising and trade show database) to promote the event and we also partnered with other organizations to utilize their email addresses i.e. the Maine Office of Tourism, Portland Dine Around, Down East Magazine and the GLBT national travel database.

Budget Summary

Current Projects

Project 1: Promotion of event through PR Contractor

Project Type: Public Relations

Description: Northeast Media Associates (NEMA) of South Portland will be hired to organize all PR in conjunction with our own in-house PR staff person, Courtney McMennamin.

Element 1: Public Relations Contractor

Project: Promotion of event through PR Contractor

Element Description: Northeast Media Associates (NEMA) will write and distribute 6 press releases through PR Newswire throughout the 4 months leading up to the event to announce milestones such as well-known chefs, vineyards, Maine specialty products, culinary tourism economic impact, and local and national celebrities participating.

NEMA will coordinate a press conference to announce the 2nd annual Harvest on the Harbor. This will be a "fun" news conference with a well-known chef, and vineyard using Maine specialty products with a cooking and tasting demonstration that will provide video and photographic opportunities.

NEMA will develop story pitches for regional and national publications. Pitches will include Maine as a culinary tourism destination, the economic impact of culinary tourism, authentic Maine food products, local chefs with national recognition, locally grown and the slow food movement.

NEMA will develop and maintain social networking pages on the Harvest on the Harbor website.

Timeline: Press Releases written every 3 weeks starting in July through mid October

Press Conference in August

Story Pitches ongoing from July to October

Tracking of press July through November

Social Networking pages will be developed in July

Tracking: PR Contractor will provide a comprehensive print out of all PR materials generated including newspaper and magazine articles, interviews on TV or Radio, and any online coverage. Clippings will be provided. Use of google alerts will also provide tracking assistance.

Target Market: According to World of Wine Events, typical food and wine festival attendee are:
30-50 years of age,
has an annual household income of \$75,000-\$250,000,
considers themselves a connoisseur of wine and food,
dines out 5-7 times per month,
purchases an average of two cases of wine per month,
has recently, or plans to purchase, large kitchen appliances,
frequently cooks and entertains at home for large dinner parties,
and travels for pleasure 4-6 times annually.

The primary target for our PR efforts will be epicurean, culinary and travel magazines, newspapers and websites in the Northeast and throughout the country in order to reach our target audience of culinary travelers in Maine, New England and New York with a secondary market of "foodies" nationwide.

Rationale: To garner the type and volume of PR needed to grow this event and the image of Maine as a culinary tourism destination takes a concerted effort by a professional public relations firm. The harvest season traditionally signifies a desire to partake in a heartier, richer culinary experience. Late October provides chefs a plethora of locally grown foods to feature. This time of year blends exceptionally well with our

tourism marketing strategies to extend the season and bring new visitors to Maine in an otherwise slower time of year. "Foodies" have the discretionary money to travel and Maine has the authentic products to attract the discerning food lover. Coupled with our celebrated restaurants, talented chefs, and locally grown and produced products, Harvest on the Harbor is an ideal "media hook" to attract PR coverage and present Maine as a culinary tourism destination.

We believe that with limited marketing resources, a public relations professional will deliver a significant return on our investment.

Budget Description: PR contractor will work an average of 10 hours per week for five months at \$80 per hour.

Additional expenses for press materials and media services \$3,200

MTMPP Award: \$16,400.00

Cash Match: \$2,800.00

In-Kind Match: \$0.00

Project 2: Advertising to Promote Harvest on the Harbor

Project Type: Advertising

Description: Hire graphic designer to create print ads for Harvest on the Harbor.

Place print and radio ads primarily in Maine, New Hampshire Massachusetts and New York.

Element 2: Print and Radio Advertising

Project: Advertising to Promote Harvest on the Harbor

Element Description: Print and Radio Advertising will be placed in the following areas:

Magazines:

Down East Magazine

3 full page, four color ads, plus a 16 page insert (Harvest on the Harbor program guide)

New Hampshire Magazine

2 four color ads 1/3 page in the August and September issues

Newspapers:

The Forecaster (all editions)

Four 5x7 color ads running in all editions for four consecutive weeks leading up to the event.

Gatehouse Media New England (Boston North, South and West) 44 different newspapers

Four 5x5 ads page (85% color) running for four consecutive weeks leading up to the event.

Radio:

WHOM

60 second radio spots will run for thirteen weeks leading up to the event, featuring Harvest on the Harbor and Maine Culinary getaway vacation packages.

Maine Public Radio

Two 10 second sponsorship spots each day during A.M. and P.M. drive for four weeks

Timeline: Down East Magazine ads will run in July, August and September with the special insert running in the October issue.

New Hampshire Magazine ads will run in August and September.

The Forecaster and Gatehouse Media ads will run from Labor Day through Columbus Day.

The WHOM radio spots will run from July up to the event.

Maine Public Radio ads will run from Labor Day up to the actual opening of Harvest on the Harbor.

Tracking: All advertising will drive traffic to the Harvest on the Harbor website. Visitors to the website will be asked how they heard about the event.

Target Market: The target market for this advertising is "foodies" in the Northeast Region of the U.S.

They are best described by TIA's recent culinary research.

Tourism Industry Association describes the gourmet or culinary traveler as a younger, more affluent and well educated traveler who reads destination magazines, and the travel section of the newspaper. Culinary travelers enjoy learning about the local culture and cuisine, like to try different/new restaurants and always want travel to be "experiential".

Rationale: Down East Magazine, the Forecaster and WHOM Radio were selected as media partners and sponsors of the event because their audience met the geographic and demographic readership we are trying to attract to Harvest on the Harbor. They are providing significant in-kind media contributions to subsidize our paid marketing objectives.

To enhance our in-kind contributions with our paid advertising we selected three other media partners to strengthen our advertising in magazines, newspapers and radio by using New Hampshire Magazine, Gateway Media New England and Maine Public Radio.

Media Type: Magazines, Newspapers and Radio

Co-op Opportunity: Down East Magazine, the Forecaster and WHOM Radio will all offer co-op advertising opportunities to Harvest on the Harbor participants.

Down East Magazine will produce a 16 page insert in the October issue to be used as a program guide for the event, and co-op advertising will be available.

The Forecaster will produce a Food and Wine insert in their papers the week before Harvest and offer co-op opportunities.

WHOM Radio will run promotional spots for Harvest, and offer co-op opportunities for radio.

Budget Description: Down East Magazine 3 full color pages July, August & September \$15,450 (in-kind)

Down East Magazine 8 full color advertorial pages and 8 co-op ad pages October insert \$37,070 (in-kind)

New Hampshire Magazine 1/3 page color ads in August and September and \$2,370

WHOM Radio 60 second spots running July into October \$35,000 (in-kind)

Forecaster \$1,800 (in-kind)

Gatehouse Media New England \$7,900

Maine Public Radio \$4,900

Ad Design \$1,800

MTMPP Award: \$14,370.00

Cash Match: \$2,600.00

In-Kind Match: \$89,320.00

Project 3: Brochures to Promote Harvest Activities

Project Type: Brochures

Description: Production of several marketing collateral pieces to promote Harvest on the Harbor that will include:

1. Posters
2. Over-run of the insert in Down East Magazine
3. Rack card,
4. Marketplace program guide,
5. Grand Tasting restaurant & wine guide

Element 3: Marketing Collateral Pieces

Project: Brochures to Promote Harvest Activities

Element Description: Five specific marketing pieces will be developed to help promote the activities, wineries, restaurants, chefs, programs, and Maine food products.

1. A full color 18x24 poster for placement at food and wine establishments to promote the event. (250)
2. A full color rack card for distribution in visitor response mailings and visitor information centers throughout Maine and New England. (10,000)
3. A full color Grand Tasting program guide, featuring the wineries and restaurants at the Thursday Grand Tasting opening night event. (500)
4. A full color (17x22) Marketplace program guide, featuring the wineries and Maine food products at the Saturday Marketplace. (5,000)
5. A full color (8x10) 16-page over-run of the Downeast Magazine special feature in the October issue. (10,000)

Timeline: Poster and rack card to be developed in early summer.

Down East Magazine over-run to be delivered in early September.

Marketplace and Grand Tasting guides to be developed in late September.

Tracking: Poster, rack card and Down East Magazine over-run will all be listed as options on the website for visitors to select when prompted on how they heard about the event.

Grand Tasting and Marketplace program guides will be hand-delivered to attendees at the event as a way to move people throughout the events and for future reference on products or services.

Target Market: The target market is the "foodie"/culinary tourist from Maine, the Northeast and the country who is interested in Maine food and wine products and services and who is looking for a culinary experience.

Rationale: TIA research indicates that 46% of culinary travelers will contact a CVB and request brochures on food and wine festivals. We plan to use the collateral material as a direct mail piece when information is requested from advertising and PR inquiries as well as include the collateral in visitor guide mailings from early summer to early fall.

TIA research indicates that 70% of the culinary tourists will not only sample local fare but will bring back and share those products, services and experiences with friends and family. Therefore, printed materials given out at the festival will tend to generate future sales of goods and services and potentially generate new clients for future events.

Distribution Plan: Maine Tourism Information Centers,
Harvest on the Harbor affiliated businesses,
CVB Visitor Information Centers,
Direct Mail in response to visitor inquiries,
Brochure rack distribution in Southern Maine, New Hampshire and Massachusetts,
Attendees to the Harvest on the Harbor events

Budget Description: Poster \$1,500
Rack Card \$1,000
Marketplace Brochure \$1,500
Grand Tasting Brochure \$450
Down East Magazine over-run \$5,155 (in-kind)
Design Work \$2,200

MTMPP Award: \$5,650.00

Cash Match: \$1,000.00
In-Kind Match: \$5,155.00

Project 4: 2010 State of the Culinary Tourism Industry and Readiness Index

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

Description: The report is being conducted by the International Culinary Tourism Association (ICTA) in cooperation with International Culinary Tourism Development (ICTD), the world's leading development consulting firm for the culinary tourism industry.

Element 4: Culinary Tourism Research Report

Project: 2010 State of the Culinary Tourism Industry and Readiness Index

Element Description: We would participate in an analytical report that includes qualitative and quantitative research on product development and marketing efforts in key culinary destinations, as well as an in-depth analysis of the current state of the world's culinary tourism industry. The report also discusses new culinary traveler behavioral research and implications for the future of culinary tourism industry as a whole. This is the first in depth analysis of the global culinary tourism industry ever commissioned. This State of the Culinary Tourism Industry report will be the most comprehensive, unbiased report of its kind to date. It will be heavily looked upon by prominent industry analysts and journalists as a go-to guide on the latest trends, hotspots, and future implications of the culinary tourism industry. Due to the breadth of included information, the report is limited to a maximum of 20 destinations.

Timeline: Research Report will be complete and ready for distribution in October.

Tracking: NA

Target Market: Media, Culinary Tourism Destinations, Economic Development Agencies and travel consumers

Rationale: Understanding the industry is important if we are going to compete in a global marketplace for the culinary traveler and position Maine as a culinary tourism destination.

Economic impact figures are always helpful when obtaining investors and supporters of marketing initiatives.

Media sources like to have statistical data and this research will help back up our culinary tourism marketing programs.

Maine as a unique culinary tourism experience with its "Maine Made" products, traditional icons of lobsters and blueberries, talented chefs, abundance of fresh seafood, organically grown produce and authentic sense of place.

Budget Description: \$1,750 for the report

MTMPP Award: \$1,750.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Videography and Photography of Harvest on the Harbor

Project Type: Professional Photography

Description: Hire professional photographer and videographer for Harvest on the Harbor events.

Element 5: Videography and Photography

Project: Videography and Photography of Harvest on the Harbor

- Element Description:** We plan to hire a professional videographer and photographer to capture the essence of Harvest on the Harbor for future marketing purposes. Professionals will attend the three day event and capture the many activities, products, venues, scenery, and provide an overview that will portray the essence of Harvest on the Harbor.
- Timeline:** Both videographer and photographer will meet with staff to determine priority shooting details in mid-summer. Actual work will be done at the event in October and final product will be available within 30 days following the event. Photos and video will be placed on the website and made available to media for future marketing of Maine as a culinary tourism destination in November.
- Tracking:** The website will track actual views of the video.
- Our PR person will track media requests for photos and video for travel writers and TV stations.
- Target Market:** Future culinary travelers to Maine will be the target market for this element along with our media partners who will help us tell the story. Photography and videography will be used to portray Maine as a culinary tourism destination worldwide on our website, in our brochures and visitor guides. It will be available to travel writers and TV stations.
- Rationale:** Presenting Maine as a culinary tourism destination will take quality photographs and videos to be used in brochures, on the website, on TV, in advertisements as well by the travel media.
- We lack good quality culinary photography and videography and believe this will help tell the story of Maine's culinary expertise to foodies from around the world.
- Photos and videos will help educate, inform and support the Maine culinary story and spread the visual message. Video technology, with the power of the web, instantly gets our message out anywhere in the world, generating immediate impressions and results.
- Image Categories:** Maine Made Products
Scenery surrounding the events at Ocean Gateway
Cooking demonstrations
Grand Tasting with restaurants and wineries
Cookbook authors
Marketplace vendors
Close up shots of various food products
People enjoying the culinary experience
- Budget Description:** Photographer \$1,750
Videographer \$3,500
- MTMPP Award:** \$4,530.00
- Cash Match:** \$720.00
- In-Kind Match:** \$0.00

Project 6: Website Development & Marketing

Project Type: Website Development

Description: The Harvest on the Harbor website and web marketing program is designed to utilize the world wide web as a marketing tool for promoting Maine as a culinary tourism destination and act as a call to action for room reservations and ticket sales for the event.

Element 6: Web Development

Project: Website Development & Marketing

Element Description: The Harvest on the Harbor website will be revamped for better functionality, visibility, navigation and ease of updating new information.

We aim to provide the user with a highly functional site that will allow them to view the three days of activities, featured chefs, wineries and Maine food products in a concise and quick manner resulting in increased room reservations and seamless ticket sales conversion.

The site redevelopment will include:

Updated design that will correspond with the brand identity of all marketing materials, visually enticing photos and video, enhanced search engine optimization with prime key word searches, better navigation to allow for easier conversion, increased content with corresponding keyword optimization, content management system for future updating.

Timeline: Website will be revamped and complete in July.

Tracking: Google Analytics will be installed on Harvest on the Harbor gathering all statistical information.

Target Market: The target market will be Internet users seeking information on Culinary Tourism, based on Maine culinary specific key word searches throughout the Northeast, the U.S. and the world.

Rationale: By selecting key culinary terms such as food and wine festival, Maine food, Maine lobsters, seafood etc. it will allow us to expand our marketing efforts beyond print media through the power of the web.

The International Culinary Tourism Association research report indicates that culinary tourists spend \$51 billion a year in the U.S. This equates to \$97,031 per minute. Coupled with the fact that nearly 60% of culinary tourists obtain their travel information from the web, it is imperative that we utilize the web to attract culinary visitors to Maine.

Budget Description: Design \$4,000
CSS/XHTML of design \$1,500
Database with admin \$3,000
Content management System intergrated with database features \$1,500
Testing & Revisions \$800
Email template and 50,000 email credits \$600

MTMPP Award: \$9,800.00

Cash Match: \$1,600.00

In-Kind Match: \$0.00

Element 7: Web Marketing

Project: Website Development & Marketing

Element Description: We will place ads on: NH.com, NHMagazine.com, WickedLocal.com (which includes 39 MA newspaper websites), Forecaster.com, WHOM.com, Chow.com and DownEast.com.

We will send mulitple email blasts through our own Harvest on the Harbor database as well as our CVB Maine Vacation Club database. We will also send email blasts via our GLBT, Down East Magazine and Portland Dine Around connections.

We will research keywords and purchase words associated with food and wine festivals on a pay per click program.

DownEast.com includes 2 email blasts and two months of display advertising

We will place ads on Chow.com and participate in an electronic version of Chowhound Digest. These are destinations for today's stylish young food enthusiasts - the ones everyone asks for advice on what to eat, where to go, and what to buy. This award winning web site combines fresh editorial content with a passionate community to deliver a one-of-a kind experience for contemporary culinary explorers.

Timeline: Web ads will run 45 to 90 days prior to the event.

Email blasts will be done starting in early summer and continue periodically until the event begins in October.

Keywords will be researched in early summer and purchased in late summer.

Tracking: Ads on the .com sites will provide impressions, and clicks.

Our email blast program provides a report on the open rate and click throughs.

All web advertising will be listed on the Harvest on the Harbor site so visitors can identify how they heard about the site. Incentives will be used to encourage visitors to fill out the form on the website indicating how they heard about the event.

Target Market: The target audience for web marketing is anyone with a computer who is interested in culinary travel. Most travel decisions are being researched and even purchased online today. The above mentioned web marketing will allow us to concentrate on the Northeast but also reach a world wide culinary travel consumer.

Demographics for the web marketing include:

- 78% of users are adults 25-49
- 56% are female and 44% are male
- Average HH income is \$112,000
- 88% of users traveled for Business or Leisure in the past year
- 72% are planning a vacation in the next year
- 52% of users visit the site for guidance on where to eat while traveling
- 84% are always on the hunt for the next great place to eat
- 78% have childfree households
- 92% like to cook with only the best & freshest ingredients, and 89% use good food to treat themselves
- 60% have eaten in a restaurant eight or more times in the past month
- 55% have drank an alcoholic beverage eight or more times in the past month

Rationale: TIA research indicates that 59% of culinary travelers use web searches to find food and wine festivals. 55% of culinary travelers go directly to a destination websites to learn about the food culture. Improving the visibility of Harvest on the Harbor through web marketing will generate interest and visitors from culinary travelers throughout the Northeast, the U.S. and the world.

Budget Description: NH.com \$150 (in-kind)
 NHMagazine.com \$150 (in-kind)
 Wicked Local \$2,000 (in-kind)
 WHOM.com \$5,000 (in-kind)
 Forecaster.com \$700 (in-kind)
 DownEast.com includes 2 email blasts and two months of display advertising \$5,280 (in-kind)
 Chow.com \$10,000
 Keyword pay per click \$5,000

MTMPP Award: \$13,500.00

Cash Match: \$1,500.00

In-Kind Match: \$13,280.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Promotion of event through PR Contractor			
Public Relations Contractor	\$16,400.00	\$2,800.00	\$0.00
Advertising to Promote Harvest on the Harbor			
Print and Radio Advertising	\$14,370.00	\$2,600.00	\$89,320.00
Brochures to Promote Harvest Activities			
Marketing Collateral Pieces	\$5,650.00	\$1,000.00	\$5,155.00
2010 State of the Culinary Tourism Industry and Readiness Index			
Culinary Tourism Research Report	\$1,750.00	\$0.00	\$0.00
Videography and Photography of Harvest on the Harbor			
Videography and Photography	\$4,530.00	\$720.00	\$0.00
Website Development & Marketing			
Web Development	\$9,800.00	\$1,600.00	\$0.00
Web Marketing	\$13,500.00	\$1,500.00	\$13,280.00

Budget Summary

Proposed MTMPP Award:	\$66,000.00
Administrative Costs:	\$0.00
Cash Match:	\$10,220.00
In-Kind Match:	\$107,755.00
Total Match:	\$117,975.00
Total Proposed Budget:	\$183,975.00