

## Profile

**Applicant:** Event Application

**Grant Manager:** Wendy Tardif

**Name of Organization:** Central Maine Medical Center

**Mailing Address:** 300 Main Street  
Lewiston, Maine 04240-7027

**Physical Address:** 300 Main Street  
Lewiston, Maine 04240-7027

**Office Hours:** 8:00 a.m. - 4:30 p.m. (Wendy Tardif) 24/7 (Hospital)

**Telephone Number:** (207) 795-5546

**Fax Number:** (207) 795-2303

**Date of Incorporation:** December 26th, 1888

**EIN:** 01-0211494

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

Our funding request is to help support The Dempsey Challenge, a new annual fundraising event of outdoor cycling, running and walking to benefit The Patrick Dempsey Center for Cancer Hope and Healing. The Dempsey Center is part of the Comprehensive Cancer Center at CMMC. Specific to the Dempsey Center, the top three highlights from the previous fiscal year were: (1) development and opening of the Dempsey Center in 2008, with initial funding from Patrick Dempsey and CMMC; (2) acquisition of a \$500,000 Avon Foundation Safety Net Hospital grant that brought national focus to cancer and the work of the new Dempsey Center – and which was followed by other successful grant proposals and fundraising events; (3) comprehensive planning for the first Dempsey Challenge, to be held in October, 2009. To date, planning and development has included: hiring Dempsey Challenge leadership staff (Wendy Tardif); contracting with a national sports event planning organization (Medalist Sports) to access experience and assure success; coordinating the multi-towns race route with towns and safety officers; developing and coordinating an army of volunteers; and developing the interactive event Web site ([www.dempseychallenge.org](http://www.dempseychallenge.org)) which came online in mid-March. Overarching and enhancing these highlights has been the personal involvement of Patrick Dempsey in the Dempsey Center and its initiatives. He has attended start-up events and publicity for the Dempsey Center, is very involved in the planning of, and will participate in, the Dempsey Challenge, including the 100 mile bike tour that is the cornerstone of the 3-days. Dates of the Dempsey Challenge are Oct 2,3, and 4.

### **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.**

Once again our response is specific to the Dempsey Center and the upcoming Dempsey Challenge. Our three primary goals for the next year with respect to the Dempsey Challenge are to build on lessons learned from the 2009 event to improve the 2010 event: (1) from a participant experience point of view; (2) from a fundraising point of view, and; (3) from a 'process', organizational point of view. By improving the event, we will increase interest in it from year to year, thus increasing event participation and tourism revenue. The 2009 Dempsey Challenge is the first of what is planned to be an annual event. With meticulous planning and widespread publicity and support, including that of Patrick Dempsey and other well-known cancer care advocates and personalities, and well known runners and pro-cyclists (such as this year's George Hincapie), we hope to make The Dempsey Challenge an annual destination event for cyclists, runners, and cancer care supporters from across the world. We already have a group of cyclists registered from Barcelona. Cycling challenges include 100/50/25 and 10 mile routes, as well as a 5K running route. Routes range west and south of Lewiston, extending into the Lakes Region. With an expected 3,000-4,000 participants, not including families, the event Web site is promoting lodging, restaurants and other tourist sites across the state's regions, from Portland north. The Dempsey Challenge will be held during leaf-peeper season, with events scheduled from Friday evening (Oct 2) through Sunday afternoon (Oct 4). This will encourage longer stays in the state. We have already reserved hotel space in Portland, Freeport, Brunswick and Augusta to accommodate the expected crowds.

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

Within 30 days of this year's Dempsey Challenge an 'after action' or summary report of the event will be coordinated and produced by Wendy Tardif, Dempsey Challenge Event Manager (and project director for this MTMPP proposal), working with Medalist Sports, the CMMC Development Office, the regional offices of tourism, and local Chambers of Commerce. Included in the report will be statistics on participant numbers and origin, crowd (onlooker) estimates, funds raised for the Dempsey Center by

the event, and economic impact (lodging, meals). Participant feedback received in writing or in person (e.g. imparted to event volunteers), participant feedback from a post-event e-mail survey, and feedback from the event volunteers will be compiled and assessed. CMMC has the capability to track Web site 'hits' and contacts, corporate and individual sponsorships and income, and participant numbers. We can group individuals by town, state or country, and will work with the region's tourism / commerce organizations (see above) to track economic impact. Information and feedback will be grouped around the three areas of improvement: (1) participant experience; (2) fundraising; (3) process/organization. The data will be analyzed, and changes will be incorporated into the 2010 event resulting from lessons learned in 2009.

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

As previously noted, CMMC anticipates The Dempsey Challenge becoming an annual event in the region. With its 3-day time-span over a weekend in Maine's colorful mid autumn, and the undeniable lure of participating in an event with Mr. Dempsey himself (as well as with other well-known individuals and sportspeople), we expect The Dempsey Challenge to become a destination event – e.g. one that people will specifically travel to from across the country and the world. In 2009 we anticipate between 3,000-4,000 participants, but in future years this number could easily increase (this year's Beach-to-Beacon road race attracted its limit of 6,000 registrants in 6-8 hours of online registration). The Office of Tourism's goals are to promote and increase Maine tourism and new tourism venues for every season. The Dempsey Challenge will accomplish this, bringing new people to this new and exciting tourist experience.

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

CMMC has a fully staffed financial services division with experience in tracking/monitoring individually donated funds and grant funding from various sources (State, Federal and Foundation). The interactive Web site for The Dempsey Challenge includes online giving options, including fundraising 'teams' for participating cyclists and runners. CMMC also has a fully staffed Development Office which works with financial services re: fundraising. Wendy Tardif will be project director for post MTMPP award reporting.

## Primary Analysis

### Research

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

No

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

*(No Response)*

### Public Relations

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

**Company:** Randy Dustin, Director of Public Affairs

**Address:** Central Maine Medical Center  
300 Main Street  
Lewiston, Maine 04240-7027

**Phone:** (207) 795-2478

**Email Address:** DustinR@cmhc.org

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

Yes

#### Would you like to be contacted regarding PR efforts?

Yes

**Please provide a list of editorial contacts:**

Lewiston Sun Journal  
Judy Meyer; Mark Mogensen; Lindsay Tice; Norm Moreau (advertising)

Turner Publishing Group  
Steve Cornelio; Dan Smiley

Brunswick Times Record  
Kelly Wade (advertising)

Portland Press Herald (integrated w/Central Maine Sentinel and Kennebec Journal)  
Dieter Bradbury; Meredith Goad; Laurie Miller (advertising)

WJBQ  
Lori Voornas (morning show)

Maine Public Radio  
Keith Shortall; Susan Sharon

Gleason Radio Group  
Milt Simon

WMTW  
Sharon Deveau (assignments); Erika Hammond (assignments); Dave Butta (promotions); John Camp (promotions)

WCSH  
Vivian Lee; Amanda Hill; Chris Facchini ; John Peterson (assignments)

WGME  
Kim Block; Jay Mezoian (assignments)

Others that we advertise with/send news to:

Village Soup online news  
Bridgton News  
Rumford Falls Times  
Bethel Citizen  
Coastal Journal  
The Cryer  
Portland Magazine  
Franklin Journal

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

There is an event Media Plan in place and we are in the process of selecting our media sponsors. Local television stations WCSH (channel 6), WMTW (channel 8) and WGME (channel 13) have submitted proposals to be chosen the event's broadcast media sponsor. We will place paid ads in other venues. Our PR goal is to reach north to Canada and south to Boston – capturing the New England market. The Dempsey Challenge will also be featured in magazines: (1) as a possible special feature in the June issue of Bicycle Magazine; (2) and in Outside Magazine and Downeast Magazine. We will also target the listserves of New England bike clubs. We can be more specific with an actual list in upcoming weeks.

## 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:

In this first year of The Dempsey Challenge we are cooperating /partnering with cycling groups – Maine Cycling Clubs and the Bicycling Coalition of Maine, and utilizing Medalist Sports as event consultant(s). In future years we hope to enhance the event with additional cooperative links such as with running and walking clubs and organizations, area tourist-serving industries like hotels and inns and restaurants, and with the Maine Office of Tourism.

## Website Development & Maintenance

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

URL: <http://www.dempseychallenge.org/>

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

The goal of the web site (<http://www.dempseychallenge.org/>) is to provide a comprehensive, easy to understand and easy to use information and registration site for The Dempsey Challenge, including: event information; online event and volunteer registration; fundraising levels; online teams development; frequently asked questions; media news; contact information; and donating directly to The Patrick Dempsey Center for Cancer Hope & Healing. The site includes route maps, travel / tourism and accommodations information (such as a link to the Maine Department of Tourism), a detailed timetable of events during the 3-days of The Dempsey Challenge, and other information. The site is maintained in-house, though we anticipate hiring website management for both the event-specific Web site and the year-round Dempsey Center site (<http://www.dempseycenter.org/>).

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

As previously noted, we plan to hire someone to manage The Dempsey Challenge Web site (as well as the year-round Dempsey Center site). Anticipated improvements and enhancements to the event Web site include: (1) adding social marketing (i.e. Twitter and Facebook), where participants can connect with each other; (2) improving the functionality of the online teams section; (3) connecting with local tourism resources (other tourist events, hotels and inns, restaurants, etc.); and establishing links to The Dempsey Challenge through other Web sites. When the 2009 Dempsey Challenge is over, online registration will cease for November and December, and reopen for 2010 registration. Other than this, the Web site will be open and updated year-round.

## Visitor Database

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

Yes

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

The event Web site uses Google Analytical, with which we can track and compile reports on a wide range of information, including: number of hits; average time spent on the site; number of pages looked at; countries of origin. We also collect data on the registrants, volunteers, donors, teams, and financial information (pledged / raised by the event). Personal information includes name/address/phone/e-mail/age and gender. Additional information includes 'my connection to cancer', and 'how did you hear about the Challenge?' This year there are lead-ins to the Dempsey Center and tourism-specific Web sites, and based on the data gathered after the 2009, we will be able to enhance our marketing and communications to reach specific groups of people.

## Budget Summary

### Current Projects

#### **Project 1: Airtime, Print, Radio advertising**

**Project Type:** Advertising

**Description:** As noted in our narrative, we are in the process of selecting our media sponsors. Local TV stations have submitted proposals to be chosen the event's broadcast media sponsor. While many ads with our chosen media sponsor will be PSAs, we will also place paid TV ads with other stations. Type/mix TBD. Objectives To ensure wide TV coverage in the New England market and eastern Canada. Target Market Potential participants in New England and eastern Canada. Tracking Ads will be tracked by count, duration, cost and response. Timeline Media (TV sponsor chosen early April, TV ads placed beginning in May. (Grant \$35,000, Cash \$5,000)

#### **Element 1: TV Airtime Purchases**

**Project:** Airtime, Print, Radio advertising

**Element Description:** Objectives: To ensure wide TV coverage in the New England market and eastern Canada.

**Timeline:** Timeline: Media (TV) sponsor chosen early April, TV ads placed beginning in May and continuing until the date(s) of the Dempsey Challenge (Oct 2,3,4)

**Tracking:** Tracking: Ads will be tracked by count, duration, cost and response (locations from which participants come)

**Target Market:** Target Audience: potential participants in New England and eastern Canada.

**Rationale:** Television exposure for the event is a crucial piece of the media plan to ensure success.

**Media Type:** Television.

**Co-op Opportunity:** There is an event Media Plan in place and we are in the process of selecting our media sponsors. Local television stations WCSH (channel 6), WMTW (channel 8) and WGME (channel 13) have submitted proposals to be chosen the event's broadcast media sponsor. We will also place paid ads in other venues.

**Budget Description:** Grant request = \$35,000  
Cash match = \$5,000

**MTMPP Award:** \$35,000.00

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

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

#### **Element 2: Print media purchases**

**Project:** Airtime, Print, Radio advertising

**Element Description:** We will target local and regional newspapers with ads, and regional and national magazines that have a cycling / running / Maine tourism / or health and wellness focus. Objective: To ensure high print coverage for the event across the widest interest area.

**Timeline:** Milestones are ad placements in print media (newspapers and magazines). Print ad placement begins in May, and continues to the date of the event (Oct 2,3,4). Note: The Dempsey Challenge will also be featured in magazines: (1) as a possible special feature in the June issue of Bicycle Magazine; (2) and in Outside Magazine and Downeast Magazine. We can be more specific with an actual list in upcoming weeks. (Number and placement of ads TBD)

**Tracking:** Tracking: Ads will be tracked by count, length, cost and response.

**Target Market:** Target Audience: Potential participants in New England, nationally and internationally.

**Rationale:** We chose this element to ensure coverage of the event in local and regional newspapers, and in print

venues that target likely participants - bikers, runners, tourists.

**Media Type:** Newspapers and Magazines (print media)

**Co-op Opportunity:** In this first year of The Dempsey Challenge we are cooperating /partnering with cycling groups – Maine Cycling Clubs and the Bicycling Coalition of Maine (and utilizing Medalist Sports as event consultant(s)).

**Budget Description:** Grant request: \$15,000  
Cash: \$1,500

**MTMPP Award:** \$15,000.00

**Cash Match:** \$1,500.00

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

### Element 3: Radio media purchases

**Project:** Airtime, Print, Radio advertising

**Element Description:** We are in the process of choosing a radio/ broadcast partner (such as NASSAU) to work with us. Type / mix of radio ads is yet to be determined. Objective: To ensure high radio coverage for the event across the widest interest area.

**Timeline:** Milestones are ad placements. As noted above, type and mix are yet to be determined. Timeline: Radio ad placement begins May, continues to the date(s) of the event in early October.

**Tracking:** Tracking: Ads will be tracked by count, duration, cost and response.

**Target Market:** Target audience: Potential participants in New England and eastern Canada.

**Rationale:** Along with TV and print media advertising, we chose radio spots to ensure event awareness and increase participation.

**Media Type:** Radio (AM and FM)

**Co-op Opportunity:** As noted above, we are in the process of choosing a radion/broadcast partner (such as NASSAU).

**Budget Description:** Grant request: \$7,000  
Cash match: \$1,000

**MTMPP Award:** \$7,000.00

**Cash Match:** \$1,000.00

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

## Project 2: Signage

**Project Type:** Signage

**Description:** For signage along all routes (100mile; 50 mile; 25 mile; 10 mile bike routes, and 5K run). Signage will be produced in-house through CMMC PR Department

### Element 4: Event Signage

**Project:** Signage

**Element Description:** Objective: To ensure clarity of all routes and services available along each route (EMS, water, etc.) and contribute to safety. Signage will be placed along all routes (100mile; 50 mile; 25 mile; 10 mile bike routes, and 5K run). Signage will be produced in-house through the CMMC PR Department.

**Timeline:** Milestones: Development of type/design/placement plan for event signage; development of signage; placement of signage; removal. Timeline: All signage will be completed by mid-September and placed along the routes within 48 hours prior to the event.

**Tracking:** Signage development and placement will be overseen by event manager (Wendy Tardif), working with the volunteer team. Tracking the effectiveness of signage will be included in the placement plan.

**Target Market:** Target audience: All event participants, including spectators.

**Rationale:** In order to assure that participants are following the routes of all races, appropriate signage is necessary. This not only helps people stay on course, but contributes to overall safety by alerting spectators and the general public as to the route through public thoroughfares that the bikers and walkers/joggers will be taking.

**Budget Description:** In-kind \$2,000

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$2,000.00

## Project 3: Website Development/Manager

**Project Type:** Website Development

**Description:** New hire April/May 09 for continuous development / management of the Dempsey Challenge and Dempsey Center web sites (40%/60% split).

### Element 5: Website Development / Manager

**Project:** Website Development/Manager

**Element Description:** Objective: To ensure event Website currency and accuracy for this first event year, and in ongoing years. We will hire a Website Manager in April/May 09 who will be responsible for bot the Dempsey Challenge and Dempsey center web sites (40%/60% split).

**Timeline:** Milestone: Successful recruitment.  
Timeline: The position has been posted and our hope is to have a successful candidate in place by the end of April, beginning of May.

**Tracking:** Tracking: The Website Manager will be a CMMC employee, hired through the hospital's personnel office, and will be under the direction of CMMC Public Relations and linked to CMMC Information Systems and The Dempsey Center. As a CMMC employee the performance of this individual will be assessed on a regular basis.

**Target Market:** Target Audience: Users of the Dempsey Challenge Website.

**Rationale:** The goal of the web site (<http://www.dempseychallenge.org/>) is to provide a comprehensive, easy to understand and easy to use information and registration site for The Dempsey Challenge, including: event information; online event and volunteer registration; fundraising levels; online teams development; frequently asked questions; media news; contact information; and donating directly to The Patrick Dempsey Center for Cancer Hope & Healing. The site includes route maps, travel / tourism and accommodations information (such as a link to the Maine Department of Tourism), a detailed timetable of events during the 3-days of The Dempsey Challenge, and other information. The site is maintained in-house, though we anticipate hiring website management for both the event-specific Web site and the year-round Dempsey Center site (<http://www.dempseycenter.org/>).

**Budget Description:** New hire April/May 09 for Dempsey Challenge and Dempsey center web sites (40%/60% split). 1FTE @ \$20/hr x 2080 x .40% = (\$16,640) x .30% fringe = (\$4,160)

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$20,800.00

**Project Quick Reference**

|  | <b><u>MTMPP Award</u></b> | <b><u>Cash Match</u></b> | <b><u>In-Kind Match</u></b> |
|--|---------------------------|--------------------------|-----------------------------|
| <b>Airtime, Print, Radio advertising</b> |                           |                          |                             |
| TV Airtime Purchases                     | \$35,000.00               | \$5,000.00               | \$0.00                      |
| Print media purchases                    | \$15,000.00               | \$1,500.00               | \$0.00                      |
| Radio media purchases                    | \$7,000.00                | \$1,000.00               | \$0.00                      |
| <b>Signage</b>                           |                           |                          |                             |
| Event Signage                            | \$0.00                    | \$0.00                   | \$2,000.00                  |
| <b>Website Development/Manager</b>       |                           |                          |                             |
| Website Development / Manager            | \$0.00                    | \$0.00                   | \$20,800.00                 |

**Budget Summary**

|                               |             |
|-------------------------------|-------------|
| <b>Proposed MTMPP Award:</b>  | \$57,000.00 |
| <b>Administrative Costs:</b>  | \$0.00      |
| <b>Cash Match:</b>            | \$7,500.00  |
| <b>In-Kind Match:</b>         | \$22,800.00 |
| <b>Total Match:</b>           | \$30,300.00 |
| <b>Total Proposed Budget:</b> | \$87,300.00 |