

## Profile

**Applicant:** Regional Application  
**Grant Manager:** Tanya Bentley  
**Name of Organization:** Kennebec Valley Tourism Council  
**Mailing Address:** PO Box 289  
Hallowell, ME 04347  
**Physical Address:** 77 Water Street  
Hallowell, ME 04347  
**Office Hours:** 8-5  
**Telephone Number:** 207-623-4883  
**Fax Number:** 207-623-3748  
**Date of Incorporation:** September 14th, 1990  
**EIN:** 01-0458264

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

- Launched a new website designed to serve both our visitors and members. Please take a look at [www.kennebecvalley.org](http://www.kennebecvalley.org). I think you will be impressed.
- Re-designed the Create Memories regional guide offering our visitors a fresh look at the Kennebec and Moose River Valleys. This new guide has drawn much praise from both the Maine Office of Tourism officers and many of the local businesses.
- The Create Memories promotional video was the ONLY video played on the large flat screen at the Kittery Visitors Center for several months! Visit our website for a preview.

### **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.**

- Build a strong identity for the region that resonates within its target market.
- Create a greater awareness of the region by effectively spreading the word across multiple media platforms.
- Generate and track new and repeat visitors that inquire about and visit the region.

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

The Kennebec and Moose River Valleys Region of Maine offers a wide range of outdoor recreation opportunities within its wooded hills, mountains, pristine lakes and rivers. The abundance of cultural and historic attractions combined with its variety of lodging options and amenities make the region an ideal tourist destination. The Ursus Media Group (UMG) has designed this 2009-2010 Media Marketing Plan to assist the Kennebec Valley Tourism Council (KVTC) in improving upon three distinct goals that were in the previous 2008-2009 Media & Marketing Plan:

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

The KVTC will compliment the ongoing effort of the MOT to stimulate and expand the travel industry within Maine's tourism regions primarily by electronic means, i.e. electronic newsletters, an interactive map of the region, internet & eMarketing, including all social media outputs, and an interactive website.

KVTC will help to strengthen the State's image by coordinating with the other regions with programs such as the Northern Forest Canoe Trail. For example, KVTC will be advertising on The Maine Show which seeks to encourage Maine people to vacation in their own state and to participate in a more active and healthy lifestyle.

The KVTC Board of Directors is committed to presenting our region in a manner that will attract visitors to not only our region but other regions of Maine. We are committed to coordinating with the MOT's PR firm regarding publicity stories and events.

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

The KVTC contracts with Maine Tomorrow and has appointed Tanya Bentley of Maine Tomorrow as grant administrator and executive director until June 30, 2009.

All incoming deposits involve a three step procedure with three individuals. The incoming checks are entered into a cash receipt journal by one individual, deposited into the KVTC checking account by another individual, then entered into QuickBooks. QuickBooks is used to publish all financial statements that are provided monthly to the Board of Directors for review and acceptance.

The Grant Administrator also prepares checks for signature but is not authorized to sign said checks. Signature authority rests with the President of the Board of Directors and Treasurer of the KVTC. The Board of Directors approves a work plan which serves as authorization of payment for expenses. Any changes in the work plan need approval by the Board of Directors. The KVTC will complete an independent financial review at the end of each grant year.

## **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:** Ursus Media Group

**Address:** Ursus Media Group  
P.O. Box 1572  
Waterville, ME 04903

**Phone:** 207-649-5979

**Email Address:** brian@ursusmediagroup.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:**

Stephanie Koetzle 1.866.340.1725  
Brian Pomerleau 1.866.340.1725

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

Downeast Magazine  
Boston Globe  
Kennebec Journal/Morning Sentinel  
Maine Invites You

## 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:

Regional Partnership Program with local businesses such as Kennebec Valley Chamber of Commerce and Somerset County Commissioners.

## Website Development & Maintenance

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

URL: [www.kennebecvalley.org](http://www.kennebecvalley.org)

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

The KVTC's website offers information to people wanting to visit the Kennebec Valley and Moose Rivers Region. It's a great resource for finding attractions, services, restaurants, lodging and activities in the region.

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

KVTC's website is new as of late September 2008. We will continue to update the information frequently and add new content as needed.

## 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:

Visitors to our website may sign up to receive quarterly newsletters. When doing so their information gets stored into our database. We collect member's emails and addresses from membership applications and enter this information into the database. Visitors to our site may also sign up to receive a brochure, Create Memories, and their information gets stored in the database. All information collected can be used to send out e-newsletters and other marketing information.

## 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: Four (4) targeted eClub news blasts to visitors**

**Project Type:** Advertising

**Description:** This is the hottest new trend in e-newsletter list development and distribution. Creating an e-club allows people to feel like they are part of an exclusive group who get updates on what's going on in their favorite region of Maine. UMG will design and manage the production and distribution of your quarterly newsletter featuring your upcoming attractions and sent to your biggest fans – Kennebec & Moose River Valley e-club members.

##### **Element 1: Four (4) targeted eClub news blasts to visitors**

**Project:** Four (4) targeted eClub news blasts to visitors

**Element Description:** Four quarterly news letters sent out via email from our database to members and non-members. These newsletters will highlight what's happenings in the Kennebec and Moose River Valley.

**Timeline:** UMG will design and manage the production and distribution of a quarterly newsletter featuring the upcoming attractions and information pertaining to the region.

**Tracking:** In-control will be able to track all emails sent and all click throughs to the website. We will also track through analytics reporting.

**Target Market:** Any one who signs up on our website to receive the newsletter and all KVTC members.

**Rationale:** This is the hottest new trend in e-newsletter list development and distribution. Creating an e-club allows people to feel like they are part of an exclusive group receiving updates on what's going on in their favorite region of Maine.

**Media Type:** Webiste

**Co-op Opportunity:** *(No Response)*

**Budget Description:** \$4000 to be paid to Ursus Media to design, layout and deliver 4 seasonal e-newsletters.

**MTMPP Award:** \$4,000.00

**Cash Match:** \$0.00

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

## Project 4: Internet & eMarketing

**Project Type:** Advertising

**Description:** In today's mixed media marketplace internet communications have evolved into a key, if not THE key, component of all successful marketing and communications campaigns. The internet media platform will become the communications hub for the regional tourism promotion efforts. The newly designed web platform is designed to be user-friendly, attractive, effective and work tirelessly for the internet campaign.

### Element 2: Integration and updating of rich media, mapping and copy content on the KVTC website.

**Project:** Internet & eMarketing

**Element Description:** The goal of this element is to improve the new KVTC website to include rich media, mapping and copy content.

**Timeline:** This element will be ongoing throughout the grant year.

**Tracking:** The use of Google analytic will help us track website traffic.

**Target Market:** All visitors to [www.kennebecvalley.org](http://www.kennebecvalley.org).

**Rationale:** With the advent of new and improved advertising technologies, rich media has developed into one of the most popular formats for reaching and engaging consumers because the technologies allow the consumer to interact with the creative asset.

**Media Type:** Web

**Co-op Opportunity:** *(No Response)*

**Budget Description:** \$9000.00 to be paid to Ursus Media group. Ursus media group will give \$2000.00 in in-kind donations to this project.

**MTMPP Award:** \$7,528.00

**Cash Match:** \$1,600.00

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

## Project 5: Website Development

**Project Type:** Website Development

**Description:** One-year inControl tools and hosting package.

### Element 3: One-year inControl tool and hosting package

**Project:** Website Development

**Element Description:**

- Unlimited Email hosting.
- Member's database.
- Web analytics and statistic reporting.
- Unlimited tech support during normal business hours.
- Unlimited use of inControl system and features.
- Multiple redundant data backup with one of the largest data hosting centers in the world.
- Automatic software updates – hassle free method of keeping your software up to date without ever having to download updates to your system.

**Timeline:** One-year inControl tool and hosting package

**Tracking:** The use of Google analytic will help us track website traffic.

**Target Market:** All visitors to [www.kennebecvalley.org](http://www.kennebecvalley.org)

**Rationale:** This is needed to keep [www.kennebecvalley.org](http://www.kennebecvalley.org) running and updated.

**Budget Description:** \$1800 to be paid to Ursus for one year of incontrol tool and hosting package.

**MTMPP Award:** \$1,800.00

**Cash Match:** \$0.00

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

## **Project 6: Ad production: (4) 30-second promotional TV spot ads**

**Project Type:** Advertising

**Description:** Four (4) separate ads to be aired on the in-state tourism show – The Maine Show.

### **Element 4: Ad production: (4) 30-second promotional TV spot ads**

**Project:** Ad production: (4) 30-second promotional TV spot ads

**Element Description:** Four (4) separate ads to be aired on the in-state tourism show – The Maine Show. Working closely with the KVTC marketing committee, KVTC and Ursus will craft a message into a powerful 30-second video presentation that highlights the region and/or a special event

**Timeline:** Four (4) separate ads to be aired on the in-state tourism show – The Maine Show each season.

**Tracking:** The use of Google analytic will help us track website traffic from [www.themaineshow.com](http://www.themaineshow.com) and direct visits from the ad placed on the Maine Show.

**Target Market:** Maine people and anyone visiting maine.

**Rationale:** The Maine Show seeks to encourage Maine people to vacation in their own state and to participate in a more active and healthy lifestyle. Placing an ad will help promote our region.

**Media Type:** Web and Television.

**Co-op Opportunity:** *(No Response)*

**Budget Description:** Ursus to be paid \$2500.00 for ad production. Ursus will donate \$7500 in an inkind match towards the cost of ad production.

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

**Cash Match:** \$0.00

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

## **Project 7: Ad spot airing and placement in - The Maine Show on TV and on [www.themaineshow.com](http://www.themaineshow.com)**

**Project Type:** Advertising

**Description:** Ad spot airing and placement in - The Maine Show on TV and on [www.themaineshow.com](http://www.themaineshow.com)

### **Element 5: Ad spot airing and placement in - The Maine Show on TV and on [www.themaineshow.com](http://www.themaineshow.com)**

**Project:** Ad spot airing and placement in - The Maine Show on TV and on [www.themaineshow.com](http://www.themaineshow.com)

**Element Description:** The Maine Show seeks to discover each regions unique recreational opportunities through highlighting destinations, products and restaurants. Each episode of The Maine Show features an itinerary of diverse locations within the state, which can be pursued in an afternoon, day or extended weekend. Viewers can experience the actual destinations portrayed in the show by visiting The Maine Show portal website. There they are provided with all the necessary information to contact the various restaurants, parks, outfitters, hotels and other businesses featured in the show. The Maine Show seeks to encourage Maine people to vacation in their own state and to participate in a more active and healthy lifestyle.

**Timeline:** (1) 30-second spot per airing on Time Warner Cable.  
4 spots per week on Time Warner/Adelphia Cable, DMA:

**Tracking:** The use of Google analytic will help us track website traffic from [www.themaineshow.com](http://www.themaineshow.com) and direct

visits from the ad placed on the Maine Show.

**Target Market:** Maine people and anyone visiting Maine.

**Rationale:** The Maine Show seeks to encourage Maine people to vacation in their own state and to participate in a more active and healthy lifestyle. Placing an ad will help promote our region.

**Media Type:** Web and Television

**Co-op Opportunity:** *(No Response)*

**Budget Description:** Ursus to be paid \$9000.00 for placement of ad. Ursus will also provide \$3000.00 in-kind donation for ad spot airing and placement of ad in The Maine Show.

\$7000 will come from MTMPP grant and \$2000.00 will come from membership income.

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

**Cash Match:** \$2,000.00

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

## Project 8: Create Memories brochures

**Project Type:** Brochures

**Description:** Create Memories brochures

### Element 6: Create Memories Brochure

**Project:** Create Memories brochures

**Element Description:** This element is a regional guide that promotes local businesses in Kennebec and Moose River Valley. Local businesses have the opportunity to place ads and or an article in this publication. KVTC uses this publication at all area travel stops, area chambers of commerce and can be mailed to anyone inquiring about our region.

**Timeline:** 2010 ad sales will start in February of 2010. The publication is anticipated to be printed around May 2010.

**Tracking:** We will monitor distribution through the fulfillment services as well as through the website traffic and feedback from advertisers in order to determine effectiveness of the publication.

**Target Market:** This publication will be distributed to any inquiry that provides KVTC with a valid mailing address in a request for more information about the region.

**Rationale:** It is critical that the KVTC has a quality publication that represents the region and its many opportunities for potential visitors.

**Distribution Plan:** The Create Memories regional guide will be distributed to inquiries that provide a mailing address at trade shows, anyone wishing to sign up on our website, and at trade shows.

**Budget Description:** This budget includes the design and layout of publication, content collection and development, i.e. copy and images and 9,000 print copies of publication.

\$27,000.00 is for production and printing of Create Memories, \$3750.00 is Commissions on ad sales, \$1200.00 is for print distribution making sure all areas will constantly have brochure available.

**MTMPP Award:** \$16,950.00

**Cash Match:** \$15,000.00

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

## Project 9: KVTC web ad on www.themaineshow.com .

**Project Type:** Advertising

**Description:** KVTC web ad on www.themaineshow.com .

### Element 7: KVTC web ad on www.themaineshow.com .

**Project:** KVTC web ad on www.themaineshow.com .

**Element Description:** KVTC web ad on www.themaineshow.com.

**Timeline:** Once ad is completed, it will stay on www.themaineshow.com for the entire grant year.

**Tracking:** The use of Google analytic will help us track website traffic from www.themaineshow.com and direct visits from the ad placed on the Maine Show

**Target Market:** Maine people and anyone wanting to visit Maine and our region.

**Rationale:** The Maine Show seeks to encourage Maine people to vacation in their own state and to participate in a more active and healthy lifestyle. Placing an ad will help promote our region.

**Media Type:** Web

**Co-op Opportunity:** *(No Response)*

**Budget Description:** Ursus Media to give KVTC free advertising on www.themaineshow.com for the entire grant year.

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$5,460.00

## Project 10: Public Relations: Awareness Development

**Project Type:** Public Relations

**Description:** Public Relations: Awareness development

### Element 8: Public Relations: Awareness Development

**Project:** Public Relations: Awareness Development

**Element Description:** Media outreach via TV, print and internet.

Components include the following:

- Maintenance of a KVTC blogspot designed to increase website traffic through internet organic searches.
- Coordination of stories and events with local and out-of state newspaper and magazine journalists.
- Coordination with MOT's PR firm regarding stories and events.
- Develop an online news room.

**Timeline:** Public Relations will be provided throughout the year.

**Tracking:** KVTC will keep a close eye and how this element may impact tourism in our region.

**Target Market:** Maine people and people wanting to visit Maine.

**Rationale:** Public Relations is one of the most powerful ways to get information out about our region. This element will also allow KVTC to collaborate with MOT and their efforts to promote Maine and it's regions.

**Budget Description:** Ursus to be paid to provide:

- Maintenance of a KVTC blogspot designed to increase website traffic through internet organic searches.
- Coordination of stories and events with local and out-of state newspaper and magazine journalists.
- Coordination with MOT's PR firm regarding stories and events.
- Develop an online news room.

**MTMPP Award:** \$4,800.00



**Cash Match:** \$0.00

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

## Project 11: Fulfillment

**Project Type:** Fulfillment

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

### Element 9: Phone and Mail Fulfillment & Brochure Distribution

**Project:** Fulfillment

**Element Description:** The goal of this project element is to quickly and professionally respond to all visitor inquiries generated by the Council's marketing effort most of which is generated from our website.

**Timeline:** The KVTC has an agreement with the Kennebec Valley Chamber of Commerce to provide fulfillment services. Tourism inquiries are directed to KVCC with a toll free number. Inquiries also are generated via email off our website and are forwarded to KVCC in a timely manner.

**Tracking:** The number of calls, emails and visitor requests from our website are track through in-control and also logged by KVCC staff.

**Target Market:** Maine people and anyone wishing to visit Maine and its regions.

**Rationale:** Fulfillment is a vital component to any marketing program. For this reason, the KVTC has multiple ways for the visitor to contact them.

**Partners:** KVCC

**Budget Description:** KVTC has allotted \$6000.00 for fulfillment services which includes our toll free number, postage and staff.

Fulfillment is a vital component to any marketing program; the cash match for this project will come from membership and municipal contributions.

**MTMPP Award:** \$4,000.00

**Cash Match:** \$2,000.00

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

## Project 12: Regional Partnership Program

**Project Type:** Tourism Product Development

**Description:** Regional Partnership Program

### Element 10: Regional Partnership Program

**Project:** Regional Partnership Program

**Element Description:** The KVTC intends to continue to work with members of KVTC and other organizations to reinforce their local and regional marketing plans.

**Timeline:** Applications for the regional partner program will go out in February, all applications will be reviewed and awarded by April 2010.

**Tracking:** Each organization will be required to provide support materials on how they are going to use their monies and report results back to KVTC.

**Target Market:** Members of KVTC.

**Rationale:** This element gives KVTC and its members a boost in bringing in tourism into our region.

**Budget Description:** KVTC applicants will be awarded monies based on their application. No more than \$2500.00 will be awarded to each applicant.

\$8000.00 will come from MTMPP grant and \$3000.00 will from membership income.

**MTMPP Award:** \$8,000.00

**Cash Match:** \$3,000.00

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

## Project 13: Maine Invites You Ad

**Project Type:** Advertising

**Description:** 1/2 page ad in Maine Invites You

### Element 11: Maine Invites You Ad

**Project:** Maine Invites You Ad

**Element Description:** The goal of this project element is to have a presence in the State's Official Vacation Planner to promote the Kennebec and Moose River Valley.

**Timeline:** MOT to drive schedule.

**Tracking:** N/A

**Target Market:** Maine people and people wishing to visit maine. The Maine Invites You guide is distributed by the Maine Tourism Association to those who provide their individual mailing and/or email address.

**Rationale:** The KVTC believes Maine Invites You is a premier publication from MOT that visitors look to for important information while planning their Maine vacation. It is very important that KVTC is represented in this publication.

**Media Type:** Brochure

**Co-op Opportunity:** N/A

**Budget Description:** KVTC has budgeted \$4000.00 for a 1/2 page ad.

**MTMPP Award:** \$4,000.00

**Cash Match:** \$0.00

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

## Project 14: Down East Magazine Ad

**Project Type:** Advertising

**Description:** Down East Magazine Ad

### Element 12: Down East Magazine Ad

**Project:** Down East Magazine Ad

**Element Description:** Down East has three major travel-related issues each year; April Summer Planner, September "Fall Trips" supplement, and the December's "Maine for the Holidays". Each one is a healthy collection of where-to's across the state of Maine, focused on helping Down East readers find the very best that Maine's seasons have to offer. KVTC to place an ad in April.

**Timeline:** Contact Down East regarding placement of ad in January 2010. Ad to be placed in April edition.

**Tracking:** N/A  
**Target Market:** All Down East readers  
**Rationale:** For the annual summer planner April issue, it will be visible by Maine readers and the Down East circulation across the country (101,000+ paid monthly). This is great exposure for our region.  
**Media Type:** Regional Publication  
**Co-op Opportunity:** N/A  
**Budget Description:** \$3000.00 budget to place ad in Down East Magazine or online ad.  
**MTMPP Award:** \$3,000.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$0.00

## Project 15: Pavilion Support

**Project Type:** Travel Trade & Consumer Shows  
**Description:** Pavilion Support

### Element 13: Pavilion Support

**Project:** Pavilion Support  
**Element Description:** Regional staff support for the Maine Office of Tourism Pavilion.  
**Timeline:** July - June 2010  
**Tracking:** N/A  
**Target Market:** Anyone visiting trade shows in New England.  
**Rationale:** This element will help regional staff support for the Maine Office of Tourism Pavilion.  
**Partners:** N/A  
**Budget Description:** KVTC has budgeted \$5000.00 for regional staff support for the Maine Office of Tourism Pavilion.

It's important to our members and KVTC that we support the MOT and help promote tourism in our region. \$3000.00 will come from a municipal contribution to help achieve our \$5000.00 budget to support the MOT.

**MTMPP Award:** \$2,000.00  
**Cash Match:** \$3,000.00  
**In-Kind Match:** \$0.00

## Project 16: Northern Forest Canoe Trail - Paddlers Magazine

**Project Type:** Advertising  
**Description:** Northern Forest Canoe Trail - Paddlers Magazine

### Element 14: Northern Forest Canoe Trail - Paddlers Magazine

**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 the end of 2010 to provide a summary report of total inquiries.

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

**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:** KVTC is supporting this activity in conjunction with the other four regions because we believe it will become a notable attraction for the regions.

**Media Type:** Print publication

**Co-op Opportunity:** N/A

**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:** \$0.00

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

## 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>Four (4) targeted eClub news blasts to visitors</b>			
Four (4) targeted eClub news blasts to visitors	\$4,000.00	\$0.00	\$0.00
<b>Internet &amp; eMarketing</b>			
Integration and updating of rich media, mapping and copy content on KVTC website	\$7,529.00	\$1,600.00	\$2,000.00
<b>Website Development</b>			
One-year inControl tool and hosting package	\$1,800.00	\$0.00	\$0.00
<b>Ad production: (4) 30-second promotional TV spot ads</b>			
Ad production: (4) 30-second promotional TV spot ads	\$2,500.00	\$0.00	\$7,500.00
<b>Ad spot airing and placement in - The Maine Show on TV and on www.themaineshow.com</b>			
Ad spot airing and placement in - The Maine Show on TV and on www.themaineshow.com	\$7,000.00	\$2,000.00	\$3,000.00
<b>Create Memories brochures</b>			
Create Memories Brochure	\$16,950.00	\$15,000.00	\$3,000.00
<b>KVTC web ad on www.themaineshow.com .</b>			

# Maine Tourism Marketing Partnership Program



KVTC web ad on www.themaineshow.com .	\$0.00	\$0.00	\$5,460.00
<b>Public Relations: Awareness Development</b>			
Public Relations: Awareness Development	\$4,800.00	\$0.00	\$0.00
<b>Fulfillment</b>			
Phone and Mail Fulfillment & Brochure Distribution	\$4,000.00	\$2,000.00	\$0.00
<b>Regional Partnership Program</b>			
Regional Partnership Program	\$8,000.00	\$3,000.00	\$0.00
<b>Maine Invites You Ad</b>			
Maine Invites You Ad	\$4,000.00	\$0.00	\$0.00
<b>Down East Magazine Ad</b>			
Down East Magazine Ad	\$3,000.00	\$0.00	\$0.00
<b>Pavilion Support</b>			
Pavilion Support	\$2,000.00	\$3,000.00	\$0.00
<b>Northern Forest Canoe Trail - Paddlers Magazine</b>			
Northern Forest Canoe Trail - Paddlers Magazine	\$1,500.00	\$0.00	\$0.00

## Budget Summary

<b>Proposed MTMPP Award:</b>	\$96,347.00
<b>Administrative Costs:</b>	\$19,269.00
<b>Cash Match:</b>	\$26,600.00
<b>In-Kind Match:</b>	\$20,960.00
<b>Total Match:</b>	\$47,560.00
<b>Total Proposed Budget:</b>	\$143,907.00