

## Profile

**Applicant:** Regional Application  
**Grant Manager:** Paige Farmer  
**Name of Organization:** Maine Beaches Association  
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**Date of Incorporation:** January 19th, 2000  
**EIN:** 01-0523313

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

1). Marketing: With funding from the MTMPP program, the Maine Beaches Association (MBA) was able to successfully complete several key marketing efforts including the production of our regional fulfillment piece, the launch of our newly redesigned website and participation in a slate of key trade shows and targeted sales missions to Canada.

The fulfillment piece was updated with fresh graphics and content, and expanded this year to include information on weddings, meetings/conventions, and the top ten things to do while visiting the region. Our website launched on January 5th with improved search ability, better navigation and eye-catching graphics. Trade shows included two in partnership with the Maine Pavilion as well as several others in key markets. Additionally, the MBA organized two sales missions to Canada, which have generated a number of new relationships with tour professionals from that country.

2). Strategic Planning: The Maine Beaches Association, as a matter of practice, undergoes a comprehensive strategic planning process every 3-5 years. Strategic planning includes reviewing and evaluating past projects, assessing the current tourism environment, identifying desired outcomes and creating a flexible framework of activities designed to help the organization reach its goals. The 2009 planning process was facilitated by Dayna Larson-Hurst (Career Impact) and included an afternoon session led by Charlene Williams from Nancy Marshall Communications and devoted to public relations.

3). Public Relations: With assistance from Nancy Marshall Communications, the Maine Beaches Association is currently developing a public relations and media plan that compliments the state's PR activities. The public relations plan includes further refining our key media messages, finishing our press kit (which will be both web based and in flashdrive format) and creating a monthly outreach plan to generate press on the region in key travel markets.

## **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.**

Three long term goals remain priorities for the organization:

1). Increasing the length of stay and tourism during the shoulder seasons

Summer in the Maine Beaches region continues to be bustling and robust. Continuing to expand shoulder season travel allows us to take advantage of the slower months by offering discounted packages and financial incentives for visiting then. Additionally we have several high profile events during the fall and spring, which we will highlight in our marketing efforts to increase travel during these times.

2). Increasing the number of travelers from target markets

The MBA recognizes the importance of appealing directly and effectively to targeted markets, particularly given the current state of the economy. It will be key to focus our efforts this year on attracting highly likely and repeat visitors and leave expanding that base for more economically sound times.

3). Branding the MBA as a go to resource for travel to the region

Improving the ease with which travelers can plan a visit to the region will increase the odds of actual travel. The MBA is committed to utilizing technology and other methods to continue marketing itself to both the regional industry and the consumer. Additionally, the MBA will engage the media more strategically to highlight opportunities and benefits of traveling to the south coast region.

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

The Maine Beaches Association will employ three primary strategies for achieving the goals stated above. They include marketing, education and improved use of technology.

### 1). Marketing:

\*Conduct comprehensive regional research to identify demographics of current visitors to the Maine Beaches region

\*Redevelop, print and increase distribution of our regional fulfillment piece

\*Continually update MBA website adding information on wedding and meeting planning as well as suggested itineraries

\*Participate in strategic slate of consumer trade shows and tour professional sales missions

\*Implement media outreach plan

\*Implement leads follow up plan

### 2). Education:

\*Improve outreach to MBA chamber membership

\*Work with Maine Office of Tourism to increase promotion of Maine Beaches region

\*Work with local legislators and policy makers to highlight importance of tourism to the region

\*Continue to share information with other regions to promote cross regional tourism

### 3). Better Utilization of Technology:

\*Develop e-postcard program

\*Utilize Constant Contact to monitor web based outreach

\*Create guest blog module for MBA website

\*Increase utilization of social networking to promote MBA (i.e. develop Facebook, Myspace and Twitter sites)

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

Goals and outcomes identified by MBA reflect those identified in the state's marketing plan. The Maine Beaches Association continues to be an active partner with the Maine Tourism Commission and the Regional Advisory Committee to help shape and support a coordinated, statewide approach to tourism marketing.

We anticipate working closely with the Office of Tourism during 2009/2010 to further enhance our regional efforts.

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

The Maine Beaches Association contracts with Paige Farmer, owner of The Bottom Line, for bookkeeping and project management. Ms. Farmer works under the direction of the MBA Board, which reviews financial activity on a monthly basis. Monthly reports include a Profit and Loss Statement, Statement of Cash Flows, Balance Sheet, Budget vs. Actual and a Grant Financial Activity Report.

In addition to regular review of financial statements, the Maine Beaches Association contracts with Yorke Associates to prepare the annual IRS Form 990.

## **Primary Analysis**

### **Research**

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

Yes

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

The Maine Beaches Association, in addition to its partnership with the Maine Office of Tourism to evaluate statewide tourism, will be conducting regional research this year to better identify the demographics of our current visitors.

The plan includes partnering with lodging, restaurants and attractions to distribute postcard questionnaires throughout summer and fall 2009, which will include an opportunity to enter a drawing.

Questions will include basic demographics as well as purpose of trip, length of stay and likely return. Contact information will need to be provided for inclusion in the drawing but is not required to submit basic information.

The MBA hopes to collect at least 1,000 cards and will provide any analysis to the Maine Office of Tourism.

### **Public Relations**

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

**Company:** Maine Beaches Association (Board of Directors)

**Address:** PO Box 388  
York, ME 03909

**Phone:** 207-748-3203

**Email Address:** paige814@comcast.net

**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:**

Currently being developed

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

Boston Globe/Boston.com  
Boston Herald  
NECN  
New York Times  
The Hartford Courant  
Worcester Telegram  
The Providence Journal  
Family Circle

Women's World  
AARP Magazine  
Bike Magazine  
Prevention  
Modern Bride

## Co-Op Efforts

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

Internal, e.g. A local matching program with hotels and inns., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

### Please describe in further detail your co-op efforts:

Internal: The Maine Beaches Association fulfillment piece is based on a cooperative ad placed in Maine Invites You and includes nearly 100 advertisers from the region. Additionally, the MBA provides opportunities to regional businesses for participation in trade shows.

Statewide: The MBA has participated in the state's PSA/In State Tourism television promotion and will set aside funds in this application to participate again in 2010.

## Website Development & Maintenance

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

URL: [www.mainebeachesassociation.com](http://www.mainebeachesassociation.com)

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

Our website provides detailed information on visiting the region including places to stay, things to do and geographical information. In addition, the website offers information for representatives of the media, links to member chambers of commerce and a .pdf version of our fulfillment piece. We are updating our leads collection mechanism and continually working to improve the look, feel and functionality of the site.

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

As we move forward, the MBA is interested in exploring new ways of adding value to the experience of using our website. Ideas being discussed include promoting more packaged products and increasing links to related industries (i.e. airlines, car rentals, 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:

In the past, the MBA utilized the web site, trade shows and print advertising opportunities to collect information on current and potential visitors. We recognize that there is room for improvement on the collection, use and response to leads information generated as was described in the research section of this proposal.

In addition to fulfillment based on inquiry, the Maine Beaches Association will also create an e-postcard program for periodic follow up with leads generated. E-postcards will include information on special deals, upcoming events and other items of interest as indicated by the consumer.

## 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: SMCTA 2010 Fulfillment Piece**

**Project Type:** Fulfillment

**Description:** Over the past 5 years, with funds provided from the Office of Tourism, the MBA has created a 40+ page color fulfillment piece derived from our existing cooperative ad buy in "Maine Invites You". Advertisers partnering with the MBA ad placement in "Maine Invites You" are included in the over-run, and are given a 1-year link on the MBA website.

75,000 copies of the magazine will be produced in 2010. Brochures will be distributed through various trade shows and sales missions, through information and visitor centers in Maine and through CTM Brochure Display's Corporate Canadian Program.

While "Maine Invites You" is seen as an extremely beneficial program for the Southern Maine Coast, the size and scope of the book can overwhelm the Maine Beaches section. Creating a stand-alone piece provides an economical opportunity for the region to showcase itself to potential visitors.

##### **Element 1: Development of 40+ page color catalogue**

**Project:** SMCTA 2010 Fulfillment Piece

**Element Description:** The 2010 MBA fulfillment piece will be a 40+ page 4-color magazine that includes sections on how to travel to the area, what to do while here, a regional calendar of events for vacation planning, and information about each of the communities making up the Southern Maine region. New additions in 2010 will include more information on wedding/conference planning, suggested itineraries and a 1 page ad driving readers to the MBA website to participate in data collection and a drawing.

75,000 copies will be printed and distributed via consumer and tour professional trade shows, visitor centers throughout the state and region, and through CTM Brochure Display's Canadian Corporate Program. Additionally the fulfillment piece will be sent in response to inquiries and will be available on our website in .pdf format.

**Timeline:** August 2009: Solicit 3-5 bids for design/printing

September 2009: Develop Co-Op ad for MIY

November 2009: Forward MIY to graphic designer

December 2009: Proof FFP

January 2010: FFP to printing

February 2010: FFP printed and shipped

February-April 2010: FFP distributed at trade shows

February 2010: FFP added to website as PDF file

March 2010: CTM distribution begins

March 2010: Distribution at Maine pavilion shows

April 2010: Distribution at Canada shows and sales missions

**Tracking:** Tracking Methods:

# of new advertisers

# total advertisers

# type of distribution

# of visitors to website from FFP URL

# of downloads of magazine from website

# of brochures distributed at trade events

# of brochures distributed through CTM

**Target Market:** While the fulfillment piece is primarily distributed to the drive market, it is also used to fulfill requests from any individual both nationally and internationally who is looking for information on the South Coast region.

Additionally, the FFP has information on alternative forms of travel, and activities and events that will appeal to any hobbyist or enthusiast.

The magazine is designed and marketed as an effective device in targeting people with all different income levels, from any region of the country or internationally, with or without families.

**Rationale:** The MBA's fulfillment piece is a broad, far reaching piece that gives the end user the ability to learn about the region as a whole and each individual community. It also allows them to plan a vacation based on activities, places to go, areas to eat and stay. As well individuals who receive the Magazine will also enjoy the visual pleasures of the iconic images of Southern Maine.

The magazine itself is a cost effective way to distribute information about the region in direct mailing, trade shows, and brochure distribution methods. The MBA is able to utilize this magazine to target a variety of different markets in the regional, national and international marketplace.

Chambers of commerce, participating members businesses, and direct advertisers in "Maine Invites You" all directly benefit from the creation and distribution of the magazine.

The MBA itself benefits from the sale of space to organizations and allows SMCTA to reinvest revenue from the project into further development of the piece and to other similar marketing efforts which compliment the magazine.

**Partners:** Anticipated partners on this project include:

MBA member chambers

Local lodging and restaurants

Local recreational and activity associations

Downeaster/NNEPRA

Shoreline Explorer Trolley System

**Budget Description:** The Budget amount listed below includes the development, printing, and distribution of the MBA FFP. The MTMPP award will be used to design the piece post Maine Invites You (\$2,500), printing (\$30,000), and distribution via CTM Brochure Distribution (\$7,500), inquiry response (\$3,500) and via state and regional visitor centers (\$2,500).

The cash match is based on the design and placement of the original "Maine Invites You" advertisement (\$6,500) as well as management of the project (\$4,000).

The in-kind match includes time devoted by the MBA board and staff to oversee the development of the FFP (\$1,440) and other distribution of materials (\$2,000).

**MTMPP Award:** \$41,500.00

**Cash Match:** \$10,500.00

**In-Kind Match:** \$3,440.00

## Project 4: Consumer Research Program

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

**Description:** The Maine Beaches Association will utilize funds from the MTMPP grant program to collect, analyze and respond to data pertaining to the demographics of visitors during the 2009 summer season.

While we have a sense, anecdotally, who our current visitors are, it is limited and isolated by various establishments around the region. Given the current economic conditions and the likelihood that it will take some time to improve, it is more critical than ever to evaluate who is coming to the region, why and what can be done to influence travel in order to achieve our goals.

### Element 2: 2009 Consumer Survey

**Project:** Consumer Research Program

**Element Description:** The Maine Beaches Association will partner with willing lodging establishments, restaurants and attractions to make postcard surveys available to visitors. Postcards will have questions pertaining to demographics, reason for and type of visit, length of stay and information on what might bring them back. The surveys can be anonymous, but for those willing to provide contact information, names will be included in a prize drawing.

Demographic and visit information gathered will be aggregated and analyzed in order to create a profile of current visitors. This information will help us better target our marketing efforts geographically, demographically and in product packaging.

In addition, contact information gathered will allow us to follow up with visitors periodically through our e-postcard program and better monitor repeat business.

**Timeline:** April-May 2009: Finish program plan, identify partnering establishments, design/print survey

June-October 2009: Distribute and collect postcards from participating partners

November-December 2009: Analyze information and create report

January 2010: Prize drawing

January-June 2010: Utilize report results to influence ongoing marketing programs, make contact with leads at least once utilizing e-postcard program

May 2010: Host regional hospitality fair that includes sharing and reviewing data collected

**Tracking:** # surveys produced

% returned

Usefulness of data collected

**Target Market:** While the primary target audience is visitors to the region during summer/fall 2009, beneficiaries to the project include the MBA, partnering chambers and their broader membership.

There is a dearth of this type of information on the regional level and it is critically important for tourism to hone its message and specifically target likely visitors. Results from the survey will be shared widely with regional stakeholders and is likely to strengthen relationships between them, resulting in better coordinated regional marketing approaches.

**Rationale:** In order to best reach our target market, we need to understand who they are in this shifting/shifted economic environment. Our marketing programs are strong, but need to be delivered precisely in order to get the best return on investment. Additionally, developing an ongoing relationship with visitors during the 2009 travel season will increase the likelihood of return visits, which has become a foundation for tourism in the region.

The unique location and diverse offerings of the Maine Beaches region. Location includes our proximity to Boston/NY, major airports and highways. Additionally, we will highlight our sandy beaches, diverse lodging and dining opportunities, outlet and boutique shopping and family friendly activities.

**Budget Description:** The Maine Beaches Association is requesting \$1,000 from the MTMPP program to assist in covering the costs of analyzing and reporting data. It is anticipated that we will share outcomes from the report at a meeting in early to mid-May 2010 for MBA chamber membership.

The MBA will be covering the costs of designing, printing and distributing the survey as well as for data entry (\$2,500).

**MTMPP Award:** \$500.00

**Cash Match:** \$2,500.00

**In-Kind Match:** \$1,500.00

## Project 5: Print Advertising

**Project Type:** Advertising

**Description:** The Maine Beaches Association will use MTMPP funds to place print advertisements in key publications. In the past, publications have included America's Best Vacations (a pullout placed in newspapers throughout high target markets) as well as Gay Maine, a publication produced by Travel Maine.

Ideally we will identify publications using market research conducted throughout the summer/fall 2009 season and will have a list of placements by December 2009.

### Element 3: Purchasing print advertising space

**Project:** Print Advertising

**Element Description:** Using data collected as part of our market research and working in conjunction with the state, the Maine Beaches Association will purchase various print advertisements in targeted publications.

It is anticipated that we will place 3-5 advertisements, and will also reach out to bordering regions when appropriate to explore collaborative ad placement.

While in the past the MBA has primarily placed print advertisements in various magazines, we will also consider the possibility of placing an ad or ads in newspapers related to a specific event or opportunity.

**Timeline:** July-October 2009: Complete market research

November-December 2009: Work with the state to identify key publications

January 2010: Purchase selected ad space

February-May 2010: Ads placed and printed

**Tracking:** # ads placed

# households/consumers reached

# leads generated

% qualified leads

**Target Market:** While we wish to use data produced through our market research to identify specific markets it is anticipated that those markets may include:

Families (with or without children)

55+ travelers

Gay & Lesbian

Brides

Business community

Recreational travelers

**Rationale:** The Maine Beaches Association recognizes that print advertising, while still useful, is becoming one of a menu that should be used to reach potential consumers.

Our budget reflects this in that investments made into print advertising are modest, and the ads will be carefully monitored for their effectiveness.

That said, the MBA has had success in the past with print advertising generating viable leads for the region. An example is our ad placement in America's Best Vacations, which was circulated to over 5,000,000 households in key geographical areas and generated 2,500 qualified leads.

It is anticipated that our 2010 ad placements will reach at least that number and will generate an equal or greater number of leads.

**Media Type:** Travel magazines

Family magazines

Newspapers

AARP publications

Bridal publications

**Co-op Opportunity:** Depending on the outlets and type of advertisements selected, the Maine Beaches Association will work with bordering regions, as well as the regional tourism industry to pursue co-op opportunities.

**Budget Description:** The MBA will use funds from the MTMPP program to purchase 3-5 print ad spaces in highly desirable publications (\$5,000).

Matching funds will be derived from Board and staff time devoted to researching publications, gathering cost and distribution information and working with selected publications on placing the ads (\$1,000).

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

**Cash Match:** \$0.00

**In-Kind Match:** \$1,000.00

## Project 6: Travel, Trade & Consumer Shows

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

**Description:** Maine Beaches Association will partner with the Maine Office of Tourism and will attend at least two of the Maine Pavilion shows scheduled for 2010.

The MBA will also participate in or send materials to 8-12 additional travel, trade and consumer shows

around New England, the greater Northeast Region and Canada.

## Element 4: Attendance and participation

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

**Element Description:** Direct to consumer marketing has been, and continues to be, one of the most effective ways to promote travel to the Maine Beaches region. Using the fulfillment piece as collateral, participation in strategically selected shows allows us to customize information for the traveler and highlight next steps for trip planning (i.e. visiting the MBA or VisitME websites).

With funding from the Office of Tourism, the MBA will participate in at least 2 ME Pavilion partnership shows, as well as 6-10 additional shows that compliment them.

Through the consumer shows, with a combined attendance of over 100,000 visitors, the MBA is able to market directly to potential visitors. Face to face inquiries and responses can often times help the consumer envision a trip to the region and generate enthusiasm.

**Timeline:** November 2009-Develop and finalize slate of 2010 trade shows

January-June 2010-Attend trade shows

**Tracking:** # trade show attendees  
# materials distributed  
# of professional travel contacts made  
# of attendee surveys completed  
# of website hits

**Target Market:** The target market is a combination of travel professionals and potential consumers in high priority markets.

The MBA is able to secure face time with professionals through participation in various media events and sales missions, giving us an opportunity to provide compelling information on visiting the region.

Consumers at the various shows range in demographics, but include several high priority audiences such as baby boomers, the drive market and families with children.

**Rationale:** The MBA selects shows based on a number of factors, not the least of which is the effectiveness of making progress toward our goals. Consideration is also given to geographic market, demographics and number of trade show attendees and return on investment.

As is indicated by the Maine Office of Tourism's commitment to the Maine Pavilion program, the state has endorsed outreach to consumers and travel professionals by attending industry shows. The Maine Beaches Association agrees that this type of outreach is effective in generating new and additional travel to the state and our region.

**Partners:** Maine Office of Tourism  
Other regions  
MBA Members

**Budget Description:** MTMPP funds are being requested to support costs associated with attending, or sending materials to 6-10 trade shows in addition to the ME Pavilion shows (\$15,000).

The cash match is derived from costs associated with participation in an additional 3-5 shows (\$7,000).

In-kind includes time dedicated to staffing the shows (\$5,000).

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

**Cash Match:** \$7,000.00

**In-Kind Match:** \$5,000.00

## Project 7: Website Enhancement

**Project Type:** Website Development

**Description:** The MBA will utilize funds from the MTMPP program to enhance its regional website, [www.mainebeachesassociation.com](http://www.mainebeachesassociation.com). For FY 2010, the MBA anticipates the market sector which educates themselves and plans vacations through internet usage will further increase. In order to remain as a leader in the development and marketing of its region website, the MBA will include more information on package and itinerary based visits, enhance the media room, and add information for tour professionals.

## Element 5: Web Refresh And Enhancement

**Project:** Website Enhancement

**Element Description:** The MBA will utilize funds from the MTMPP program to enhance the regional website, [www.mainebeachesassociation.com](http://www.mainebeachesassociation.com).

Upgrades include the creation of new pages geared toward target markets, the development of a short web based video, key word advertising, new four season graphics, purchasing key links and domain names, and further improvements to the searchability of the site.

The web video will give users a chance to virtually tour the region and can also serve as a stand alone piece that can be used at trade shows and other similar forums.

Key links include identifying natural travel partners and exploring either reciprocal links or at least linking those partners to our site. Examples include airports, car rentals, AAA, etc.

New pages on the site will include weddings, conventions, suggested itineraries and highlighted packages/hot deals.

**Timeline:** July 2009: Identify and engage videographer; Identify key word advertising opportunities; Identify potential advertising partners

August-October 2009: Film footage for video; Add new links to the web site; Update seasonal graphics; Add suggested itineraries and new pages for weddings/conventions

December 2009: Upload video to web site

**Tracking:** Tracking will include the following:

# of unique visitors to website

# of page views per visitor

# of return visitors

Amount of time spent on website

**Target Market:** MBA will target individuals who either educate themselves or plan vacations through the utilization of the Internet. MBA will maintain a website that is informative to the tourist, creates a unique "web surfing" experience and allows the tourist to obtain information needed on the region or use the "gateway" to the individual chamber websites

**Rationale:** MBA's website is seen as a gateway to the region and the Chambers of Commerce and appears in the top ten Google Search of 'maine beaches'. The MBA has developed several marketing approaches for 2009/2010 that rely heavily on utilizing the web site as a place for one-stop shopping for visitors to the Southern Maine Coast. Through a combination of web-based services and links to member Chambers of Commerce, the website continues to be an integral part of the MBA's marketing strategies.

**Budget Description:** MBA will utilize funds from the MTMPP award in the amount of \$2,500 for the continued development and implementation of the website.

MBA will match \$1,500 for hosting the site, as well as for domain name registration. In kind support is derived from staff and board time as the site is monitored and upgraded(\$1,250).

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

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

**In-Kind Match:** \$1,250.00

## Project 8: Hospitality Fair

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

**Description:** The Maine Beaches Association will use funds from the MTMPP program to organize and host a hospitality fair in May 2010. The purpose of the fair will be twofold.

The first will be to share results of our market research conducted throughout summer/fall 2009. This information will assist hospitality staff to better understand and meet the wants and needs of our current visitors.

The second purpose for this event will be to increase the awareness of regional tourism and opportunities for visitors beyond the specific community.

### Element 6: Hospitality Fair

**Project:** Hospitality Fair

**Element Description:** It is our belief that by providing hospitality staff with information regarding the traveling public as well as travel opportunities throughout the region, it will lead to a better experience for the visitor and the staff.

We envision the event to include three major components: Networking, data information and learning about/creating suggested itineraries.

Attendees will hear about the results of MBA's market research and will participate in one or more activities designed to promote networking as well as providing input on creating new suggested itineraries.

We anticipate at least one activity will utilize the World Cafe format and will allow attendees to put themselves in the shoes of the visitor.

The event will be hosted in mid-May 2010 so that seasonal businesses have an opportunity to attend. Additionally, we will include an evaluative component for attendees to provide feedback on the effectiveness of the event.

**Timeline:** January 2010: Identify space and other logistics for the event; send out a save the date in chamber newsletters

March 2010: Draft agenda; send out invites

April 2010: Finalize agenda

May 2010: Host event

June 2010: Evaluate event

**Tracking:** # attendees

Evaluation results (focused on quality and content)

# new relationships developed between attractions

**Target Market:** Hospitality staff

Owners

**Rationale:** The MBA strives to be a go to resource for potential visitors as well as for the tourism industry in the region.

While chambers of commerce meet many of the connection needs within a given community or service area, there are few chances to connect across the region.

Organizing and offering this type of event will improve understanding among hospitality staff of what the region as a whole has to offer. We believe that it will also energize staff and lead to a better customer service experience.

**Partners:** MBA member chambers of commerce

Tourism businesses

Office of Tourism

Border regions

**Budget Description:** The MBA will use MTMPP funds to offset costs related to the event including location, food and other supplies (\$2,500).

In-kind matching funds will be derived from the planning and facilitation of the event (\$2,500).

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

**Cash Match:** \$0.00

**In-Kind Match:** \$2,500.00

## 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>SMCTA 2010 Fulfillment Piece</b>			
Development of 40+ page color catalogue	\$41,500.00	\$10,500.00	\$3,440.00
<b>Consumer Research Program</b>			
2009 Consumer Survey	\$500.00	\$2,500.00	\$1,500.00
<b>Print Advertising</b>			
Purchasing print advertising space	\$5,000.00	\$0.00	\$1,000.00
<b>Travel, Trade &amp; Consumer Shows</b>			
Attendance and participation	\$15,000.00	\$7,000.00	\$5,000.00
<b>Website Enhancement</b>			
Web Refresh And Enhancement	\$2,500.00	\$1,500.00	\$1,250.00
<b>Hospitality Fair</b>			
Hospitality Fair	\$2,500.00	\$0.00	\$2,500.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$96,269.00
<b>Administrative Costs:</b>	\$19,269.00
<b>Cash Match:</b>	\$21,500.00
<b>In-Kind Match:</b>	\$14,690.00
<b>Total Match:</b>	\$36,190.00
<b>Total Proposed Budget:</b>	\$132,459.00