

## Profile

**Applicant:** Regional Application

**Grant Manager:** Jennifer Geiger

**Name of Organization:** Midcoast Maine Chamber Council

**Mailing Address:** 199 Water Street  
Bath, Maine 04530

**Physical Address:** 199 Water Street  
Bath, Maine 04530

**Office Hours:** 9am - 5pm

**Telephone Number:** 207-443-2067 x203

**Fax Number:** 207-443-2344

**Date of Incorporation:** September 27th, 1988

**EIN:** 22-2982547

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

### COLLATERAL MATERIALS

We developed a branded 16 page Vacation Planner & Map brochure that illustrates the extensive coastline formed by the region's peninsulas (a key attraction of the region), and lists the diverse activities, attractions and primary events of each of the region's core communities.

### WEB-BASED MARKETING

We advertised to a targeted market on boston.com. Our advertising banners invited readers to enter of a drawing to win a Fall 4-Day Getaway on Maine's MidCoast. We used the drawing to develop an opt-in email list to receive a quarterly events newsletter, created an email newsletter template, and distributed the first newsletter in late November, with a second ready for release in early April. Newsletters will continue to be sent at the beginning of each season.

Our advertising on boston.com resulted in an additional 1,093 visitors to our website during the September advertising period and resulted in 319 new addresses for our email list.

### PUBLIC RELATIONS

As part of our public relations campaign, we organized a photo contest that ran from July through November 2008 . The photo contest was advertised through press releases and on the mainesmidcoast.com website, and resulted in over 100 qualifying photo entries from 17 photographers (which we have permission to use in midcoast marketing materials), and an additional 2612 visits to mainesmidcoast.com.

PR activities also resulted in stories on Maine's MidCoast in Budget Travel Magazine, Budget Travel online, and Maine Home & Design Magazine plus mentions in Family Circle and Port City Life Magazines.

## **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) Solidify our established customer base and convey a value message to potential new customers in our primary geographic markets. Focusing on the accessibility of the midcoast region in terms of the natural beauty, relaxed lifestyle and unique cultural experience it offers, without the inconveniences of more remote locales, will stimulate both repeat visits and new exploration of the region.

2) Encourage longer visits to Maine's MidCoast by promoting travel throughout the region. Exploring the many attractions of the regional peninsulas and coastal communities will create a more varied experience for vacationers and leave them wanting more.

3) Increase brand awareness with a wider audience through the use of new media with coordinated creative materials and public relations activities that focus on the key attributes and attractions of the region. Clear communication of the beauty, maritime culture and unique geography of the midcoast will help spread the word about the Maine's Midcoast experience and draw new tourists to the region.

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

- 1) We will increase repeat as well as new tourism visits to Maine's MidCoast by continuing to engage our core customers through targeted advertising of our brand in print and online publications that have a Maine or New England centric readership and/or are geographically targeted to our primary market in the greater Boston area.
  
- 2) We will encourage longer visits to MidCoast Maine by sharing information about activities in different parts of the region through distribution of a Vacation Planner & Map at appropriate visitor centers, chamber offices and travel trade shows. The brochure gives a branded overview of the region but also organizes information about regional attractions in a way that makes it easy for enthusiasts from diverse interest groups to follow their interests from point to point. The reprint of this brochure will allow us to continue a broad distribution strategy and fulfill information requests.
  
- 3) We will increase brand awareness with a wider audience through use of the mainesmidcoast.com and mainesmidcoastpress.com websites, our regional events e-newsletter; web-based advertising and press release sites; and the integration of social networking into the midcoast region's marketing plan.

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

Promotion of the midcoast region and materials distributed will be presented as a snapshot of the overall Maine travel experience. In our marketing we will encourage visitors to stay for an extended period, travel throughout the region, and visit year-round in support of MOT goals.

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

We request estimates and compare costs before purchases. The Treasurer maintains records of all income and expenditures. The accounts are reconciled and a detailed financial statement is prepared for board review and approval on a monthly basis. At the close of each fiscal year, the account will be reviewed and all appropriate filings prepared by a certified public accountant.

## 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:** SK Public Relations

**Address:** 50-5 Howard Street  
Somerville, MA 02144

**Phone:** 207.542.3723

**Email Address:** skpr@skpublicrelations.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:**

Please contact Sharon Kitchen at skpr@skpublicrelations.com for this information.

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

Country Living  
Forbes Life  
AAA Northern NE Journeys  
Boston Magazine  
Yankee  
Baltimore Sun  
Boston Globe  
Hartford Courant  
Philadelphia Inquirer  
Wall Street Journal  
Washington Post  
National Geographic Travel  
Outside  
Toronto Star  
The Toronto Sun  
Bon Appetit  
Gourmet  
Saveur  
Real Simple  
Better Homes & Gardens  
O, the Oprah Magazine  
The New York Times  
The New York Times Magazine  
Coastal Living  
Conde Nast Traveler

## **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., 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:**

#### Internal Partnerships:

Our member chambers of commerce place branded advertising for the region in their yearly guide books and on their websites. Local inns contributed rooms and meals to our Fall 4-Day Getaway drawing.

External Partnerships: We financially support the marketing efforts of CruiseMaine and in 2009 contributed funds to the Rockland chapter of the American Lighthouse Foundation to promote their 2009 Maine Lighthouse Challenge event.

Statewide: We contribute a portion of grant funds to fund the statewide "Staycation" television advertising campaign in cooperation with other Maine regions. We send representatives to staff the Maine Pavilion at travel trade shows and will have a regional booth at the Maine hosted Discover New England show in 2009.

## Website Development & Maintenance

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

**URL:** www.mainesmidcoast.com

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

The mainesmidcoast.com website is designed to promote the Maine's Midcoast brand, which reinforces the iconic attractions of the midcoast region, and celebrates the natural beauty, authentic culture, heritage, and accessibility of the region. It is designed to be attractions based and data driven.

The site is divided into Outdoors, In Town, Heritage, The Kitchen, Arts, Touring, Getting Here and More Info pages.

Each page describes one of the attributes that draws visitors to our region, with specific information on related topics of interest.

On every page, a menu that identifies services by categories that answer travel needs allows access to a database that includes all members of the seven chambers of commerce that form the Midcoast Chamber Council. Database listings include google mapping. An automatic update feature ensures that the database remains current.

The site also links to a Media Site, mainesmidcoastpress.com.

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

In the next 1-2 years MC3 plans to improve the effectiveness of our site by:

adding an email contact link

SEO

linking strategically to other sites

refining searches within the site database

## 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 an opt-in button on our website for visitors to sign up to receive a quarterly newsletter. We collect names and email addresses through Constant Contact and use the service to distribute a quarterly newsletter with updates on seasonal midcoast events.

## 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: Boston.com**

**Project Type:** Advertising

**Description:** On-line advertising campaign and package give-away.

#### **Element 1: August-September Campaign**

**Project:** Boston.com

**Element Description:** We propose to run a one-month advertising campaign on the travel pages of boston.com at the end of the summer season. The advertising banner will invite viewers to be entered in a drawing to win a fall travel package including food and accommodations in the region by opting-in to receive MC3's on-line quarterly events newsletter.

**Timeline:** Advertising Schedule: August 24 - September 20

**Tracking:** We will track the success of our campaign by click throughs on our advertising banner and number of drawing entries received.

**Target Market:** This campaign geographically targets the Boston, Massachusetts and Southern New Hampshire market, and expands our reach to the growing numbers who prefer to receive the news and other information online.

**Rationale:** The internet continues to grow in dominance as a primary communication, research and entertainment medium across all age groups. By advertising on boston.com we move toward our goal to expand our reach to a new demographic, but in an area that has proved to be a strong geographic market for tourism in Maine. Timing our contest for the end of summer and offering a fall travel package promotes our goal and MOT's goal of building tourism in the shoulder seasons. By repeating this advertising strategy from fall of 2008 we reinforce our brand with that audience and build on the success of the 2008 campaign.

**Media Type:** Internet

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

**Budget Description:** *(No Response)*

**MTMPP Award:** \$3,800.00

**Cash Match:** \$850.00

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

## Project 4: Maine Invites You

**Project Type:** Advertising

**Description:** Create a strong, branded positioning statement celebrating the attractions of the Mid-Coast region and promoting our website, [www.mainesmidcoast.com](http://www.mainesmidcoast.com) within the publication's pages to a very qualified audience,

### Element 2: Full Page Color Ad

**Project:** Maine Invites You

**Element Description:** Create and place a 1- page, 4-color ad within Maine Invites You, promoting the Maine's MidCoast brand and highlighting the diverse attractions of the region. The advertisement will promote our website ([www.mainesmidcoast.com](http://www.mainesmidcoast.com)) and invite subscription to our on-line newsletter.

**Timeline:** Materials will be provided to the publication for the 2009 issue before the due date.

**Tracking:** We will measure success chiefly by the number of requests for information generated through the advertisement made to our website and phone number, and will make a broad inference of effectiveness through spikes in web hits during the period.

**Target Market:** Potential visitors to the state who have specifically requested information from the MOT.

**Rationale:** As the primary print fulfillment piece distributed by the Office of Tourism, Maine Invites You is a leading method for reaching an audience interested in visiting our state. Inclusion in MIY allows MC3 to make a strong, branded positioning statement that summarizes the experience of visiting the region and delivers it to a prime audience.

**Media Type:** Print

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

**Budget Description:** *(No Response)*

**MTMPP Award:** \$5,600.00

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

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

## Project 5: Downeast Magazine

**Project Type:** Advertising

**Description:** Strategically timed advertising placement in a targeted publication.

### Element 3: April "Vacation Planner" issue

**Project:** Downeast Magazine

**Element Description:** We will place a full page 4C ad in a Maine-centric publication to promote tourism activities in the midcoast to an upscale readership with ties to Maine during the vacation decision-making process.

**Timeline:** Reserve space and supply artwork - February 2010  
Issue drops end of March 2010

**Tracking:** We will measure success chiefly by the number of e-mail inquiries generated through the advertisement, and will make a broad inference of effectiveness through spikes in web hits following publication.

**Target Market:** People who love Maine, summer residents, older visitors and retirees, residents of the state who will be receiving visitors and are looking for entertainment ideas, or who may be interested in taking a "staycation" in midcoast Maine.

**Rationale:** Advertising in Downeast's April issue reaches a qualified readership that is affluent and already interested in Maine. Advertising in this publication will help raise brand awareness, and can be used to spur tourism growth during the spring shoulder season.

We will use this venue to drive visitors to our website and promote the midcoast as a multi-season travel destination at a time when readers may be making vacation plans.

**Media Type:** Print  
**Co-op Opportunity:** *(No Response)*  
**Budget Description:** *(No Response)*  
**MTMPP Award:** \$4,100.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$1,500.00

## Project 6: Yankee Magazine

**Project Type:** Advertising  
**Description:** Strategically timed advertising placement in a targeted publication

### Element 4: "Getaway Planner"

**Project:** Yankee Magazine

**Element Description:** We will place a 1/6 page 4C ad in 4 issues to promote seasonal tourism based activities and events in the midcoast region during the prime summer and spring and fall shoulder seasons to an upscale readership with ties to New England.

**Timeline:** Issues:  
May/June  
July/August  
September/October  
November/December

Reserve space and supply artwork: 2 months prior to publication.

**Tracking:** We will measure success chiefly through the number of inquires generated by the advertising through our website and phone line, requests to receive our events e-newsletter and will make a broad inference of effectiveness through spikes in web hits following publication

**Target Market:** People who love the New England countryside and traditions, people who love Maine, or who have always been interested but need a stimulus to visit.

**Rationale:** Advertising in Yankee Magazine reaches a qualified readership that is affluent, already interested in New England culture and traditions, and in many cases living within a days drive of Maine. Advertising in this publication will help extend the reach of our brand and increase brand awareness, and can be used to spur tourism activity during the shoulder seasons.

We will use this venue to drive visitors to our website, increase our email contact list, and promote the midcoast as a year-round travel destination at a time when readers may be making vacation plans or ready to make an impulse trip.

**Media Type:** Print  
**Co-op Opportunity:** *(No Response)*  
**Budget Description:** \$1,475 per issue  
**MTMPP Award:** \$5,900.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$2,000.00

## Project 7: Visitor Center Kiosks

**Project Type:** Advertising

**Description:** Free Standing Kiosks at the Kittery and Yarmouth Visitors Information Centers with POP racks for maps.

## Element 5: Free-Standing Kiosks

**Project:** Visitor Center Kiosks

**Element Description:** Yearly Space Rental Fee

**Timeline:** Yearly Renewal Agreement

**Tracking:** The number of maps and guides distributed from each center.

**Target Market:** Maine visitors stopping at the Maine Tourism Visitor's Centers in Kittery and Yarmouth.

**Rationale:** Over 850,000 visitors pass through the Kittery and Yarmouth Visitor's Centers annually. While the internet has become the primary planning venue for travelers, evidence from both the state's own data and interviews conducted with Visitor Center staff tell us that a very large number of people still come to Maine with no particular destination in mind. Our kiosks in these centers provide us with a graphic vehicle and point of fulfillment opportunities to help make a strong case for a MidCoast vacation. For those who have already planned their trip, it offers information for possible future vacations in our region, encouraging more visits to our state.

**Media Type:** POP Free-Standing Display Kiosks

**Co-op Opportunity:** None

**Budget Description:** *(No Response)*

**MTMPP Award:** \$1,250.00

**Cash Match:** \$0.00

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

## Element 6: Redesign of Kiosks

**Project:** Visitor Center Kiosks

**Element Description:** Update reverse side of Kittery kiosk with branded images & logo to match front.

**Timeline:** July 2009

**Tracking:** The amount of brochures taken from the rack.

**Target Market:** Visitors to Maine as they approach our region.

**Rationale:** The kiosk creates a presence for the Midcoast at high traffic State Visitor Centers that feed into the Midcoast Maine corridor. It offers us a marketing opportunity to reach visitors to Maine who may not have made firm plans or who may visit our region at a later date.

Consistency of branding will reinforce awareness of the attractions of Maine's MidCoast to those who have already chosen to visit Maine and lead them to explore the midcoast region.

**Media Type:** *(No Response)*

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

**Budget Description:** *(No Response)*

**MTMPP Award:** \$1,000.00

**Cash Match:** \$0.00

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

## Project 8: Cruise Maine

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

**Description:** Financial Support and Trade Show Staffing

## Element 7: Financial Support

**Project:** Cruise Maine

**Element Description:** To help further the development of Maine as a major cruise destination for both large and small ships.

**Timeline:** SeaTrade Convention in March, 2010

**Tracking:** We will measure success by the number of cruises booked, and make a broad inference of effectiveness through spikes in unique visits at CruiseMaine's website, [www.cruisemaineuse.com](http://www.cruisemaineuse.com), over the year, as well as an educated estimate to the amount of new dollars brought to the region through these efforts.

**Target Market:** National and International Cruise Lines

**Rationale:** With a significant number of our members being served by the efforts of the Cruise Maine Coalition, it is our intention to provide a portion of our regional grant to help further the worthy cause of this multi-regional entity. The cruise industry is a growing source of valuable tourism dollars that we feel benefits our region and the state of Maine as a whole. Given the growing connection between tourism and security, our region, and the State as a whole stands to benefit greatly from its position as a safe, secure destination. Visitors from cruise ships have the opportunity to sample the attractions and beauty of our region and may choose to return for a longer stay.

By its nature, the cruise industry provides a great source of revenue to the region and state, with minimal amount of long term impact, or stress upon resources. The money will go towards funding of CruiseMaine marketing materials, website updates and maintenance, direct mail, e-mail campaigns, and trade show costs for the annual Seatrade convention in Miami. The success of the Cruise Maine coalition is dependent on time, energy and money from each member and we are committed to our support.

**Partners:** Other coastal tourism regions, MaineDot and MOT

**Budget Description:** *(No Response)*

**MTMPP Award:** \$3,200.00

**Cash Match:** \$0.00

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

## Project 9: Travel Trade and Consumer Shows

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

**Description:** Trade show fees, travel and attendance costs

## Element 8: Travel Costs and Entry Fees

**Project:** Travel Trade and Consumer Shows

**Element Description:** Trade shows facilitate and promote MidCoast Maine Tourism through increased visibility and improved communication and qualified one-on-one contact. They help stimulate Maine's midcoast travel industry by providing information about the attractions and beauty of our region to a well targeted audience. Recently we updated our booth materials to include two colorful banners which will help draw attention at travel show venues and promote Maine's Mid-Coast as one of New England's premier tourism destinations.

**Timeline:** We will attend the Taste of Maine show in New York in winter 2010.  
Date TBD

**Tracking:** We will be able to track new PR contacts gained and leads from the show.

**Target Market:** Taste of Maine - New York based PR show for travel industry writers and publications.

**Rationale:** A strategic component of our tourism marketing efforts is direct contact through trade shows. Realizing that trade shows need to be extremely targeted and well researched to be a viable return on investment, we are proposing to attend this show which has demonstrated its value in previous years. Through increased media contacts we seek to stimulate and expand public awareness of Maine's Mid-Coast as one of New England's premier tourism destinations.

**Partners:** *(No Response)*

**Budget Description:** *(No Response)*

**MTMPP Award:** \$2,000.00  
**Cash Match:** \$500.00  
**In-Kind Match:** \$2,900.00

## Element 9: MOT Pavilion Shows

**Project:** Travel Trade and Consumer Shows

**Element Description:** We will support Maine Office of Tourism efforts and help staff at least two MOT pavilion shows between September 2009 and March 2010.

**Timeline:** Dates TBD

**Tracking:** We will attend training sessions and track effectiveness by the quality of the information we are able to share on behalf of the MOT.

**Target Market:** Travel show attendees.

**Rationale:** Trade shows facilitate and promote MidCoast Maine Tourism through increased visibility and improved communication and qualified one-on-one contact. They help stimulate Maine's midcoast travel industry by providing information about the attractions and beauty of our state. We are committed to attending and helping to staff at least two of the MOT pavilion shows as appropriate.

**Partners:** MOT, regional representatives.

**Budget Description:** *(No Response)*

**MTMPP Award:** \$4,000.00  
**Cash Match:** \$500.00  
**In-Kind Match:** \$6,000.00

## Project 10: Public Relations Program

**Project Type:** Public Relations

**Description:** 2008-2009 Public Relations

### Element 10: Annual Contract

**Project:** Public Relations Program

**Element Description:** We seek to expand and strengthen awareness of Maine's Midcoast as a unique and attractive vacation destination by partnering with SK Public Relations for public relations outreach, which creates a powerful residual effect when systematically implemented over time.

**Timeline:** Ongoing with 3-6 month short-term and 6-12 month long-term lead time for story submissions.

**Tracking:** We measure success by the quality and quantity of articles secured from year to year. We will also be tracking "Where did you hear about us" through our telephone and website inquiries.

**Target Market:** Local, regional, national and international media outlets including online, print, broadcast, and radio. plus trade show and media events.

**Rationale:** On-going public relations outreach is important to building and broadening interest in the MidCoast Maine region. It allows us to potentially reach a wider national audience that would be prohibitive using our limited advertising dollars. It also provides the flexibility to adapt our message as needed to respond to short-term trends and occurrences in the market place.

**Budget Description:** *(No Response)*

**MTMPP Award:** \$22,800.00  
**Cash Match:** \$2,500.00  
**In-Kind Match:** \$4,000.00

## Project 11: Vacation Planner Brochure

**Project Type:** Brochures

**Description:** 18-20 page brochure featuring maps of the regional peninsulas, attractions and scenic drives, for use at the MOT travel show pavilion and visitor centers.

### Element 11: Production

**Project:** Vacation Planner Brochure

**Element Description:** Reprint of 35,000 copies of regional Vacation Planner & Map. Brochure includes maps that guide readers through the region along Rt. 1 and illustrates the unique topography of the mid-coast peninsulas and harbors. Accompanying copy and photos identify area attractions and activities for visitors. The brochure:  
Encourages travel within the region  
Raises the profile of our brand image  
Differentiates midcoast Maine from competitors  
Maintains a direct-to-customer contact model  
Coordinates with Maine Tourism Bureau marketing

**Timeline:** Design and Copy approvals - August 2008  
Print Completion - September 2008  
Distribution at Travel Trade shows Fall 2008-Spring 2008  
Distribution at Visitor Centers and Chambers of Commerce-ongoing

**Tracking:** We will measure effectiveness by the number of brochures distributed, and more generally through an educated assessment of increases in travel throughout the region.

**Target Market:** Travel show attendees who are exploring vacation options; visitors within Maine.

**Rationale:** As an affordable and somewhat underutilized travel destination, Maine's mid-coast region is well positioned for growth; the "undiscovered" coast has the natural beauty and relaxing attributes of more remote locations without the inconveniences.  
A reprint of the brochure allows us to continue to utilize this powerful marketing tool. Through distribution of a brochure that guides visitors through the region, we make it easy to explore the attractions of each area and encourage users to stay longer or return another time in order to experience those portions of the coast they might have missed.

**Distribution Plan:** The brochure is designed to fit racks at the Maine Office of Tourism travel show pavilion for distribution at Travel Trade shows and statewide visitors booths. The brochures were sent to all the MOT pavilion shows and are also stocked at the regional Chambers of Commerce, and will be sent to those who request printed materials about the region. In winter 2009, the brochure was also distributed at Camping and RV shows.

**Budget Description:** *(No Response)*

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

**Cash Match:** \$2,511.00

**In-Kind Match:** \$5,500.00

## Project 12: On-line Opportunity Advertising

**Project Type:** Advertising

**Description:** Timely and targeted web-based advertising.

### Element 12: Opportunity Advertising

**Project:** On-line Opportunity Advertising

**Element Description:** The goal is to watch market conditions and tourism traffic in order to take advantage of an opportunity to do an email blast or other web-based outreach to a targeted market at an opportune time. The advertising would promote attractions or tourism-related activities in the midcoast region.

**Timeline:** TBD. The region would stay abreast of MOT advertising plans and leverage impact with coordinated

# Maine Tourism Marketing Partnership Program



advertising as appropriate.

**Tracking:** We will track effectiveness through immediate response to any call to action and spike in activity on any related websites.

**Target Market:** The advertising will be placed in web-based media to reach out to a wider and potentially younger market.

**Rationale:** The changing economic climate makes the response to advertising difficult to predict in the long term. Having some funds available to take timely action in response to changing trends will help us to spend our advertising dollars with maximum effectiveness to attract visitors to midcoast Maine.

**Media Type:** *(No Response)*

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

**Budget Description:** *(No Response)*

**MTMPP Award:** \$750.00

**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>Boston.com</b>  |                    |                   |                      |
| August-September Campaign                                    | \$3,800.00         | \$850.00          | \$1,000.00           |
| <b>Maine Invites You</b>                                     |                    |                   |                      |
| Full Page Color Ad   | \$5,600.00         | \$1,500.00        | \$2,000.00           |
| <b>Downeast Magazine</b>                                     |                    |                   |                      |
| April "Vacation Planner" issue                               | \$4,100.00         | \$0.00            | \$1,500.00           |
| <b>Yankee Magazine</b>                                       |                    |                   |                      |
| "Getaway Planner"  | \$5,900.00         | \$0.00            | \$2,000.00           |
| <b>Visitor Center Kiosks</b>                                 |                    |                   |                      |
| Free-Standing Kiosks   | \$1,250.00         | \$0.00            | \$0.00               |
| Redesign of Kiosks   | \$1,000.00         | \$0.00            | \$0.00               |
| <b>Cruise Maine</b>  |                    |                   |                      |
| Financial Support  | \$3,200.00         | \$0.00            | \$0.00               |
| <b>Travel Trade and Consumer Shows</b>                       |                    |                   |                      |
| Travel Costs and Entry Fees                                  | \$2,000.00         | \$500.00          | \$2,900.00           |
| MOT Pavilion Shows   | \$4,000.00         | \$500.00          | \$6,000.00           |
| <b>Public Relations Program</b>                              |                    |                   |                      |
| Annual Contract  | \$22,800.00        | \$2,500.00        | \$4,000.00           |
| <b>Vacation Planner Brochure</b>                             |                    |                   |                      |
| Production   | \$12,000.00        | \$2,511.00        | \$5,500.00           |
| <b>On-line Opportunity Advertising</b>                       |                    |                   |                      |
| Opportunity Advertising                                      | \$750.00           | \$0.00            | \$0.00               |

## **Budget Summary**

|                               |              |
|-------------------------------|--------------|
| <b>Proposed MTMPP Award:</b>  | \$95,669.00  |
| <b>Administrative Costs:</b>  | \$19,269.00  |
| <b>Cash Match:</b>            | \$8,361.00   |
| <b>In-Kind Match:</b>         | \$24,900.00  |
| <b>Total Match:</b>           | \$33,261.00  |
| <b>Total Proposed Budget:</b> | \$128,930.00 |