

Profile

Applicant: Regional Application
Grant Manager: Jessica Taylor
Name of Organization: The Maine Highlands
Mailing Address: 40 Harlow Street
Bangor, Maine 04401
Physical Address: 40 Harlow Street
Bangor, Maine 04401
Office Hours: Monday - Friday; 8:00 a.m. to 5:00 p.m.
Telephone Number: 207.947.5205
Fax Number: 207.942.3548
Date of Incorporation: December 19th, 2002
EIN: 42-1568342

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

The top three highlights from the previous fiscal year for The Maine Highlands were:

- 1) Our regional brochure development and production. The region had completely run out of our regional brochure. We were sending our old rack cards to many of the shows and it will be great to have a full brochure for our region back at the shows.
- 2) The Eastern States Exposition is a very important consumer show to us. This show has been very productive for our local business membership and we hope to exhibit there far into the future! Member support is also phenomenal for this one particular show.
- 3) The last highlight from the 2008-2009 grant cycle would have to be our brand new website and trade show booth. These two things were badly needed for our region. The old website acted as a portal to our individual chambers, the new website will have much more content, while providing increased links to our chamber websites. The region can't wait to see our statistics for the coming year.

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 primary goals for the next year for The Maine Highlands region would be:

- 1) To increase the presence of the region and its members in more niche markets, such as fishing, hunting, hiking, snowmobiling, etc. We will do this by the creation of our new five year strategic and marketing plan. This plan will help aim our marketing efforts in a more educated and effective way.
- 2) Bring education to our members on creating packages. We plan to bring Joe Veneto, the Opportunity Guy, back to our region for a day long seminar on packaging. The past couple of grant cycles, we have noticed a decrease in pre-packaged offerings in a time when "deals" are the hot item. We hope that bringing this educational opportunity to the region will help stir creative juices and get packages flowing out of our region once again.
- 3) For the past few years some of the sub-regions have decided not to produce visitor's guides. These guides are some of the most important marketing tools that the region utilizes and it is extremely important that we have a guide from each of the sub-regions.

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

The Maine Highlands marketing strategy for the fiscal year of 2009-2010 will be to continue to increase regional visitation among both individual consumers and the travel industry. The Maine Highlands will continue to market the region as the "natural wonder of Maine" and invite consumers to have "a vacation experience like no other in America". This marketing will be done by a combination of print advertising, trade show participation, an increased and improved internet presence, and the development of enhanced tourism products. We will work cooperatively with partners, from around the region and state, to develop the best

possible programs for each of these goals.

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

The goals of The Maine Highlands Corporation mirror those outlined in the Maine Office of Tourism's five year plan in that they strive to: (1) increase market share of tourism in the state of Maine, (2) expand visitation to the state, specifically to our region, and (3) reach more consumers with positive media coverage combined with strategic advertising.

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

The Maine Highlands Corporation has received 501 (c) (3) status. At this time, the Greater Bangor Convention & Visitors Bureau and Eastern Maine Development Corporation will serve as grant applicant, recipient and will oversee the grant. At the direction of TMHC Board of Directors, the GBCVB and EMDC will administer and implement the program as outlined in the grant application. TMHC staff, Jessica Taylor Donahue, Regional Grant Manager, will be responsible for seeing that the programs are completed as contracted and within the MTMPP guidelines. We have budgeted for an accounting review as required by the guidelines. All monitoring and reporting requirements will be met.

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 Highlands plans to develop and implement a new Five Year Strategic and Marketing Plan for the corporation. We will be conducting inventory studies and any research that we need to write a complete plan.

Public Relations

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

Company: The Maine Highlands

Address: c/o TMH Staff
40 Harlow Street
Bangor, Maine 04401

Phone: 207.947.5205

Email Address: Jessica@VisitBangorMaine.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:

See Jessica Donahue for complete listing.

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

Anything to do with Canada

Outdoor Recreation Publications
Group Tour Publications
Adventure Travel Publications
Historical/Cultural Publications
Aviation Publications
Meeting & Convention Planners

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:

Internally, we make cooperative marketing available to all of the business members of TMH in the form of brochure distribution at trade shows, Bangor International Airport, Bangor CVB Visitor Centers, cooperative advertising opportunities in target publications, and cooperative advertising in Maine Invites You.

Externally, we partner with other organizations, such as the Bangor International Airport and Downeast Acadia Regional Tourism, for trade shows, receptions and other marketing opportunities.

State-wide, we will be participating in all or most of the Maine Travel Pavilion shows.

Website Development & Maintenance

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

URL: www.TheMaineHighlands.com

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

This past grant cycle we have made significant changes to our website and continue to upgrade it. We started from scratch and the whole redesign will be completed by the end of the 2009 grant cycle.

The site truly functions as a portal, driving visitor traffic to our sub-region's chamber of commerce websites. The new TMH site does provide a better flow and more in depth content than the site before.

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

This past year, TMH has done a complete overhaul on all of our marketing materials. We now have a new website, regional brochure and trade show booth. In this grant cycle, we have also set aside money to help our sub-regions to create their own visitor's guides.

In this grant cycle, we will be focusing on creating a new strategic plan and diversified marketing plan. This plan will help direct us in where we will be headed and what marketing efforts we need to focus on for the next five years.

Visitor Database

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

Yes

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

The current database is an excel sheet. As we receive visitor inquiries (email, website and 800 number), we send out a packet of information and the inquiries are then logged into the sheet. This information is reviewed quarterly to look for patterns in demographics, geographic locations and trends in visitor interests.

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: Consumer and Industry Trade Shows

Project Type: Travel Trade & Consumer Shows

Description: One of the most important marketing tools that our region uses is the face to face contact that we get from attending consumer and industry trade shows. We have planned some traditional trade shows, regional representation at some shows, brochure distribution and some non-traditional receptions for the coming grant cycle.

Element 1: Regional Representative Support for the Maine Travel Pavilion

Project: Consumer and Industry Trade Shows

Element Description: The Maine Office of Tourism has created a travel pavilion for consumer and travel industry trade shows. This pavilion needs to be staffed with individuals from each region to lend the pavilion regional expertise and flair.

Timeline: MOT staff will be establishing a timeline based on the individual travel shows.

Tracking: MOT Staff and contracted agencies will be tracking this project and reporting the results to the regions. As well as providing leads that have been collected.

Target Market: Consumer and Travel Industry

Rationale: In order to keep a strong regional presence that will provide a vast knowledge of the state, the MOT has asked regions to send at least one representative to at least two of the pavilion shows.

Partners: There is a state-wide partnership with this project. The MOT will provide the booth space and regional brochure distribution opportunities.

Budget Description: The budget for this project covers all travel expenses for attending the individual shows with the MOT.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 2: Regional Support for the American Bus Association New England Reception

Project: Consumer and Industry Trade Shows

Element Description: The MOT attends the American Bus Association trade show each year and has asked for support for a traditional New England reception that is held for tour operators.

Timeline: MOT will be providing all timelines for this project.

Tracking: MOT Staff will be tracking this project and reporting the results to the region. As well as any leads that may have been gathered.

Target Market: Tour Operators and Receptive Operators

Rationale: The state of Maine has always participated in a reception for the ABA conference attendees. Money is needed to continue the tradition.

Partners: This is a state-wide project.

Budget Description: This project's budget will go directly to MOT before they attend the conference.

MTMPP Award: \$750.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 3: Eastern States Exposition

Project: Consumer and Industry Trade Shows

Element Description: The Maine Highlands has had a continuing presence at this show for years now. We have received an informal invitation to participate again in September of 2010. This show allows TMH to come in direct contact with the drive market that comes from Massachusetts and surrounding states.

Timeline: The exact length of the TMH exhibit has yet to be determined. The fair's dates are September 18th to October 4th, 2009.

Tracking: This show's tracking is done by keeping an inventory of how many brochures were taken and also depends on our brochure distribution participants. TMH encourages these partner businesses to keep track of where their guests heard about them.

Target Market: The market for this show is the travel consumer from Massachusetts and surrounding states, as well as attendees from around the USA, Canada and overseas.

Rationale: This show and market has proven to be productive for our region. We will exhibit here until it proves to be unsuccessful.

Partners: Local businesses take part in a brochure distribution opportunity. TMH in the past has been offered an opportunity to work the the MTA welcoming booth and hopes to continue working with them in the future.

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$5,000.00

Cash Match: \$1,000.00

In-Kind Match: \$5,000.00

Element 4: World Fishing & Outdoor Exposition

Project: Consumer and Industry Trade Shows

Element Description: This will be the third year that TMH exhibits at this show. This has been an extremely good show for us, with consumers that fit our outdoors recreation market. We go through 1,500 plus chamber and regional guides and member's brochures at this one four day show.

Timeline: The exact dates are unknown for the next year, but usually the show takes place near the beginning of March.

Tracking: This show's tracking is done through brochure inventory and TMH encourages participating members to track where their guests heard about them.

Target Market: The targeted market for this show is the sportsman from New York and surrounding areas.

Rationale: This show has proven to be the place for our region. The amount of guides that we go through, shows us that this market is willing to travel and enjoys what we have to offer. We will exhibit here until we feel that the show is unsuccessful.

Partners: TMH partners with our local businesses through a brochure distribution program.

Budget Description: The budget for this project includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$3,000.00

Cash Match: \$1,000.00

In-Kind Match: \$1,400.00

Element 5: Discover New England Tourism Summit

Project: Consumer and Industry Trade Shows

Element Description: The International Marketplace and Annual Tourism Summit is an annual conference aimed at educating the New England hospitality industry about international tourism marketing. The summit also allows the chance for individuals to sit down with international tour operators to discuss opportunities that may be available for them regarding the group tour market and individual international travelers.

Timeline: The exact dates are unknown for next year, but usually the show takes place near the end of April. The conference location for 2010 is Rhode Island.

Tracking: The effectiveness of this show can be determined by the reception to the region's product offerings in the marketplace and any press that the region gets from the travel writers that attend the show.

Target Market: Travel writers, travel agents, and tour operators.

Rationale: The international market seems to be very interested in our region in Maine, particularly the Netherlands, Japanese, and German operators and press. We are looking to continue our participation in this event to be able to maintain awareness of the region as a viable option for international travelers.

Partners: TMH will be working with our local members to organize our ideas for itineraries, group tours and other attractive options for the international traveler.

Budget Description: The budget for this project includes: travel expenses, supplies, the marketing efforts to gain business partnerships and attendance at scheduled meetings.

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 6: Maine Media Marketplace - Taste of Maine Show

Project: Consumer and Industry Trade Shows

Element Description: This annual event, which is planned by Nancy Marshall Communications, brings businesses throughout Maine together with a very targeted group of travel media for a networking event.

Timeline: This event takes place in Manhattan, NY, usually in March. Follow-up with the writers will conclude at the end of the grant cycle.

Tracking: By following up with the writers and tracking the press that we get from the different travel media that we networked with, we will be able to tell if this event is successful.

Target Market: Travel media and Media professionals

Rationale: This show has proven to be productive for the region, we have had radio interviews, editorial and FAM opportunities, presented from working this show.

Partners: Local area chambers and the Bangor CVB provide us with story ideas for presentation to the media at the show.

Budget Description: The budget for this project includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 7: Saltscapes Expo and Montreal Outdoor Festival

Project: Consumer and Industry Trade Shows

Element Description: These two trade shows take place in our target market area of Canada. It will be our third year exhibiting at Saltscapes and our first year at the Montreal Outdoor Festival.

Timeline: The events take place in April and May in Canada.

Tracking: By following up and tracking brochures, we will be able to judge how successful the shows are.

Target Market: Consumers from the Canadian Market.

Rationale: Saltscapes has proven to be a very productive show for our region. Montreal seems to be a hot market for us right now and we know visitors are coming to our area from here.

Partners: TMH will be partnering with Downeast Acadia Regional Tourism for both of these shows.

Budget Description: The budget for this project includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$6,500.00

Cash Match: \$750.00

In-Kind Match: \$0.00

Element 8: New England Tourism Center Trade Shows and Road Show

Project: Consumer and Industry Trade Shows

Element Description: The Maine Highlands has always participated in the New England Tourism Center's brochure distribution opportunities. This is a very cost-effective way to attend trade shows through a representative. We have chosen eleven shows for the coming year and are participating in the NE-TC road show to regional AAA offices.

Timeline: There are eleven different trade shows that we will be participating in and the project will conclude at the end of the 2010 grant cycle.

Tracking: We track the number of brochures given to NE-TC and how many they have left after their season is over.

Target Market: Travel professionals and the Canadian traveler.

Rationale: These shows and market have proven to be productive for our region and using NE-TC is an extremely cost-effective way to have representation at as many shows as possible.

Partners: We partner with the New England Tourism Center out of Montreal.

Budget Description: The project budget includes: shipping, show costs, and brochure distribution fees.

MTMPP Award: \$1,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 9: Receptions with the Bangor International Airport

Project: Consumer and Industry Trade Shows

Element Description: The idea behind this project is to educate the travel industry and airlines about The Maine Highlands region. We will work together with the Bangor International Airport to put on a reception for the area travel professionals. Our target cities are ones with direct flights into BIA.

Timeline: This project would begin in the spring of 2010 and conclude by the end of the grant cycle.

Tracking: Tracking for this project can be done by gauging the response and interest in our reception opportunity.

Target Market: Cities with Direct Flights into Bangor International Airport.

Rationale: The idea behind this project is to educate the travel industry and airlines about The Maine Highlands region. We will work together with the Bangor International Airport to put on a reception for the area travel professionals. Our target cities are ones with direct flights into BIA.

Partners: We will be partnering with local businesses and the Bangor International Airport. Opportunities for collaboration will also be presented to bordering regions.

Budget Description: The budget for this project includes: travel, coordination, and the event.

MTMPP Award: \$3,500.00

Cash Match: \$0.00

In-Kind Match: \$7,500.00

Project 4: Familiarization Tours

Project Type: Familiarization Tours

Description: The Maine Highlands needs to have additional education opportunities for state and chamber visitor center employees. We would like to extend an offer of a FAM trip for state of Maine visitor information center employees.

Element 10: FAM Tour

Project: Familiarization Tours

Element Description: The idea behind this project is to educate visitor center employees on what TMH has to offer our visitors. We are planning to have a two day "Visit Our Region" project for statewide visitor information center employees to come to TMH and learn about our recreational opportunities.

Timeline: This project would begin in the fall of 2010.

Tracking: Tracking for this project can be done by gauging the response and interest for our FAM opportunity.

Target Market: Visitor center employees

Rationale: The idea behind this project is to educate visitor center employees on what TMH has to offer our visitors. We are planning to have a two day "Visit Our Region" project for statewide visitor information center employees to come to TMH and learn about our recreational opportunities.

Partners: We will be partnering together with local businesses to make this project happen.

Itinerary: Itinerary will be discussed starting Fall of 2010 among our local business partners.

Budget Description: The budget for this project includes: travel, coordination and the event.

MTMPP Award: \$3,500.00

Cash Match: \$0.00

In-Kind Match: \$7,500.00

Project 5: Advertising

Project Type: Advertising

Description: The Maine Highland region sees advertising as a very important aspect of our overall marketing plan.

Element 11: Maine Invites You

Project: Advertising

Element Description: The Maine Invites You publication is the state's official travel planner and as a region it is very important to have regional advertisements in it. The cooperative advertising opportunity will be extended to all sub-regions within TMH. This year it is TMH's goal to increase regional representation within the publication.

Timeline: Focus on this project will begin after the grant has been approved. The Maine Tourism Association decides on all the space reservation deadlines.

Tracking: Working with our regional partners, we track how many visitor information inquiries come in because of the MIY ad co-op.

Target Market: Visitors and potential visitors to the state of Maine and The Maine Highland region.

Rationale: This is the state of Maine's official travel planner. Many people request these and not to be in it would be a loss for the region. Visitors and potential visitors contact us because they have seen our ads in the publication. This is also the marketing piece that is passed out at all the Maine Office of Tourism travel pavilion shows, making it extremely important that TMH has a significant presence in it.

Media Type: Print

Co-op Opportunity: Yes, TMH works with our six sub-regions to cooperatively advertise in Maine Invites You. The chambers of commerce and the CVB in Bangor sell the ads to their business members. All of TMH pages also have a similar look and feel to them, thus creating consistent images of the region.

Budget Description: The budget for this project includes: coordination of the pages between the sub-regions and for the consistent page designs.

MTMPP Award: \$1,500.00

Cash Match: \$17,000.00

In-Kind Match: \$2,500.00

Element 12: Out of State Advertising

Project: Advertising

Element Description: The Maine Highlands proposes advertising in targeted out of state publications, websites or other media outlets. We would like to target coastal out of state communities. This project's scope must be kept open due to the co-op opportunities that may arise throughout the grant's cycle.

Timeline: Advertising will be completed prior to the end of the grant cycle.

Tracking: Each advertisement will have a unique landing page to our website where we can track through google analytics.

Target Market: Anyone that is interested in traveling to The Maine Highlands region and the state of Maine.

Rationale: Through advertisements we educate visitors on the different vacation experiences that TMH has to offer.

Media Type: Print

Co-op Opportunity: TMH is always open to co-op advertising opportunities.

Budget Description: The budget for this project includes: the cost of ads, cost of creative time, and the cost of coordinating the cooperative opportunities.

MTMPP Award: \$8,611.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 6: Fulfillment

Project Type: Fulfillment

Description: The Maine Highlands will be using the project to complete follow ups with any leads we may receive throughout the grant cycle.

Element 13: Follow Up to Trade Show Leads

Project: Fulfillment

Element Description: In partnership with TMH designated trade shows, the follow up would be with travel agents, travel writers, and tour operators. Follow up would include direct mailings, shipping of materials, and basic costs incurred with contacting and maintaining relationships.

Timeline: Begins when we receive leads from shows and ends at the conclusion of the grant cycle.

Tracking: This project can be tracked by collecting responses and gauging interest from the involved parties.

Target Market: Travel agents, travel writers, tour operators and consumers.

Rationale: Increasing the visibility of the region can only help our tourism industry. Press coverage and relationships with tour operators and travel agents will increase visitation to our region.

Partners: TMH will develop partnerships when the opportunity arises.

Budget Description: The budget for this item includes: coordination for the follow-ups, printing costs, postage and any travel expenses.

MTMPP Award: \$1,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Regional Packaging Seminar

Project Type: Hospitality and Technical Assistance Training

Description: This seminar will teach the tools necessary for our members to learn how to package their products, as well as create packages with other attractions in the state of Maine.

Element 14: Regional Packaging Seminar

Project: Regional Packaging Seminar

Element Description: A few years ago, The Maine Highlands invited a packaging seminar to our region to help our members learn how to package and collaborate on packages. We would like to invite him back to the region to do another seminar on packaging.

Timeline: This seminar would take place in January or February of 2010.

Tracking: The number of packages that come out of the seminar will tell us how successful or useful the session was.

Target Market: Our target market for this seminar would be owners and managers of accommodations and attractions within the TMH region.

Rationale: With this type of project, our target is the decision makers within the individual businesses. The form of direct contact will ensure great results because they understand the value of having pre-made packages to market to their customer.

Partners: TMH will be partnering together with local member businesses and may invite bordering regions to participate.

Budget Description: The budget for this item includes: contracting a seminar speaker, coordination of event and other expenses for the event.

MTMPP Award: \$4,500.00

Cash Match: \$500.00

In-Kind Match: \$0.00

Project 8: Website Relaunch

Project Type: Website Development

Description: This element is for our new website launched in the 2009 grant cycle.

Element 15: The Maine Highlands Website

Project: Website Relaunch

Element Description: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. By revamping the website, we are aiming to provide a more streamline, less confusing multi-media presentation to the viewer. For the 2010 grant, we will be finishing our contract with Sephone Internet Solutions.

Timeline: This project would start at the beginning of the 2010 grant cycle and conclude at the end of the 2010 grant cycle.

Tracking: We will use the statistics of the website to gauge if TMH is getting increased hits to our sites and affiliate sites.

Target Market: Potential travelers to the TMH region.

Rationale: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. By revamping the website, we are aiming to provide a more streamline, less confusing multi-media presentation to the viewer.

Budget Description: The budget for this item includes: development of the website and expenses related to development.

MTMPP Award: \$5,500.00

Cash Match: \$0.00

In-Kind Match: \$1,500.00

Project 9: Visitor Guide Supplements

Project Type: Brochures

Description: The Maine Highlands will partner with our sub-regions to help them produce visitor guides.

Element 16: Visitor Guide Supplements

Project: Visitor Guide Supplements

Element Description: The Maine Highlands will partner with our chambers/CVB to help supplement their 2010 guidebook publications. This project would coordinate one to two pages of consistent information and branding in all of our sub-region visitor guides. This influx of cash will also help the sub-regions that are having a hard time producing this vital resource for their area. This project had been done before in 2004, when TMH started.

Timeline: This project will run the entire 2010 grant cycle.

Tracking: Tracking for this project will be done by TMH staff and by unique web pages.

Target Market: Potential visitors to the sub-regions. Visitor's guides for the chambers of commerce (5) and the Bangor CVB.

Rationale: The Maine Highlands will partner with our chambers/CVB to help supplement their 2010 guidebook publication. This project would coordinate one to two pages of consistent information and branding in all

of our sub-regions visitor's guides. Using this supplement, TMH will be able to tie our newly designed "brand" into not only our trade show booth, website and regional guide, but the sub-region guides, as well. This influx of cash will also help the sub-regions that are having a hard time producing this vital resource for their area.

Distribution Plan: Each of the chambers/CVB have their own designated distribution plans. The Maine Highlands also takes all of the individual guides to each of their trade shows and sends each of the guides out in visitor information packets.

Budget Description: The budget for this project includes: payment to the chambers/CVB for guidebook publication.

MTMPP Award: \$12,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Strategic Plan and Marketing Plan Development

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

Description: The region needs to create a new five year plan.

Element 17: Develop a Five Year Strategic Plan

Project: Strategic Plan and Marketing Plan Development

Element Description: This project is a necessity for our region. Currently we are operating without a plan and need to put one into place immediately.

Timeline: This project will begin at the start of the 2010 grant cycle.

Tracking: Once the plan is in place, we will have different bench marks to measure our success.

Target Market: N/A

Rationale: This project is a necessity for our region. Currently we are operating without a plan and need to put one into place immediately.

We are trying to sell our region's attributes to visitors.

Budget Description: The budget for this project includes: development of the plan.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$750.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
In-State Advertising and Public Service Announcements			
In-State Advertising and Public Service Announcements	\$10,000.00		
Administrative Costs			
Administrative Costs	\$19,269.00		
Consumer and Industry Trade Shows			
Regional Representative Support for the Maine Travel Pavilion	\$5,000.00	\$0.00	\$0.00
Regional Support for the American Bus Association New England Region	\$750.00	\$0.00	\$0.00
Eastern States Exposition	\$5,000.00	\$1,000.00	\$5,000.00
World Fishing & Outdoor Exposition	\$3,000.00	\$1,000.00	\$1,400.00
Discover New England Tourism Summit	\$1,500.00	\$0.00	\$0.00
Maine Media Marketplace - Taste of Maine Show	\$1,500.00	\$0.00	\$0.00
Saltscapes Expo and Montreal Outdoor Festival	\$6,500.00	\$750.00	\$0.00
New England Tourism Center Trade Shows and Road Show	\$1,000.00	\$0.00	\$0.00
Receptions with the Bangor International Airport	\$3,500.00	\$0.00	\$7,500.00
Familiarization Tours			
FAM Tour	\$3,500.00	\$0.00	\$7,500.00
Advertising			
Maine Invites You	\$1,500.00	\$17,000.00	\$2,500.00
Out of State Advertising	\$8,611.00	\$1,000.00	\$0.00
Fulfillment			
Follow Up to Trade Show Leads	\$1,200.00	\$0.00	\$0.00
Regional Packaging Seminar			
Regional Packaging Seminar	\$4,500.00	\$500.00	\$0.00
Website Relaunch			
The Maine Highlands Website	\$5,500.00	\$0.00	\$1,500.00
Visitor Guide Supplements			
Visitor Guide Supplements	\$12,000.00	\$0.00	\$0.00
Strategic Plan and Marketing Plan Development			
Develop a Five Year Strategic Plan	\$2,500.00	\$0.00	\$750.00

Budget Summary

Proposed MTMPP Award:	\$96,330.00
Administrative Costs:	\$19,269.00
Cash Match:	\$21,250.00
In-Kind Match:	\$26,150.00
Total Match:	\$47,400.00
Total Proposed Budget:	\$143,730.00