

## Profile

**Applicant:** Regional Application  
**Grant Manager:** Lynn Tillotson  
**Name of Organization:** Greater Portland CVB  
**Mailing Address:** 94 Commercial Street  
Suite 300  
Portland, Maine 04101  
**Physical Address:** Same  
**Office Hours:** 8:30am - 5:00pm Monday - Friday  
**Telephone Number:** (207) 772-4994  
**Fax Number:** (207) 874-9043  
**Date of Incorporation:** October 21st, 1982  
**EIN:** 01-0384674

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

**HIGHLIGHT #1:** Website Development - Due to the fact that we couldn't put 100% of the money needed to redesign and reprogram the Greater Portland website into one grant we had to proceed in steps. Fiscal year 2008 allowed us to develop a redesign of the home page, secondary pages and all corresponding pages within the site. Fiscal year 2009 allowed us to continue with a sophisticated programming feature which will allow visitors to do searches for businesses based on their needs. And finally, Fiscal year 2010 allows us to finish the project by completing the site with creative content and a social media connection.

**HIGHLIGHT #2:** Wedding Initiative - The continuation with reaching out to the destination wedding market has proven to be a large point of interest with the Maine businesses as well as the potential bridal market. Our co-op in Maine Vows sold out in 24 hours. And the first video on our series of "How to Plan Your Maine Wedding" has seen 200 views in just three months.

**HIGHLIGHT #3:** Sports Marketing - With the success of past events such as Region I Soccer and Synchronized Skating we have seen a real value for Maine to reach out to capture additional sporting events. The idea was reinforced when attending TEAMS 2009 in New Orleans, the interest in Maine was incredibly high from attendees. In addition, the concept has branched out and Portland is now starting a Sports Commission which will consist of they key sporting events who make Portland their home as well as some additional key industry leaders who together will work on capturing sporting events to Maine.

### **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.**

**GOAL #1:** Video Development - To create an impressive library of videos on the Greater Portland region, to include general overview videos, videos speaking directly to target markets, as well as specific tourism business videos.

**GOAL #2:** Brand Positioning - To brand the Greater Portland region and provide us with the ability to project and differentiate ourselves from others.

**GOAL #3:** Convention Marketing - To stay competitive within the meetings and conference industry within a challenging and crowded online environment.

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

**#1:** Video Development - Will work with CGI Communications, a company formed in 1988, built on delivering high-impact marketing and promotional products to cities.

**#2:** Brand Positioning - Will work with a local agency to identify, develop, communicate and illustrate a brand identity for the

Greater Portland region.

#3: Convention Marketing - Will work with DMAI and empowerMINT to provide a robust, online marketing tool for the Greater Portland Convention & Visitors Bureau to utilize in identifying and attracting new meeting business while providing meeting planners with a preferred technological way to compare and contrast different meeting locations.

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

The Maine Office of Tourism has already headed down the path that the Greater Portland region is just beginning with an extensive video library on VisitMaine.com and a new brand image for the state: Maine...There's More to Maine. As a region we hope to enhance the efforts that the Maine Office of Tourism has initiated.

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

Amy Tolk, CVB Vice President, will code all grant related revenues and expenditures with a 09-10 job code. All invoices will be marked with the job code and filed separately from other CVB expenditures.

In addition, all finances will be entered in the financial reporting section on [www.mtmpp.com](http://www.mtmpp.com) for the grant application FY10.

## 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 Convention & Visitors Bureau takes every effort to gather statistics on all marketing projects if at all possible. Primarily our ongoing research is gathered through the Visitor Guide inquiry form allowing us to capture the amount of travelers requesting area information and what geographical region they are coming from. In addition, Google Analytics operates on our web site gathering statistical data monthly.

### Public Relations

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

**Company:** Greater Portland Convention & Visitors Bureau

**Address:** Attn: Courtney McMennamin  
94 Commercial Street  
Suite 300  
Portland, Maine 04101

**Phone:** (207) 772-4994 x 234

**Email Address:** [courtney@visitportland.com](mailto:courtney@visitportland.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:

Vicki Mitchell  
Small Market Meetings  
301 E. High St.  
Lexington, KY 40507

Claudia Bottoms  
Pace Communications  
1301 Carolina St.  
Greensboro, NC 27104

Jay Bomze  
America by Rail  
5000 Northwind Dr.  
East Lansing, MI 48823

Kristen Fortier  
Men's Journal  
1290 Ave. of the Americas, 2nd Floor  
New York, NY 10104

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

New England Cable News, MPBN, New England Cable News, Boston Globe, New York Times, Providence Journal, Portsmouth Herald, Worcester Telegram, Yankee Magazine, DownEast Magazine, WHOM Radio, Maine Public Radio

## 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:**

The Greater Portland Convention & Visitors Bureau participates in cooperative efforts throughout the year on a wide variety of projects.

Specifically related to this grant cycle we will co-op with the Maine Office of Tourism, area hotels, attraction businesses, as well as various marketing organizations.

## Website Development & Maintenance

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

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

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

We aim to provide a comprehensive tourism information site for individuals and group travelers; facility and service information for meeting and convention planners; resources for the travel media and travel trade; and industry and organization information for members of the CVB.

In addition, we provide the ability for a traveler to book their trip directly and immediately online with our partnership between Yankee Magazine and ARES Systems.

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

With the assistance of MTMPP funds from FY2008 we completely redesigned the look of the site to be visually attractive with larger photos and a clean look. The site also was programmed to be more user friendly to the visitor, allowing them to search businesses by choosing items from a list of amenities that fit their needs and wants. We further worked on the search engine

optimization allowing us greater visibility in the search engines.

MTMPP funds from FY2009 provided us with the ability to hire freelance writers to build interesting content about the Greater Portland area.

With the steps of a visually attractive design, programming of a sophisticated navigation system and the completion of intriguing content the site will go live by early summer 2010.

Over the next few years after the site launches we will be gathering statistics to see trends of what visitors are looking for and adjust content as needed.

## Visitor Database

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

Yes

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

Currently we gather information on inquiring visitors requesting a Visitors Guide. E-mails are gathered on a double opt-in basis.

## Budget Summary

### Current Projects

#### **Project 1: Cooperative Regional Advertising**

**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:** \$17,212.00

#### **Project 3: Cruise Consortium**

**Project Type:** Tourism Product Development

**Description:** Patrick Arnold managed and contributed to cruise ship marketing and operations with the City of Portland and Discover Portland & Beyond in 2007-2008, and will continue as Executive Director for the consortium. He is well-qualified to fill this position: Graduate of the United States Merchant Marine Academy at Kings Point, 2003, with a degree in intermodal logistics and transportation, certification from the American Society of Transportation and Logistics (AST&L) as a Certified Professional in Transportation and Logistics (CTL), has a USCG license to sail as a Deck Officer in the US Merchant Marine and a commission in the US Navy Reserve (he is currently a Lieutenant USNR), and is an 8th generation Maine native. Patrick worked as a Navigation Officer for Norwegian Cruise Lines for 5 years,

traveling to over 50 cruise ports around the world.

Patrick will facilitate four key projects this year; "Windstorm" Project, In-Terminal Development, Educational Programs, and Onboard Outreach.

## Element 1: Seaport Marketing

**Project:** Cruise Consortium

**Element Description:** Contractor will continue to provide leadership in the local cruise industry under the Discover Portland & Beyond Cruise Consortium. In this vein, the contractor will:

- Provide for the consortium a strategic plan for the July 1, 2010 to June 30, 2011 fiscal year.
- Oversee the effective execution of this plan, in line with the timeline indicated below.
- Continue to cultivate relationships, both onboard and shore-side, in order to gain a wide breadth of candid and immediate feedback so as to more effectively market the cruise experience in the Greater Portland Area.
- Spend time at the port and onboard for each cruise vessel that calls on Portland.
- Take steps to get Portland involved in the "Windstorm" cooperative project.
- Continue to expand educational opportunities for area merchants, wherein such merchants can learn how to capture cruise business more effectively.
- Finally, will continue to oversee the development of the Portland Ocean Terminal.

**Timeline:** The following items are tasks that have been designated for the July 1, 2010 to June 30, 2011 fiscal year of this program. Each item listed has an appropriate date attached to it.

Take steps to get the Port of Portland involved in the "Windstorm" cooperative project. July 1 – completion (indefinite)

In-terminal Development: July 1, 2010 - October 31, 2010

Educational Programs: Winter sessions will be an overview of the industry where as workshops will focus on a specific topic: Shore Excursion Development, Capturing Walk Off Business, and Onboard Advertising & Marketing in the Cruise industry. 7/2010, 11/2010, 1/2011, 5/2011

Onboard Outreach: Onboard Media Contract. This will provide local merchants an opportunity to advertise direct to cruise passengers before the ship arrives in port. July 1, 2010 - May 31, 2011

Management of DP&B: July 1, 2010 - June 31, 2011

**Tracking:** Ultimately, the desired outcome and means of tracking the success of the various programs is an increased capture rate for member merchants and an increase of cruise passenger business to area merchants. The foremost measure in addressing Portland's low capture rate is the education of member merchants on how best to capture cruise passenger business. Onboard Media will work with the consortium to track the participating merchants' capture of cruise passenger business as a result of the onboard advertising program. Follow-up assessments will be distributed to member merchants, at either the Winter Sessions or Workshops, which will gauge how effective they found the prescribed methods to be, and quantifying the increase in revenue they experienced. The data from these assessments will be compiled and analyzed, and the methods refined based on what the data show.

**Target Market:** "Windstorm" Project: Ultimately, this targets potential cruise passengers, cruise line executives, travel agents, and other interested parties.

In-Terminal Development: This project targets cruise passengers. As the terminal is the first and last impression left on cruise passengers, this is critical to their appreciation of Portland as a port to visit.

Educational Programs: Member merchants, interested area merchants, and otherwise interested parties are the target of this project. With a better understanding of how to capture cruise passenger business, it is hoped that such merchants will be able to reap the rewards of increased business.

Onboard Outreach: This project targets cruise ship crew and passengers. By cultivating positive relationships with the former, and gathering the opinions of the latter, the most effective strategies for improving the Portland cruise experience can be assessed and formulated.

**Rationale:** The Port of Portland still has much unrealized potential as a port of call for cruise lines. Firstly, Portland would benefit immensely from increased exposure, and the "Windstorm" cooperative project is one of the

best ways to appeal to the broadest audience in the most cost-effective manner. Secondly, the Portland Ocean Terminal leaves something to be desired as a first and last impression of Portland. By improving the in-terminal experience, more interest in Portland will be cultivated as passengers and crew alike have a better experience of the Port. Third, area merchants do not know the best methods of capturing cruise passenger business. As the dramatic increase in cruise passengers is so recent a phenomenon, area merchants need to have a better understanding of the dynamics of the shore side cruise industry, and need to learn effective techniques for capturing business and leaving a good impression. Finally, onboard outreach is critical as networking is of utmost importance in cultivating more business in the cruise industry. Such networking will also lead to more candid and more immediate feedback, from crew and passengers, than other methods.

**Budget Description:** This proposal is to contract the services of Soli DG, Inc. for the purposes of local Cruise Development and Onboard Marketing Exposure. Soli DG, Inc. is proposing that a flat rate of \$1,500 be tendered monthly for the afore mentioned services year-round. This would provide an average of 12.5 hours per week for 50 weeks of the year, to be utilized as seen fit by the contracted party in agreement with, and overseen by, the Board of Directors of Discover Portland & Beyond.

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

**Cash Match:** \$17,600.00

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

**Project 4: Maine Office of Tourism Pavilion**

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

**Description:** The Greater Portland region will continue to support the Maine Office of Tourism's Pavilion at the Boston Globe Travel Show and the New York Times Travel Show.

**Element 2: Attendance at the Boston Globe & New York Times Travel Shows**

**Project:** Maine Office of Tourism Pavilion

**Element Description:** In conjunction with the Maine Office of Tourism, the Convention & Visitors Bureau will attend both the Boston Globe Travel Show and the New York Times Travel Show representing the Greater Portland region.

**Timeline:** Boston Globe Travel Show - February 11 - 13, 2011

New York Times Travel Show - February 25 - 27, 2011

**Tracking:** The success of the shows will be tracked by the number of leads generated and material distributed at each show.

**Target Market:** Bostonians and New Yorkers interested in the New England / Maine vacation.

**Rationale:** Boston is our number one travel inquiry area for the Greater Portland region. In 2010, the Boston Globe Travel Show saw nearly 20,000 consumers and 2,000 trade professionals.

New York is arguably the second travel inquiry area for the Greater Portland region. In spite of a major snowstorm the 2010 New York Times Travel Show saw nearly 16,000 consumers and trade professionals.

VisitPortland.com receives an average of 450,000 unique visitors a year. Maine, Massachusetts, and New York make up the top three visiting areas respectively.

**Partners:** Maine Office of Tourism

**Budget Description:** \$2,500.00 will cover travel expenses to both consumer shows.

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

**Cash Match:** \$0.00

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

## Project 5: Digital Media Marketing

**Project Type:** Professional Photography

**Description:** The CVB will partner with CGI Communications on their newest CVB Smart Connect Program. This innovative new program enables CVB's to communicate more effectively with tourists, residents, conference planners, tour operators, and businesses.

The Smart Connect Program is an invaluable tool for the Greater Portland region to enhance VisitPortland.com and communicate with our audience in a powerful, new and innovative way. With an easily viewable interface on VisitPortland.com videos will engage viewers in learning more about visiting, meeting and touring in Maine.

### Element 3: Video Development

**Project:** Digital Media Marketing

**Element Description:** CGI Communications will provide professional script writers, videographers, voiceovers, background music, and editors to craft five videos for maximum impact.

In addition, CGI Communications will develop three PhotoPlex videos, a technology taking still images and adding movement to create a video effect.

Each of the videos, along with our current inventory of videos, will be stored and streamed, with multiple digital formats, on CGI's dedicated server.

In addition, the CVB is encouraging member businesses to develop videos of their own which will be placed alongside our videos on VisitPortland.com providing them with a high amount of visibility.

**Timeline:** Footage for CVB videos will be shot during the summer of 2010. Editing and completion: TBD

CGI will contact member businesses during the summer of 2010 in order to create a partnership for video production. All participating members will be loaded onto the VisitPortland.com video interface upon completion.

**Tracking:** CGI's video interface includes a tracking system that identifies visitors and allows the CVB to see who has viewed the videos as well as how many times.

**Target Market:** Visitors to the VisitPortland.com website.

**Rationale:** According to Zeitgeist Consulting 80% of the population use the internet to book travel. 73% of viewers on the web watch videos with an average of 2 videos per day. 81% of viewers were motivated to purchase by pictures over price, and there is a 16% higher booking rate on websites with rich media.

According to the latest research from Nielsen Online: 137.4 Americans viewed web video in December, 2009, a growth of 10.3 percent during the same month of 2008. The same audiences streamed over 10.7 billion videos throughout that month with many viewing several videos, an increase of 11.8% against the same month of 2008.

**Image Categories:** The following are a few key areas the CVB will focus on:

- Meetings & Conferences
- Motorcoach Tours
- Welcome Messages
- Things to Do

**Budget Description:** Cost of underwriting videos for participating CVB members. In-Kind match comes in the form of added enhancements for VisitPortland.com to include:

1. Five Videos
2. Three PhotoPlex Videos
3. Avatars positioned throughout the site to answer pre-assigned questions for visitors, meeting planners and tour operators.
4. Smartcast System which allows the CVB to record podcast messages and be displayed throughout the site.

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

**Cash Match:** \$0.00

**In-Kind Match:** \$8,000.00

## Project 6: International Marketing

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

**Description:** The Greater Portland Convention & Visitors Bureau will partner with the Maine Office of Tourism and attend the U.S. Travel Association's International Pow Wow which is the travel industry's premier international marketplace. The conference offers three days of intensive pre-scheduled business appointments with close to 1,500 international and domestic buyers from more than 70 countries.

### Element 4: Attendance at International Pow Wow

**Project:** International Marketing

**Element Description:** In conjunction with the Maine Office of Tourism the Greater Portland region will attend U.S. Travel Association's International Pow Wow in May of 2011.

**Timeline:** Early bird registration takes place in November, 2010. Appointment requests will be due in April, 2011 followed by attendance at the show in May, 2011.

**Tracking:** The effectiveness of the show is measured by the amount of appointments both the Maine Office of Tourism and the Greater Portland Convention & Visitors Bureau receives prior to the show. In addition, during each of the 20-minute appointments we are able to gauge the true potential of tour operators bringing business specifically to Maine or those that are just interested in finding out a little more about the state and New England for potential future development of tours.

**Target Market:** The bulk of the requested appointments are focused on Maine and New England's key International Markets: United Kingdom, France, Germany, Ireland, Italy, China, Japan, and The Netherlands.

**Rationale:** The Maine Office of Tourism has been a key partner in Discover New England since 1992, marketing Maine to the international visitor as a key stopover. Marketing efforts over the years have been lucrative due to the international visitor getting at least four to six weeks of paid vacation a year and when traveling stays longer with an average length of stay of fifteen nights and spends an average of ten times that of a domestic visitor.

With this said, the Maine Office of Tourism has reached further in their marketing efforts and participated in the International Pow Wow along with several sales mission trips overseas.

Greater Portland offers the international visitor a true sense of what Maine has to offer within their New England journey.

U.S. Travel Association's International Pow Wow allows us to get our message accross in a very condensed fashion. Designed to help us sell our state and region to the international and domestic travel trade, the format provides 44 pre-scheduled appointment time slots (per booth) over a three-day period, enabling you to meet with up to 44 buyers in our target markets. In addition, there are many opportunities for networking and interacting with the buyers outside of the official business sessions. This format offers us the opportunity to meet with as many buyers in three days as it could take three weeks to visit in their home countries and offices.

**Partners:** Maine Office of Tourism as well as one or two industry hotel partners.

**Budget Description:** Budget covers the cost of the tradeshow booth registration, 2-3 badges, U.S. Travel Association dues and all corresponding travel expenses.

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

**Cash Match:** \$4,000.00

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

## Project 7: Consumer E-Marketing

**Project Type:** Tourism Product Development

**Description:** The Greater Portland region will work with Direct Mail of Maine (DMM) who offers integrated communications programs that include Email Campaigns. Personalized Email Campaigns are a valuable tool for both customer retention and e-commerce. This media option takes the best of direct mail and provides it electronically (with the option of audio and/or video) to your customers in a more cost-effective and efficient manner.

### Element 5: Consumer E-Mail Marketing Campaign

**Project:** Consumer E-Marketing

**Element Description:** Direct Mail of Maine will run a "cleansing" of our current database of 8,000 opt-in registered consumers as well as deploying quarterly email marketing campaigns targeted to those who have opted in to receive more information regarding the Greater Portland area.

**Timeline:** The Greater Portland region will focus on four e-mail campaigns concentrating on the four different seasons to entice travelers to visit us year round.

August, 2010 for fall travel  
November, 2010 for holiday and winter travel  
February, 2011 for spring travel  
May, 2011 for summer travel

**Tracking:** Reaching the customer is only part of a successful campaign. DMM realizes the need for tools to track the interaction both to justify the marketing investment and to define the next steps in the campaign. Once DMM generates all your personalized emails and URLs, they create a secure site ready to measure the results of our campaign. Results are available immediately and in real time. This page displays the results with easy to view charts and graphics showing such important statistics as:

- How many people received each mailing?
- How many people viewed their e-mail messages and when did they view them?
- How many people visited their personalized URLs and when did they visit?

Likewise, we can view reports on who did not respond to each part of the campaign. To reach these individuals, we can refine your message, change the offer, or change the message entirely.

**Target Market:** Over 8,000 opt-in consumers who have requested more information on the Greater Portland region.

**Rationale:** It is imperative that the Greater Portland region keeps Portland on the top of people's minds throughout the year. Whether they have traveled here in the past or are just thinking about visiting, reminding travelers of the endless possibilities of Maine helps ensure that they will return once again or visit for the first time.

Email Marketing Campaigns can be the fastest and least expensive means of getting our message out to prospective customers. However, in today's world of electronic messaging getting our message to its intended recipient is becoming more and more difficult.

Spam, otherwise known as unsolicited messages, has caused most Internet Service Providers and Anti-spam Application Service Providers to implement rigid message filtering capabilities. These actions have made Email Marketing a very challenging endeavor for most.

DMM understands these challenges and works continually to overcome them. They are Marketing Sherpa Certified in developing Email Campaigns and operate campaigns using industry best practices to assure messages reach their intended recipients. As a result, DMM maintains a high sender reputation assuring that messages they send on a client's behalf do not get filtered.

**Budget Description:** Data Hygiene Project: \$425  
This project would include basic updating of the addresses and deduping the file for client use.

- \$25 Data Transfer
- \$275 Deduplication
- \$75 NCOA
- \$50 Data output file

Email Campaigns: \$1,400/\$900\* per campaign

This project is to target those interested in receiving more information about what's happening in the Greater Portland area utilizing the CVB's list.

- \$250: Program Set-up fee
- \$250: \$125/hour graphic design (1-2 hours)
- .06 cents/record/email delivery

\* \$1,400 is for the first campaign with the other three at \$900 each.

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

**Cash Match:** \$0.00

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

## Project 8: Regional Branding Awareness

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

**Description:** The Greater Portland Convention & Visitors Bureau, representing the Greater Portland region, will work towards developing a brand identity that follows along with the direction that the Maine Office of Tourism has developed. We will develop an identity that will positively influence visitors to travel to the Greater Portland area as a unique and diverse Maine region.

### Element 6: Regional Branding Development

**Project:** Regional Branding Awareness

**Element Description:** The Greater Portland Convention & Visitors Bureau will work with a local agency to develop and define a strategic brand positioning statement, communicate the strategy behind the visual brand identity, develop concise written and illustrated brand guidelines, develop an appropriate tag line, and finally illustrate a design strategy for the region's core communication vehicles.

**Timeline:** The project is expected to take 3-4 months from start to completion.

**Tracking:** N/A

**Target Market:** N/A

**Rationale:** The Greater Portland Convention & Visitors Bureau, representing the Greater Portland region, developed a new logo in 2009. The logo immediately relays to the visitor exactly what we want them to keep at the top of their mind...Visit Portland Maine.

Along with this progress it is our goal to brand our region with an immediate identity. All collateral including the region's Visitor's Guide, Event Planner's Guide, area map, advertising, website, stationary and business card design, etc. will have a comprehensive brand identity.

The Greater Portland region is aiming for the ability for locals and visitors to have the undeniable truth of who we are when viewing our marketing materials.

The Greater Portland region as a viable region to visit within the state of Maine.

**Budget Description:** All funds will be utilized to hire a local agency and facilitate the project to completion.

**MTMPP Award:** \$18,000.00

**Cash Match:** \$0.00

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

## Project 9: Sports Marketing

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

**Description:** To attend TEAMS (Travel and Events Management in Sports) trade show in Charlotte, North Carolina, in order to promote the Greater Portland region as a viable sports destination.

### Element 7: Attendance at TEAMS 2010

**Project:** Sports Marketing

**Element Description:** We will attend TEAMS (Travel Events and Management in Sports) conference and tradeshow in October, 2010. Presented by Sports Travel Magazine this conference and tradeshow offers us the ability to schedule appointments with event organizers and build awareness of the Greater Portland region as a viable sports destination.

**Timeline:** October 18-22, 2010

**Tracking:** We will be able to track the effectiveness of the show based on the number of one-on-one appointments obtained as well as the number of interested sports planners that stop by the booth. All leads will be gathered and followed up on to strive to obtain sporting event business.

**Target Market:** The attendees of the show are:

Sports event organizers and event rights holders  
Representatives of sports governing bodies and sanctioning organizations  
Sports commissions  
Sports-related associations and industry organizations  
Travel managers for collegiate and professional teams  
Travel agents and tour operators  
Consultants, marketing firms and sports sponsors

**Rationale:** The Convention & Visitors Bureau has seen an amazing amount of success with sporting events such as the Region I Youth Soccer Tournament and Synchronized Skating. These types of events bring in thousands of people resulting in a large economic impact for the Greater Portland region and its surrounding regions. According to the Sports Travel Magazine, sports-related travel generates more than 47 million room nights annually, and the travel time is typically during shoulder seasons.

**Partners:** We will partner with 2 or 3 businesses interested in the sport-event industry.

**Budget Description:** Budget includes conference registration and all related travel expenses.

**MTMPP Award:** \$1,500.00

**Cash Match:** \$4,200.00

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

## Project 10: CEO Development Training

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

**Description:** Attend Destination Marketing Association International's (DMAI) CEO Forum or their 96th Annual Convention where the gathering of DMO presidents and executive directors allows for a high level of discussing the industry's most pressing issues.

### Element 8: Attendance at a DMAI Conference

**Project:** CEO Development Training

**Element Description:** The Greater Portland Convention & Visitors Bureau will attend one of DMAI's annual conferences.

For 96 years DMAI has been providing must-attend events for destination marketing professionals. They are the leading conference choice where DMO professionals connect with others who know and understand the industry.

DMAI conferences encourage you to roll up your shirtsleeves and meet with your colleagues in smaller groups to discuss hot issues and topics specific to your areas of expertise and interest. The format is informal and conversational, so you can bring your experiences and challenges to the table for discussion. This is a valuable opportunity for the Greater Portland Convention & Visitors Bureau to network with others who can become great resources in the future.

**Timeline:** The 96th Annual Convention takes place in Hollywood, FL on July 21-23, 2010

The CEO Forum will take place in April, 2011 - location and date: TBD

**Tracking:** N/A

**Target Market:** N/A

**Rationale:** At the Annual Meeting groups meet in the following areas: CEOs (by budget size), convention sales & marketing, communications/public relations, convention services, finance/administration, membership, research, technology, tourism marketing and visitor services.

Thirteen education sessions will be offered at this year's Annual Convention, with each session designed to be relevant to the super trends identified in the Futures Study, with a particular emphasis on relevancy, technology and social responsibility.

The CEO Forum brings CEOs, Presidents and Executive Directors directly to their peers, delves in-depth into upper-level management and leadership issues, facilitators encourage active exploration of solutions, and participants share higher-level experience.

Each conference offers an array of insight and ideas on today's challenging marketplace that we can bring back and implement to move forward in the tourism marketing business.

**Partners:** N/A

**Budget Description:** Budget will be put towards registration and travel expenses.

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

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

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

## Project 11: Getaway Package Development

**Project Type:** Tourism Product Development

**Description:** The Greater Portland Convention & Visitors Bureau will work with a contractor to develop getaway packages. The contractor will work with area businesses to develop relationships with fellow industry peers to work in conjunction and develop packages for travelers which will be displayed on VisitPortland.com as well as VisitMaine.com.

### Element 9: Package Coordinator

**Project:** Getaway Package Development

**Element Description:** The Maine Office of Tourism's getaway package program has seen a significant increase over the last two years with the number of packages established for the site. This success has been accomplished due to the fact that one staff member is concentrating on following up with Maine tourism businesses. This success and strategy has directed the Convention & Visitors Bureau to follow the same model. We will hire an outside contractor to be our "Package Coordinator"; this person will work directly with our area tourism businesses to create enticing packages to place on VisitPortland.com as well as receive an added bonus by being displayed on VisitMaine.com.

**Timeline:** Contractor will begin in July, 2010 and continue as needed to gain year round seasonal getaway packages.

**Tracking:** The ARES system allows us to track booked hotel rooms, attraction ticket sales, and packages sold on VisitPortland.com.

We have the ability to run reports on a daily, weekly, or monthly basis giving us access to real-time revenue data.

**Target Market:** Value conscious travelers.

**Rationale:** In today's economic times travelers are looking for value while traveling, but in addition, travelers are also making their traveling decisions via the web - they want and expect the ability to book their trip immediately.

The Greater Portland Convention & Visitors Bureau partners with YPI (Yankee Publishing International) Travel Network, a division of Yankee Magazine, to allow us to accommodate the savvy internet traveler.

The YPI Travel Network uses the global Advanced Reservation Systems, Inc. (ARES) booking engine that features a simple, attractive interface letting travelers book air, hotels, rental cars — even attractions and activities like theme parks, museums, whale watching, walking tours, whitewater rafting, and much more.

The YPI Travel Network / ARES system allows for immediate conversion on the VisitPortland.com website.

**Budget Description:** Funds will be utilized to hire an outside contractor to coordinate businesses to work together to produce getaway packages.

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

**Cash Match:** \$0.00

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

## Project 12: New York Media Marketplace

**Project Type:** Public Relations

**Description:** This event is designed to secure significant, compelling visibility for Maine as a welcoming tourist destination among 60-70 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

We will participate in the travel show in New York in conjunction with Nancy Marshall Communications and the Maine Office of Tourism in the spring of 2011. We will develop story ideas and follow up with journalists providing additional information, photos and potential site visits.

### Element 10: Participation in New York Media Marketplace

**Project:** New York Media Marketplace

**Element Description:** The goal is to provide compelling visibility for Maine as a welcoming tourist destination among 80 New York based, print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, food, culture and other special interests. We will provide writers with a synopsis of "What's New/Story Ideas" for our region, then follow up personally to inquire about future assistance or possible story submissions they are making to publications.

**Timeline:** Media Marketplace typically takes place in March or April. We would reserve space with Nancy Marshall Communications before the deadline, then travel and participate on the scheduled date.

**Tracking:** The effectiveness can be tracked by the number of New York based writers that visit the booth. The past several years the event was heavily attended by writers who had an active interest in Maine. We will be able to track over the next year how many media requests and assists we are able to achieve through follow up calls in our media database as well as articles received.

**Target Market:** Initially the target audience for this element is the New York based writers attending the Media Marketplace, but ultimately it would be the many thousands of readers reached through articles they produce.

**Rationale:** Attending this event throughout the years has always proven to be a great success and each year exceeded our expectations. We were able to create an excitement about the Greater Portland region and

we are confident that this event will produce articles that will prompt readers to choose Maine and the Casco Bay Region as a vacation destination.

**Budget Description:** We strongly feel that the show requires two people to work the booth to be truly effective and to maximize our exposure to the media. This budget covers the registration and all expenses for the show, and travel for two representatives.

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

**Cash Match:** \$0.00

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

## Project 13: Convention Marketing

**Project Type:** Advertising

**Description:** As the wealth of free information available online grows, CVB's find it increasingly difficult to establish themselves as the primary "voice" and source of information for its destination and the community they serve. While advancing technology has created a challenging and crowded online environment, it has also created numerous opportunities for CVB's willing to make an investment in proprietary tools and applications.

DMAI (Destination Marketing Association International) will assist CVB's in staying competitive in an information intensive business with innovative solutions through empowerMINT.

The CVB plans to participate with DMAI's online marketing program in order to obtain access to this North American database of meeting planners; promote the Greater Portland region to meeting planners and to provide them with a preferred technological way to compare and contrast different meeting locations.

### Element 11: empowerMINT.com

**Project:** Convention Marketing

**Element Description:** empowerMINT allows CVB's to provide official, unbiased information about their destination services and facilities to meeting planners throughout North America.

The Greater Portland CVB will become one of 120 featured meeting destinations on empowerMINT.com.

We will have access to information on more than 50,000 meetings rotating throughout North America.

We will have access to contact information for more than 110,000 meeting planner throughout North America.

We will have the ability to provide RFP's to CVB members from meeting planners and return information to meeting planners in a preferred technology system that allows them to compare and contrast different destinations easily.

Our destination will be marketed through DMAI to MPI, ASAE and PCMA planners as part of a national meeting planner awareness campaign.

**Timeline:** July 1, 2010 through June 30, 2011

**Tracking:** A list of targeted meeting planners, obtained from the empowerMINT database, whose profile fits the Maine meeting market specifications, will become new prospects.

All leads generated from the empowerMINT database will be tracked within the system.

All bookings for future business from the empowerMINT database will be tracked within the system.

**Target Market:** Meeting Planners in North America whose profile fits the Maine meeting market specifications.

**Rationale:** empowerMINT is a robust, online marketing tool for CVB's to utilize in identifying and attracting new meeting business. It was designed by Destination Marketing Association International (DMAI) and

includes three primary objectives.

1. Provide CVB's with a comprehensive database of meeting planners in North America.
2. Provide an online RFP process for meeting planners to compare and contrast different destinations.
3. Provide a management system for meeting planners to store and track all their meeting information.

In the past, contacting a CVB was a necessity for most meeting organizers planning a meeting. Today, Destination Marketing Organizations (CVB's) are losing the advantage of uniqueness as many other entities provide free information and assistance to meeting planners. Destination Marketing Association International (DMAI) and their member DMO's and CVB's have long been collecting historical data on meetings in North America and sharing it among themselves for the purpose of developing destination meetings. As CVB's and DMO's began to recognize the loss in inquiries from meeting planners, they turned to DMAI for assistance. DMAI in their "futures study" identified that CVB's had not kept up with the technological trends that today's meeting planners were demanding. Consequently, they turned to online sites that could provide them with comprehensive information about destinations and an RFP process that would allow planners to compare and contrast meeting sites and destinations in a simplified format. DMAI also identified that planners would prefer to work with CVB's as trusted servants of destinations rather than private corporations if their needs could be met efficiently. Hence, empowerMINT was formed as a comprehensive system to aid CVB's and DMO's in securing new meeting business.

<b>Media Type:</b>	On-line
<b>Co-op Opportunity:</b>	N/A
<b>Budget Description:</b>	\$5,000.00 fee paid to DMAI for participation in the empowerMINT program.
<b>MTMPP Award:</b>	\$5,000.00
<b>Cash Match:</b>	\$0.00
<b>In-Kind Match:</b>	\$0.00

## Project 14: Motorcoach Marketing

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

**Description:** The CVB will attend the American Bus Association (ABA) marketplace in Philadelphia, PA in January 2011. This event brings tour operator buyers and the travel industry sellers together for itinerary planning. The Greater Portland region is working to continue building relationships with the group tour market.

### Element 12: Attendance at ABA Marketplace

**Project:** Motorcoach Marketing

**Element Description:** The goal of this event is to develop a presence for the Greater Portland region and build relationships with the group tour/motorcoach market. Meeting with tour operators and providing them with a comprehensive CD Rom of the Greater Portland region will allow them to view the area and gain knowledge about businesses interested in hosting group tours.

**Timeline:** We will proceed with a member application to ABA. At that point we will register for the January 2011 conference. Attend the conference from January 8 - 12 in Philadelphia, PA. After attending there will be subsequent follow up calls and mailing of requested materials.

**Tracking:** The effectiveness will be able to be tracked by the number of appointments that are achieved during the event. We will also be able to track the number of leads generated from follow up calls through our group/event planner's database.

In addition, we will purchase the T-OO-L Report which lists over 500 tour operators and their current U.S. destinations allowing us to reach out and offer our services for existing customers as well as try to capture new customers who might be visiting our neighboring states and not Maine.

**Target Market:** Motorcoach & Tour Operators.

**Rationale:** According to the American Bus Association the motorcoach industry is coming off a historic year of growth even with the economic downturn of the nation. With even more Americans traveling closer to home it allows the motorcoach company to gain momentum for weekend or day trips. Travelers are looking for value vacations and Maine provides that service.

**Partners:** (No Response)

**Budget Description:** The dues for membership are \$475. The cost to attend the show is \$1,195 with estimated expenses for travel being \$1,400 and approx. \$450 to purchase the T-OO-L Report, for a total of \$3,500.

**MTMPP Award:** \$3,500.00

**Cash Match:** \$0.00

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

## Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
<b>Cooperative Regional Advertising</b>			
Cooperative Regional Advertising	\$10,000.00		
<b>Administrative Costs</b>			
Administrative Costs	\$17,212.00		
<b>Cruise Consortium</b>			
Seaport Marketing	\$5,000.00	\$17,600.00	\$0.00
<b>Maine Office of Tourism Pavilion</b>			
Attendance at the Boston Globe & New York Times Travel Shows	\$2,500.00	\$0.00	\$0.00
<b>Digital Media Marketing</b>			
Video Development	\$5,000.00	\$0.00	\$8,000.00
<b>International Marketing</b>			
Attendance at International Pow Wow	\$4,000.00	\$4,000.00	\$0.00
<b>Consumer E-Marketing</b>			
Consumer E-Mail Marketing Campaign	\$5,000.00	\$0.00	\$0.00
<b>Regional Branding Awareness</b>			
Regional Branding Development	\$18,000.00	\$0.00	\$0.00
<b>Sports Marketing</b>			
Attendance at TEAMS 2010	\$1,500.00	\$4,200.00	\$0.00
<b>CEO Development Training</b>			
Attendance at a DMAI Conference	\$2,500.00	\$2,500.00	\$0.00
<b>Getaway Package Development</b>			
Package Coordinator	\$5,000.00	\$0.00	\$0.00
<b>New York Media Marketplace</b>			
Participation in New York Media Marketplace	\$1,800.00	\$0.00	\$0.00
<b>Convention Marketing</b>			
empowerMINT.com	\$5,000.00	\$0.00	\$0.00
<b>Motorcoach Marketing</b>			
Attendance at ABA Marketplace	\$3,500.00	\$0.00	\$0.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$86,012.00
<b>Administrative Costs:</b>	\$17,212.00
<b>Cash Match:</b>	\$28,300.00
<b>In-Kind Match:</b>	\$8,000.00
<b>Total Match:</b>	\$36,300.00
<b>Total Proposed Budget:</b>	\$122,312.00