

Profile

Applicant: Regional Application

Grant Manager: Paige Farmer

Name of Organization: Maine Beaches Association

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Date of Incorporation: January 19th, 2000

EIN: 01-0523313

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

1). Marketing: With funding from the MTMPP program, the Maine Beaches Association (MBA) carried out several successful marketing initiatives for the region:

*MBA Visitor Guide: The 48 page color magazine (50,000 printed and distributed) was updated to include two pages published in French on traveling to the area for Canadian visitors, a redesign of our weddings and conventions pages and a redesign of our intro page.

*MBA web site: The website was expanded to include new sections for media and members. The media room includes story ideas, links to published articles on the region, and photographs. The members section allows for members of MBA Chambers of Commerce to access information on collaborative marketing projects and encourage partnerships with the MBA.

*Print advertising: The MBA purchased the back cover of Gay Maine (a publication of Travel Maine) for a second year, and redesigned our ad specifically for the piece. 60,000 were printed and are being distributed throughout key markets in the Northeast.

*Travel/Trade Shows: The MBA has attended 5 consumer travel shows to date (Big E, Boston Globe and NY Times with the ME Pavilion, the Women's Expo in Manchester, NH and the AAA Travel Marketplace in Foxboro, MA). We will also be attending Salt Scapes and Baby Boomers in Montreal in May. Additionally, we have completed one sales mission to Ontario and have another scheduled for late April to Montreal, which will piggy back on the travel shows in that area.

2). Consumer Research: The MBA conducted consumer research, using a written survey, from July-October 2009. Over 500 surveys were collected and provided us with valuable data regarding demographics and stay information.

3). Hospitality Training: The MBA is organizing the first Southern Maine Hospitality Training and Attractions Expo. The event will offer networking with area attractions and training on Making the Maine Beaches Experience Great: It All Starts With ME.

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.

The Maine Beaches Association has a series of short, intermediate and long term goals related to its mission of collaboratively promoting tourism in the region.

Short term goals include:

*Develop a shared vision among tourism stakeholders that reflects a desire to make visiting the Maine beaches region a great experience.

*Increase the perception of value, variety and quality in a visit to the region among prospective travelers.

Measures for each of these initial outcomes include the creation and buy in of a coordinated approach to making a Maine

Beaches visit great; utilization of trip planning tools offered by the MBA and partners; and surveying potential visitors prior to visiting the region.

It is our belief that these changes in understanding and belief will lead to more intermediate outcomes associated with changes in behaviors and action, which include:

- *Tourism stakeholders will work cooperatively to promote the Maine Beaches region as a 4-season destination
- *Tourism stakeholders will invest time and resources to continually improve the visitor experience in the region
- *Visitors will utilize planning tools and take advantage of special opportunities and packages
- *Visitors will have a great experience while in the Maine Beaches region

Measures for our intermediate outcomes include increases in coordinated, cooperative advertising with a shared message; Increased participation by partners and bookings by travelers related to packaging programs and other special deals; A decrease in vacancies, particularly during the shoulder seasons.

We believe that achieving the outcomes above will move us toward our long term goal of:

- *Making tourism a robust 4-season industry in the Maine Beaches region.

Measures for our long term outcome include an increase in regional tourism revenues; and an increase in the number of tourism related jobs in the area.

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

The Maine Beaches Association will employ three primary strategies for achieving the goals stated above. They include marketing the region as an ideal 4-season vacation destination, mobilizing the regional tourism industry & working collaboratively with the Office of Tourism to augment and capitalize on statewide marketing initiatives.

1). Marketing:

- *Expand, print and distribute our regional fulfillment piece
- *Continually improve MBA website
- *Participate in strategic slate of consumer trade shows and sales missions
- *Continue media and editorial outreach
- *Develop inter and intra-regional packaging programs
- *Further develop on line and other technology related advertising
- *Utilize and conduct consumer research to develop and implement marketing programs that attract potential visitors from identified target markets

2). Mobilize the regional tourism industry:

- *Outreach to MBA chamber membership including the regular publication of a newsletter and attendance at selected member events
- *Provide opportunities for and encourage participation in hospitality training
- *With input from partners, create and implement cooperative marketing opportunities, including packaging

3). Working with the Office of Tourism:

- *Advise Office of Tourism regarding the needs of the regional tourism industry
- *Maintain representation on the Regional Advisory Committee and the Tourism Commission

*Serve as funnel for information regarding tourism and tourism marketing between the Office of Tourism and regional industry

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

The Maine Beaches Association has developed goals and strategies that mirror and support the 8 primary goals outlined by the Office of Tourism in the 5-year marketing plan.

Additionally, the role of the MBA reflects the values and direction described in the 5-year plan as it relates to how regional partners should function.

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

The Maine Beaches Association contracts with Paige Farmer for administrative and project management. Ms. Farmer works under the direction of the MBA Board of Directors, which reviews financial and program activity on a monthly basis.

A budget is created annually and monthly financial reports, which are reviewed by the Treasurer prior to the monthly meeting, include a statement of Profit & Loss, Cash Flows, Budget v. Actual, a Balance Sheet and Grant Financial Activities. Finances are recorded using an accrual system that allows us to track income and expenses within the year/month they are accrued.

In addition to ongoing monitoring provided by the Grant Project Manager and Board of Directors, the MBA has an annual Form 990 prepared by Yorke Associates, which includes a review of related financial statements and other supporting documentation.

Primary Analysis

Research

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

Yes

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

The Maine Beaches Association conducted comprehensive consumer research during the summer and fall of 2009. This research provided us with real time feedback from people actually in the area during that period. Demographic information collected included age, sex and zip code of origin. Trip information collected included length of stay, quality of stay, number in party, purpose of visit, activities while here and likelihood of return.

While we recognize that the Office of Tourism is working with Davidson Peterson to conduct consumer research around the state, and will be happy to utilize data collected by them, to date there has been a lag time between data collected by them and getting this information to the regions. As a result of this, we will continue to explore ways to conduct consumer research on an ongoing basis using our web site and by reaching out to partners to gather and assess quality improvement information.

Public Relations

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

Company: Maine Beaches Association (Paige Farmer)

Address: PO Box 388
York, ME 03909

Phone: 207-748-3203

Email Address: paige814@comcast.net

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

To date, we have utilized Nancy Marshall Communications for editorial guidance. While we want to promote the region through public relations, we recognize and respect that NMC is working on behalf of all the regions in a coordinated way. The MBA supports those efforts by providing information on an annual and as needed basis to the public relations firm as they pitch and respond to requests for story ideas profiling the region.

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

Boston Globe/Boston.com
Boston Herald
NECN
New York Times
Hartford Courant
Worcester Telegram
Providence Journal
Family Fun Magazine
Family Circle
Women's World
AARP Magazine
Bike Magazine
Prevention
Modern Bride
Reader's Digest
Gay Maine
NE Travel
Country Living
Cottage Home
Yankee Magazine
Downeast Magazine

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

External: The MBA has worked in concert with the Greater Portland CVB on a couple of cooperative advertising projects, including the development of a Top 10 Things to Do piece for each region. As we move forward with packaging this year, we anticipate developing some inter-region, as well as intra-region packages with Portland as well.

State: The MBA has supported statewide co-op advertising, which in the past has included the PSA program. We are thrilled to see the program shifting toward the expandable on-line advertising program and look forward to partnering on that project this year.

Website Development & Maintenance

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

URL: www.mainebeachesassociation.com

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

The Maine Beaches Association website has undergone a dramatic transformation over the past year. A brand new site was launched in January, 2009 and since has been expanded to include new sections for media and members, and to conduct consumer research.

The new media room includes links to photos, story ideas, previous articles and links and profile information for the Maine Beaches Association. The members section clearly describes the work of the MBA and collaborative projects.

Consumer research is being conducted using Survey Monkey linked to the website and we are currently evaluating the effectiveness of our printed guide.

As we move forward this year, we will be adding a packages and special deals section and additional content pages.

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

As we move forward, we envision creating a much more interactive website for visitors. The creation of a trip planning tool continues to be something the MBA would like to incorporate into the web site so that it becomes a central place to find information on and coordinate a trip to the region. Additionally, the MBA will be adding an area for testimonials and a visitor's blog.

The Maine Beaches Association will also be focusing on coordinating our technology, driving all electronic communications to the web site. And as we expand our role as resource for tourism businesses in our area, we anticipate using the web site as a communications hub.

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 Maine Beaches Association hosts an on-line registration for individuals to download a .pdf version of our visitor's guide. Additionally, we collect leads information at consumer trade shows and via select print advertisements.

The MBA is in the process of creating an e-postcard with information on special deals, upcoming events and other items of interest and anticipates using e-mail addresses collected via the methods above as well leads purchased from the Office of Tourism. MBA Chambers of Commerce will also respond to leads indicating an interest in information related to a specific town or area.

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: Maine Beaches Magazine-2011

Project Type: Fulfillment

Description: MTMPP funds will be used to redesign our 48-page color magazine. The advertising section is derived from our cooperative ad buy in "Maine Invites You", which provides significant value added and incentive for local businesses to place an ad in the state's fulfillment piece.

50,000 copies of the magazine will be produced in 2011, and they will be distributed through trade shows and sales missions, via information and visitor centers in Maine and through CTM Media Group's Corporate Canadian Program.

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

Element 1: Redesign of 2011 MBA Magazine

Project: Maine Beaches Magazine-2011

Element Description: The 2011 MBA magazine will be a 48 page 4-color brochure that includes sections on how to travel to the area, what to do while here, a regional calendar of events for vacation planning, a section for Canadian visitors and information about each of the communities making up the Southern Maine region. New additions in 2011 will include an emphasis on packaging and special deals throughout the year and pages dedicated to 4-season travel.

50,000 copies will be printed and distributed via consumer and tour professional trade shows, visitor centers throughout the state and region, and through CTM Brochure Display's Canadian Corporate Program. Additionally the fulfillment piece will be sent in response to inquiries and will be available on our website in .pdf format.

Timeline: August 2010: Solicit 3-5 bids for design/printing

September 2010: Develop Co-Op ad for MIY

November 2010: Forward MIY to graphic designer

December 2010: Proof magazine

January 2011: Magazine to print

February 2011: Magazine printed and shipped

February-June 2011: Magazine distributed at trade shows

February 2011: Magazine added to website as PDF file

March 2011: CTM distribution begins

April 2011: Distribution at Canada shows and sales missions

Tracking: Tracking Methods:

of new advertisers

total advertisers

type of distribution

of visitors to website from magazine URL

of downloads of magazine from website

of magazines distributed at trade events

of magazines distributed through CTM

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

Specific target audiences include:

- Seniors
- Couples
- Families
- Gay and Lesbian travelers
- Hobbyists
- Recreationalists
- Corporate travel
- Canadian & International travelers

The magazine is designed with these markets in mind and contains images and content created to resonate with each.

Rationale: The MBA's magazine ties directly into the short and intermediate outcomes of:

Potential travelers perceive value, variety and quality in a Maine Beaches visit

Visitors utilize planning tools and take advantage of special opportunities and packages

The magazine is a broad, far reaching piece that gives the end user the ability to learn about the diversity of the region. It will highlight the affordability and will allow the reader to plan a vacation based on activities, places to go, areas to eat and stay.

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

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

The MBA itself benefits from the sale of space to organizations and allows the MBA to reinvest revenue

from the project into further development of the piece and to other similar marketing efforts which compliment the magazine.

Partners: Anticipated partners on this project include:

MBA member chambers

Local lodging and restaurants

Local recreational and activity associations

Downeaster/NNEPRA

Shoreline Explorer Trolley System

Budget Description: The Budget amount listed below includes the development, printing, and distribution of the MBA magazine. It has been reduced this year to reflect more creative funding of the piece, thus reducing some of our dependence on the MTMPP program.

MTMPP funds will be used to design the piece post Maine Invites You (\$2,500), printing (\$22,000), and distribution via CTM Brochure Distribution (\$2,500), inquiry response (\$500) and via state and regional visitor centers (\$1,000).

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

The in-kind match includes time devoted by the MBA board and staff to oversee the development of the magazine (\$1,250).

MTMPP Award: \$29,000.00

Cash Match: \$6,500.00

In-Kind Match: \$1,250.00

Project 4: Travel, Trade & Consumer Shows

Project Type: Travel Trade & Consumer Shows

Description: Maine Beaches Association will partner with the Maine Office of Tourism and will provide staff to two of the Maine Pavilion shows scheduled for 2011. While we understand that sending individuals to these shows is not required, both the NY Times and Boston Globe shows are in major target markets for the region.

The MBA will also participate in or send materials to 6-10 additional travel, trade and consumer shows around New England, the greater Northeast Region and Canada.

Element 2: Attendance and participation

Project: Travel, Trade & Consumer Shows

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

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

In addition to attending these shows, the MBA is requesting funding to update our trade show presence with a new portable kiosk. Our current banners are dated and do not lend to as professional an appearance as needed to compete with other destinations at the various shows. Purchasing a new trade show booth will improve portability and increase visibility at these very crowded venues.

Timeline: October 2010-Develop and finalize slate of 2011 trade shows

October 2010-Purchase new trade show kiosk

January-June 2011-Attend trade shows (known shows include The Big E; Women's Expo in Manchester, NH; Boston Globe; NY Times; AAA Travel Marketplace in Foxboro, MA and Salt Scapes)

April-May 2011-Conduct at least one Canadian trade mission to either the New Brunswick or Montreal area

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

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

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

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

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

Attending selected trade shows allows us to achieve progress toward our outcomes of increasing perception among potential travelers of the value, variety and quality of a Maine Beaches visit, as well as providing visitors with tools to take advantage of special opportunities and packages.

Through face to face contact, MBA representatives are in a position to generate enthusiasm and provide ideas for vacations to the Maine Beaches region. With the additional focus on packaging in the upcoming year and the inclusion of packaging information in the MBA magazine, MBA representatives will have added incentives to offer people considering a visit to the area.

Attending selected trade shows also allows us to at least plant a seed in regards to the outcome of visitors having a great experience while in the Maine Beaches region. Although trade shows are generally outside of the region, MBA representatives attending these shows become the face of the region, particularly for those who've never been. The MBA pays particular attention to staffing at these shows and works with representatives to insure that consumers have a great first impression of our area.

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

Budget Description: MTMPP funds are being requested to support costs associated with attending, or sending materials to 6-10 trade shows in addition to the ME Pavilion shows (\$16,348). An additional amount of \$1500 is being requested for the purposes of updating our trade show presence with the purchase of a new kiosk.

The cash match is derived from costs associated with participation in an additional 3-5 shows (\$2,500).

In-kind includes time dedicated to staffing the shows (\$8,000).

- MTMPP Award:** \$17,848.00
- Cash Match:** \$2,500.00
- In-Kind Match:** \$8,000.00

Project 5: Website Enhancement

Project Type: Website Development

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

Element 3: Web Refresh And Enhancement

Project: Website Enhancement

Element Description: The MBA will utilize funds from the MTMPP program to enhance the regional website, www.mainebeachesassociation.com.

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

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

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

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

Timeline: July 2010: Identify key word advertising opportunities; Identify potential advertising partners

August-October 2010: Film footage for video; Add new links to the web site; Update seasonal graphics; Add suggested itineraries and new pages for weddings/conventions

December 2010: Upload video to web site

Ongoing: Addition of new pages on weddings, itineraries and packages

Tracking: Tracking will include the following:

of unique visitors to website

of page views per visitor

of return visitors

Amount of time spent on website

Bounce rate

Point of origin for IP addresses

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

Rationale: MBA's website is seen as a gateway to the region and the Chambers of Commerce and appears in the top ten Google Search of 'maine beaches'. Effective utilization of the web as a tool for marketing the region directly affects our outcomes of creating the perception of value, variety and quality of a Maine Beaches visit and that visitors are utilizing planning tools to take advantage of special opportunities and packages. Additionally, the web site as a portal to planning a visit to the area is part of making a vacation to the region a great experience.

The MBA has developed several marketing approaches for 2010/2011 that rely heavily on utilizing the

web site as a place for one-stop shopping for visitors to the Southern Maine Coast. Through a combination of web-based services and links to member Chambers of Commerce, the website continues to be a critical part of the MBA's marketing strategies.

Budget Description: MBA will utilize funds from the MTMPP award in the amount of \$2,000 for the continued development and implementation of the website.

MBA will match \$1,500 for hosting the site, as well as for domain name registration.

In kind support is derived from staff and board time as the site is monitored and upgraded(\$5,200).

MTMPP Award: \$2,000.00

Cash Match: \$1,500.00

In-Kind Match: \$5,200.00

Project 6: Creation of a Video Library

Project Type: Professional Photography

Description: The Maine Beaches Association, through the process of creating a 20 second video in support of the on-line expandable advertising campaign this spring, confronted a lack of existing stock footage of the local area and identifiable icons. The MBA will use funds from the MTMPP program to support the creation of a library of stock footage that can be used to develop targeted videos for use on the web site and other appropriate venues.

Element 4: Creation of a Video Library

Project: Creation of a Video Library

Element Description: This project will entail hiring a videographer to capture moving images of communities represented by the MBA. We anticipate amassing at least 60 minutes of footage that will include regional and recognizable icons. This footage can then be utilized in-house to create video productions that will be used on the web site and other venues.

Timeline: July 2010-Issue RFP for videography

July 2010-Hire videographer

August-October 2010-Shoot footage

October 2010-April 2011-Create series of videos for use on web site, in expandable on-line advertising and other venues

Tracking: # minutes of footage

videos created

views on web site

views on expandable ads

Survey of video effectiveness among viewers

Target Market: Videos resulting from the new library of footage will have a broad audience ranging from web site visitors to attendees at consumer shows to those clicking through expandable ads.

While the reach of the video will be far, images and videos created will be targeted toward audiences identified throughout this proposal.

Rationale: Videos will be designed to meet our short term outcome of increasing the perception of value, variety and quality in a Maine Beaches visit. Additionally, the videos will be an important tool for visitors to take advantage of special opportunities and packages.

As the internet becomes more and more the tool for vacation planning, it is important that our technical marketing is professional and accessible. We currently lack footage to create highly desirable videos that will attract attention to the region and compete with other destination marketing programs geared toward the same markets.

Image Categories: Beaches
Lodging
Culinary
Attractions
Recreation
Shopping
Scenic
Specific audiences

Budget Description: The MBA is requesting \$5,000 from the MTMPP program to hire and secure the rights to 60 minutes of video footage in the area.

Matching funds are derived from additional costs related to securing the video footage (\$1,500) and in-kind support includes in house staff time to create videos from the footage secured (\$3,500).

MTMPP Award: \$5,000.00

Cash Match: \$1,500.00

In-Kind Match: \$3,500.00

Project 7: Packaging

Project Type: Hospitality and Technical Assistance Training

Description: The Maine Beaches Association recognizes the value of packaging being promoted by the Office of Tourism. Barriers to creating effective package programs have traditionally included the ability to dedicate staff time within MBA member chambers to creating and monitoring them, as well as a general lack of understanding of the ABC's of packaging among potential partners.

The MBA will use MTMPP funds to contract with an individual for a period of 3-6 months who will a. work with Office of Tourism staff to train on developing good packages and b. will work with local lodging, dining and attractions to create a pre-determined number of packages.

These packages will then be marketed via the Maine Beaches Association magazine and the MBA website. Additionally, MBA chamber members will include packaging information on their respective web sites.

Element 5: Hiring and training a dedicated packaging specialist

Project: Packaging

Element Description: Hiring an individual dedicated to creating packages in the area will allow the region to expand its capacity to continue creating and monitoring packages in an ongoing manner.

This project will directly address barriers to creating good, sustainable packages and will provide the region with an important tool when marketing the variety, value and quality of a Maine Beaches visit.

An individual will be hired for a period of 3-6 months and, after training and some ongoing guidance from the Office of Tourism, will be charged with creating a pre-determined number of packages in the region.

Additionally, this person will work in concert with other regions to create, where appropriate, inter-regional packages.

Timeline: July 2010-Frame position and expectations; Work with Office of Tourism to create training timeline

September 2010-Hire packaging specialist

October 2010-February 2011-Packaging specialist works with local lodging, dining and attractions to

create a determined number of packages

March 2011-June 2011-Monitor bookings associated with packages

Tracking: # hours dedicated to packaging

packages created

bookings related to packages

Survey of packaging partners

Survey of visitors taking advantage of packages

Target Market: While the ultimate target of packages created is the consumer, we envision this project expanding the knowledge base among tourism partners in the area to create an ongoing ability for packaging trips to the area.

Packages created will be targeted to particular visitors based on interest area and will reflect target audiences identified throughout this proposal.

Rationale: Creating packages allows us to make progress toward our short term outcomes of developing a shared vision among tourism stakeholders and increasing the perception of value, variety and quality in a Maine Beaches visit.

This packaging program also affects our intermediate outcomes of tourism partners working cooperatively to promote the region as a 4-season destination, tourism stakeholders investing time and resources to improving the visitor experience and visitors utilizing planning tools to take advantage of special opportunities and packages.

Partners: Office of Tourism

Other Maine regions

Local lodging, dining and attractions

MBA member chambers

Budget Description: The Maine Beaches Association is requesting \$5,000 from the MTMPP program to hire an individual responsible for expanding the knowledge base on packaging within the region and to create a determined number of packages.

Matching cash funds include the costs of training (and travel to training) for the individual (\$600).

In-kind support is derived from supervision of the packaging specialist (\$2,500) and the in kind donation of office space and access to office equipment (\$800)

MTMPP Award: \$5,000.00

Cash Match: \$600.00

In-Kind Match: \$3,300.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Cooperative Regional Advertising			
Cooperative Regional Advertising	\$10,000.00		
Administrative Costs			
Administrative Costs	\$17,212.00		
Maine Beaches Magazine-2011			
Redesign of 2011 MBA Magazine	\$29,000.00	\$6,500.00	\$1,250.00
Travel, Trade & Consumer Shows			
Attendance and participation	\$17,848.00	\$2,500.00	\$8,000.00
Website Enhancement			
Web Refresh And Enhancement	\$2,000.00	\$1,500.00	\$5,200.00
Creation of a Video Library			
Creation of a Video Library	\$5,000.00	\$1,500.00	\$3,500.00
Packaging			
Hiring and training a dedicated packaging specialist	\$5,000.00	\$600.00	\$3,300.00

Budget Summary

Proposed MTMPP Award:	\$86,060.00
Administrative Costs:	\$17,212.00
Cash Match:	\$12,600.00
In-Kind Match:	\$21,250.00
Total Match:	\$33,850.00
Total Proposed Budget:	\$119,910.00