

Profile

Applicant: Regional Application

Grant Manager: Jessica Taylor

Name of Organization: The Maine Highlands

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C/O The Maine Highlands
40 Harlow Street
Bangor, Maine 04401

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Date of Incorporation: December 19th, 2002

EIN: 42-1568342

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

- 1) The Eastern States Exposition is a very important consumer show for us. It is a great marketplace to highlight some of our supporting membership and volunteerism within the region has increased from past years.
- 2) The regional packaging seminar with Joe "The Opportunity Guy" Veneto was phenomenal. He presented a seminar that was interesting, interactive and productive for our members. We opened up registration to everyone and ended up with representation from DART, the Northern Forest Canoe Trail, Maine Woods Consortium, KVTC and all of our sub-regions. We have some great results and can't wait to see how they are received in the consumer market!
- 3) The project for supplements for our sub-regional visitors guides proved to be very successful. The extra supplemental income helped many of our chambers either complete or create a new visitors guide for their area. It worked so well that we are planning to do it again this 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.

- 1) Increase the presence of The Maine Highlands region and members within niche market segments and social media forums. We are planning on doing this by online advertising in co-ops with the Maine Office of Tourism and our membership. We hope to increase unique visits to our website by 200% by using our facebook fan page and twitter accounts as the main drivers.
- 2) Currently the region is using a link to the VisitMaine.com website to showcase our member getaway packages. Within this grant we are hoping to be able to showcase those particular packages on our website. At this time, there are 56 getaway packages that are specific to our region. One of our goals is to utilize the tools that "The Opportunity Guy" gave us to increase our overall package offerings to 150 by the end of the 2011 grant cycle.
- 3) Maine Invites You is one of the best marketing pieces for the state of Maine. In the past grant cycle, The Maine Highlands had only five pages of co-op advertising pages, showcasing Bangor, Moosehead Lake and Katahdin areas. For this coming cycle, we are hoping to increase Sebasticook Valley and Lincoln's presence to half a page each. We would love to see our co-op pages increase to two per sub-region because MIY is one of the most important visitor tools that the state offers.

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

- 1) To achieve a 200% increase of unique visits to our website we are planning to use social media sites much more effectively and frequently. We have dabbled in posting our events, updates and special interest items this past year and have seen direct increases in visitation based on these efforts by tracking mechanisms embedded within the particular sites.
- 2) To achieve the increase in package offerings we will be diligently following up with member businesses to see how we can help them facilitate packages with area attractions, accommodations and restaurants.
- 3) To achieve the increased sales of advertisements in MIY, the region will begin selling advertisements earlier in the summer. The grant manager will be helping the sub-regions by offering support in sales and contact businesses for ads.

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

The goals for The Maine Highlands mirror those outlined in the Maine Office of Tourism's five year plan in that they strive to increase visitation and length of stay specifically to our region. The region is planning to do this by reaching more consumers with positive media coverage combined with strategic online and print advertising.

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

The Maine Highlands Corporation has received 501 (c) (6) status. At this time Eastern Maine Development Corporation will serve as grant applicant, recipient and will oversee the grant financials. At the direction of the TMH Board of Directors and EMDC will administer and implement the program as outlined in the grant application. TMH staff (regional grant manager) will be responsible for the completion of programs, according to the MTMPP guideline structure. An accounting review has been budgeted as required by MTMPP 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 is planning to design and develop a new regional map. This project will require asset inventory (cultural, historical, and outdoor recreation) for the region and research into the site's visitor infrastructure.

Public Relations

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

Company: The Maine Highlands

Address: Eastern Maine Development Corp.
c/o The Maine Highlands
40 Harlow Street
Bangor, Maine 04401

Phone: 207.947.5205

Email Address: Info@TheMaineHighlands.com

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

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

Please contact The Maine Highlands grant manager for this information.

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

Anything Canadian (Atlantic provinces, Quebec and Ontario), Outdoor Recreation, Group Tour Publications, Adventure Travel Publications and Television Shows, Travel Channel Programs, Historical/Cultural Publications and Television Shows, Aviation Publications and Meeting and Convention Publications.

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, the region makes cooperative marketing available to all the members of TMH. This comes in the form of brochure distribution at trade shows, Bangor International Airport, Bangor CVB Visitor Centers, target publications/online advertisements and within 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 cooperative online advertising and two 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:

Our main goal is to provide information to the visitor to help in the decision making process when they are researching vacation destinations. Currently, one of the sites main functions is to be a portal to our sub-regional websites. The site does have sections on planning your visit, getaway packages and seasonal recreational opportunities.

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

For the 2011 grant cycle, we are planning on updating and adding more multi-media attractions and work with social media applications to help create more of an interactive experience for the visitor.

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 visitor information database is currently archived within our website and we have the ability to export it into an excel format. The grant manager also keeps a spreadsheet of all visitor information that comes in from the website and from phone calls from the 800.91.MOOSE phone number. Once the information is collected, the visitor will receive a packet of information from TMH. The information is reviewed for trends and to look for patterns with demographics, geographic locations and interests.

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: Advertising

Project Type: Advertising

Description: Advertising is an important piece of the marketing strategy for our region.

Element 1: Maine Invites You

Project: Advertising

Element Description: The Maine Invites You book is the states 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 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: Prospective visitors, repeat visitors and anyone looking for information on the state of Maine and The Maine Highlands region.

Rationale: This is the state of Maine's official travel planner. It is given out to all prospective visitors, current visitors and anyone interested in information on the state of Maine. Many people contact us because they have seen our co-op advertising section and want more information on our region. This publication is an extremely important tool for attracting visitors to our region.

Media Type: Print

Co-op Opportunity: Yes, TMH works with our five sub-regions to create a unified regional section that has co-op advertising opportunities for our sub-regional chambers of commerce and CVB. The chambers of commerce and the CVB in Bangor sell the ad space to their business members.

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

MTMPP Award: \$1,000.00

Cash Match: \$25,000.00

In-Kind Match: \$2,500.00

Element 2: Out of State Advertising

Project: Advertising

Element Description: The Maine Highlands proposes advertising in targeted out of state publications as well as niche and social media websites. We would like to target niche outdoor recreational based websites and publications that match our regional activities. This project's scope is kept open due to the co-op opportunities that may arise throughout the grant's cycle with similar minded regions or outside organizations.

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

Tracking: Each advertisement will have a call to action to push the potential visitor to request a visitor information packet. We will track these requests through the 800.91.MOOSE phone number and the contact us form on our website. Our contact us form has a section where the visitor is required to tell us how they heard about us, which will help us track individual advertisement success rates. We can also track trending of our website through Google analytics and based on where the advertisement was placed (geographically) we may be able to infer that any increase of traffic, within a certain time frame from that geographic location, is a result from our advertising efforts.

Target Market: Prospective visitors, repeat visitors and anyone looking for information on the state of Maine and The Maine Highlands region

Rationale: Through advertisements we educate visitors on the many different vacation options that TMH has to offer. Increased visitation and length of stay are our main goals.

Media Type: Print and Online

Co-op Opportunity: TMH is always open to co-op advertising opportunities with similar minded regions or outside organizations.

Budget Description: This element includes: the cost of ads, cost of creative time for the ads, and cost of coordinating the cooperative opportunities.

MTMPP Award: \$5,000.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 4: Travel Trade & Consumer Shows

Project Type: Travel Trade & Consumer Shows

Description: The Maine Highlands participates in many travel and trade shows within our drive market.

Element 3: Regional Representative Support for the Maine Travel Pavilion

Project: Travel Trade & Consumer Shows

Element Description: The Maine Office of Tourism has created a travel pavilion for consumer and travel industry trade shows. This pavilion has the option to send regional representatives to assist the appointed MOT staff in the booth. This year, the region will be participating in the Boston Globe Travel Show and the Travel & Vacation Show in Ottawa, Ontario. Our participation with MOT travel shows is dependent on their participation with stated shows.

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

Tracking: Swardlick, Davidson Peterson and MOT staff will be tracking this project and reporting the results to the regions.

Target Market: Consumer (Boston, Massachusetts and Ottawa, Ontario)

Rationale: In order to keep a strong regional presence that would provide a vast knowledge of the state, we have decided to send a regional representative to the shows that make the most sense for our region, the Boston Globe Travel Show and the Travel & Vacation Show in Ottawa, Ontario.

Partners: Maine Office of Tourism

Budget Description: The money that is set aside for this program will be expensed by the individual regions for the MOT travel pavilion.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 4: Eastern States Exposition (AKA The Big E)

Project: Travel Trade & Consumer Shows

Element Description: The Maine Highlands has had a continuing presence at this show for years. We have received a formal invitation to participate again from September 21st to 29th, 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 TMH exhibit is from September 21st to 29th, 2010. The fair's dates are September 17th to October 3rd, 2010.

Tracking: This show's tracking is dependent on the business partners. TMH encourages them to keep track of where their guests heard about them, especially if they are participating with the membership brochure distribution opportunity.

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

Rationale: This show and market have proven to be productive for our region. We will exhibit here until it proves to be unsuccessful or structure of the Maine building changes by the Department of Agriculture.

Partners: TMH works with our business partners to distribute their marketing materials at the show in our booth. We do this through a pay to play – brochure distribution opportunity, only available to the membership.

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

MTMPP Award: \$4,000.00

Cash Match: \$800.00

In-Kind Match: \$3,000.00

Element 5: World Fishing and Outdoor Exposition

Project: Travel Trade & Consumer Shows

Element Description: This is the fourth year that The Maine Highlands will have a booth at this show. This is an extremely productive show for our region.

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

Tracking: This show's tracking is dependent on the business partners. TMH encourages them to keep track of where their guests heard about them, especially if they are participating in the brochure distribution opportunity.

Target Market: The targeted audience for this show is the sportsman from metro-New York area and surrounding locations.

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

Partners: TMH works with our business partners to distribute their marketing materials at the show. We do this through a pay to play – brochure distribution opportunity, only available to the membership.

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: \$3,000.00

Cash Match: \$1,000.00

In-Kind Match: \$2,100.00

Element 6: Discover New England Tourism Summit

Project: Travel Trade & Consumer Shows

Element Description: The International Marketplace and Annual Tourism Summit is an annual conference aimed at achieving two individual goals. One, educating the New England hospitality industry about international tourism marketing and the other, educating the international tourism industry on what New England has to offer visitors. The conference location rotates around New England. The location in 2009 was Maine and in 2010 the location was Rhode Island.

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

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. We also track interest on our region year to year based on how many pre-scheduled appointments are requested.

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

Rationale: The international market seems very interested in our region of Maine, particularly the Netherlands, United Kingdom, 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 the international traveler.

Partners: N/A

Budget Description: The budget for this item 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 7: "Taste of Maine" Media Marketplace

Project: Travel Trade & Consumer Shows

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

Timeline: The event takes place in March in Manhattan, NY. 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 network with, we will be able to tell if this event is successful.

Target Market: High caliber editors, producers and writers

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

Partners: TMH works with our business partners to distribute their marketing materials at the show. We also partner with the show's creator and Maine Office of Tourism contractor, Nancy Marshall Communications.

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: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 8: Saltscapes Expo

Project: Travel Trade & Consumer Shows

Element Description: This trade show take place in our target market area of Canada. It will be our fourth year exhibiting at Saltscapes Expo.

Timeline: The event takes place in April and May in Canada.

Tracking: By following up and tracking how many member and chamber brochures leave the table, we will be able to judge how successful the shows really were. This show's tracking is dependent on the business

partners. TMH encourages them to keep track of where their guests heard about them, especially if they are participating in the brochure distribution opportunity.

Target Market: Consumers from the Canadian Market

Rationale: Saltscapes has proven to be productive for our region. We will exhibit here until it proves to be unsuccessful. Our region is being used as a "stop-over" for travelers from Nova Scotia, especially now that the CAT is no longer running. It is very helpful for visitors and for our region to be at this show. Using our face-to-face time with the consumer with the main intention of educating visitors about potential accommodations and other activities they can do in TMH.

Partners: TMH will work with regional business members to staff and coordinate marketing materials for the booth.

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: \$3,000.00

Cash Match: \$750.00

In-Kind Match: \$750.00

Project 5: Follow Up to Qualified Leads

Project Type: Fulfillment

Description: Using qualified leads from TMH designated trade shows, MOT trade shows and from the New England Tourism Center, follow up would be with consumers, travel agents, travel writers, and tour operators.

Element 9: Follow Up to Qualified Leads

Project: Follow Up to Qualified Leads

Element Description: Using qualified leads from TMH designated trade shows, MOT trade shows and from the New England Tourism Center, follow up would be with consumers, travel agents, travel writers, and tour operators. Follow-up could include direct mailings, shipping of materials, and basic costs incurred with contacting and maintaining relationships.

Timeline: 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: Consumers, Travel Agents, Travel Writers, Tour Operators, & Consumers

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

Partners: We will be using our own leads off our website and phone call requests, as well as qualified leads from the Maine Office of Tourism, and from the New England Tourism Center.

Budget Description: The budget for this item includes: printing costs, postage, and travel expenses.

MTMPP Award: \$848.00

Cash Match: \$0.00

In-Kind Match: \$2,500.00

Project 6: 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 10: Regional Packaging Seminar

Project: Regional Packaging Seminar

Element Description: A few years ago, TMH invited a packaging seminar to our region to help our members learn how to package and collaborate on packages. We invited him back to our region to facilitate a packaging seminar and had to split the project between grant cycles. We will continue to maintain the relationship formed and ensure that the lessons learned spread throughout the region to increase the amount of available packages.

Timeline: This program will conclude at the end of the grant cycle.

Tracking: The number of packages that come out of the seminar and continue to be developed after the seminar will tell us how successful or useful the session was.

Target Market: Owners and managers of accommodations and attractions within the The Maine Highlands Region.

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

Partners: For this seminar, we partnered and invited all members of the DownEast Acadia Tourism Region, Maine Lakes and Mountains Region and our sub-regional chambers of commerce and CVB.

Budget Description: The budget for this item includes: contracting a seminar speaker.

MTMPP Award: \$4,500.00

Cash Match: \$0.00

In-Kind Match: \$400.00

Project 7: Website Relaunch

Project Type: Website Development

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

Element 11: 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 constantly updating the website, we are aiming to provide a unique online visitor experience. For the 2011 grant cycle, we are planning on updating and adding more multi-media attractions and work with social media applications to help create more of an interactive experience for the visitor.

Timeline: This project would conclude at the end of the 2011 grant cycle.

Tracking: We will use the statistics of the website to gauge if TMH as a region is getting increasing hits to our site and affiliate sites.

Target Market: Prospective visitors, repeat visitors and anyone looking for information on the state of Maine and The Maine Highlands 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. Over 80% of travelers today use the internet to research possible vacation destinations. We would like to utilize this essential communications tool to the best of its ability and represent the region as realistically as possible.

Budget Description: The budget for this item includes: updating and adding more multi-media attractions to the website and expenses related to development.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$2,500.00

Project 8: Visitor Guide Supplements

Project Type: Brochures

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

Element 12: Visitor Guide Supplements

Project: Visitor Guide Supplements

Element Description: The Maine Highlands will partner with our chambers/CVB to help supplement their 2011 guidebook publication. 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 has been done before in 2004, when TMH started and last year.

Timeline: This project will run the entire 2011 grant cycle.

Tracking: Tracking for this project will be done by TMH staff member.

Target Market: Chambers of Commerce (4) and Bangor CVB

Rationale: The Maine Highlands will partner with our chambers/CVB to help supplement their 2011 guidebook publication. Using this supplement, TMH will be able to tie our newly designed "brand" into the sub-region guides. This influx of cash will also help the sub-regions that are having a hard time producing this vital visitor resource for their area.

Distribution Plan: Guides are distributed by the individual chambers and CVB, as well as at The Maine Highlands designated trade shows and packet mailing.

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

MTMPP Award: \$10,000.00

Cash Match: \$15,000.00

In-Kind Match: \$5,000.00

Project 9: Professional Photography

Project Type: Professional Photography

Description: The Maine Highlands Region is severely lacking photographic resources. We do have a "library" of photos but they are aging and at risk for overexposure.

Element 13: Professional Photography

Project: Professional Photography

Element Description: The Maine Highlands Region is severely lacking photographic resources. We do have a "library" of photos but they are aging and at risk for overexposure. We would like to send out a RFP to professional photographers to capture our individual sub-regions in all four seasons. The Maine Highlands region would obtain all rights to the photos and distribute them for marketing purposes to membership businesses, chambers/CVB, Maine Office of Tourism and for regional marketing efforts.

Timeline: This project would begin in the summer of 2010 and conclude in the spring of 2011.

Tracking: Tracking for this project will be done by the regional grant manager

Target Market: N/A

Rationale: The Maine Highlands Region is severely lacking photographic resources. By having a project like this in our grant, we will be able to provide the sufficient photographs to the appropriate marketing agencies, to represent our region fully and realistically. We have noticed that the lack of substantial photography may have inhibited marketing efforts in the past and we want to ensure that this will not happen in the future.

Image Categories: We are anticipating photos from all four seasons detailing the major activities and landscape features of all sub-regions within The Maine Highlands area.

Budget Description: The budget for this project includes: all professional photographer expenses.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Regional Map Design and Development

Project Type: Tourism Product Development

Description: The region has run out of our official regional maps. In this grant cycle, we plan to begin asset inventory, design and development of the new map.

Element 14: Regional Map Design and Development

Project: Regional Map Design and Development

Element Description: The region has run out of our official regional maps. In this grant cycle, we plan to begin asset inventory, design and development of the new map. Printing will be in the 2012 grant cycle.

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

Tracking: Tracking for the map will be done by the regional grant manager.

Target Market: Prospective visitors, repeat visitors and anyone looking for information on the state of Maine and The Maine Highlands region

Rationale: The region has run out of our official regional maps. We have found this to be a useful marketing tool in the past and feel that it is important to the region for visitors.

Budget Description: The budget for this project includes: asset inventory, development and design.

MTMPP Award: \$7,500.00

Cash Match: \$0.00

In-Kind Match: \$1,500.00

Project 11: Administrative In-Kind Match

Project Type: Tourism Product Development

Description: The region keeps track of all the volunteer hours spent by Executive Directors, Business Representatives and any time spent helping further the mission of The Maine Highlands tourism region.

Element 15: Administrative In-Kind Match

Project: Administrative In-Kind Match

Element Description: The region keeps track of all the volunteer hours spent by Executive Directors, Business Representatives and any time spent helping further the mission of The Maine Highlands tourism region.

Timeline: This project will conclude at the end of the grant cycle.

Tracking: Tracking is kept by the regional grant manager

Target Market: N/A

Rationale: The grant requires an in-kind match.

Budget Description: The budget for this project includes: in-kind match hours.

MTMPP Award: \$1.00

Cash Match: \$0.00

In-Kind Match: \$8,000.00

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		
Advertising			
Maine Invites You	\$1,000.00	\$25,000.00	\$2,500.00
Out of State Advertising	\$5,000.00	\$1,000.00	\$0.00
Travel Trade & Consumer Shows			
Regional Representative Support for the Maine Travel Pavilion	\$2,000.00	\$0.00	\$0.00
Eastern States Exposition (AKA The Big E)	\$4,000.00	\$800.00	\$3,000.00
World Fishing and Outdoor Exposition	\$3,000.00	\$1,000.00	\$2,100.00
Discover New England Tourism Summit	\$1,500.00	\$0.00	\$0.00
"Taste of Maine" Media Marketplace	\$1,500.00	\$0.00	\$0.00
Saltscapes Expo	\$3,000.00	\$750.00	\$750.00
Follow Up to Qualified Leads			
Follow Up to Qualified Leads	\$848.00	\$0.00	\$2,500.00
Regional Packaging Seminar			
Regional Packaging Seminar	\$4,500.00	\$0.00	\$400.00
Website Relaunch			
The Maine Highlands Website	\$5,000.00	\$0.00	\$2,500.00
Visitor Guide Supplements			
Visitor Guide Supplements	\$10,000.00	\$15,000.00	\$5,000.00
Professional Photography			
Professional Photography	\$10,000.00	\$0.00	\$0.00
Regional Map Design and Development			
Regional Map Design and Development	\$7,500.00	\$0.00	\$1,500.00
Administrative In-Kind Match			
Administrative In-Kind Match	\$1.00	\$0.00	\$8,000.00

Budget Summary

Proposed MTMPP Award:	\$86,061.00
Administrative Costs:	\$17,212.00
Cash Match:	\$43,550.00
In-Kind Match:	\$28,250.00
Total Match:	\$71,800.00
Total Proposed Budget:	\$157,861.00