

## 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: REGIONAL BRAND AWARENESS** - The Greater Portland Region was able to begin the process of brand identity. The firm has begun the process of research and brand auditing to determine which elements are effective as-is and which could use an update, as well as the development of a clear set of brand standards and design templates to guide ongoing execution of the brand.

**HIGHLIGHT #2: GETAWAY PACKAGE DEVELOPMENT** - The Greater Portland Region has contracted Deb Collins to concentrate on increasing the number and quality of vacation packages offered on the visitportland and visitmaine websites. Ms. Collins has conducted a market assessment to gain an understanding of the current vacation packaging market, is currently evaluating the CVB member-base to create an innovative target list of appealing vacation packages, and will continue to work with businesses to collaborate together to produce packages for the 2011 summer and autumn seasons.

**HIGHLIGHT #3: DIGITAL MEDIA MARKETING** - The Greater Portland Region is underway with developing three videos to enhance our video library (Meeting and Conventions, Motorcoach and Group Attractions). The phenomenon with video continues to increase in today's world. This is proven by YouTube being the number two search engine second to Google.

### **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: CONTINUE WITH BRAND AWARENESS:** In phase two of the regional brand awareness project the marketing firm will implement the design standards in order to promote the services, programs, and identity of the organization and the Greater Portland Region as a preferred travel destination.

**GOAL #2: IMPLEMENT MEETING CONNECTIONS PROGRAM:** Meeting Connections is a program designed to entice local business people to bring their regional and national conferences to Maine.

**GOAL #3: ENHANCE OUR COMMUNITY PRESENCE THROUGH PR:** The CVB will contract with a public relations specialist to promote the region on a local, regional, national and international level. The public relations contractor will be responsible for generating media for the region in newspapers and magazines, on radio and TV shows, and online.

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

**GOAL #1:** The Greater Portland Convention & Visitors Bureau will create a list of all marketing materials, both print and electronic, and work with the marketing firm to create and implement a cohesive brand image and message.

**GOAL #2:** We will start by identifying 8-10 "local heroes" (CEO's of major establishments) such as the University, Maine Medical, National Semi Conductor etc. who would be willing to promote the Meeting Connections idea to their employees. The campaign would develop print, radio and TV spots using local examples of successful business people who have brought meetings and conferences to Maine and the value of doing so.

GOAL #3: We will select a public relations contractor and begin implementation of a public relations strategy. With the assistance of the CVB we will begin by developing a target market, determine the message we wish to convey, define our strategy, determine our desired results and measure them on a quarterly basis.

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

GOAL #1: The Maine Office of Tourism has gone through an extensive brand repositioning with its new logo and slogan...Maine, There's More to Maine. The office sees the value in developing a cohesive image and message to establish brand awareness.

GOAL #2: The Maine Office of Tourism promotes meeting development in Maine as shown by a dedicated page featured on VisitMaine.com. <http://www.visitmaine.com/travel-resources/conventions/>

GOAL #3: Year after year, the Maine Office of Tourism along with Nancy Marshall Communications has seen the benefits of its public relations efforts.

## 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 10-11 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 FY12.

## 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 Greater Portland 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 and Google Analytics running on VisitPortland.com. We are able to obtain a greater understanding of geographical regions that visitors are coming from.

In addition, the content typed within the search box located on VisitPortland.com is gathered for viewing and analyzing what visitors are looking for when perusing the site. This information allows us to create content that might be missing or alter key words allowing for better search results.

### Public Relations

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

**Company:** Greater Portland Convention & Visitors Bureau  
**Address:** Attn: Holly Guy, Public Relations & Special Events Director  
94 Commercial Street  
Suite 300  
Portland, Maine 04101

Note: The contracted public relations agency that is chosen (as noted in Project #12 of MTMPP FY2012) in conjunction with this grant will work hand in hand with the Greater Portland Convention & Visitors Bureau to enhance the public relations presence within the community.

**Phone:** 207-772-4994

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

Amy Traverso  
Yankee Publishing Inc.  
P.O. Box 520  
Dublin, NH 03444  
(603) 563-8111

Annie B. Copps  
The Lisa Ekus Group, LLC  
57 North Street  
Hatfield, MA 01038  
(413) 247-9325

Marilyn Hill - President  
International Food & Wine Travelers Association  
1142 South Diamond Bar Boulevard #177  
Diamond Bar, CA 91765-2203  
(877) 439-8929

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

New England Cable News, Boston Globe, New York Times, Worcester Telegram, Yankee Magazine, DownEast Magazine, WHOM Radio, Maine Public Radio, AARP, Montreal Gazette, and Providence Journal

**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:**

MEETING CONNECTIONS: Internal and External

INTERNATIONAL MARKETING: Internal and State-wide

TRADE SHOW PAVILION SUPPORT: State-wide

CRUISE MARKETING: External

COLLABORATIVE FUNDING: State-wide

SPORTS MARKETING: Internal and State-wide

MOTORCOACH MARKETING: State-wide

## 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:**

With the support of MTMPP funds over the last few years, the Greater Portland Region has established a website that is visually attractive and completely functional for the traveling public.

The website offers a numerous amount of photos depicting the region, dynamic sort-ability for business listings, featured vacation packages, hot deals and coupons, as well as increased content about the region.

In addition to the features seen by the public the website also features items that although not visible are just as important. The website was designed to obtain the ultimate results in search engines. Each page is able to be optimized with corresponding URLs, page titles, browser titles, meta descriptions, and keywords.

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

In the upcoming year, with the \$10,000 MTMPP funds remaining from FY2011, the Greater Portland Convention & Visitors Bureau will enhance VisitPortland.com through:

- \* Enhancing the Event Calendar with the ability to allow visitors to add an event to their trip planner
- \* Enhancing the Leads System to the current system for ease of CVB members and staff
- \* Including areas of interest when requesting a travel planner for future niche e-blast marketing
- \* Enhancing the search results for visitors perusing the site
- \* Including social media links throughout the site
- \* Developing the ability for businesses to add menus and brochures to their listings
- \* Enhancing the statistical data captured for Vacation Packages and Hot Deals
- \* Including a photo gallery under the members section of the site to showcase CVB event photos

These are just a few of the enhancements that we will continue working on to bring VisitPortland.com to a higher level of sophistication and functionality.

## 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 Visitor's Guide. E-mails are also gathered on a double opt-in basis and our database currently contains over 20,000 subscribers.

## 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:** \$19,200.00

#### **Project 3: Regional Brand Awareness**

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

**Description:** The Greater Portland Convention & Visitors Bureau will work with a contracted marketing agency to implement the newly acquired design standards in order to promote the services and programs of the organization and the Greater Portland Region as a preferred travel destination.

##### **Element 1: Implementation of Regional Brand Awareness**

**Project:** Regional Brand Awareness

**Element Description:** The Greater Portland Convention & Visitors Bureau produces a myriad of print pieces for audiences ranging from its membership base and meeting planners to leisure travelers and tour operators. The desired outcome is to assist in redesigning all printed materials with the newly acquired design standards in order to produce a cohesive brand image for the region.

**Timeline:** The project will continue through the 2011-2012 fiscal year.

**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 visitors exactly what we want them to keep at the top of their mind...Visit Portland Maine.

Following the logo design the CVB launched its regional website in December 2010 which relays the same message...Visit Portland Maine. However, the refreshed logo and web design are the only unified marketing reflections the region possesses.

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 un-mistakenly recognize who we are when viewing our marketing materials.

**Budget Description:** All funds will be utilized to continue working with our contracted marketing agency to facilitate the project to completion.

**MTMPP Award:** \$15,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$3,000.00

## Project 4: Seaport Marketing

**Project Type:** Tourism Product Development

**Description:** Patrick Arnold has managed and contributed to cruise ship marketing and operations with the City of Portland and Discover Portland & Beyond as an independent marketing consultant.

Patrick will facilitate four key projects this year:

- “Windstorm” Project in conjunction with Cruise Maine
- Expand our in-terminal development, exposing passengers to “experiential” opportunities in the arts, culinary, and attraction arenas
- Educational programs to expand shore excursion opportunities
- Onboard outreach to entice passengers to visit the destinations

### Element 2: Discover Portland & Beyond Cruise Consortium

**Project:** Seaport Marketing

**Element Description:** Contractor will continue to provide leadership in the local cruise industry under the Discover Portland & Beyond Cruise Consortium to promote Portland, Freeport, and the Kennebunks by:

- Providing a strategic plan for the July 1, 2011 to June 30, 2012 fiscal year
- Overseeing 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
- Continue to work with Cruise Maine and the consortium members on the “Windstorm” 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, 2011 to June 30, 2012 fiscal year of this program. Each item listed has an appropriate date attached to it.

Expand the consortium's involvement in the “Windstorm” cooperative project. July 1 – October 31, 2011.

In-terminal Development: July 1 - October 31, 2011

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. 11/2011, 1/2012, 5/2012

Onboard Outreach: Greet and educate shore excursions personal and ship captains on the destination.

Management of DP&B: July 1, 2011 - June 30, 2012

**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 the destination's low capture rate is the education of member merchants on how best to capture cruise passenger business.

**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. First, 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. Second, 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 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:** \$3,500.00

**Cash Match:** \$13,000.00

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

## Project 5: 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 as well as provide assistance staffing The Big E.

### Element 3: Boston Globe/New York Times Travel Shows & The Big E

**Project:** Maine Office of Tourism Pavilion

**Element Description:** In conjunction with the Maine Office of Tourism, the Convention & Visitors Bureau will represent the Greater Portland Region by attending both the Boston Globe Travel Show and the New York Times Travel Show, as well as assist with covering the information booth during The Big E.

**Timeline:** The Big E - September 16 to October 12, 2011  
Boston Globe Travel Show - February 2012  
New York Times Travel Show - February 2012

**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 as well as other New England residents interested in the New England / Maine vacation experience.

**Rationale:** Boston is our number one travel inquiry area for the Greater Portland Region. In 2011, the Boston Globe Travel Show saw over 20,500 consumers and trade professionals.

New York is arguably the second largest travel inquiry area for the Greater Portland Region. The New York Times Travel Show in 2011 saw nearly 20,400 consumers and trade professionals.

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

**Partners:** Maine Office of Tourism

**Budget Description:** Budget will cover travel expenses to both consumer shows as well as The Big E.

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

**Cash Match:** \$0.00

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

## Project 6: Motorcoach Marketing

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

**Description:** The CVB will attend the American Bus Association (ABA) Marketplace in Grapevine, TX in January 2012. 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 4: 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 2012 conference. Attend the conference from January 6 - 10 in Grapevine, TX. 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.

We will also produce a map of the Old Port depicting key shopping streets and area restaurants. Often coaches drop off their passengers in downtown Portland to allow for free time to dine on their own as well as take in a little shopping. In addition to this being a useful tool for the visitor it is also a value to the tour operator. Participating restaurants who wish to offer a 10% discount to passengers dining on their own are featured in red.

**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 weekends or day trips. Travelers are looking for value vacations, and Maine provides that service.

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

**Budget Description:** Budget covers the cost of attendance at the show, travel expenses, ABA dues and production of the map.

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

**Cash Match:** \$0.00

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

## Project 7: 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 5: 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 April, 2012.

**Timeline:** Early bird registration takes place in November, 2011. Appointment requests will be due in February, 2012 followed by attendance at the show in April, 2012.

**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 receive 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. Over the years, marketing efforts 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 its marketing efforts and participated in the International Pow Wow along with several sales mission trips overseas.

Greater Portland offers to international visitors 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 across 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:** \$4,100.00

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

## Project 8: Destination Marketing International Development Training

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

**Description:** Attendance at Destination Marketing Association International's (DMAI) Executive Forum or its 98th Annual Convention where the gathering of DMO executives allows a high level of discussing the industry's most pressing issues.

## Element 6: Attendance at a DMAI Conference

**Project:** Destination Marketing International Development Training

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

For 98 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 sleeves 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 98th Annual Convention takes place in Seattle, Washington on July 16-18, 2012

The Executive Forum will take place in April, 2012 - 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 the 2012 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 Executive 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:** \$0.00

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

## Project 9: Photography

**Project Type:** Professional Photography

**Description:** The Greater Portland area is in need of additional stock photography to be used in marketing publications, website content, public relations and travel writers. We will obtain a photographer to build our inventory with an additional 30-50 photographs over the four seasons.

## Element 7: Photography

**Project:** Photography

**Element Description:** Our goal is to establish stock photos that capture the true essence of the Greater Portland / Casco Bay Region. Capturing the beauty of the coastline, the working waterfront, the cobblestone streets lined with shops, people enjoying their visit will help us to sell the destination through our website as well as in print.

**Timeline:** The photographer will work throughout the year beginning in July to get a variety of shots reflecting each season.

- Tracking:** We will only purchase photos that have the consensus of the staff that they are capturing the true spirit of Portland.
- Target Market:** Greater Portland / Casco Bay will be the primary target that we will be photographing. The photographs will be used for the Greater Portland / Casco Bay's website and print material.
- Rationale:** With the old adage "A picture says a thousand words" it is imperative that we have photos that sell the destination with a first glance. We want visitors to be lured to visit Maine.
- Image Categories:** OCEANFRONT: Visitors enjoying the waterfront as well as capturing the quintessential Maine fisherman lobstering.
- DOWNTOWN: The store lined cobble stoned streets, visitors window shopping, the nightlife, culture and architecture.
- SCENIC: Scenic shots that make you say "I want to go there!"
- SEASONAL: Specialty seasonal shots for specifically fall and winter.
- Budget Description:** We will hire one or more freelance photographers to secure a minimum of 30 photos.
- MTMPP Award:** \$2,500.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

## Project 10: Website Optimization

**Project Type:** Website Development

**Description:** With strong suggestion from the Maine Office of Tourism's web developer we will continue to build content rich pages on our region's signature event website HarvestOnTheHarbor.com. We will then work with an individual that specializes in optimizing content allowing a greater presence in search engines.

### Element 8: Content Optimization

**Project:** Website Optimization

**Element Description:** Our primary goal is to optimize any content rich pages that get added to [www.HarvestOnTheHarbor.com](http://www.HarvestOnTheHarbor.com).

The objectives will be to construct additional content pages on the site while creating search engine friendly pages filled with proper keywords, specific "niche phrases", descriptions, browser titles and page structure to maximize optimization.

**Timeline:** The Greater Portland Region will work with its public relations contractor to create a list of story ideas. Once stories are written we will work with a web optimizer to create the relevant key word list, corresponding URLs, meta tags and browser titles.

**Tracking:** We will be able to track the effectiveness of this project by producing google reports on the number of pages indexed as well as the increase of web traffic to the site.

**Target Market:** Potential visitors to the Greater Portland / Casco Bay Region searching the web for food & wine festivals and events in Maine.

**Rationale:** Along with the Maine Office of Tourism we see the value of the website and how it directly impacts the total number of travelers visiting our region. Providing content to keep them interested and intrigued is the key to conversion.

**Budget Description:** Project includes phrase research, creation of pages, editing of meta tags, browser titles, page URLs, and keyword descriptions.

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

**Cash Match:** \$0.00

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

## Project 11: Sports Marketing

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

**Description:** In conjunction with the Maine Sports Commission, we will attend TEAMS (Travel, Events And Management in Sports) and NASC (National Association of Sports Commissions) in order to promote Maine and the Greater Portland Region as a viable sports destination.

### Element 9: Attendance at TEAMS and NASC

**Project:** Sports Marketing

**Element Description:** As part of the newly formed Maine Sports Commission, we will attend TEAMS (Travel, Events And Management in Sports) conference and tradeshow October 3-6, 2011 in Las Vegas, Nevada and the NASC (National Association of Sports Commissions) conference April 17-19, 2012 in Hartford, Connecticut. Presented by Sports Travel Magazine this conference and tradeshow offers us the ability to schedule appointments with event organizers and build awareness of Maine and the Greater Portland Region as a viable sports destination.

**Timeline:** October 3-6, 2011 and April 17-19, 2012

**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:** Maine Sports Commission and eight tourism regions.

**Budget Description:** Budget includes related travel expenses. Show registration fees paid by Maine Sports Commission.

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

**Cash Match:** \$0.00

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

## Project 12: Promotion of Destination through Public Relations Contractor

**Project Type:** Public Relations

**Description:** The CVB will contract with a Public Relations Specialist to promote the region on a local, regional, national and international basis. The PR Contractor will be responsible for generating media for the region in newspapers and magazines, on radio and TV shows, and online.

### Element 10: Public Relations Contractor

**Project:** Promotion of Destination through Public Relations Contractor

**Element Description:** The PR contractor's responsibilities include creating awareness about the CVB and the economic impact of tourism; promoting CVB sponsored events include: Harvest on the Harbor, Maine Destination Day and Meeting Connections, and promoting the Greater Portland Region as a preferred destination for travel.

Responsibilities include but are not limited to: generating press releases, developing and pitching story ideas, organizing press conferences, creating special promotions, generating media reports, developing travel writers' itineraries, fact checking, assisting with photography, maintaining the press kit, providing PR updates for the CVB and Harvest on the Harbor Facebook pages, producing PR updates for CVB newsletter, monitoring the distribution of "Ambassador Passes" (complimentary admission passes to area attractions), and working with CVB staff to creatively generate a media strategy to effectively promote the CVB, its events and the destination.

**Timeline:** July 1, 2011 through June 30, 2012

**Tracking:** PR Contractor will provide a comprehensive file of all media received with advertising equivalency value.

**Target Market:** The target market will vary depending on the project. For example, if the contractor is promoting Harvest on the Harbor, the primary target will be food writers in the North East. If the project is Meeting Connections, the contractor will be targeting local business people in order to entice them to bring their regional and national conferences to Maine. If the project is promoting the destination, the target will be travel writers primarily in the North East and Mid-Atlantic areas.

**Rationale:** After working with a professional public relations contractor on Harvest on the Harbor for the past two years, it has become increasingly more evident that the skills and talents of a professional PR contractor can generate significant publicity. Hiring a contractor will enable us to proactively pursue the type and quality of media needed to promote the ever growing needs of the Greater Portland Region. Without the professional assistance of a PR Contractor, we are mostly fielding inquiries, and with professional assistance we will be proactively targeting inquiries that will more effectively serve the CVB, its events and the destination.

**Budget Description:** Budget will be used to contract a Public Relations professional.

**MTMPP Award:** \$13,600.00

**Cash Match:** \$8,000.00

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

## Project 13: Meeting & Conference Development

**Project Type:** Tourism Product Development

**Description:** Meeting Connections is a retread of a former highly successful marketing campaign from the late 90's that generated \$40 million into the Maine economy over a three-year period. The premise of the campaign is to entice local business people to bring their regional and national conferences to Maine. The marketing strategy will utilize grass roots marketing initiatives along with print, radio, magazine, television and electronic media.

### Element 11: Local Awareness Campaign for Meetings and Conferences

**Project:** Meeting & Conference Development

**Element Description:** The campaign is designed to reach local business people through a wide variety of outlets in order to encourage them to actively become involved in reaching out to their regional and national affiliations and invite them to consider holding their next meeting or conference in Maine.

We will start by identifying 8-10 "local heroes" (CEO's of major establishments) such as the University, Maine Medical, National Semi Conductor etc. who would be willing to promote the Meeting Connections idea to their employees. The CEO's would provide collateral material explaining the program and how to contact the CVB with possible leads for future meetings and conferences.

The campaign would develop print, radio and TV spots using local examples of successful business people who have brought meetings and conferences to Maine and the value of doing so. Electronic e-blasts and monthly newsletters would be initiated along with social media to keep everyone informed, recognize success, and to keep the

**Timeline:** Campaign design concepts developed in July and August. Local heroes identified by early fall. Co-op partners and in-kind sponsors completed by late fall. Campaign begins early winter and is complete by June 30, 2012.

**Tracking:** All meeting and conference leads associated with Meeting Connections will be tracked by our internal "infotrak" database system. Each lead and booking will be assigned a specific economic impact figure

based on room nights, origin of meeting and number of attendees.

**Target Market:** The target market for the campaign is primarily within the Greater Portland metro area to reach local business people; however the results would be reaching regional and national meeting and conference attendees and bringing them to Maine.

**Rationale:** The current recession has hit the meetings industry hard and as business travel begins to come back, we want to position the idea of being a local hero and creating pride in our destination by inviting business colleagues to bring future meeting business back to their home State of Maine. Business people leave our State every day for some sort of business education, training, sales functions etc. This campaign reminds them to invite that business back to Maine by contacting the CVB for assistance. It also reminds them about the economic impact of what the meetings industry can do for Maine as well. Finally, the best rationale is that this campaign worked in the late 90's and it is time to refresh the concepts and relive the success!

**Budget Description:** Budget will be used for campaign expenses including media placements.

**MTMPP Award:** \$10,000.00

**Cash Match:** \$10,000.00

**In-Kind Match:** \$10,000.00

## Project 14: Mobile Website

**Project Type:** Website Development

**Description:** The Greater Portland Region will implement a mobile website for VisitPortland.com. We will convert our web content to a mobile format that matches the look and feel of our current web site while providing the mobile user a comprehensive tool that is streamlined and easy to navigate.

### Element 12: Create VisitPortland.com Mobile Version

**Project:** Mobile Website

**Element Description:** Our goals of creating a mobile website will be:

**LAYOUT:** most users are looking for a quick solution, we will place our most important information first...where to stay, where to eat, what to do, calendar of events, etc.

**CONTENT:** we will pare down our content and present only what is absolutely necessary, and users will know to check the main website for more details

**IMAGES:** images will be used only as needed due to long download times and will be made light-weight as possible

**PAGE SIZE:** pages will be sized properly for mobile viewing

**PAGE LINKS:** wherever possible, provide your users with back buttons and links

Our objective is to provide the traveling public with a user friendly and information based website on their mobile device.

**Timeline:** Development will begin in July, 2011 and is estimated to take 3-6 months for completion.

**Tracking:** Google Analytics will monitor the amount of access to VisitPortland.com through mobile devices.

**Target Market:** The estimated 25 million US mobile users who will research travel information on their mobile devices before making a trip this year. (Statistics according to eMarketer)

**Rationale:** Smartphone usage in the US is on the rise and it is estimated that half of all mobile users in the States will be using smartphones by the end of 2011.

According to eMarketer, they estimate that: "nearly 25 million US mobile users will research travel information on their mobile devices before making a trip this year. Nearly 12 million will use the mobile channel to book their plans. The vast majority of both groups will be made up of smartphone users.

By next year, 34 percent of smartphone users and 31 percent of mobile Internet users in the US will research travel via mobile. At the same time, 18 percent of smartphone users and 16 percent of mobile Internet users will book travel the same way."

**Budget Description:** Budget will be put towards working with mobiManage, one of the leading providers of mobile development and application services. MobiManage has developed over 80 tourism mobile friendly websites.

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

**Cash Match:** \$1,000.00

**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	\$19,200.00		
<b>Regional Brand Awareness</b>			
Implementation of Regional Brand Awareness	\$15,000.00	\$0.00	\$3,000.00
<b>Seaport Marketing</b>			
Discover Portland & Beyond Cruise Consortium	\$3,500.00	\$13,000.00	\$0.00
<b>Maine Office of Tourism Pavilion</b>			
Boston Globe/New York Times Travel Shows & The Big E	\$3,200.00	\$0.00	\$0.00
<b>Motorcoach Marketing</b>			
Attendance at ABA Marketplace	\$3,500.00	\$0.00	\$0.00
<b>International Marketing</b>			
Attendance at International Pow Wow	\$4,000.00	\$4,100.00	\$0.00
<b>Destination Marketing International Development Training</b>			
Attendance at a DMAI Conference	\$2,500.00	\$0.00	\$0.00
<b>Photography</b>			
Photography	\$2,500.00	\$0.00	\$0.00
<b>Website Optimization</b>			
Content Optimization	\$2,500.00	\$0.00	\$0.00
<b>Sports Marketing</b>			
Attendance at TEAMS and NASC	\$2,500.00	\$0.00	\$0.00
<b>Promotion of Destination through Public Relations Contractor</b>			
Public Relations Contractor	\$13,600.00	\$8,000.00	\$0.00
<b>Meeting &amp; Conference Development</b>			
Local Awareness Campaign for Meetings and Conferences	\$10,000.00	\$10,000.00	\$10,000.00
<b>Mobile Website</b>			
Create VisitPortland.com Mobile Version	\$4,000.00	\$1,000.00	\$0.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$96,000.00
<b>Administrative Costs:</b>	\$19,200.00
<b>Cash Match:</b>	\$36,100.00
<b>In-Kind Match:</b>	\$13,000.00
<b>Total Match:</b>	\$49,100.00
<b>Total Proposed Budget:</b>	\$145,100.00