

Profile

Applicant: Regional Application
Grant Manager: Tanya Bentley
Name of Organization: Kennebec Valley Tourism Council
Mailing Address: PO Box 5242
Augusta, Me 04332
Physical Address: 77 Sewall Street
Augusta, ME 04330
Office Hours: 8-5
Telephone Number: 207-623-4883
Fax Number: 207-622-9732
Date of Incorporation: September 14th, 1990
EIN: 01-0458264

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

1. The Kennebec Valley Tourism Council produces a yearly regional guide that is used as our fulfillment piece, placed in Maine travel centers, sent to trade shows and distributed throughout our region. KVTC printed 12,500 regional guides and will have none left by the time our next one comes out.
2. KVTC participated in a Pay Per Click Campaign starting in September which increased our traffic to the website bringing our SEO up. It was so successful that we added money to this campaign.
3. KVTC worked with local businesses in our region to help them with their own marketing plans through our Regional Grant process.

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: Drive traffic to our website with banner advertisements.

Driving traffic to our website will help the future visitor learn about what our region has to offer making it their destination place. KVTC will place banner ads on various website that already have qualified visitors looking for activities and vacation destinations. We will track results through Google analytics and receive reports from the hosted websites.

Goal 2: Increase the number of visitors by promoting the Kennebec Valley and Moose River Valleys Region as a destination.

KVTC will send out 4 consumer newsletters and 4 topical newsletters promoting the Kennebec Valley and Moose River Valleys Region as a destination place for outdoor activities, touring, shopping and dining.

Goal 3: Support local organizations with their own marketing plans.

KVTC will support local organizations with their Regional Grants that are given to local business to help promote activities, events or marketing projects.

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

The Kennebec Valley Tourism Council marketing strategy for the fiscal year of 2011-2012 will be to continue to increase regional visitation. The Kennebec and Moose River Valleys Region of Maine offers a wide range of outdoor recreation, an abundance of cultural and historical attractions coupled with unique lodging making the region an ideal and unique destination. Our marketing will be done by; email newsletters, social medias, print and web advertising, trade show participation and fulfillment.

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

Much of what KVTC proposes to do ties into the Maine Office of Tourism 5 year strategic marketing plan.

KVTC wants to increase the number of visitors and well as increasing the number of repeat visitors and extend visitation by promoting a variety of activities included outdoor recreation, cultural destinations, events and shopping.

KVTC will continue to be involved with the Office and any changes through the Regional Assistance Committee.

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

KVTC contracts with Eaton Peabody Consulting Group and has appointed Tanya Bentley as the grant manager and Executive Director. At the direction of the Board, Tanya will implement the projects and maintain accurate record of invoices received and paid. Monthly reports are given and reviewed by the Board of Directors. A financial review will take place at the end of the grant year to ensure funds were accurately accounted recorded.

Primary Analysis

Research

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

No

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

(No Response)

Public Relations

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

Company: Eaton Peabody Consulting Group

Address: 77 Sewall Street
Augusta, ME 04330

Phone: 207-623-4883

Email Address: tbentley@eatonpeabody.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:

(No Response)

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

Maine Invites You
Boston Globe
Facebook.com
Twitter.com
Create Memories

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 efforts include the KVTC Regional Grant Program which helps local area organizations with their own marketing plans.

External and Statewide efforts include Maine Pavilion Support and the MOT Collaboration Program.

Website Development & Maintenance

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

URL: kennebecvalley.org

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

The overall goal of the kennebecvalley.org website is to provide the visitor with information about our region.

kennebecvalley.org is for the potential and current visitor to the Kennebec and Moose River Valleys Region. Visitors can find information regarding our regions lodging, fairs and festivals, outdoor activities, restaurants, events and more.

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

Over the next two years KVTC will continue to add content and focus around activities that draw visitors to our region.

KVTC will continue to add both members and non-members to our site to create mass and better represent our region. There will be a continuing effort to reach out to visitors requesting information through our site.

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:

Visitors to the website can sign up to receive our newsletter and request our regional brochure.

Information inputted by the user is stored and used for future marketing initiatives.

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 Partnership Program

Project Type: Tourism Product Development

Description: Regional Partnership Program

Element 1: Regional Partnership Program

Project: Regional Partnership Program

Element Description: The KVTC intends to continue to work with members of KVTC and other organizations to reinforce their local and regional marketing plans.

Timeline: Applications for the regional partner program will go out in February; all applications will be reviewed and awarded around April 2012.

Tracking: Each organization will be required to provide support materials on how they are going to use their promotional monies and report results back to KVTC.

Target Market: Members of KVTC that have been with KVTC more than 1 year.

Rationale: This element gives KVTC and its members a boost in bringing in tourism into our region.

Budget Description: KVTC applicants will be awarded monies based on their application. No more than \$2500.00 will be awarded to each applicant.

\$10,000.00 will come from MTMPP grant.

MTMPP Award: \$10,000.00

Cash Match: \$5,000.00

In-Kind Match: \$0.00

Project 4: Maine Invites You Ad

Project Type: Advertising
Description: 1/2 page ad in Maine Invites You

Element 2: Maine Invites You Ad

Project: Maine Invites You Ad

Element Description: The goal of this project element is to have a presence in the State's Official Vacation Planner to promote the Kennebec and Moose River Valleys Region.

Timeline: MOT to drive schedule.

Tracking: N/A

Target Market: Maine people and people wishing to visit the Kennebec and Moose River Valleys Region. The Maine Invites You guide is distributed by the Maine Tourism Association to those who provide their individual mailing and/or email address.

Rationale: The KVTC believes Maine Invites You is a premier publication from MOT that visitors look to for important information while planning their Maine vacation. It is very important that KVTC is represented in this publication.

Media Type: Brochure

Co-op Opportunity: N/A

Budget Description: KVTC has budgeted \$4000.00 for a 1/2 page ad.

MTMPP Award: \$3,000.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 5: Pavilion Support

Project Type: Travel Trade & Consumer Shows

Description: Pavilion Support

Element 3: Pavilion Support

Project: Pavilion Support

Element Description: Regional staff support for the Maine Office of Tourism Pavilion.

Timeline: July - June 2012

Tracking: N/A

Target Market: Anyone visiting trade shows in New England.

Rationale: This element will help regional staff support for the Maine Office of Tourism Pavilion.

Partners: N/A

Budget Description: KVTC has budgeted \$2,500.00 for regional staff support for the Maine Office of Tourism Pavilion.

It's important to our members and KVTC that we support the MOT and help promote tourism in our region.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 6: Fulfillment

Project Type: Fulfillment

Description: This project element pertains to the fulfillment effort needed to implement our marketing plan.

Element 4: Phone and Mail Fulfillment & Brochure Distribution

Project: Fulfillment

Element Description: The goal of this project element is to quickly and professionally respond to all visitor inquiries generated by the Council's marketing effort, most of which is generated from our website and or telephone.

Timeline: The KVTC has an agreement with the Kennebec Valley Chamber to provide fulfillment services. Tourism inquiries are directed to a toll free number. Inquiries also are generated via email off our website.

Tracking: The number of calls, emails and visitor requests from our website are track through in-control and also logged by KVCC staff.

Target Market: Maine people and anyone wishing to visit Maine and its regions.

Rationale: Fulfillment is a vital component to any marketing program. For this reason, the KVTC has multiple ways for the visitor to contact them.

Partners: Kennebec Valley Chamber of Commerce

Budget Description: KVTC has allotted \$4,000.00 for fulfillment services which includes our toll free number, postage and staff. KVCC provides the fulfillment for KVTC.

Fulfillment is a vital component to any marketing program; the cash match for this project will come from membership and municipal contributions.

MTMPP Award: \$4,000.00

Cash Match: \$0.00

In-Kind Match: \$2,400.00

Element 5: Brochure Distribution

Project: Fulfillment

Element Description: MTA travel centers

Timeline: Year around.

Tracking: KVTC will track the number of boxes used by MTA.

Target Market: Anyone interested in visiting the Kennebec and Moose River Valleys Region.

Rationale: It is critical that KVTC markets the region and its many opportunities for potential visitors many ways.

Partners: NA

Budget Description: *(No Response)*

MTMPP Award: \$415.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Create Memories Brochure

Project Type: Brochures

Description: Create Memories Brochure

Element 6: Create Memories Brochure

Project: Create Memories Brochure

- Element Description:** This element is a regional guide that promotes local businesses in Kennebec and Moose River Valley. Local businesses have the opportunity to co-op or underwrite ads and or an article in this publication. KVTC uses this publication at all area travel stops, area chambers of commerce and can be mailed to anyone inquiring about our region.
- Timeline:** The publication is anticipated to be printed around May 2012. Underwriting solicitation will be in August.
- Tracking:** We will monitor distribution through the fulfillment services as well as through the website traffic and feedback from advertisers in order to determine effectiveness of the publication.
- Target Market:** This publication will be distributed to any inquiry that provides KVTC with a valid mailing address in a request for more information about the region.
- Rationale:** It is critical that the KVTC has a quality publication that represents the region and its many opportunities for potential visitors.
- Distribution Plan:** The Create Memories regional guide will be distributed to inquiries that provide a mailing address at trade shows, anyone wishing to sign up on our website, and at trade shows.
- Budget Description:** This budget includes the design and layout of publication, content collection and development, i.e. copy and images and printing the publication.
- \$15000.00 is for production and printing of Create Memories, \$1200.00 is for print distribution making sure all areas will constantly have brochure available.
- MTMPP Award:** \$6,200.00
- Cash Match:** \$10,000.00
- In-Kind Match:** \$0.00

Project 8: Eight (8) targeted eClub news blasts to visitors

- Project Type:** Advertising
- Description:** E-club allows people to feel like they are part of an exclusive group who get updates on what's going on in their favorite region of Maine. MaineVOD will design and manage the production and distribution of your quarterly newsletter featuring your upcoming attractions and sent to your biggest fans – Kennebec & Moose River Valley Region e-club members.

Element 7: Eight (8) targeted eClub news blasts to visitors

Project: Eight (8) targeted eClub news blasts to visitors

- Element Description:** Four seasonal and four topical newsletters sent out via email from our database to members and non-members. These newsletters will highlight what's happenings in the Kennebec and Moose River Valleys Region and encourage them to visit kennebecvalley.org
- Timeline:** HSM will design and manage the production and distribution of the newsletter featuring the upcoming attractions and information pertaining to the region.
- Tracking:** In-control will be able to track all emails sent and all clicks to the website. We will also track through analytical reporting.
- Target Market:** Anyone who signs up on our website to receive the newsletter and all KVTC members.
- Rationale:** E-club allows people to feel like they are part of an exclusive group receiving updates on what's going on in their favorite region of Maine.
- Media Type:** Website
- Co-op Opportunity:** (No Response)
- Budget Description:** \$6000 to be paid to MaineVOD to design, layout and deliver 4 seasonal and 4 topical e-newsletters.
- MTMPP Award:** \$6,000.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 9: Internet & eMarketing

Project Type: Advertising

Description: In today's mixed media marketplace Internet communications have evolved into a key, if not THE key, component of all successful marketing and communications campaigns. The Internet media platform will become the communications hub for the regional tourism promotion efforts. The newly designed web platform is designed to be user-friendly, attractive, effective and work tirelessly for the Internet campaign.

Element 8: Social Media Management

Project: Internet & eMarketing

Element Description: The goal of this element is to improve and manage our current social medias. Social media is widely used by users in the regional to access events and happenings.

Timeline: This element will be ongoing throughout the grant year.

Tracking: The use of Facebook, Google Analytic's and Twitter tracking will help us track traffic.

Target Market: All visitors to www.kennebecvalley.org, future and current visitors.

Rationale: With the advent of new and improved advertising technologies, rich media has developed into one of the most popular formats for reaching and engaging consumers because the technologies allow the consumer to interact with the creative asset. The same is true for social media.

Media Type: Web

Co-op Opportunity: *(No Response)*

Budget Description: \$3600.00 to be paid to MaineVOD.

MTMPP Award: \$3,600.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Website Development

Project Type: Website Development

Description: One-year inControl tools and hosting package.

Element 9: One-year inControl tool and hosting package

Project: Website Development

Element Description:

- Unlimited Email hosting.
- Member's database.
- Web analytics and statistic reporting.
- Unlimited tech support during normal business hours.
- Unlimited use of inControl system and features.

Timeline: One-year inControl tool and hosting package

Tracking: The use of Google analytic will help us track website traffic.

Target Market: All visitors to www.kennebecvalley.org

Rationale: This is needed to keep www.kennebecvalley.org running and updated.

Budget Description: \$1,800 to be paid to HSM for one year of incontrol tool and hosting package.

MTMPP Award: \$800.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Element 10: Event Calendar Management

Project: Website Development

Element Description: Management of kennebecvalley.org interactive calendar including seeking out events, verification and publication.

Timeline: 10 hour per month updated and verify calendar events.

Tracking: Google analytics.

Target Market: Future and current visitors to the region.

Rationale: KVTC does not have a signature event, but many many smaller events that draw visitors to our region. The interactive calendar is popular but under populated.

Budget Description: 10 hours a month will be sent on searching, populating and verify events. To be paid to HSM.

MTMPP Award: \$4,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Video and Photography Reproduction

Project Type: Professional Photography

Description: To reproduce a number of our video business cards for distribution to highly qualified inquiries as well as to regional members.

Element 11: Video and Photography Reproduction

Project: Video and Photography Reproduction

Element Description: To reproduce 1000 of our video business cards for distribution to highly qualified inquiries as well as to regional members.

Timeline: Reproduce in August.

Tracking: Fulfillment.

Target Market: Any inquiry considering Maine for a destination place.

Rationale: The KVTC believes that its video business card is a compliment to the Create Memories.

Image Categories: *(No Response)*

Budget Description: *(No Response)*

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: Website Banner Ad Design

Project Type: Advertising

Description: Website Banner Ad Design

Element 12: Website Banner Ad Design

Project: Website Banner Ad Design

Element Description: Design of a website banner to be place on various website promoting the Kennebec and Moose River

Valleys Region.

Timeline: Design in August.

Tracking: NA

Target Market: Maine people and anyone wanting to visit Maine and our region.

Rationale: KVTC will be placing banner ads on various website. Banners are another form of advertising.

Media Type: Web

Co-op Opportunity: *(No Response)*

Budget Description: \$2000 to be paid to MaineVOD for design.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 13: Online Banner Advertising

Project Type: Advertising

Description: Website banner ads online.

Element 13: Online Banner Advertising

Project: Online Banner Advertising

Element Description: KVTC will place banner ads on a variety of websites including MTA, MMCC and KVCC.

Timeline: Banners to be place in August for the entire year.

Tracking: The use of Google analytic will help us track website traffic. KVTC will ask to receive tracking information from businesses where ads are placed.

Target Market: Anyone wanting to visit or looking to visit our region.

Rationale: Placing banner ads on already qualified sites will better promote our region. The Internet has become the number one way to research vacations and find information about your vacation spot.

Media Type: Web

Co-op Opportunity: *(No Response)*

Budget Description: *(No Response)*

MTMPP Award: \$17,085.00

Cash Match: \$2,015.00

In-Kind Match: \$0.00

Project 14: Board Members In-kind Match

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

Description: This element documents the in-kind match provided by KVTC board of directors for their attendance at our 10 regularly scheduled monthly meetings and for the work they do to help implement our programs.

Element 14: Board Members In-kind Match

Project: Board Members In-kind Match

Element Description: This element documents the in-kind match provided by KVTC board members for their attendance at our

10 regularly scheduled monthly meetings and for the work they do to help implement our programs.

Timeline: The Kennebec Valley Tourism Council meeting every month, except August and November, on the fourth Thursday from 10-12 around our region.

Tracking: Meeting minutes

Target Market: NA

Rationale: The Kennebec Valley Tourism Council is comprised of 12 area business/chambers throughout the Kennebec and Moose River Valleys region. These members take time away from their business/chambers to participate in our monthly board meetings, where we discuss, review and analyze our marketing strategy for the region.

NA

Budget Description: All members donate their time, travel and expenses. We hold 10 meeting with 8 members on average for two hours for meeting time, plus on average an hour for travel.

MTMPP Award: \$0.00

Cash Match: \$1,000.00

In-Kind Match: \$9,600.00

Project 15: Three 30 minute TV shows aired on Time Warner Commercial Cable Network CH-9

Project Type: Tourism Product Development

Description: MaineVOD will produce 3, 30 minute TV episodes featuring the following topics in the KVTC region:

- 1-Maine Streets / Historic Downtowns
- 2-Fishing
- 3-Fairs & Festivals

Element 15: Three 30 minute TV shows aired on Time Warner Commercial Cable Network CH-9

Project: Three 30 minute TV shows aired on Time Warner Commercial Cable Network CH-9

Element Description: MaineVOD will produce 3, 30 minute TV episodes featuring the following topics in the KVTC region:

- 1-Maine Streets / Historic Downtowns
- 2-Fishing
- 3-Fairs & Festivals

Timeline: Each program will be aired statewide on Time Warner Commercial Cable Network CH-9, 4 airings per week statewide for a 2 week period for each program in the appropriate season as determined by the KVTC Marketing Committee.

Tracking: NA

Target Market: Time Warner Cable distribution is focused on In-State promotion with 300,000 subscribers and over 650,000 potential viewers from Kittery to Fort Kent.

Rationale: Once the TV programs are completed the content will be edited into feature segments appropriate for use on the web with the intent to distribute on kennebecvalley.org and visitmaine.com

Budget Description: -30 Minute On-location TV program production and web segment production - \$10,000 per episode, \$30,000 total value.

-Time Warner Cable CH-9 airings, 4 airings per week statewide - \$1,500 per week. Total weekly airings = 6, \$9,000 total airtime value.

MaineVOD in-kind donation = \$32,000

KVTC cost = \$7,000

MTMPP Award: \$5,500.00

Cash Match: \$1,500.00
In-Kind Match: \$32,000.00

Project 16: Maine VOD advertising

Project Type: Advertising
Description: KVTC banner ads placed on Maine VOD web and tv shows.

Element 16: Maine VOD advertising

Project: Maine VOD advertising

Element Description: KVTC will have ads running on MaineVOD website and tv shows.

Timeline: Year round.

Tracking: Through Google analytics we will keep track of the click thews.

Target Market: People looking for exciting places he visits on his travels to hunt, fish and boat throughout the Northeast.

Rationale: The Kennebec and Moose River Valley is known for it's outdoor recreation. Internet marketing advertisers have knowledge of the target audience—people who engage in certain activities. MaineVOD shows appeals to people interested in the outdoors.

Media Type: Online/TV

Co-op Opportunity: *(No Response)*

Budget Description: MaineVOD is provided a \$25,000 in-kind match for the airing of our ads. Similar to last year.

MTMPP Award: \$0.00

Cash Match: \$0.00

In-Kind Match: \$25,000.00

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	\$19,200.00		
Regional Partnership Program			
Regional Partnership Program	\$10,000.00	\$5,000.00	\$0.00
Maine Invites You Ad			
Maine Invites You Ad	\$3,000.00	\$1,000.00	\$0.00
Pavilion Support			
Pavilion Support	\$2,500.00	\$0.00	\$0.00
Fulfillment			
Phone and Mail Fulfillment & Brochure Distribution	\$4,000.00	\$0.00	\$2,400.00
Brochure Distribution	\$415.00	\$0.00	\$0.00
Create Memories Brochure			
Create Memories Brochure	\$6,200.00	\$10,000.00	\$0.00
Eight (8) targeted eClub news blasts to visitors			
Eight (8) targeted eClub news blasts to visitors	\$6,000.00	\$0.00	\$0.00

Maine Tourism Marketing Partnership Program



Internet & eMarketing

Social Media Management	\$3,600.00	\$0.00	\$0.00
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Website Development

One-year inControl tool and hosting package	\$800.00	\$1,000.00	\$0.00
Event Calendar Management	\$4,200.00	\$0.00	\$0.00

Video and Photography Reproduction

Video and Photography Reproduction	\$1,500.00	\$0.00	\$0.00
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Website Banner Ad Design

Website Banner Ad Design	\$2,000.00	\$0.00	\$0.00
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Online Banner Advertising

Online Banner Advertising	\$17,085.00	\$2,015.00	\$0.00
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Board Members In-kind Match

Board Members In-kind Match	\$0.00	\$1,000.00	\$9,600.00
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Three 30 minute TV shows aired on Time Warner Commercial Cable Network CH-9

Three 30 minute TV shows aired on Time Warner Commercial Cable Network CH-9	\$5,500.00	\$1,500.00	\$32,000.00
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Maine VOD advertising

Maine VOD advertising	\$0.00	\$0.00	\$25,000.00
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Budget Summary

Proposed MTMPP Award:	\$96,000.00
Administrative Costs:	\$19,200.00
Cash Match:	\$21,515.00
In-Kind Match:	\$69,000.00
Total Match:	\$90,515.00
Total Proposed Budget:	\$186,515.00