

## Profile

**Applicant:** Regional Application

**Grant Manager:** Jessica Donahue

**Name of Organization:** The Maine Highlands

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

**Physical Address:** Eastern Maine Development  
40 Harlow Street  
Bangor, Maine 04401

**Office Hours:** Monday - Friday 8:00 a.m. to 5:00 p.m.

**Telephone Number:** 207.947.5205

**Fax Number:** 207.942.3548

**Date of Incorporation:** December 19th, 2002

**EIN:** 42-1568342

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

- 1) Map design and development have begun and we have formed a partnership with the Appalachian Mountain Club for the product creation. We are very excited for this grant, so we can print and start distributing the maps.
- 2) Our sub-regional visitor guide supplement seems to be working very well for our chambers. The visitor guide is one of the most important tools for the region when we are promoting The Maine Highlands as a whole vacation package to our visitors.
- 3) Consistency has proven to be beneficial for the region, in regards to the Discover New England tourism summit. Previous years the region has only received minimal pre-scheduled appointments. Last year, we received almost double the amount (17) of pre-scheduled appointments.

### **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) The region would like to increase the presence of The Maine Highlands through our sub-region chambers and CVB within the social media and online market segments. We are hoping to do this by the creation of our "communications" projects; SEO, social media and communication software and trainings. We are hoping to gain double the unique visitors (per chamber/CVB website) by staying current with our regional technology, one of the reasons that we decided to take part in the tech share program, offered by the Maine Office of Tourism.
- 2) The Maine Highlands is really looking forward to learning the tech share website and software that is available through Portland Web Works and the Maine Office of Tourism. We feel that having this opportunity will increase our recognition and hopefully visitor traffic to our website and our sub-regions.
- 3) With the technology from Portland Web Works and the tech share program, the region is hoping to be able to better track our leads from consumer trade shows. Using the technology to gather information from these shows, we are hoping to perform a "conversion" study to see which shows are really working for the region and if we should be continuing with them.

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

By being able to identify the short-comings of sub-regional websites, the communication projects are really a stepping stone to getting our sub-region's websites up to speed with current technology, communication networks and will help devise easy plans that the chambers can execute to gain better visitor interactions and interest. A stronger, more unified presence on the internet is something that is very valuable to The Maine Highlands. By working within the opportunity from the MOT to participate in the tech share program, the region is aligning itself with the online identity that the state of Maine has created (very successfully) for itself. This can only help our brand, region, sub-regions and individual membership.

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

The goals and strategies that The Maine Highlands will be working on this coming grant cycle are very much in line with the

MOT's vision. The more that the region participates with the marketing activities of the MOT, the stronger the Maine and regional brands and identities become. We are always focused on increasing visitation and length of visitor's stay, specifically for our region. By working with other regions, sub-regions and the Maine Office of Tourism, The Maine Highlands is looking forward to bringing more visitors to our region.

## **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 financial well being. At the direction of The Maine Highland Board of Directors, EMDC will administer and implement the program as outlined in the grant application. TMH staff (a part-time 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 region is planning on conducting research on the name "The Maine Highlands". This project is a necessity for our region. Many of the sub-regional members and individual members are unhappy with the name of the organization. Co-branding of "Bangor Katahdin Moosehead Lake" were added last year, but the board of directors would like to do additional research, including focus groups and other market analysis. Once this research has been completed, a strategic plan and branding plan will be created.

### **Public Relations**

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

**Company:** The Maine Highlands - Regional Grant Manager

**Address:** Eastern Maine Development Corporation  
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 markets, Adventure Travel,

Historical & Cultural markets, Aviation, and Meeting and Convention markets.

## 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 and through visitor inquiries, Bangor International Airport, all visitor centers within the region, target publications/online advertisements, and within Maine Invites You.

Externally, we partner with other organizations, such as Bangor International Airport and Downeast Acadia Regional Tourism, for trade shows, receptions and other marketing opportunities.

State-wide, we will be participating in cooperative marketing and with the Maine Travel Pavilion shows.

## Website Development & Maintenance

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

URL: [www.TheMaineHighlands.com](http://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:

One of our main goals is to provide a sense of inland Maine to our visitors through content and photos on our website. We want to provide the best information to the visitor as they go through their decision making process when researching destination options.

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

The region is very excited to participate with tech share through Portland Web Works and the Maine Office of Tourism. There will be so many more advancements in technology and we know that PWW and MOT will be in the forefront of those improvements.

## 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 request database will be kept through Portland Web Works and we will have the ability to export it. The grant manager also keeps a spreadsheet of all the visitor information that comes in from the 800.91.MOOSE phone number or through snail mail. Once the information is collected, the visitor receives a packet of information from TMH. The visitor information is reviewed for trends and patterns within demographics 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:** \$19,200.00

#### **Project 3: State Wide Regional Grant Projects**

**Project Type:** Tourism Product Development

**Description:** The Maine Highlands tourism region has committed to including two state wide collaborative projects into this year's grant. The projects will have direct impact to the overall tourism product in the individual regions and the state as a whole.

##### **Element 1: Collaboration with the Maine Office of Tourism**

**Project:** State Wide Regional Grant Projects

**Element Description:** The Maine Highlands tourism region has committed to including two state wide collaborative projects into this year's grant. This project, Collaboration with other regions and the Maine Office of Tourism, is being created as an open project, so the region will be able to participate in any opportunity that may be presented. One specific project that has come to light is the opportunity to create, form and market a Maine State Sports Commission. The proposal has yet to be finalized.

**Timeline:** The timeline for this project will depend on the actions and opportunities presented by the Maine Office of Tourism, the Maine Tourism Commission and the Regional Assistance Committee. Regions will have their own timeline to complete the specific projects within the deadlines that MOT sets.

**Tracking:** All tracking will be done through the Maine Office of Tourism. The Maine Highlands will be able to track through our website's analytics and through direct contact with visitors, meeting planners and anyone looking for information about the region.

**Target Market:** The Maine Office of Tourism will decide the target market based on the direction that this project takes.

**Rationale:** The Maine Highlands tourism region has committed to including two state wide collaborative projects into this year's grant. This project, Collaboration with other regions and the Maine Office of Tourism, is being created as an open project, so the region will be able to participate in any opportunity that may be presented. One specific project that has come to light is the opportunity to create, form and market a Maine State Sports Commission. The proposal has yet to be finalized.

**Budget Description:** The money that is set-aside for this project will go directly to marketing The Maine Highlands product offerings to visitors, meeting planners, and anyone looking for further information on visiting, holding a meeting or hosting an event in the area. The budget for this item is \$10,000 - under Advertising with MOT.

**MTMPP Award:** \$0.00  
**Cash Match:** \$0.00  
**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 2: 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 travel shows. This pavilion needs to be staffed with individuals from each region to ensure that there is fair representation of each of the regions on the show floor. The individuals from the regions really create that authentic feel of Maine by lending their regional expertise and flair.

**Timeline:** The Maine Office of Tourism decides what shows they will be attending. The list of shows is then given to the regions.

**Tracking:** The Maine Office of Tourism will be tracking this project and reporting the results to the regions. The region can also track our website's analytic data to see if there is any increased visitation from the specific geographical area (show's location).

**Target Market:** Consumer

**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 - By collaborating with the Maine Office of Tourism, the region is receiving increased exposure at these shows, which the individual region could not afford.

**Budget Description:** This project's budget will be expended by the selected regional representative for travel to selected shows.

**MTMPP Award:** \$5,000.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$0.00

### Element 3: 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. Every spring the region receives an invitation to participate in this "mega-fair". This year (2011) the department of agriculture is reviewing their policy on non-profits and the space availability within the Maine state building. The region will be finding out in April if we have the booth again this year. This show really allows the region to come in direct contact with the drive market that comes from Massachusetts and surrounding states.

**Timeline:** This show has not been confirmed and the exact length of The Maine Highland's exhibit has yet to be determined. The fair's dates are September 16th to October 2, 2011.

**Tracking:** Tracking for this show can be done by observing spikes in specific visits from Massachusetts and other geographical locations to our regional website and by monitoring our visitor information request. Tracking will also be done through our business partners that are participating in the region's brochure distribution program. The region encourages participants to keep track of where their guests heard about them.

**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:** The region supports a brochure distribution program, where members of the member chambers of commerce and CVB can participate in all the regional trade shows by paying to distribute their individual brochures within the regional booth.

**Budget Description:** The budget for this project covers: travel expenses, supplies, marketing efforts that are required to gain partnerships with our brochure distribution program, and exhibition time.

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

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

**In-Kind Match:** \$5,000.00

## Element 4: World Fishing and Outdoor Exposition

**Project:** Travel Trade & Consumer Shows

**Element Description:** This will be the fourth year at this show. Suffern, New York is a great market for our outdoor recreation visitors. This past year, the show was one of the most productive; we feel that this is because of the new attractive booth that the region created. It is much more eye catching and brought more qualified visitors to our booth. This show has proven to be a great investment for our region.

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

**Tracking:** Tracking for this show can be done by observing spikes in specific visits from New York and other geographical locations to our regional website and by monitoring our visitor information request. Tracking will also be done through our business partners that are participating in the region's brochure distribution program. The region encourages participants to keep track of where their guests heard about them.

**Target Market:** The targeted audience for this show is the sportsman from New York and surrounding areas.

**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:** The region supports a brochure distribution program, where members of the member chambers of commerce and CVB can participate in all the regional trade shows by paying to distribute their individual brochures within the regional booth.

**Budget Description:** The budget for this project covers: travel expenses, supplies, marketing efforts that are required to gain partnerships with our brochure distribution program, exhibition time and booth rental.

**MTMPP Award:** \$3,000.00

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

**In-Kind Match:** \$2,300.00

## Element 5: Discover New England Tourism Summit

**Project:** Travel Trade & Consumer Shows

**Element Description:** Discover New England Tourism Summit and International Marketplace is an annual conference aimed at educating the New England hospitality industry about international tourism marketing and forming the connections between suppliers and buyers. The summit has a really unique "speed-date" format that gives suppliers the chance to meet with tour operators, receptive operators and travel media to sell their product. The conference location rotates around the New England states each year. The international market seems very interested in discovering that there is more to Maine. We are seeing an increased visitation from the Netherlands, French and German operators and press.

**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 by any press that the region may receive from the travel writers that attend.

**Target Market:** International tour operators, receptive operators, and travel writers.

**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 show includes: travel expenses, supplies, and the show's registration.

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

**Cash Match:** \$0.00

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

## Element 6: Saltscapes Expo

**Project:** Travel Trade & Consumer Shows

**Element Description:** This will be the fourth year that the region will be exhibiting at the Saltscapes Expo. Located in Halifax, Nova Scotia, the region has found that this market is already visiting Bangor, but needs the education of "what else is there to do" when talking with them face to face. The interaction level with visitors at this show is unlike any other show that we attend.

**Timeline:** The exact dates for next year's show are unknown, but the show usually takes place near the end of April or beginning of May.

**Tracking:** Tracking for this show can be done by observing spikes in specific visits from the Nova Scotia area, surrounding Providences and other geographical locations to our regional website and by monitoring our visitor information request. Tracking will also be done through our business partners that are participating in the region's brochure distribution program. The region encourages participants to keep track of where their guests heard about them.

**Target Market:** Consumers/Travelers from the Atlantic Canada 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:** The region supports a brochure distribution program, where members of the member chambers of commerce and CVB can participate in all the regional trade shows by paying to distribute their individual brochures within the regional booth.

**Budget Description:** The budget for this project covers: travel expenses, supplies, marketing efforts that are required to gain partnerships with our brochure distribution program, exhibition time and booth rental.

**MTMPP Award:** \$3,000.00

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

**In-Kind Match:** \$1,100.00

## Element 7: New England Tourism Center Trade Shows and Road Show

**Project:** Travel Trade & Consumer Shows

**Element Description:** In partnership with the New England Tourism Center, The Maine Highlands is able to get our regional brochure out into the Canadian market economically and effectively. We are also able to participate in their road show offering which gets our region into the upstate New York market, as well as several locations throughout Canada.

**Timeline:** The project begins when the grant cycle starts and ends when the cycle concludes.

**Tracking:** The region receives leads from New England Tourism Center and we also follow up with any specific road show locations. Tracking this project can also be done through our website's analytics and through visitor information requests.

**Target Market:** Atlantic Canada, Ontario, Quebec and upstate New York

**Rationale:** In partnership with the New England Tourism Center, The Maine Highlands is able to get our regional brochure out into the Canadian market economically and effectively. We are also able to participate in their road show offering which gets our region into the upstate New York market, as well as several locations throughout Canada.

**Partners:** (No Response)

**Budget Description:** The budget for this project is used to cover brochure distribution costs and program costs with NE-TC, as well as shipping.

**MTMPP Award:** \$1,000.00

**Cash Match:** \$0.00

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

## Element 8: Receptions with Bangor International Airport Non-Stop Flight Locations

**Project:** Travel Trade & Consumer Shows

**Element Description:** This project was created to enhance and educate Bangor International Airport's non-stop flight location's travel industry representatives and airlines about our regional recreation opportunities.

**Timeline:** This project would begin in the spring of 2012

**Tracking:** Tracking for this project can be done by gauging the response and interest level in our reception attendees. Tracking for this show can be done by observing spikes in specific visits from the direct flight location and other geographical locations to our regional website and by monitoring our visitor information requests. Tracking will also be done through our business partners that are participating in the region's brochure distribution program. The region encourages participants to keep track of where their guests heard about them.

**Target Market:** The target for this project is travel industry representatives and airlines that operate with direct flights into Bangor International Airport.

**Rationale:** This project was created to enhance and educate Bangor International Airport's direct flight location's travel industry representatives and airlines about our regional recreation opportunities. The region has already seen success from our Florida Trade Show in 2010.

**Partners:** The region will collaborate with any sub-regions that have an interest in the chosen location and the Bangor International Airport.

**Budget Description:** The budget for this project includes: travel expenses, event coordination and any additional marketing that is needed.

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

**Cash Match:** \$3,500.00

**In-Kind Match:** \$5,000.00

## Project 5: Advertising

**Project Type:** Advertising

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

## Element 9: Maine Invites You

**Project:** Advertising

**Element Description:** The Maine Invites You travel publication is a very important piece to the tourism-marketing puzzle. MIY is the state of Maine's official travel planner and is taken to all of the state's pavilion trade shows. It is extremely important as a region to have a strong regional representation through individual member's advertisements. The cooperative advertising opportunity is extended to all sub-regions within The Maine Highlands tourism region. This year it is a goal to increase the regional representation within the publication by one page of advertisements.

**Timeline:** Focus on this project will begin after the grant has been approved. It has been proven that the earlier the region releases the sales materials, the better sales go. That extra planning time really pays off in the long run. The Maine Tourism Association decides all of the space reservation deadlines for the individual page buys.

**Tracking:** Tracking will be done through our visitor packet requests, direct phone calls and the website's analytics. Each individual participant should be tracking how their customers heard about them.

- Target Market:** The target market for this publication is the traveler that is interested in finding more out about Maine.
- Rationale:** The Maine Invites You travel publication is a very important piece to the tourism-marketing puzzle. MIY is the state of Maine's official travel planner and is taken to all of the state's pavilion trade shows. It is extremely important as a region to have a strong regional representation through individual member's advertisements.
- Media Type:** Print
- Co-op Opportunity:** The Maine Highlands works within the sub-regions to create cooperative advertising pages within the MIY publication. The chambers of commerce and Greater Bangor CVB sell the ads to their members and merge their advertising pages together to create a cohesive look and feel to the regional section.
- Budget Description:** The budget for this project includes the coordination of the pages between the sub-regions and for the cohesive page designs for the regional section.
- MTMPP Award:** \$1,500.00
- Cash Match:** \$18,000.00
- In-Kind Match:** \$2,500.00

## Element 10: Out of State Advertising

- Project:** Advertising
- Element Description:** The Maine Highlands proposes advertising in targeted out of state publications. This project's scope must be kept open due to the co-op or remnant space opportunities that may arise throughout the grant's cycle.
- Timeline:** All advertising will be placed by the end of the grant cycle.
- Tracking:** We can track the unique leads that come in off the advertisements through website analytics and direct phone calls based on the call to action that we use within our marketing.
- Target Market:** Anyone that is interested in traveling to the state of Maine and specifically The Maine Highlands region. Outdoor recreation and shopping have been proven to be one of the most popular reasons why people visit the region; a main focus of this project would be placing strategic advertisements that hit these segments.
- Rationale:** Through advertisements we educate visitors on the many different vacation options that TMH has to offer. Increased visitation and increased length of stay are our main goals.
- Media Type:** Print and Online
- Co-op Opportunity:** The Maine Highlands is always open to co-op advertising opportunities with the state, other regions or our sub-regions.
- Budget Description:** This project's budget covers the cost of placing ads, cost of creative time, and cost of coordinating the cooperative opportunities between entities.
- MTMPP Award:** \$2,200.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

## Project 6: 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 11: Follow Up to Qualified Leads

- Project:** Follow Up to Qualified Leads
- Element Description:** In partnership with the trade shows that the state and region attends, this project would help foster and

further the relationships formed on the show floor. Follow up would include any correspondence with travel agents, travel writers, tour operators and would include any costs incurred with direct mailings, shipping of materials and basic costs incurred with maintaining relationships.

**Timeline:** Ends at the conclusion of the grant cycle.

**Tracking:** Tracking this project will be done through gauging interest from the involved parties, tracking articles and other media generated through following up on a lead, which was gathered from a trade show or passed along to the region.

**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. The Maine Highlands will always try to foster and develop partnerships wherever the opportunity arises.

**Budget Description:** The budget includes: coordination for the follow-ups, possible printing and shipping costs and any travel expenses.

**MTMPP Award:** \$1,100.00

**Cash Match:** \$0.00

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

## Project 7: Website Relaunch

**Project Type:** Website Development

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

### Element 12: Portland Web Works Tech Share Program

**Project:** Website Relaunch

**Element Description:** The Maine Highlands website is a useful tool for prospective visitors. In the current state, our website is very time consuming and is a full-time job keeping it updated and fresh. It is time to merge our efforts and collaborate with the Maine Office of Tourism's VisitMaine.com website. The tools and technology that we will have at our disposal is immeasurable. They are launching a new interactive map feature that will list our business members and help our visitors navigate our region much more efficiently.

**Timeline:** Website development will begin when the 2012 grant cycle starts

**Tracking:** Portland Web Works will be tracking our website analytics for the region.

**Target Market:** Potential travelers to Maine and The Maine Highlands area

**Rationale:** The Maine Highlands website is a useful tool for prospective visitors. In the current state, our website is very time consuming and is a full-time job keeping it updated and fresh. It is time to merge our efforts and collaborate with the Maine Office of Tourism's VisitMaine.com website. The tools and technology that we will have at our disposal is immeasurable.

**Budget Description:** The budget for this project includes the development of the website, expenses related to the education of our chamber / CVB membership on how to list their businesses within VisitMaine.com and any expenses related to the development.

**MTMPP Award:** \$11,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$1,500.00

## 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 13: Visitor Guide Supplements

**Project:** Visitor Guide Supplements

**Element Description:** The Maine Highlands tourism region will partner with our sub-region chamber of commerce members and GBCVB member to help supplement their 2012 guidebook publications. This project will coordinate one to two pages of advertisements/information consistently through all the five guidebooks. This influx of cash will also help the sub-regions that are having a hard time producing this vital visitor resource for their area. This project has proven very successful in the past.

**Timeline:** This project will start at the beginning of the grant cycle and conclude at the end.

**Tracking:** Tracking will be done by monitoring our website referrals, analytics and through our visitor inquiries.

**Target Market:** The Greater Bangor CVB and Chambers of Commerce (five sub-regional members) as well as travelers interested in visiting Maine and The Maine Highlands region

**Rationale:** The Maine Highlands will partner with our chambers/CVB to help supplement their 2012 guidebook publication. 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: creation of advertisement/editorial for sub-region guidebooks and payment to the sub-regions.

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

**Cash Match:** \$25,000.00

**In-Kind Match:** \$7,500.00

## Project 9: Strategic Plan and Marketing Plan Development

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

**Description:** The region needs to create a new five year plan.

### Element 14: Develop a Five Year Strategic Plan

**Project:** Strategic Plan and Marketing Plan Development

**Element Description:** This project is a necessity for our region. Many of the sub-regional members are unhappy with the name "The Maine Highlands". The board of directors would like to do additional research on co-branding or completely changing the brand of the tourism region. Once this research has been completed, a strategic plan and branding plan will be created.

**Timeline:** This project would begin at the start of the grant cycle.

**Tracking:** Once the plan is in place, we will have different bench marks to measure our success.

**Target Market:** Visitors who don't know what "The Maine Highlands" is, stands for or is located within the state of Maine

**Rationale:** This project is a necessity for our region. Currently we are operating without a plan and need to put one into place immediately.

We are trying to sell our region's attributes to visitors.

**Budget Description:** The budget will cover expenses related to gathering research and development of the strategic/marketing plan.

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

**Cash Match:** \$0.00  
**In-Kind Match:** \$1,500.00

## Project 10: Regional Map Printing

**Project Type:** Tourism Product Development

**Description:** The region has run out of our official regional maps. In this grant cycle, we plan to print our new maps, that were designed in the previous grant cycle.

### Element 15: Regional Map Printing

**Project:** Regional Map Printing

**Element Description:** The region set aside money in the last grant for the design and development of a new regional map for our visitors. The asset inventory, design and development has been completed and it is time to go to print. Currently, we have been working with the Appalachian Mountain Club to create the map.

**Timeline:** Once the final files have been approved and a RFP for printing has been sent out, the maps will be produced. Distribution will include MTA visitor centers, visitor information packets, availability at all sub-region chambers and at trade shows.

**Tracking:** Tracking will be done through various outlets and monitoring quantities distributed.

**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 item includes printing and shipping costs associated with the map production.

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

**Cash Match:** \$0.00

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

## Project 11: Search Engine Optimization Training

**Project Type:** Website Development

**Description:** Applying SEO techniques to sub-regional websites.

### Element 16: Search Engine Optimization Training for Sub-Regions

**Project:** Search Engine Optimization Training

**Element Description:** Each sub-region would sit down with a contracted entity to discuss, evaluate and implement ideas to their individual websites in regards to search engine optimization. This entity would be contracted through TMH to do all five sub-regional websites.

**Timeline:** This project would take place during the fall of 2011

**Tracking:** This project would require all sub-regions to report monthly statistics on newsletters, website analytics, and visitor inquiries back to the region for grant reporting purposes.

**Target Market:** Our target marketing is potential visitors to Maine and The Maine Highlands.

**Rationale:** Each sub-region would sit down with a contracted entity to discuss, evaluate and implement ideas to their individual websites in regards to search engine optimization. This entity would be contracted through TMH to do all five sub-regional websites.

The region really needs to have a strong internet presence and this is a way to reinforce the regional

brand through our sub-regional websites.

**Budget Description:** This project's budget includes creating a RFP, contracting an entity to go to each region and work with their website.

**MTMPP Award:** \$2,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$1,500.00

## Project 12: Social Media Plans for Sub-Regions

**Project Type:** Website Development

**Description:** Each sub-region would sit down with a contracted entity to identify and create a plan of social media for their individual regions. This entity would help create a timeline and plan for the sub-regions to promote themselves through the identified various social media applications.

### Element 17: Sub-Region Strategic Social Media Plans

**Project:** Social Media Plans for Sub-Regions

**Element Description:** Each sub-region would sit down with a contracted entity to identify and create a plan of social media for their individual regions. This entity would help create a timeline and plan for the sub-regions to promote themselves through the identified various social media applications. This type of marketing isn't necessarily free, because of the time and effort needed to have a strong presence but it is cost effective and necessary for our sub-regions to compete for visitors.

**Timeline:** This project would begin in the fall of 2011

**Tracking:** The success of this project could be tracked through website analytics and through the interaction and number of fans or followers (based on specific social media used). This project would require all sub-regions to report monthly statistics on newsletters, website analytics, and visitor inquiries back to the region for grant reporting purposes

**Target Market:** Anyone interested in the happenings within the specific sub-regions, The Maine Highlands and Maine.

**Rationale:** Each sub-region would sit down with a contracted entity to identify and create a plan of social media for their individual regions. This entity would help create a timeline and plan for the sub-regions to promote themselves through the identified various social media applications. Social media has become a necessity and many of our chambers/CVB are lacking in this marketing opportunity.

**Budget Description:** This project's budget includes creating a RFP, contracting an entity to go to each region and work with them on creating their social media plan.

**MTMPP Award:** \$2,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$1,500.00

## Project 13: Region Wide Communication Plans

**Project Type:** Public Relations

**Description:** This project will help the region and each of the sub-regions purchase and maintain newsletters, blog entries, and digital visitor guides.

### Element 18: Sub-Region Communication Plans

**Project:** Region Wide Communication Plans

- Element Description:** This project would be a sub-grant for each sub-region to receive specific money to further along the visitor communications. This project will help each of the sub-regions purchase and maintain constant contact for newsletters, blog entries, and digital visitor guides.
- Timeline:** This project would begin at the start of the grant cycle.
- Tracking:** This project would require all sub-regions to report monthly statistics on newsletters, website analytics, and visitor inquiries back to the region for grant reporting purposes.
- Target Market:** The target market for this project would be potential visitors and anyone interested in the happenings of the sub-regions and region.
- Rationale:** This project would enable the region to keep a consistent presence with our visitors and potential visitors. It goes hand in hand with our social media plan and SEO plan for our region. This would be a chance for each sub-region to receive specific money to further along the visitor communications. This project will help each of the sub-regions purchase and maintain constant contact for newsletters, blog entries, and digital visitor guides.
- Budget Description:** The budget for this project will be used to purchase constant contact for each sub-region, as well as any expenses related to the creation and promotion of newsletters, blog entries and digital visitor guides.
- MTMPP Award:** \$2,000.00
- Cash Match:** \$0.00
- In-Kind Match:** \$1,500.00

## Project 14: 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 19: Administrative In-Kind Match & Cash 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. Membership dues to the region are structured at \$10 per member of each chamber/CVB.
- 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 and cash match.
- Budget Description:** The budget for this project includes: in-kind match hours and cash match dollars.
- MTMPP Award:** \$0.00
- Cash Match:** \$5,250.00
- In-Kind Match:** \$8,000.00

**Project Quick Reference**

	<b><u>MTMPP Award</u></b>	<b><u>Cash Match</u></b>	<b><u>In-Kind Match</u></b>
<b>Cooperative Regional Advertising</b>			
Cooperative Regional Advertising	\$10,000.00		
<b>Administrative Costs</b>			
Administrative Costs	\$19,200.00		
<b>State Wide Regional Grant Projects</b>			
Collaboration with the Maine Office of Tourism	\$0.00	\$0.00	\$0.00
<b>Travel Trade &amp; Consumer Shows</b>			
Regional Representative Support for the Maine Travel Pavilion	\$5,000.00	\$0.00	\$0.00
Eastern States Exposition (AKA The Big E)	\$5,000.00	\$1,000.00	\$5,000.00
World Fishing and Outdoor Exposition	\$3,000.00	\$1,000.00	\$2,300.00
Discover New England Tourism Summit	\$1,500.00	\$0.00	\$0.00
Saltscapes Expo	\$3,000.00	\$1,000.00	\$1,100.00
New England Tourism Center Trade Shows and Road Show	\$1,000.00	\$0.00	\$0.00
Receptions with Bangor International Airport Non-Stop Flight Locations	\$5,000.00	\$3,500.00	\$5,000.00
<b>Advertising</b>			
Maine Invites You	\$1,500.00	\$18,000.00	\$2,500.00
Out of State Advertising	\$2,200.00	\$0.00	\$0.00
<b>Follow Up to Qualified Leads</b>			
Follow Up to Qualified Leads	\$1,100.00	\$0.00	\$0.00
<b>Website Relaunch</b>			
Portland Web Works Tech Share Program	\$11,000.00	\$0.00	\$1,500.00
<b>Visitor Guide Supplements</b>			
Visitor Guide Supplements	\$10,000.00	\$25,000.00	\$7,500.00
<b>Strategic Plan and Marketing Plan Development</b>			
Develop a Five Year Strategic Plan	\$5,000.00	\$0.00	\$1,500.00
<b>Regional Map Printing</b>			
Regional Map Printing	\$10,000.00	\$0.00	\$0.00
<b>Search Engine Optimization Training</b>			
Search Engine Optimization Training for Sub-Regions	\$2,000.00	\$0.00	\$1,500.00
<b>Social Media Plans for Sub-Regions</b>			
Sub-Region Strategic Social Media Plans	\$2,000.00	\$0.00	\$1,500.00
<b>Region Wide Communication Plans</b>			
Sub-Region Communication Plans	\$2,000.00	\$0.00	\$1,500.00
<b>Administrative In-Kind Match</b>			
Administrative In-Kind Match & Cash Match	\$0.00	\$5,250.00	\$8,000.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$98,000.00
<b>Administrative Costs:</b>	\$19,200.00
<b>Cash Match:</b>	\$54,750.00
<b>In-Kind Match:</b>	\$38,900.00
<b>Total Match:</b>	\$93,650.00
<b>Total Proposed Budget:</b>	\$191,650.00