

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: Monday - Friday 8:30am - 5:00pm

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Date of Incorporation: October 22nd, 1982

EIN: 01-0384674

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

REGIONAL BRAND AWARENESS: FY2012 was the second round in the process of rebranding the Greater Portland region. In FY2011 we began the process through research and brand auditing to determine elements needed to portray a clear message. We established a base for our brand identity and a new logo was rolled out along with design standards. In FY2012 the region was able to move forward with the implementation of the brand. Each element of the region's marketing materials were implemented with the updated brand and design to include: Event Planner's Guide, Official Visitor's Guide, Website, E-Newsletters, Brochures, Stationery, Press Kits, etc.

MEETING CONNECTIONS PROGRAM: The "Bring Yours Home" campaign, designed to encourage local people to bring their regional and national meetings, sports events, destination weddings and reunions back to Maine, was launched with the development of a 4 minute video, a 30 second TV spot and print advertising. Four local meeting/event planners, who are currently evolved in bringing meetings/events to Maine, have joined the campaign as role models and spokespeople to entice others to "Bring Yours Home". The video was shown at local business meetings, Rotary and Kiwanis Clubs and to CEO's from large corporations to encourage their employee base to bring meetings and events to Maine. TV spots ran on WCSH TV and print advertising was placed in MaineBiz. Prize Incentives, provided by the hospitality industry, are awarded to meeting/event contacts that produce an actual lead or booking.

MOBILE WEBSITE: VisitPortland.com has gone mobile...it is the assumption that when visitors are viewing a website on a mobile device then they are already at their destination looking for specific items. Where to stay, where to eat, where to shop, what to do, etc. The mobile website identifies the user as a mobile viewer and immediately directs them to a "basic" version of VisitPortland for the ease of finding things.

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: BRING MORE TOURISTS TO THE REGION: Through the use of tradeshow the Greater Portland region will reach out to Motorcoach Tour Operators at American Bus Association, and International Tour Operators at International Pow Wow & the Discover New England Summit. We will also reach out to an optional group through either a domestic or Canadian consumer show, destination bridal show or a media show.

Through these tradeshow and the ability to track leads through the new lead system (Project: Web Development) we anticipate generating up to 100 leads for area businesses.

GOAL #2: BRING MORE MEETINGS TO MAINE: We will continue our efforts to reach out to Maine's working force who travel outside of the state for meetings and conferences to encourage them to bring the meeting back to Maine.

GOAL #3: CONTINUE WITH REGIONAL BRAND DEVELOPMENT: In our third year to move forward with regional brand development we will utilize this year to put the finishing touches on all of our marketing materials; signage, maps, photos and brand voice.

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

GOAL #1: Our strategy is to reach out to as many possible visitors, tour operators, event planners, brides, and media as possible to continue to inform them of the Greater Portland region.

GOAL #2: Continue to reach out and educate locals through our local awareness meetings and conference marketing campaign "Bring Yours Home".

GOAL #3: Provide the finishing touches to complete the message of Maine's urban, eclectic area..."Authentic by Nature" specifically through photography, and brand voice.

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

GOAL #1: The Office of Tourism's focus is also on tradeshow outreach. Consumer shows, Motorcoach shows, International Tour Operator shows, etc.

GOAL #2: Although the Office of Tourism has not focused specifically on the meetings and conference market they understand the importance of this lucrative market for the development of the state.

GOAL #3: Currently the Maine Office of Tourism is undergoing its own re-branding. All elements of the change have a cohesive look and feel. Each element is undergoing a change to match: Web, E-marketing, print materials, logo, tradeshow booths, etc.

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 12-13 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 for the grant application FY13.

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 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 form as well as our opt-in e-mail list allowing us to capture the amount of travelers requesting area information and what geographical region they are coming from.

In addition, Google Analytics operates on our web site gathering statistical data monthly and our visitor information centers gather visitor data at a grass roots level via a sign in book.

Public Relations

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

Company: Greater Portland Convention + Visitors Bureau

Address: 94 Commercial Street
Suite 300
Portland, Maine 04101

Phone: 207-772-4994

Email Address: bwhitten@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:

Paul Marihart
Delta Air Lines EMBARK Travel Guide
pmarihart@mspmag.com

Lindsey Galloway
BBC Travel
lindsey@sassysavvy.com

Glenna MacGrotty
CNN
glenna@indagare.com

Alexis Hilts
Where to Retire Magazine
ahilts@wheretoretire.com

Amy Silverman
Outside Magazine
asilverman@outsidemag.com

Tony Giampetruzzi
Boston Spirit Magazine
anthony.giampetruzzi@gmail.com

Hannah Shipley
Scripps Networks. HGTV's FrontDoor.com
hshipley@scrippsnetworks.com

Jennifer Bikel
SELF Magazine
jennifer_bikel@condenast.com

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

AAA publications, Travel & Leisure, Bridal Guide, Yankee Magazine, Coastal Living, Food & Wine, New York Times, Providence Journal, Portsmouth Herald, AARP, Montreal Gazette, Worcester Telegram, NECN in Boston and WHOM radio.

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:

TRADESHOWS: Internal - We will partner with local businesses while attending the Boston Globe Travel Show, Pow Wow International, and the Bayside Bridal Expo.

CRUISE MARKETING: External - The Greater Portland region partners with area municipalities to market cruise ships into the area.

MEETINGS CAMPAIGN: External - This promotion works with all areas of the state for local awareness of "Bring Yours Home". The idea of local people attending conferences and events out of state and bringing it to top of mind awareness to "Bring It Home".

SPORTS COMMISSION: State-Wide - Works with 7 of the 8 regions throughout the state.

REGIONAL CO-OP PROGRAM: State-Wide - Works with Maine Office of Tourism and BVK.

Website Development & Maintenance

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

URL: 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:

Along with the re-branding of the Greater Portland region we are undergoing a re-skinning of the site to coordinate with the new brand identity.

In addition, we will work on the implementation of a new leads system for area businesses. (Project: Web Development) The Greater Portland Convention + Visitors Bureau as well as the Maine Office of Tourism spend a lot of time and resources promoting Maine as a premier tourism destination. Through our meetings with visitors, tour operators, meeting planners, and journalists we often recommend Maine businesses. The leads system will allow us to fulfill those needs by passing on the information to those businesses.

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: Administrative Costs

Description: The Administrative fee is 20% of the regional grant allocation and does not require a match.

MTMPP Award: \$20,000.00

Project 2: Motorcoach Marketing

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: The CVB will attend the American Bus Association (ABA) Marketplace in Charlotte, NC 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 1: Attendance at American Bus Association's 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: Registration for the January 2013 conference takes place in the summer of 2012. The conference is January 5-9, 2013 in Charlotte, NC. 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.

Target Market: Motorcoach Tour Operators bringing group tours to Maine and New England.

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.

In addition, the Maine Motorcoach Network has planned a Maine motorcoach FAM throughout the state with an amazing amount of interest – it has proven to us that Maine's motorcoach market is alive and well and growing.

Partners: N/A

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

The Convention + Visitors Bureau will contribute \$2,000 in cash match to produce the new web key to distribute to tour operators at ABA, Discover New England and Pow Wow International.

MTMPP Award: \$3,500.00

Cash Match: \$2,000.00

In-Kind Match: \$0.00

Project 3: International Marketing

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: The Greater Portland Convention + Visitors Bureau will partner with the Maine Office of Tourism to attend the U.S. Travel Association's International Pow Wow. Pow Wow 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.

In addition, the Greater Portland Convention + Visitors Bureau will attend the Discover New England Summit in Stowe, VT.

Element 2: 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 June, 2013.

Timeline: Early bird registration takes place in December 2012. Appointment requests will be due in March 2013 followed by attendance at the show in June 2013.

In preparation for the show the Greater Portland Convention + Visitors Bureau will also hold two training sessions for the lodging industry. These training sessions will be designed to provide education on how to work with the FIT (Foreign Independent Travel) market. It is our hope that this will broaden our inventory in the Greater Portland region for the US based Receptive Tour Operators. One session will be conducted with Tour Mappers out of Boston, and the second session with Tourico Holidays out of Orlando, Florida.

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 co-op attendance with the Maine Office of Tourism \$1250 and all corresponding travel expenses estimated at \$2500.

MTMPP Award: \$3,800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 3: Attendance at the Discover New England Summit

Project: International Marketing

Element Description: Attendance at the 18th Annual Discover New England Summit in Stowe, VT.

Timeline: Registration will be due by January 2013, appointment requests received by March 2013, and the summit takes place on April 29 - May 1.

Tracking: The effectiveness of the show is measured by the amount of appointments the Greater Portland Convention + Visitors Bureau receives prior to the show. In addition, during each of the 7-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: Each year, according to the U.S. Office of Travel & Tourism, over 1.6 million overseas travelers come to the New England region.

The Discover New England Annual Tourism Summit and International Marketplace is the only tourism trade event focused on New England to help bring more UK and European visitors to the region.

This trade show is dedicated to New England organizations looking to increase business from overseas travelers. For the New England market, there is nothing else like it – a highly cost-effective trade conference dedicated entirely to our region.

Partners: N/A

Budget Description: Budget covers the cost of registration and all corresponding travel expenses.

MTMPP Award: \$1,100.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Destination Management Association Development Training

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: Destination Management Association (DMAI) is the world's largest and most reliable resource for official destination marketing organizations (DMOs), Destination Marketing Association International is dedicated to improve the effectiveness of over 3,500 professionals from 600 destination marketing organizations in over 20 countries.

DMAI provides its members—professionals, industry partners, students & educators—the most cutting-edge educational resources, networking opportunities, and marketing benefits available worldwide.

Element 4: Attendance at Convention Sales Shirtsleeves

Project: Destination Management Association Development Training

Element Description: DMAI brings together convention sales professionals to uncover innovative solutions to common sales challenges. The event will discuss strategic approaches that leading industry professionals are taking to more effectively position DMOs as the most reliable resource for meeting professionals.

As an added bonus, this event is being held in conjunction with the Association Forum's Holiday Showcase in Chicago, Illinois. This show allows us to connect with over 1,200 association professionals at this annual event who are looking for solutions to serve their membership, and will provide us with the chance to exhibit in front of the #1 healthcare association market in the country.

Timeline: DMAI's Convention Sales Shirtsleeves takes place December 12 followed by the Association Forum Holiday Showcase on December 13-14, 2012.

Tracking: N/A

Target Market: Holiday Showcase = Midwest association meeting planners.

Rationale: With the ever changing economy DMOs are always tasked to come up with new ideas on how to reach their potential travel markets.

This conference allows us to connect with colleagues and get innovative ideas about tackling the most critical issues facing destination marketing and the travel and tourism industry as a whole.

Partners: N/A

Budget Description: Includes registration to both events and all related travel expenses.

MTMPP Award: \$1,600.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Optional Tradeshows

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: The Convention + Visitors Bureau will attend one or two additional shows. Show choice will be made after reviewing options from the Maine Office of Tourism's show selection.

Element 5: Consumer, Wedding or Media

Project: Optional Tradeshows

Element Description: The Convention + Visitors Bureau will attend either the Ottawa Vacation & Travel Show, the Boston Globe Travel Show, a Boston Bridal Show or the New York Media Marketplace.

Timeline: A tradeshow choice will be made by October 1, 2012. Each of the shows take place in 2013.

Tracking: TBD

Target Market: We will focus on one of the four target markets:

Ottawa Vacation & Travel Show
Boston Consumer
Destination Wedding
New York Media

Rationale: All four of these markets have proven to be very lucrative for the Greater Portland region and having continued exposure allows us to continue our outreach in our top drive markets.

Partners: Should we attend the Ottawa Vacation & Travel Show there is an option to partner with the Maine Beaches Association.

Should we choose to attend the Boston Globe Travel Show there is an option to partner with the Amtrak Downeaster.

Should we choose to attend a Boston based destination wedding show we will partner with area businesses interested in this market.

Attending the New York Media Marketplace would have no partners.

Budget Description: Funds will be put towards registration fees and travel expenditures.

MTMPP Award: \$3,200.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 6: Consumer Electronic Marketing

Project Type: Special Projects

Description: The Greater Portland region will work with Campaign Monitor, a service offering integrated communications programs that include Email Campaigns. Personalized Email Campaigns are a valuable tool for both customer retention and e-commerce. This media option takes the best of direct mail and provides it electronically to your customers in a more cost-effective and efficient manner.

Element 6: Consumer E-Mail Campaign

Project: Consumer Electronic Marketing

Element Description: The Greater Portland region will develop four to six design layouts focusing on reaching the consumer traveler. The e-mail campaigns will feature:

1. Things to do
2. Events in the region
3. Packages, Coupons & Hot Deals
4. Links to VisitPortland and VisitMaine
5. Links to social media and videos

It is our intention to engage the visitor, entice them to visit our websites, participate in social media, and provide them reasons for visiting Maine.

Timeline: The Greater Portland region will focus on four to six e-mail campaigns concentrating on the four different seasons to entice travelers to visit us year round.

August 2012 for fall travel
September 2012 for Harvest on the Harbor
November 2012 for holiday travel
January 2013 for winter travel
March 2013 for spring travel
May 2013 for summer travel

Tracking: Campaign Monitor allows us to view statistics on all e-mails sent. We will be able to track the open rate, unique click thru rates, bounce rates, and social media sharing.

Target Market: 21,000 of our opt-in subscriber list through VisitPortland and 4,000 opt-in Harvest on the Harbor list.

Rationale: It is imperative that the Greater Portland region keeps Portland on the top of people's minds throughout the year. Whether they have traveled here in the past or are just thinking about visiting, reminding travelers of the endless possibilities of Maine helps ensure that they will return once again or visit for the first time.

Email Marketing Campaigns can be the fastest and least expensive means of getting our message out to prospective customers. Campaign Monitor maintains a high sender reputation assuring that messages they send on a client's behalf do not get filtered.

Budget Description: Budget includes design development and cost per e-mail sent.

MTMPP Award: \$1,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Photography

Project Type: Asset Development: Professional Photography, Video

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: Professional Regional Photography

Project: Photography

Element Description: With the suggestion of BVK we will aim to capture the essence of how Portland is unique to the rest of Maine. BVK suggested that the photographer aim for a more "contemporary" image. Images that capture the hip, urban culture of what Portland has to offer a visitor.

Timeline: Shooting will start in July and continue throughout the year.

Tracking: N/A

Target Market: N/A

Rationale: Photography can reinforce a brand identity. Visitors to a website site will respond to what they see, both consciously and unconsciously, so it's important to have stunning imagery.

When a visitor visits a website or looks through a Visitor Guide and photos are authentic and not stock photography it engages trust and makes them feel comfortable that they are going to experience something real when visiting.

The Greater Portland region's new tag line is "Authentic by Nature"; it is our goal to capture photography that is authentic to Portland.

Image Categories: Images that capture the "Authenticity" of the Portland area.

Working Waterfront
Historic Buildings
Cobblestone Streets
Parks and Nature
Hip & Young side of Portland
etc.

We will work with our brand manager and ask the assistance of BVK to provide us with an image idea list.

Budget Description: Entire budget will be utilized to hire a professional photographer.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 8: Seaport Marketing

Project Type: Special Projects

Description: To work in collaboration with the City of Portland, Portland's Downtown District, the Convention + Visitors Bureau, FreeportUSA, and the Kennebunk | Kennebunkport Chamber of Commerce to market to Cruise

Ship Executives bringing in large ships to the Portland area and encourage regional shore excursions.

Element 8: Discover Portland & Beyond Cruise Consortium

Project: Seaport Marketing

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

- Cultivating relationships with cruise lines to more effectively market the cruise experience in the Greater Portland Area
- Spend time at the port and onboard cruise vessels that calls on Portland
- Work with Cruise Maine and the consortium members on the "Windstorm" project
- Expand educational opportunities for area merchants, wherein such merchants can learn how to capture cruise business more effectively
- Attend cruise industry trade shows (SeaTrade & Canada New England Cruise Symposium)
- Provide Travel Agent education to build attendance for cruise line passengers through CLIA
- Direct appointments with cruise lines to increase ship visits for Port of Portland
- Increase shore excursion tours being offered privately onsite when ships are in port

Timeline: The following items are tasks that have been designated for the July 1, 2012 to June 30, 2013 fiscal year of this program. Each item listed has an appropriate date attached to it.

- Port and onboard visits will take place from June-October
- Windstorm updates will take place throughout the summer
- Educational programs for merchants and tours will take place in November and February
- Direct Appointments with Cruise line visits will take place in fall and spring
- Travel Agent Training through CLIA takes place on an ongoing basis and once annually in June
- SeaTrade is in March and Canada New England Symposium is in June
- Set up local shore excursion tours at Ocean Gateway in addition to excursions being sold onboard in early summer

Tracking: The overall success can be measured in number of cruise line visits and number of passengers visiting the Port of Portland. It can also be measured by the number and variety of shore excursions offered.

Target Market: Cruise line executives, cruise ship passengers, travel agents

Rationale: The Port of Portland still has unrealized potential as a port of call for cruise lines. Portland benefits immensely from increased exposure, and the cruise consortium is the best way to collaborate effectively to appeal to the broadest audience in the most cost-effective manner.

Increasing the tour options for passengers offered by local tour companies will generate local economic impact and increase the satisfaction of passengers visiting the area.

Travel agent training will increase the number of passengers purchasing cruises to New England.

Trade Show Attendance and visits to Cruise Line executives will build relationships and increase port visits.

Budget Description: Contract the services of an Independent Marketing Cruise Marketing Contractor to provide 20 hours per week on an annual basis who will be overseen by the Board of Directors of Discover Portland & Beyond.

Cash match comes from our partners in the Cruise Consortium: City of Portland, Portland Chamber of Commerce, Freeport Merchants, and Kennebunk | Kennebunkport Chamber of Commerce.

MTMPP Award: \$3,500.00

Cash Match: \$18,000.00

In-Kind Match: \$0.00

Project 9: Public Relations

Project Type: Public & Media Relations: Familiarization Tours, Media Events

Description: The CVB will contract with a Public Relations Specialist to promote Harvest on the Harbor and 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.

In addition, we will work with the CW Network to produce six 2-minute spots promoting Harvest on the Harbor.

Element 9: Promotion of Culinary Festival through PR Contractor

Project: Public Relations

Element Description: The PR contractor's responsibilities include creating awareness about Harvest on the Harbor and culinary travel.

Responsibilities include but are not limited to: generating press releases, developing and pitching story ideas, organizing a press conference, creating special promotions, generating media reports, developing travel writers' itineraries, fact checking, assisting with photography, maintaining the press kit, providing PR updates for the Harvest on the Harbor Facebook page and generally working with CVB staff to creatively generate a media strategy to effectively promote Harvest on the Harbor.

The public relations contractor will also work with the CW Network to organize a series of interviews which will result in six 2-minute spots promoting Harvest on the Harbor leading up to the event.

Timeline: July 1, 2012 through October 30, 2013

Tracking: PR Contractor will provide a comprehensive file of all media received.

Target Market: The target market will be food and leisure travel writers primarily in the New England and Mid-Atlantic area and will also reach writers on a national and international basis.

Rationale: After working with a professional public relations contractor on Harvest on the Harbor for the past two years, it has become increasingly 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 as well as produce six 2-minute spots on the CW Network.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Meeting & Conference Marketing

Project Type: Special Projects

Description: "Bring Yours Home" 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 10: Local Awareness Campaign for Meetings and Conferences

Project: Meeting & Conference Marketing

Element Description: The campaign, now entering into its second year, 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 have produced a video, a collateral piece, a TV spot and have several local business representatives who have become spokespeople for the campaign.

In year two we plan to reach out to major businesses such as Maine Medical, National Semi Conductor etc. who would be willing to promote the "Bring Yours Home" 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 will expand into print advertising in MaineBiz, expand the TV advertising to include corporate spokespeople to spread the message. Additionally we will reach out to local

- Timeline:**
- Second round of TV to take place after fall elections.
 - MaineBiz print ads to begin in mid-summer
 - Rotary and Kiwanis meetings through the year as schedules permit.
 - Electronic e-blasts and quarterly newsletters to be sent July, Oct, Jan, April
 - Outreach to local corporations already implemented in year one and will continue throughout year two in order to expand the program.

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 11: On-Line Advertising

Project Type: Paid Advertising: Print, Broadcast, Online

Description: The Greater Portland region will participate at the Silver level with the Maine Office of Tourism's regional Co-op Pilot Program with BVK.

In addition, we will purchase Facebook Advertising.

Element 11: Regional Co-op Program

Project: On-Line Advertising

Element Description: The Greater Portland region will participate at the Silver level with the Maine Office of Tourism's regional Co-op Pilot Program with BVK.

The program includes:

Maine Office of Tourism's e-newsletter – Inclusion in at least one of the Maine Office of Tourism's e-newsletters sent to approximately 140,000 recipients.

Annual Contest – Promotion of Greater Portland's sweepstakes give-a-way through collateral distributed with Maine Invites You, Consumer shows, and Maine welcome centers.

Trip Advisor – Display advertising for the region on Maine's Trip Advisor page.

Online Advertising – Promotion of region and sweepstakes through MOTs rich media online banner campaigns.

Timeline: September - November 2012
June - August 2013

Tracking: BVK will provide all tracking.

Target Market: On-line consumer

Rationale: The Greater Portland region sees a significant value in partnering with the Maine Office of Tourism and leveraging the reach of its marketing efforts.

Media Type: Online, E-mail, Print

Co-op Opportunity: Through the Maine Office of Tourism and its partnership with BVK as well as several tourism regions in the state.

Budget Description: Silver Level - \$5,100 for FY 2013.

In-kind contribution will be the value of the donated sweepstakes items for our regional give-a-way.

MTMPP Award: \$5,100.00

Cash Match: \$0.00

In-Kind Match: \$2,000.00

Element 12: Facebook Advertising

Project: On-Line Advertising

Element Description: The Greater Portland region will work with Social Impressions to develop the region's social media presence through Facebook.

Social Impressions will assist us to increase consumer participation as well as guide us through the selection of key words for purchasing Facebook advertising.

Timeline: Summer 2012

Tracking: Tracking will consist of monitoring the Facebook advertising cost per click versus the return of additional members of the region's Facebook page.

Target Market: Consumers on Facebook

Rationale: Some analysts say that around 8% of an advertising budget should go into digital advertising (including things like Google Adwords, Facebook, and other outlets). It has been proven that Facebook ads are cost effective.

Facebook also allows advertisers to request ads be displayed based on the things people have said they like in their profile. This means ads are more personalized to their real interests and this makes advertising more targeted.

Media Type: Online

Co-op Opportunity: N/A

Budget Description: Budget will be utilized for the purchase of Facebook advertising in addition to the marketing strategies of Social Impressions to assist us in gaining participation.

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: Sports Marketing

Project Type: Special Projects
Description: Continuation of a state-wide sports commission.

Element 13: Sports Commission

Project: Sports Marketing

Element Description: A sports marketing contractor will provide professional services by promoting 7 regions of Maine for new sports business and or increasing the economic impact from existing sports related business. Marketing services will include:

- Cultivating relationships with sporting events, locally, regionally and nationally that could be a good match for Maine
- Visiting all 7 regions of Maine to understand the type of sports business that currently exists,
- Attend national trade shows in order to promote Maine and its sports related destinations and venues
- Actively pursue appropriately sized new sporting events for all 7 regions of Maine
- Work with the Maine Office of Tourism and its marketing contractors to build a Sports Commission website, collateral material and public relations initiatives
- Provide a comprehensive inventory of all sports venues throughout the State
- Attend sports events in all 7 regions in order to provide guidance and support

Timeline:

- Building relationships with sporting events will take place on a year-round basis
- Regional Visitation will take place on a year-round basis
- Attending Trade Shows will take place in the spring (NASC) and fall (TEAMS) and as opportunities arise
- Working with MOT on website and collateral will take place in early summer and continue throughout the year
- Grant Applications with the Foundation will take place as opportunities arise
- Building a State-wide inventory of sports venues will begin in early summer and continue throughout the year
- Attending sports events will take place as events occur and schedules permit

Tracking: New sports events will be tracked and an economic impact figure will be applied to determine value. Existing events will be measured by current attendance and future attendance records

Target Market: Sports events that are appropriately sized for all 7 regions of Maine with an interest in the youth market.

Rationale: Sporting events create significant economic impact for our state and have the potential to further increase that impact with the assistance of a professional sports marketing contractor.

According to recent surveys, the sports marketing business is estimated to be worth more than \$7 billion and includes more than 3,500 sporting events looking for host destinations. Maine, with its natural resources, is an ideal location for many of these events.

Budget Description: Contract the services of an Independent Sports Marketing Contractor to promote Maine's 7 tourism regions for new or increased sports business.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 13: Visitor's Guide Distribution

Project Type: Fulfillment: Brochures, Guides, Maps & Distribution

Description: The Greater Portland region will distribute the official Visitor's Guide through Getaways on Display, CTM, and Kevin's Brochure Network.

Element 14: Regional Brochure Distribution

Project: Visitor's Guide Distribution

Element Description: The Greater Portland Visitor's Guide will be distributed through:

12,000 Getaways on Display go to:

- Eastern PA & NJ (AAA offices)
- Mid-Atlantic Travel Consumers (North & East PA, and North VA/MD)

18,000 CTM (divided 10,000 to Massachusetts area and 8,000 to New Jersey area):

- AAA's in Mass and Rhode Island
- Hotel & Visitor Program: Boston Transportation Centers
- Hotel & Visitor Program: NH: I-93 Corridor & Lakes Region
- Hotel & Visitor Program: Salem/North Shore, MA Region
- Hotel & Visitor Program: Southern Central NJ Thruways
- Premium Display: Cambridge side Galleria, MA and Copley Place, MA

Kevin's Brochure Network: Distribution through 70 in-state locations all located at tourism specific businesses.

AAA: Brochure distribution through the Maine Tourism Association at the AAA New England Travel Show in Massachusetts.

Timeline: Distribution is Summer and Fall 2012.

AAA New England Travel Show, March 2013.

Tracking: Each vendor will provide us with inventory distributed at each location.

Target Market: Visitors from Virginia, Maryland, Pennsylvania, New Jersey, New Hampshire, and Massachusetts. (including Boston)

Rationale: Travel consumers in PA, NJ, MD, DE and VA are shopping for vacation getaways within a day's drive, Getaways on Display offer brochure distribution racks featuring driving distance destinations in travel offices and AAA offices throughout these states.

Brochure distribution remains the most effective medium in which to promote businesses to the visitors market. This cost-efficient market penetration delivers a value that no other medium can provide.

CTM visitor information displays are located in high traffic visitor locations including hotel lobbies, major attractions, convention centers, shopping malls, colleges, transportation centers including airports, car rental agencies, AAA offices and interstate rest stops.

Partners: N/A

Budget Description: Budget will be used for brochure distribution with each vendor. The Greater Portland Convention + Visitors Bureau will provide the cash match.

MTMPP Award: \$3,500.00

Cash Match: \$2,000.00

In-Kind Match: \$0.00

Element 15: Interactive On-Line Visitor's Guide & Event Planner's Guide

Project: Visitor's Guide Distribution

Element Description: The Greater Portland Visitor's Guide and the Event Planner's Guide, a comprehensive guide for meeting and event planners, will be transformed into interactive on-line brochures allowing visitors to peruse the guides on the web.

The goal is to get a greater distribution for the Greater Portland Visitor's Guide allowing visitors to review what the area has to offer without waiting for the guide to be received via the mail. In addition, supplying event planners with the Event Planner's Guide allows them a faster turnaround for information about bringing a meeting or event to Maine.

Timeline: The 2012 Event Planner's Guide will be off the press and delivered the end of November 2012. The Guide will then be transferred into the electronic version and links added for each advertiser.

The 2013 Greater Portland Visitor Guide will be off the press and delivered the end of April 2013. The Guide will then be transferred into the electronic version and links added for each advertiser.

Both events will be posted on the VisitPortland website.

Tracking: A tracking system is in place with this software. The system will track the amount of times the publications are downloaded as well as track each page to reflect how many times it has been clicked on. In addition, specifically each advertiser will receive a live link to his/her website and each of those clicks will also be tabulated.

Target Market: Our target audience are visitors and meeting planners inquiring about the Greater Portland region in addition to Maine. We hope to capture greater audience due to the increased use of the internet.

Rationale: This element was chosen due to the increasing traffic on the visitportland.com website as well as the increase in on-line usage for planning vacation get-a-ways.

The on-line publication mimics the layout of a print piece. The technology converts any printed material into digital form and includes features that allow users to flip pages, zoom in/out, search text, embed audio/video, print, e-mail and link to web sites to finalize transactions.

Partners: N/A

Budget Description: Budget is applied to the conversion of the guides and implementation of all links. The Convention + Visitors Bureau will provide the cash match.

MTMPP Award: \$1,000.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 14: Website Development

Project Type: Website Development: Design, Upgrades, Mobilization

Description: VisitPortland.com will continue its development and progression to keep things fresh and relevant for visitors as well as tourism businesses. During the grant cycle of FY2012 the website will be launched with a new skin to go along with the new brand identity. In grant cycle FY2013 we will put the finishing touches on all the inside pages of the website.

In addition, a new leads system will be implemented in order to communicate more effectively with tourism businesses. This leads system will allow us to take all the leads obtained from the several tradeshows we attend throughout the year, quickly input the information, and the system will immediately send an e-mail notification to all tourism businesses who can respond to the needs of the client.

Element 16: Continuation of Web "Re-Skinning"

Project: Website Development

Element Description: Re-skinning a website is the process of modifying the look and feel of a website without changing the underlying architecture of the template. This includes making changes to the logo, colors, typography, images, illustrations, icons, etc.

The back end platform, data structure, systems architecture, and third party systems interactions would not be changed.

Timeline: We will launch the first round of the web site re-skin in the FY2012 grant cycle. The continuation of all additional elements will be done by the fall of 2013.

Tracking: N/A

Target Market: Web users

Rationale: There are MANY hidden elements throughout the website that need to be re-designed to match the brand identity. As users navigate though VisitPortland.com they will find elements such as:

- Request Forms for travel guides
- Coupons
- Vacation Package pages

- Events Calendar pages
- Maps & Trip Planner
- RFP forms, etc.

All of these elements must be changed in order to have a complete look and feel for the new brand.

Budget Description: Funds will be put towards graphic design and implementation of design with our web programmer.

MTMPP Award: \$4,800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 17: Lead System

Project: Website Development

Element Description: VisitPortland.com will be integrated with a robust lead tracking system. Throughout the year several man hours and thousands of dollars are spent marketing our region through tradeshow. Time and money are wasted if there is not an efficient method of following up on leads obtained.

The system will be built to:

- Easily load information about clients
- Specify their request
- Select businesses who can meet their needs
- Send a notifying message that a lead has been posted
- Allow them to respond quickly and efficiently
- Inform us of who has responded to the client and who has not
- Provide us with reporting

Timeline: Summer 2012 in order to be prepared for the tradeshow season.

Tracking: This system will allow us to track our ROI on all tradeshow attended. Reporting will be able to be done on all leads sent to tourism partners and sorted by tradeshow attended.

Target Market: Tourism Partners
Meeting Planners
International Tour Operators
Domestic Tour Operators
Media

Rationale: It is imperative to be able to track our return on investment (ROI) through our marketing efforts. In addition, we must provide service to our clients requesting information. Often, we attend shows and reach out to our Maine tourism partners with requests via e-mail. Those e-mail leads are sent out then remain to be lost in the "e-mail cloud" without ever knowing if the requests of the client were taken care of. This system will allow us to track and trace all leads and ensure that we are assisting the needs of the clients we meet on the road.

Budget Description: Budget will be for web programming of system through our contracted web programmer Allure Interactive Web.

MTMPP Award: \$4,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 15: Continuation of Brand Identity

Project Type: Special Projects

Description: In continuation with the brand identity we will complete the transition of signage, regional maps, and develop our brand "voice".

Element 18: Signage

Project: Continuation of Brand Identity

Element Description: Currently there are seven locations within the Greater Portland region available for visitor information. Ocean Gateway, Portland International Jetport, Deering Oaks Castle, Portland Transportation Center, Long Wharf, Ocean Marine Terminal, and The Maine Mall. Each location will have signage produced identifying the new brand identity and noting clearly: "VISITOR INFORMATION".

Timeline: Signage will all be in place by August 1, 2012.

Tracking: N/A

Target Market: Visitors looking for information on the Greater Portland region and the State of Maine.

Rationale: Each location, although they have been in existence for some time, are not clearly identifiable. There is not a cohesive identifier on each location that ties them together, informs the visitor that they are an "Official Visitor Information Center".

Budget Description: Production and printing of all signage.

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 19: Redesign of Area Maps

Project: Continuation of Brand Identity

Element Description: We will work with a graphic designer to redesign four maps utilized within our Visitor's Guide, Event Planner's Guide, Cruise Ship map, and on-line.

The maps to be redesigned will be:

1. Portland regional map that includes the Portland Peninsula, mall and airport area, South Portland, and Westbrook
2. Greater Portland Casco Bay Regional map indicating all towns within our region
3. Overview of the Portland area which focuses on Scarborough and Cape Elizabeth
4. State of Maine

Timeline: Redesign will take place during the summer months of 2012 and implementation of the maps will be included in the 2013 Event Planner's Guide and 2013 Visitor's Guide.

Tracking: N/A

Target Market: Area visitors finding their way around the Greater Portland region and Maine.

Rationale: Our current maps are originals from the early 1990's. The maps are dated looking and have been touched up and changed throughout the years, losing their effectiveness.

The new brand identity also focuses on a more contemporary clean design. The new maps will be designed in 2D versus 3D allowing them to be easily read by the visitor.

Budget Description: Budget will go towards hiring a professional designer to implement changes to all four maps.

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 20: Development of Brand Voice

Project: Continuation of Brand Identity

Element Description: A brand voice is how you sound and how you seem to the public. We will work to develop our character, tone, and language. A brand voice isn't simply concocted—it's discovered and refined.

We will follow these steps to help us determine our brand voice.

Character/Persona

This is the starting point for the development or furthering of our brand voice: In order to determine this, we will first determine who our customers are, so we can assume a persona for the brand that will resonate with our primary target audience.

Tone

Tone is the underlying vibe that emanates from our brand's communications. This is where we establish credibility.

Language

Establishing appropriate brand language will give us a foundation for the types of words, phrases and jargon to be used in all of our correspondence.

Timeline: Summer and Fall 2012

Tracking: N/A

Target Market: N/A

Rationale: The ultimate purpose for this project is to achieve a clear identity. Our brand voice will help us to portray the essence of the Greater Portland region as an authentic Maine destination that offers an eclectic experience through the combination of old salts sipping coffee by young professionals, and fishing rigs and cruise ships tied up alongside each other. Portland is the urban center of Maine yet it still has the authenticity that Maine has to offer. Developing a brand voice will help us to remain focused on our message.

Budget Description: Hiring of a professional writer who matches the voice we are wishing to achieve.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 16: Trade Show Booth

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: To design and produce an 8' x 8' pop up display to be utilized at tradeshow.

Element 21: Trade Show Booth

Project: Trade Show Booth

Element Description: Our goal is to have an 8' x 8' display with dynamic photography and design to represent the Greater Portland region effectively. The booth will feature one large image reflecting the region and include the new brand identity.

Timeline: Photos will be taken throughout the summer of 2012 and a selection will be made by August 2012. Booth will go into production and be ready for the tradeshow season in the fall of 2012.

Tracking: N/A

Target Market: Trade show audience to include:

Consumers
Meeting and Event Planners
International Tour Operators
Domestic Motorcoach Operators
Media

Rationale: Trade show set ups are consistently getting more and more sophisticated in their appearance, and imagery must always remain fresh and contemporary. With the use of high resolution imagery and creative graphic design we will create an eye catching display.

Partners: N/A

Budget Description: Nimlok Maine will produce this booth. Photography, design and final product are all included in the requested MTMPP award.

Maine Tourism Marketing Partnership Program



MTMPP Award: \$2,200.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$20,000.00		
Motorcoach Marketing			
Attendance at American Bus Association's Marketplace	\$3,500.00	\$2,000.00	\$0.00
International Marketing			
Attendance at International Pow Wow	\$3,800.00	\$0.00	\$0.00
Attendance at the Discover New England Summit	\$1,100.00	\$0.00	\$0.00
Destination Management Association Development Training			
Attendance at Convention Sales Shirtsleeves	\$1,600.00	\$0.00	\$0.00
Optional Tradeshow			
Consumer, Wedding or Media	\$3,200.00	\$1,000.00	\$0.00
Consumer Electronic Marketing			
Consumer E-Mail Campaign	\$1,200.00	\$0.00	\$0.00
Photography			
Professional Regional Photography	\$2,000.00	\$0.00	\$0.00
Seaport Marketing			
Discover Portland & Beyond Cruise Consortium	\$3,500.00	\$18,000.00	\$0.00
Public Relations			
Promotion of Culinary Festival through PR Contractor	\$5,000.00	\$0.00	\$0.00
Meeting & Conference Marketing			
Local Awareness Campaign for Meetings and Conferences	\$10,000.00	\$10,000.00	\$10,000.00
On-Line Advertising			
Regional Co-op Program	\$5,100.00	\$0.00	\$2,000.00
Facebook Advertising	\$3,000.00	\$0.00	\$0.00
Sports Marketing			
Sports Commission	\$10,000.00	\$0.00	\$0.00
Visitor's Guide Distribution			
Regional Brochure Distribution	\$3,500.00	\$2,000.00	\$0.00
Interactive On-Line Visitor's Guide & Event Planner's Guide	\$1,000.00	\$1,000.00	\$0.00
Website Development			
Continuation of Web "Re-Skinning"	\$4,800.00	\$0.00	\$0.00
Lead System	\$4,500.00	\$0.00	\$0.00
Continuation of Brand Identity			
Signage	\$3,000.00	\$0.00	\$0.00
Redesign of Area Maps	\$3,000.00	\$0.00	\$0.00
Development of Brand Voice	\$5,000.00	\$0.00	\$0.00
Trade Show Booth			
Trade Show Booth	\$2,200.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$100,000.00
Administrative Costs:	\$20,000.00
Cash Match:	\$34,000.00
In-Kind Match:	\$12,000.00
Total Match:	\$46,000.00
Total Proposed Budget:	\$146,000.00