

Profile

Applicant: Regional Application

Grant Manager: Tanya Bentley

Name of Organization: Kennebec Valley Tourism Council

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Date of Incorporation: September 14th, 1990

EIN: 01-0458264

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

1. Produced, and launched a new and improved website with the Tech Sharing Program
2. Hired a new Marketing Firm which has pointed KVTC in the right direction with new marketing tools including a new membership brochure, new regional guide the Explorer and new online advertising banners.
3. Produced a new look and feel to our regional brochure, the Explorer

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. Create a new mobilized website for www.kennebecvalley.org
2. Continue to work and expanding our website to suit the needs of our visitors.
3. Continue to support local business by providing sub grant to local members to increase their marketing plan.

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

KVTC contracts with Eaton Peabody and Thao Blue to provide services. Tanya Bentley from Eaton Peabody will provide grant management and Executive Director services. At the direction of the Board, Tanya will work with Thao Blue to implement marketing projects while maintaining accurate records. A financial review will take place at the end of the fiscal year.

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

Much of what KVTC proposes to do is part of the 5 year MOT strategic program. We support the MOT in any way we can including but not limited to attending trade shows, advertising in the Maine Invites you and participating in the Tech Sharing Program.

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

KVTC together with Tanya Bentley of Eaton Peabody have an agreement in place. Tanya will prepare checks for the treasurer who will then approve the invoice by signing the check. Tanya does not have any check signing authority.

Primary Analysis

Research

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

No

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

(No Response)

Public Relations

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

Company: Thao Blue

Address: 114 Lake Street
Auburn, ME 04210

Phone: 207.402.4400

Email Address: catherine@thaloblue.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:

Bangor Daily News
Boston Globe
Kennebec Journal
Mainebiz
Morning Sentinel
Sun Journal
Maine News Direct

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

Maine Invites You
Facebook
Twitter
Maine Things to Do
Maine.info
Google

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.

Please describe in further detail your co-op efforts:

KVTC offers its regional grants to local businesses who are current members of the Kennebec Valley Tourism Council. These grants provide marketing dollars to Maine businesses working in a tourism related business.

Website Development & Maintenance

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

URL: www.kennebecvalley.org

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

The overall goal of the KVTC website is to promote local businesses, enhance the visitors experience on our website by tying into the Tech Sharing Program and provided accurate and up to date information about our region.

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

KVTC will continue to update and upgrade our current website by continuing to add photo's, stories and content. Thao Blue and Tanya Bentley at Eaton Peabody will continue to support the website.

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:

KVTC's database information comes from email request and brochure request through our website. This information is stored in a database and used for marketing our region.

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: Fulfillment

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

Description: Fulfillment for the Explorer

Element 1: Phone and Mail Fulfillment for the Explorer

Project: Fulfillment

Element Description: This project is vital to the distribution of our regional brochure Explorer.

This is one way we track conversion through the website via brochure request.

Timeline: KVTC has contracted the Kennebec Valley Chamber of Commerce for fulfillment services. This is on going throughout the year. Requests are sent out each week.

Tracking: The number of brochures requested are tracked and reported each month to the Board.

Target Market: The target market is anyone wishing to learn more or visit the Kennebec and Moose River Valley.

Rationale: Fulfillment is vital to our region. KVTC produces a regional guide and this is one way to get it into the hands of interested parties.

Partners: Kennebec Valley Chamber of Commerce

Budget Description: \$4000 paid to KVCC

MTMPP Award: \$4,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 3: Maine Invites You

Project Type: Paid Advertising: Print, Broadcast, Online

Description: Maine Invites You ad

Element 2: Maine Invites You

Project: Maine Invites You

Element Description: The goal of this project is to support the Maine Office of Tourism official vacation planner with a 1/2 page print ad.

Timeline: MOT and MTA to drive schedule.

Tracking: KVTC will put a qr code in the ad to direct visitors to a webpage that can be tracked through Google analytics.

Target Market: People wanting to learn or visit Maine and Kennebec and Moose River Valley.

Rationale: KVTC believes that the Maine Invites You is a premiere publication and the State's response to online brochure request. It's important that every region is represented in this guide book.

Media Type: Print Ad

Co-op Opportunity: N/A

Budget Description: 4000 paid to MTA

MTMPP Award: \$4,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Travel Show Support

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

Description: Travel Show Support

Element 3: Travel Show Support

Project: Travel Show Support

Element Description: KVTC will support the MOT by attending and helping out trade shows at the Boston Travel and Trade or the New York Times Travel Show and the Governor's conference.

Timeline: MOT to drive Schedule

Tracking: N/A

Target Market: People visiting the Boston and Ny Travel Show who are interested in traveling to Maine.

Rationale: This element helps support the MOT and its staff at the Boston or NY Travel shows.

Partners: MOT

Budget Description: KVTC has budgeted \$2500 for travel, lodging and registration for any local trade show such as the Governor's conference.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Regional Brochure

Project Type: Administrative Costs

Description: Regional Brochure, the Explorer

Element 4: Explorer

Project: Regional Brochure

Element Description: This is the Kennebec and Moose River Valleys response piece to brochure request online, travel centers and at trade shows. This is used to promote local businesses within our region and help visitors learn about what our region has to offer. We will also create a digital flip book on our webpage.

Timeline: This publication is expected to print in May to be on the available for distribution by the holiday weekend. Our flip book will also be available before the holiday's.

Tracking: Tracking will be provided by MTA for trade shows and travel centers. Our fulfillment distribution personal will track where and how many are were distributed. We will also distribute and track within our region.

- Target Market:** People wanting to visit and learn more about Maine and the Kennebec and Moose River Valleys region.
- Rationale:** It's critical that KVTC has a response piece for travel and trade shows, requests online and travel centers.
- Budget Description:** \$14,000 for the production of the Explorer and \$10,000 for printing cost. \$1000 paid for print distribution. \$750.00 for design a flip book. \$3300 paid for Advertising commissions.
- MTMPP Award:** \$4,080.00
- Cash Match:** \$22,000.00
- In-Kind Match:** \$2,000.00

Project 6: Online Banner Ad

- Project Type:** Paid Advertising: Print, Broadcast, Online
- Description:** Online Banner Ad

Element 5: Online Banner Ad and Design

- Project:** Online Banner Ad
- Element Description:** To promote the Kennebec and Moose River Valleys with online banner ad placement. Current site include, Facebook, Maine Things to Do, Maine.info and Google Ad Words.
- Timeline:** The will be on going throughout the year
- Tracking:** Google analytics will be used to track clicks- throughs.
- Target Market:** Residents and non residents looking to visit Maine and our region.
- Rationale:** The ad with invite visitors to come Explore our part of Maine by our website. Each message placed will be encouraging them to further explore content that provides access to our regions resources.
- Media Type:** Online webpage banner ads, varies sizes.
- Co-op Opportunity:** NA
- Budget Description:** \$5000 to be paid for advertising online. \$1000 for the design.
- MTMPP Award:** \$5,000.00
- Cash Match:** \$1,000.00
- In-Kind Match:** \$0.00

Project 7: Regional Grants

- Project Type:** Special Projects
- Description:** Regional Grants for local tourism related businesses

Element 6: Regional Grants

- Project:** Regional Grants
- Element Description:** The goal of this project is to help local tourism related businesses expand their marketing with funding from KVTC
- Timeline:** Applications are available in February. Applications will be reviewed by the Board in March. Monies are distributed in April.
- Tracking:** All awardee's must provide financial backup. Each awardee must provided a 2 to 1 cash match similar to the MTMPP grant. Each business must recognize KVTC and MOT in their literature.

- Target Market:** Local tourism related businesses.
- Rationale:** The element put money into the hands of local businesses giving them a boost in their own marketing plan.
- Budget Description:** Each award must not exceed \$2500. \$10,000 will be spent on many businesses in our area.
- MTMPP Award:** \$6,720.00
- Cash Match:** \$3,380.00
- In-Kind Match:** \$0.00

Project 8: Webiste Development

- Project Type:** Website Development: Design, Upgrades, Mobilization
- Description:** Website Development, Design and Mobilization

Element 7: Website Design and Mobilization

- Project:** Webiste Development
- Element Description:** Continue to advance our website with the Techsharing program. We will also work with PWW to creat a mobile optimized version of our website.
- Timeline:** Ongoing
- Tracking:** Tracking will be provided by Google Analytics.
- Target Market:** Visitors to www.kennebecvalley.org. People who are interested in learning more about our region and what it has to offer.
- Rationale:** Our website is the key to our region. Most people use the web for planning vacations. It's important to have a website that highlights our region and is easy to use from any device.
- Budget Description:** Total cost will be \$10,000 to the Techsharing program for year 2 and \$8,100 will be used to maintain and update website with new and fresh content. \$3000 will be use to design and update mobilized site.
- MTMPP Award:** \$18,000.00
- Cash Match:** \$3,100.00
- In-Kind Match:** \$0.00

Project 9: Social Media

- Project Type:** Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade
- Description:** Social Media Management

Element 8: Social Media Management/PR

- Project:** Social Media
- Element Description:** General oversight of all KVTC social media including Facbook, Twitter, You Tube, Vimeo. Creation of 6 to 8 press releases on visitor related events subjects or news.
- Timeline:** Ongoing
- Tracking:** Increase communication and engagement with consumers. We will track fans, likes and page views.
- Target Market:** Interested persons who want to learn more about Maine and our region, travel bloggers and in state media.
- Rationale:** Rich media is developed into the most popular formats of engaging, responding and informing

consumers. This is the quickest and fastest way to communicate information NOW.

Partners: NA

Budget Description: \$10,800 to be paid for Facebook, Twitter, Vimeo and You Tube creation, support and management.

MTMPP Award: \$10,800.00

Cash Match: \$0.00

In-Kind Match: \$2,200.00

Project 10: Video

Project Type: Asset Development: Professional Photography, Video

Description: Video

Element 9: Video Assets

Project: Video

Element Description: Create and use videos on website, video and social media.

Timeline: Ongoing

Tracking: Google Analytics

Target Market: Consumers wanting to explore our region before they visit. Consumers can see what we offer during the different seasons.

Rationale: The power of Video and using it on Facebook or our website is part of our strategic marketing plan.

Image Categories: *(No Response)*

Budget Description: \$1000 paid for production and editing

MTMPP Award: \$1,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Constituent Education

Project Type: Special Projects

Description: Constituent Education

Element 10: Constituent Education

Project: Constituent Education

Element Description: Creative development of materials to promote and support the use of our website and it's features.

Timeline: Ongoing

Tracking: Meetings will be held around the region for members and potential members. Attendance list will be created.

Target Market: Area members and potential members who are interested in tourism and want to learn more about the website and what it offers our members.

Rationale: \$1200 budget for travel, time and production.

Budget Description: 1200

MTMPP Award: \$1,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: E-Marketing

Project Type: Special Projects

Description: Eclub Email Blast

Element 11: Eclub Email Blast

Project: E-Marketing

Element Description: Execute monthly blasted based on an approved strategic media plann/calendar, promoting a single message.

Timeline: Monthly

Tracking: Tracking will be done through Bly Sky Publicaster.

Target Market: Consumers wanting to learn more about Maine and our region and what we have to offer.

Rationale: Driving traffic to website for more info and Facbook for the purpose of supporting any promotions or major events in region.

Budget Description: \$4200 to be paid for 12 monthly eblast

MTMPP Award: \$4,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 13: Maine Sports Commission

Project Type: Special Projects

Description: Maine Sports Commission

Element 12: Maine Sports Commission

Project: Maine Sports Commission

Element Description: KVTC has agreed to support the Maine Sports Commission for three years. This will be year two. In hopes of luring more sporting events to the Pine Tree State, tourism officials this month created the Maine Sports Commission to lobby on the state's behalf

Timeline: KVTC will contribute \$10,000 per year to the endeavor, and the Maine Office of Tourism has agreed to match that with \$70,000 per year in resources. Both the private and public sides have made a three-year commitment.

Tracking: Receive updates from the Sports Commission

Target Market: From professional golf tournaments to youth soccer competitions and Olympic trials, the commission hopes to attract national and regional sporting events, both big and small.

Rationale: The goal is not only to attract new events, but also to expand events currently in Maine. This is important to our region because we are known for our outdoor recreation.

Budget Description: 10000

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 14: Project Oversight

Project Type: Administrative Costs

Description: Project Oversight

Element 13: Project Oversight

Project: Project Oversight

Element Description: This element is for Project Oversight for our marketing firm, Thao Blue.

Timeline: Ongoing

Tracking: Monthly budgets will be created and reviewed by the Board.

Target Market: NA

Rationale: This element is important for the overall marketing projects that KVTC will be doing this year. This is to help project oversight for all marketing elements.

Budget Description: \$9000 to be paid to Thao Blue. \$2000 for Pro Bono overages.

MTMPP Award: \$9,000.00

Cash Match: \$0.00

In-Kind Match: \$2,000.00

Project 15: Board Meetings

Project Type: Administrative Costs

Description: Board Meetings

Element 14: Board Meetings

Project: Board Meetings

Element Description: This element documents in-kind match provided by the KVTC Board of Directors for their attendance and services to attend 10 Regular monthly Board meetings.

Timeline: Ongoing 10 throughout the year.

Tracking: Monthly meeting minutes

Target Market: NA

Rationale: The KVTC is comprised of 12 area business/chambers members throughout the region. These members take time away from their businesses and travel around the region for meetings.

Budget Description: \$300 paid for Tanya's travel, \$2000 inkind from all Board members. \$2500 for Tanya's Inkind services from Eaton Peabody

MTMPP Award: \$300.00

Cash Match: \$0.00

In-Kind Match: \$5,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$20,000.00		
Fullfilment			
Phone and Mail Fullfilment for the Explorer	\$4,000.00	\$0.00	\$0.00
Maine Invites You			
Maine Invites You	\$4,000.00	\$0.00	\$0.00
Travel Show Support			
Travel Show Support	\$2,500.00	\$0.00	\$0.00
Regional Brochure			
Explorer	\$4,080.00	\$22,000.00	\$2,000.00
Online Banner Ad			
Online Banner Ad and Design	\$5,000.00	\$1,000.00	\$0.00
Regional Grants			
Regional Grants	\$6,720.00	\$3,380.00	\$0.00
Webiste Development			
Website Design and Mobilization	\$18,000.00	\$3,100.00	\$0.00
Social Media			
Social Media Management/PR	\$10,800.00	\$0.00	\$2,200.00
Video			
Video Assets	\$1,000.00	\$0.00	\$0.00
Constituent Education			
Constituent Education	\$1,200.00	\$0.00	\$0.00
E-Marketing			
Eclub Email Blast	\$4,200.00	\$0.00	\$0.00
Maine Sports Commission			
Maine Sports Commission	\$10,000.00	\$0.00	\$0.00
Project Oversight			
Project Oversight	\$9,000.00	\$0.00	\$2,000.00
Board Meetings			
Board Meetings	\$300.00	\$0.00	\$5,000.00

Budget Summary

Proposed MTMPP Award:	\$100,800.00
Administrative Costs:	\$20,000.00
Cash Match:	\$29,480.00
In-Kind Match:	\$11,200.00
Total Match:	\$40,680.00
Total Proposed Budget:	\$141,480.00