

Profile

Applicant: Regional Application

Grant Manager: Dina Jackson

Name of Organization: Maine's Lakes and Mountains Tourism Council

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Auburn, Maine 04210

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Date of Incorporation: October 22nd, 1993

EIN: 04-0484002

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

1. IMPLEMENTATION OF SOCIAL MEDIA - MLMTC implemented suggestions from the social media strategy flyte new media created with the Council in the previous grant year. MLMTC launched their Facebook page in March 2011 and went live with their blog in December 2011.

2. COMCAST.NET - Last year, MLMTC ran an online campaign with Comcast.net, the consumer portal for Comcast's more than 16 million High-Speed Internet subscribers. There are approximately 1,124,419 households subscribers to Comcast.net in the Boston DMA, which is the Council's target market.

The Feb/March campaign on Comcast.net generated 1,860 click thrus to the getaway page of their site, where eighteen regional businesses posted packages. Follow up with the businesses confirmed many saw click thrus from Comcast and one booking was confirmed. Unfortunately, not all participants do a good job of tracking.

3. AAA TRAVEL SHOW - The AAA Travel Show in Foxborough, MA was very well attended by people who comprise MLMTC's target market. Not only was traffic at the booth steady, the attendees engaged in conversation and were looking for things to see and do, in addition to visiting the coast.

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: The Council will continue to utilize social media to reach its target markets.

GOAL 2: The Council will continue a presence at trade shows in its target markets to promote the region as a desirable vacation destination.

GOAL 3: The Council will continue to work on increasing the amount of traffic visiting their website.

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

GOAL 1: Per the recommendations outlined in the social media strategy created by flyte new media, the Council will work to support its Facebook page and blog.

GOAL 2: The Council will continue its presence at trade shows in its target markets by attending the AAA Travel Show at Gillette Stadium and by working with the New England Tourism Center to represent the region a key Canadian Travel Shows.

GOAL 3: The Council will work on increasing traffic to their site by driving traffic from their social media outlets, adding more content i.e. video, and actively requesting links from related sites.

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

GOAL 1: The Maine Office of Tourism has embraced the use of social media as a means of reaching its audience and driving traffic to their website.

GOAL 2: The Maine Office of Tourism sees the value of having a Maine presence at key consumer travel shows within their target markets.

GOAL 3: The Maine Office of Tourism's marketing campaign is all about driving traffic to VisitMaine.com and fulfilling the visitor's needs online as much as possible.

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

AVCOG maintains its general ledger on a fund accounting program provided by Grants Management Systems (GMS). GMS allows for a separate account (element code) to be established for each project, grant, or contract. All revenues and expenditures associated with an MTMPP grant will flow through a specific element code assigned to the project. Monthly reporting includes budget information, current month, fiscal year to date, project to date (if the project crosses AVCOG's fiscal year), percentage of completion, and variance information.

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.

While the Council is not implementing new research initiatives this year, we will continue to track each element of our program. All visitor inquiries are directed to MLMTC's 1-800 line or website. Staff asks every person who calls and emails for information how they found us. On a monthly basis, MLMTC tracks the number of users and email requests to the site via Google Analytics and includes this information in a final tracking report. However, the one change we will make this year is in how we will gather this information.

Per BVK's suggestion, MLTMC will utilize an online survey to capture visitor informaton, in lieu of a mail survey. Every year, restaurant and lodging taxable sales data is analyzed for the Androscoggin District and the Sebago Lake Area, which comprise the coverage area of the MLMTC. This data is then compared to prior years to note trends.

Public Relations

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

Company: Dina Jackson

Address: AVCOG
125 Manley Road
Auburn, Maine 04210

Phone: 207-783-9186

Email Address: djackson@avcog.org

Would you be interested in participating in a two-hour public relations workshop?

No

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

John Agurkis, freelance
Stu Bristol, Northeast Woods & Waters, Northwoods Sporting Journal, Maine
Mike Roberts, Meridan Record Journal, Woods N Water, CT
Paul Fuller, Gun dog columnist, Northwoods Sporting Journal, NH
Paul Reynolds, Editor Maine Northwoods Sporting Journal, ME
Tom Fuller, freelance, Outdoor Life, MA
Gary Moore, syndicated Vermont newspaper columns, VT
Bob Sampson, Norwich bulletin, On the Water, Fish NE TV, CT
Bill Carney, Hawkeye Hunting & Fishing News, NH
Randy Julius, NEOWA President columnist Brockton Enterprise, MA
Dave Sartwell, Gloucester Daily Times, Infisherman, Rand McNally, Fodors Guides, MA
Vivian Fancher, CEO Traveler
Rene Ebersole, Audubon
Laurence Bass, The Green Magazine
Dana Jacobi, freelance
Becky Garrison, freelance
Stacey Hirvela, Martha Stewart Living
Bijan Bayne, freelance
Pat Brennan, Toronto Star, Osprey Media
Janet Pope, TheCelebrityCafe.com
Gerit Que

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

1. Boston Globe
2. Boston.com
3. Yankee Magazine
4. AAA publications
5. AARP
6. Outside Magazine
7. New York Times
8. AMC Outdoors

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

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:

This year the Council is partnering with the other tourism regions on the following projects:

1. MOT Co-op program
2. Maine Sports Commission

Website Development & Maintenance

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

URL: www.MaineLakesAndMountains.com

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

Maine's Lakes and Mountains website is set up to provide visitors with an idea of what there is to see and do in the region and to connect them to the businesses and information needed to plan and book their trip.

As a TechShare site, the Council has been able to take advantage of much of the functionality that can be found at www.VisitMaine.com.

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

This year is all about generating more visitors to the site. This will be accomplished by driving traffic from MLMTC's social media outlets, adding more content i.e. video, and actively requesting links from related sites.

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 Council captures visitor information (name, address, how they got our number) for follow-up survey purposes. This information is currently in an Excel spreadsheet. In our annual survey, we do inquire where they visited in the region and what they did for activities.

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: Yankee Magazine

Project Type: Paid Advertising: Print, Broadcast, Online

Description: 1/2 page ad in Yankee Magazine's Annual Travel Guide to New England (May/June 2013)

Element 1: Yankee Magazine

Project: Yankee Magazine

Element Description: The goal of this program element is to increase the region's visibility as a vacation destination in our

target market, utilizing a very popular regional vacation planner.

Timeline: The Council will run one ad in Yankee's Travel Guide to New England in May/June 2013.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track traffic to our site.

At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: The travel guide reaches seasoned, affluent travelers in markets across New England and neighboring areas. These families have the discretionary income to spend on travel. The median income of their reader is \$72,338, their median age is 49, 76% are married and 56% live in New England with 24% living in the Mid-Atlantic.

Rationale: This annual travel publication for New England has powerful newsstand placement at high profile destinations and major retail outlets, making this the best selling New England travel guide in key drive markets. It reaches committed travelers in our target market through the most effective channels, major retail and bookstore chains and destination spots throughout the Northeast and eastern Canada. In addition, promotional copies are distributed at consumer events, media outlets and on sale at Yankee's websites. The publication is on sale April through October with copies replenished in mid-June at important retail spots. A total of 500,000 copies are distributed. Yankee Magazine has pulled well for our Council in the past and we believe consistent advertising in their magazine is important for making an impression with our target market.

Media Type: Regional publication

Co-op Opportunity: NA

Budget Description: MLMTC will place one 1/2 page ad at the rate of \$4,270.

\$4,270 ad cost
\$ 130 cost to refresh ad
\$3,000 in-kind

Total project cost = \$7,400

In-Kind - see attached email from Yankee Magazine

MTMPP Award: \$4,400.00

Cash Match: \$0.00

In-Kind Match: \$3,000.00

Project 3: Maine Invites You

Project Type: Paid Advertising: Print, Broadcast, Online

Description: The goal of this project element is to have a presence in the State's Official Vacation Planner.

Element 2: Maine Invites You

Project: Maine Invites You

Element Description: The goal of this project element is to have a presence in the State's Official Vacation Planner to promote the Lakes and Mountains Region as a desirable vacation destination.

Timeline: Distribution of this annual publication begins in January 2013.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track inquiries to our site. At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: The target market are those people considering taking a vacation to Maine. Approximately, 335,000 copies of Maine Invites You will be distributed through print and electronically at www.maintourism.com in response to domestic and international inquiries received by the Maine Tourism Association and Maine Office of Tourism.

Rationale: This publication is the primary print response piece used to respond to all inquiries generated by the Maine Office of Tourism's marketing efforts and the marketing efforts of the Maine Tourism Association. For this reason, the Council feels it is very important for our region to have a presence in the publication.

Media Type: Travel guide publication

Co-op Opportunity: NA

Budget Description: \$2,700 - 1/3 page, 4-color ad
\$125 - Cost to rework ad to new size
\$720 - Online advertising for one year

Total Cost = \$3,545

MTMPP Award: \$3,545.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Regional Co-op Program

Project Type: Paid Advertising: Print, Broadcast, Online

Description: The co-op program includes the following outlets:

- *Boston Red Sox Radio Network
- *Trip Advisor
- *Consumer Online Advertising
- *Major Annual Contest Promotion
- *Maine Office of Tourism Consumer Email

Element 3: Regional Co-op Program

Project: Regional Co-op Program

Element Description: Working with the Maine Office of Tourism and BVK, MLMTC will be participating in a Regional Co-op Program that will provide us exposure in the following:

- *Boston Red Sox Radio Network
- *Trip Advisor
- *Consumer Online Advertising
- *Major Annual Contest Promotion
- *Maine Office of Tourism Consumer Email

See attached PowerPoint for more details.

Timeline: Summer 2012 through September 2013

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track traffic to our site.

At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: See attached PowerPoint for more details.

Rationale: MOT's regional co-op program provides our region with the opportunity to reach our target audience at a fraction of the cost.

Media Type: Online and radio

Co-op Opportunity: Maine's Lakes & Mountains Tourism Council will be participating in the Maine Office of Tourism's regional co-op program.

Budget Description: Gold Level option includes the following:

MOT e-newsletter
Annual contest
Trip Advisor
Online banner campaign
Boston Red Sox

Total Cost \$8,200

MTMPP Award: \$8,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Maine Trail Finder Initiative

Project Type: Asset Development: Professional Photography, Video

Description: Matching funding from MTMPP will enable the Center for Community GIS (CCGIS) to assess, map, and distribute comprehensive and current information for non-motorized trails across the entire Maine Lakes and Mountains Region ensuring that hiking and walking trails are accurately described and consistently marketed between multiple online and print resources used by visitors.

Element 4: Maine Trail Finder Initiative - Androscoggin County

Project: Maine Trail Finder Initiative

Element Description: At this time, there are multiple trail guides, maps, and tourism products that provide partial information about hiking trails in the Maine Lakes & Mountains Region; however, no truly comprehensive resource exists for the area (nor any other tourism region or the state as a whole). This critical information gap is hampering the work of numerous organizations that are using trails to promote outdoor recreation, tourism, and local economic development.

In order to increase public awareness of, and access to high quality information about Maine's vast non-motorized trail network, CCGIS initiated the Maine Trail Finder project in 2009. The effort's front piece—www.MaineTrailFinder.com—is a national award-winning and free-to-use website that allows users to search and display information and maps, photographs, weather reports, nearby geocaches, and user-submitted comments for an expanding database of Maine trails.

Timeline: This grant will enable CCGIS to expand the Maine Trail Finder Initiative to the benefit of the Maine Lakes and Mountain region by accomplishing the following tasks:

- 1)Generate at least 20 new Maine Trail Finder postings within Androscoggin County.
- 2)Embed a Maine Trail Finder trails viewer on the Maine Lakes and Mountains website.
- 3)Ensure the integration of current, accurate, and consistent trails information on hardcopy hiking and activity guides distributed to Maine Lakes and Mountains visitors.
- 4)Promote the Maine Lakes and Mountains tourism region as a Maine Trail Finder collaborating partner.

Work on the above tasks and deliverables will commence on approval of this grant. All work cited in this proposal will be completed by the end of 2012, or sooner.

Tracking: Website traffic, viewing statistics, and user-submitted comments will be monitored, tracked, and analyzed through Maine Trail Finder's content management system and associated web diagnostics tools. With additional input from testimonials from local partners, trail managers, and tourism operators as well as Maine Trail Finder's active Facebook page, CCGIS will be able document how this project bolsters trail awareness, promotion, use, and stewardship in the Maine Lakes and Mountains region. We will also

track the number of printed trail products (long with printed copies of each) that are created using trails data gathered through the Maine Trail Finder initiative.

Target Market: Maine and New England

Rationale: Maine Trail Finder currently provides a model trail information dissemination tool for the state, one that is attracting attention, growing use, and investment. By adding new trails from across the entire Maine Lakes and Mountains region into an enhanced, well publicized website, and ensuring that the same content is leveraged in multiple printed trail guides, CCGIS is confident that this grant will have a significant impact on Maine Lakes and Mountains efforts to promote the region and its expansive recreational resources.

Image Categories: NA

Budget Description: MTMPP Award: \$5,000
Cash Match: \$4,000
In-Kind Match: \$7,500

This grant will be matched by cash and in-kind funding provided by CCGIS directly, and through grant and contract income that CCGIS has secured and will receive from: Healthy Androscoggin, Androscoggin Land Trust, Maine Bureau of Parks and Lands, and The Opportunity Alliance. Pending grants with two private foundations, if awarded in June, will increase the amount of matching revenue available to this project and allow CCGIS to increase the trail documentation performance previously mentioned above. It is worth noting that this grant leverages over \$55,000 in grant and contract income that CCGIS has already raised to date for trail documentation efforts restricted to Franklin, Oxford, and northern Cumberland Counties.

MTMPP Award: \$5,000.00

Cash Match: \$4,000.00

In-Kind Match: \$7,500.00

Project 6: The Story of Flagstaff Lake

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

Description: Reprinting of map

Element 5: The Story of Flagstaff Lake

Project: The Story of Flagstaff Lake

Element Description: The Flagstaff Area Business Association (FABA)

Timeline: The final design work for "The Valley Below" map will start June 2012 and will be completed by July 2012. The target publication date is set to coincide with the dedication of the Flagstaff Lake Route 27 Maine Scenic Byway Turnout in the Fall of 2012.

Tracking: FABA will track the distribution of these maps by recording the number of maps delivered to various businesses, chambers and those sent out my mail. FABA will also track the number of visitors to www.flagstaffthevalleybelow.com and a QR code, which will be linked to a special section on www.eustismaine.com with Google Analytics.

Target Market: The target market for this project is the "Cultural and Historical Tourist" which is one of Maine's fastest growing segments of tourists.

The 20,000 copies of "The Valley Below" map will be free to all visitors. FABA and the Northern Forest Canoe Trail will distribute this map at all there travel stops, to area chambers of commerce, to FABA member businesses and will be mailed to anyone inquiring about the history of Flagstaff Lake.

Rationale: The story of Flagstaff Lake has some cache, as evidenced by Travel & Leisure ranking it #6 of America's Coolest Ghost Towns: <http://www.travelandleisure.com/articles/americas-coolest-ghost-towns/6>.

This unique story is an asset located along the Route 27 Scenic Byway, where a new scenic turnout will be constructed at Flagstaff Lake. For these reasons, the Council deems it worthy of funding.

Partners: The Flagstaff Area Business Association promotes the economic welfare and goals of its surrounding area by providing a forum for networking, cooperative advertising, community sponsorship, and the exchange of ideas in order to create and maintain vital four season resort destinations.

The Flagstaff Area Business Association serves members in Lake Megantic , Canada and Coburn Gore, Maine, as well as members in Chain of Ponds TWSP, Kibby TWSP, Tim Pond TWSP, the Town of Eustis, the Village of Stratton, Coplin Plantation, Rangeley, Wyman TWP, Carrabassett Valley, Kingfield, New Portland, Madison, Solon, Farmington and Wilton. FABA has had a 20% increase in new members this year.

Budget Description: MTMPP Award \$4,000.00

Cash Match: \$900.00
Raffle receipts \$600.00
Copyright Protection Fee \$300.00

In-Kind Match \$1,100.00
Design Work \$600.00
Volunteers to distribute maps in
 Franklin and Somerset Counties
 \$300
Volunteers to label, stuff and
mail \$200.00

Total Project Cost: \$6,000.00

Budget Description:

1. Printing 20,000 copies of "The Valley Below" map - \$3,000.00

2. Printing 500 - 20 X 30, Valley Below: Story of Flagstaff Lake posters, suitable for framing. This poster will be available at area businesses in Franklin and Somerset Counties for sale. The proceeds from the sale of this poster will be used to fund the reprinting of the "FREE" "The Valley Below" map. - \$1,000.00

MTMPP Award: \$4,000.00

Cash Match: \$900.00

In-Kind Match: \$1,100.00

Project 7: Western Maine Passport to the Arts

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

Description: A cultural tourism tool that promotes the rich arts assets of Oxford County by offering discounts and incentives throughout a network of performing and visual arts organizations in partnership with businesses in the tourism industry, including lodging and restaurants, for mutual, economic and quality of life benefit across the region.

Element 6: Western Maine Passport to the Arts

Project: Western Maine Passport to the Arts

Element Description: Western Maine is well known as a scenic natural treasure with mountains, forests, lakes and rivers that attracts outdoor and recreational enthusiasts. What is much less well known is that the beauty and richness of this landscape has long been an inspiration for artists in every genre. In addition to being a four-season outdoor mecca, Oxford County also has an incredible number of largely undiscovered performance venues, art galleries and arts focused organizations for a rural region. These venues, galleries and organizations include Western Maine Art Group, Celebration Barn Theater, Mahoosuc Arts Council, the Leura Hill Eastman Performing Arts Center at Fryeburg Academy, the Ossipee Valley Bluegrass Festival, Brick Church for the Performing Arts, Stone Mountain Center for the Arts, Denmark Arts Center, Elements Gallery, Harvest Gold Gallery, Frost Farm Gallery, Painted Mermaid Gallery, and the Maine Mineral and Gem Museum which will open in the Fall of 2013.

Timeline: The passport will be heavily promoted from January through early June 2013 and may be used throughout the calendar year.

Funds requested from MLMTC will be used to develop and host a webpage for the Western Maine Passport to the Arts with a PayPal button. They anticipate expanding the webpage to a multi-page website in subsequent years. MLMTC funds will also be used to design a Facebook page that complements the website and includes a PayPal button on it, design and print the passport booklet and a rack card. A high quality passport booklet will be designed and printed with a page for each participating venue, arts organization and business plus advertisements which will help cover the cost of developing and printing the booklet, rack cards, and ensure that the webpage is device friendly. The booklet, webpage, Facebook page and rack card will include an acknowledgement that the passport is partially funded through the MTMPP program.

Tracking: Each participating performance venue, arts organization and business will track stamped passports. Participating businesses will also be asked to link their website to the Western Maine Passport to the Arts website and Facebook page. Google Analytics will be used to track traffic to the Passport website.

Target Market: Their target market are people who are educated, 45 years-old and older with discretionary income from Lewiston/Auburn, North Conway, and Portland. They are also owners of second homes in the area and out-of-state tourists visiting the region.

Rationale: The goal of the Western Maine Passport to the Arts is to promote arts and cultural tourism in Oxford County as part of the Western Maine brand and increase attendance at performing arts venues and sales by arts organizations. They also want to improve visitors' ratings of and experience at dining and lodging options in Western Maine by offering the Passport to the Arts at high quality restaurants and inns/B&Bs in Oxford County.

Partners: Members of the Western Maine Arts Task Force (Celebration Barn, Deertrees, Western Maine Cultural Alliance, Mahoosuc Arts Council, Skye Theatre, Western Maine Economic Development Council, Western Maine Art Group)

Budget Description: Expenses

- Passport webpage and design/layout with Paypal = \$1,500
- Facebook design/layout with Paypal = \$500
- Passport booklet design and printing (500 18 page booklets) = \$5,000
- Rack card design and printing (5,000) = \$1,000

TOTAL = \$8,000

Income

- MTMP Grant Award = \$5,000
- Sponsorships/Advertisements = \$2,250
- Cash match = \$750

TOTAL = \$8,000

In-Kind Match: \$7,000

The staff of arts organizations and performance venues that are overseeing the development of the passport are contributing their time to this project. Members of the Western Maine Arts Task Force (Celebration Barn, Deertrees, Western Maine Cultural Alliance, Mahoosuc Arts Council, Skye Theatre, Western Maine Economic Development Council, Western Maine Art Group) have been working on this project for a year and will continue volunteering their time going forward.

MTMPP Award: \$5,000.00

Cash Match: \$750.00

In-Kind Match: \$7,000.00

Project 8: Franklin County Arts Promotion

Project Type: Special Projects

Description: This project is a collaborative promotion effort to increase visibility of the Kingfield POPS and other arts and cultural events in northern western Maine, to draw greater numbers of visitors to the area, and to encourage visitors to stay longer and explore the region.

Element 7: Franklin County Arts & Cultural Promotion

Project: Franklin County Arts Promotion

Element Description: The goal of this cooperative effort is to increase visibility of the Kingfield POPS and other arts and cultural events in western Maine, to draw greater numbers of visitors to the area, and to encourage visitors to stay longer and explore the region.

1. Selected paid advertising (2012 & 2013) 2. Public relations: Media familiarization tour 2013.

Timeline: June 2012 to June 2013

Tracking: In 2011 the Kingfield POPS implemented a system to conduct a post-concert follow-up survey with their audience members. They plan to continue this each year and track data over time. Among other things, they ask questions about how people heard about the event, what influenced their decision to come, and what resources (shops, restaurants, hotels, activities) they accessed during their stay. The POPS will adjust their questions to include questions about outlets carrying paid advertising and/or major media articles/features. They will carefully monitor the results of these surveys and will share the results with their partners in the region.

They will also consult with their regional partners to obtain their feedback. If they have formal systems to collect data, they will invite them to share with them.

Target Market: Southern Maine, Bangor and coastal areas, New England

Rationale: The Kingfield POPS and their cultural counterparts would like to increase awareness of what they are calling "the other Maine" – i.e., this part of western Maine remains largely undiscovered and is home not only to a stunningly beautiful landscape and the vast array of outdoor experiences that go along with that, but also to a wealth of music, arts and cultural riches.

Increasing awareness of the region's cultural resources among travelers would enhance the region's economic development efforts, provide new audiences for Maine artists and performers, and bring new artists and performers to Maine audiences.

Budget Description: MTMPP Award:\$5,000
•A quarter-page ad in Exploring Maine magazine's Summer Guide-Cost:\$1,000
Exploring Maine is published four times a year in the Maine Sunday Telegram, Portland Press Herald, Kennebec Journal, Waterville Morning Sentinel, and is available in more than 375 additional locations in hotels, restaurants, tourism centers, etc. With distribution in excess of 250,000 copies, Exploring Maine reaches more than 75% of newspaper readers in Maine.

•A ¼-page ad and/or banners on two Thursdays in June in GO Magazine-Cost:\$700
GO is a comprehensive guide to Maine entertainment published every Thursday in The Portland Press Herald.

•For advertising opportunities in 2013, they would like to create partnerships with other organizations to purchase co-op advertising space in "Maine Invites You" and on the Maine Tourism Association's Visitor's Map. Cost:\$2,000

•Media familiarization tour 2013-Cost:\$1,300

Cash Match:\$700(from POPS' operating budget)

In-Kind Match:\$2,500

MTMPP Award: \$5,000.00

Cash Match: \$700.00

In-Kind Match: \$2,500.00

Project 9: Maine Sports Commission

Project Type: Special Projects

Description: The Maine Sports Commission is an industry-led statewide initiative that would be responsible for the attraction of events to Maine and provide technical assistance for hosting organizations.

Element 8: Maine Sports Commission

Project: Maine Sports Commission

Element Description: The state has created a new commission to strengthen efforts to attract national and regional sporting events, with hopes of increasing Maine's share of the \$7 billion industry.

Timeline: To be provided by the Board of the Maine Sports Commission.

Tracking: To be provided by the Board of the Maine Sports Commission.

Target Market: To be provided by the Board of the Maine Sports Commission.

Rationale: To be provided by the Board of the Maine Sports Commission.

Budget Description: To be provided by the Board of the Maine Sports Commission.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$3,750.00

Project 10: Maine Innkeepers Guidebook

Project Type: Paid Advertising: Print, Broadcast, Online

Description: The goal of this project element is for Maine's Lakes & Mountains Region to have a presence in the Maine Innkeepers annual guide.

Element 9: Maine Innkeepers Guidebook

Project: Maine Innkeepers Guidebook

Element Description: The Council will run a 1/4 page color ad in the Maine Innkeepers annual guide.

Timeline: The guidebook goes to print in February.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track traffic to our site.

At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: The audience for this publication are those people requesting information on lodging accommodations in Maine.

Rationale: The Council thinks it is important to support industry associations' publications and our region would like to have a more notable presence in this guidebook.

Media Type: Lodging brochure

Co-op Opportunity: NA

Budget Description: \$550 for ad
\$ 75 ad design
\$100 for associate membership

MTMPP Award: \$725.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Maine Campground Owners Association Guidebook

Project Type: Paid Advertising: Print, Broadcast, Online
Description: Ad placement in state camping guidebook.

Element 10: Maine Campground Owners Association Guidebook

Project: Maine Campground Owners Association Guidebook

Element Description: The goal of this project element is to have a presence in the state's official camping guide.

Timeline: Distribution of this guide will begin in December 2013.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track traffic to our site.

At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: Over 180,000 of the camping guides will be distributed to those potential travelers interested in camping in Maine. The books will be distributed at RV and camping shows, AAA offices, RV dealers, Highway Information Centers, Chambers of Commercies, member campgrounds and at the official Maine information centers. An additional 70,000 guidebooks are digitally downloaded.

Rationale: Per the Davidson-Peterson 2008 research, outdoor recreation was a key activity for the Lakes & Mountains Region. One-third of leisure overnight visitors and nearly half of leisure day visitors to the Lakes & Mountains reported that outdoor recreation was the primary purpose of their visit to Maine. In addition, the Maine Campground Owners Association is a valuable industry partner and distributes our regional guidebooks at key camping and RV shows.

Media Type: Guidebook

Co-op Opportunity: NA

Budget Description: \$2,100 for 1/3 page ad in guidebook
\$ 125 for ad design
\$2,225 Total

MTMPP Award: \$2,225.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: Comcast Spotlight

Project Type: Paid Advertising: Print, Broadcast, Online
Description: Online advertising with Comcast Spotlight.

Element 11: Comcast Spotlight

Project: Comcast Spotlight

Element Description: Comcast.net is the consumer portal for Comcast's more than 16 million High-Speed Internet subscribers. The site serves as the gateway through which subscribers can log into their email accounts, read the latest news, view streaming video on The Fan, access member services, search the Internet and much more. There are approximately 1,124,419 households subscribers to Comcast.net in the Boston DMA.

Timeline: Maine's Lakes & Mountains would run a three month campaign - months yet to be determined due to pending grant status.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track traffic to our site.

At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the

promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: Boston DMA

Rationale: DMA Frequency

- * Over 21 average visits per visitor per month
- * Average minutes per visitor is 7.02 minutes
- * 97,000,000 average total pages viewed per month

Quality

- * Uncluttered ad environment – above the fold placement
- * Educated & affluent, broadband users do more online

Results

- * Guaranteed impressions
- * Comcast advertisers generally report higher than average CTRs

Comcast users go on vacation:

- * 1 in 2 Comcast.net users took at least 1 personal vacation trip last year! *15% more likely than the avg.

Adult 18+!

- * 16% took two trips
- * 9% took three-four trips

Comcast users spend time online:

- * 51% spend OVER 10 hours/week online!
- * 40% used the Internet to search for Travel Reservations

Media Type: Online advertising

Co-op Opportunity: NA

Budget Description: \$13,500 for 300x250 ad space for 3 months online at Comcast.net

\$ 6,300 In-kind - Weather Channel branding commercials - see attached document

\$19,800 Total

MTMPP Award: \$13,500.00

Cash Match: \$0.00

In-Kind Match: \$6,300.00

Project 13: Taste of Maine Media Marketplace

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

Description: Public relations event targeting key travel media in the New York market.

Element 12: Taste of Maine Media Marketplace

Project: Taste of Maine Media Marketplace

Element Description: This event is coordinated by the Maine Office of Tourism and is designed to secure significant, compelling visibility for Maine as a welcoming tourist destination among 60-80 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

Timeline: Spring 2013

Tracking: The effectiveness can be tracked by the number of media people who visit with us at the event. We will also attempt to track the number of articles written by following up with the people who stop by our booth.

Target Market: The target audience for this event is 60-80 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

Rationale: Our Council has chosen to include the Media Marketplace in this year's grant application based on our past experience at the event. The opportunity to pitch story ideas to this caliber of audience is very valuable.

Budget Description: \$500 participation fee
\$200 estimated flight
\$250 estimated hotel
\$ 75 meals
\$100 misc. - cabs, tips, etc.

Total Cost = \$1,125

MTMPP Award: \$1,125.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 14: Financial Oversight

Project Type: Administrative Costs

Description: Financial Oversight

Element 13: AVCOG Financial Oversight

Project: Financial Oversight

Element Description: Financial services provided by the Androscoggin Valley Council of Governments (AVCOG) to the Maine's Lakes and Mountains Tourism Council.

Timeline: These tasks will be completed by July 2013.

Tracking: This element is tracked in the following ways:

1. Monthly financial reports produced by AVCOG for the Council
2. Monthly processing of all invoices and checks for the Council
3. Providing copies of all checks, invoices and phone bills for grant documentation
4. Annual completion of the Council's 990-EZ tax form
5. Annual review of MLMTC's financials as part of AVCOG's certified annual financial report.

Target Market: NA

Rationale: AVCOG does not charge for these services, enabling more money to be allocated to marketing related program elements.

Budget Description: It is estimated that AVCOG's Finance Director and Finance Assistant spend approximately 1 hour each per month on grant related activities.

Finance Director's billable rate = \$97 per hour x 12 hours = \$1,164

Finance Assistant's billable rate = \$47 per hour x 12 hours = \$564

MTMPP Award: \$0.00

Cash Match: \$1,728.00

In-Kind Match: \$0.00

Project 15: Phone & Mail Fulfillment and Brochure Distribution

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

Description: Phone and Mail Fulfillment & Brochure Distribution

Element 14: Phone & Mail Fulfillment and Brochure Distribution

Project: Phone & Mail Fulfillment and Brochure Distribution

Element Description: The goal of this project element is to quickly and professionally respond to all visitor inquiries generated by the Council's marketing efforts.

Timeline: The MLMTC has a memorandum of agreement with the Androscoggin Valley Council of Governments to provide fulfillment services. Tourism inquiries are directed to AVCOG via a 1-800 number and mail and email addresses. AVCOG staff answers the phone Monday through Friday from 7:30 a.m. to 5:00 p.m.

When the office is closed, all calls are captured by an answering machine and promptly responded to the next business day.

Tracking: The number of calls, emails and visitors to our website are tracked on a monthly basis and incorporated into a report for the Council to review and to meet the MTMPP grant requirements.

Target Market: NA

Rationale: Fulfillment is a vital component to any marketing program. For this reason, the MLMTC has various systems in place for the visitor to contact them. It is also important for the Council to track the effectiveness of our marketing efforts. The data captured by our fulfillment efforts allows us to track which outlets are generating inquiries and ultimately what the cost per inquiry is for each project element.

Partners: As stated above, the MLMTC partners with AVCOG to handle their fulfillment needs. MLMTC is also a member of the Maine Tourism Association and pays to distribute brochures at the six Official State Information Centers.

Budget Description: \$732 - 1-800 phone costs paid by AVCOG = \$61 per month for 12 months = \$732

\$2,600 - Mail costs estimate based on fulfillment and shipping costs from previous years.

\$315 - MTA annual dues and distribution fees

\$3,647 Total Cost

MTMPP Award: \$0.00

Cash Match: \$3,647.00

In-Kind Match: \$0.00

Project 16: Trade Shows

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

Description: MLMTC trade show participation

Element 15: Trade Shows

Project: Trade Shows

Element Description: In light of the recent changes to the Maine Pavilion approach, MLMTC will have their own booth at the AAA Travel Show in Foxborough, MA, which was a good show for them last year. The Council will also continue their relationship with the New England Tourism Center (NETC). Manny Witt and his associates at NETC do a great job of helping the Council target the Canadian market.

Timeline: This project element will be complete by June 2013.

Tracking: For the AAA show, MLMTC will track the number of brochures distributed and gauge consumer interest via the activity at the booth.

Target Market: MLMTC is focusing on the Boston drive market and their Canadian neighbors.

Rationale: Participating in consumer travels shows affords the region the opportunity to communicate directly with consumers in their target markets.

Partners: NA

Budget Description: COSTS FOR AAA TRAVEL SHOW

\$1,940.00 Booth

\$1,400.00 Drayage - to receive and deliver brochures to booth - union costs
\$ 700.00 Shipping costs to get brochures to the show
\$1,100.00 Travel expenses for two staff people-lodging, mileage, tolls, food
\$500.00 Plastic bags w/logo to handout to attendees with all the region's brochures

\$5,640.00 Total

COST FOR NEW ENGLAND TOURISM CENTER

\$250.00 for brochure distribution at 5 travel shows.
\$200.00 Ad on DVD for New England Road Show
\$ 50.00 Link to NETC site
\$300.00 Postage account to send MLMTC brochure to Canadian AAA offices upon request

\$800.00 Total

Total Cost of AAA Show and NETC Programs = \$6,440.00
Extra \$560 set aside to cover shipping costs to MOT shows and other shows as needed.

\$7,000 MTMPP Award

\$2,240 In-Kind (2 people *32 hours * \$35 per hour) for AAA Show

MTMPP Award: \$7,000.00

Cash Match: \$0.00

In-Kind Match: \$2,240.00

Project 17: East Coast Traveller Magazine

Project Type: Paid Advertising: Print, Broadcast, Online

Description: MLMTC advertisement in the New England Tourism Centers' annual travel publication.

Element 16: East Coast Traveller Magazine

Project: East Coast Traveller Magazine

Element Description: East Coast Traveller is a free, bilingual travel magazine that was created to meet the demand for a comprehensive travel guide of the Eastern USA region.

Timeline: The 2013 edition of this publication will be out in February or March of 2013.

Tracking: Inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We are also using Google Analytics to track traffic to our site.

At the end of the campaign, MLMTC will conduct a survey to determine revenues generated from the promotion. On a monthly basis, MLMTC will also track the number of users and email requests to the site and will include this information in an overall tracking report for the grant.

Target Market: Canada

50,000 copies of the guidebook will be distributed as follows at selected:

* Consumer travel shows and events in Canada and the United States

* Trade shows in Canada and the USA

* Travel agencies in Canada and the USA

* Targeted CAA and AAA offices

* Pharmacies

* Retail stores and supermarkets

* Restaurants

* Cross border travel information centers

Rationale: The Council has been distributing their guidebook at trade shows through the New England Tourism Center for many years. We believe Manny Witt has a good handle on the interests and needs of the

travel show attendees and think participating in the comprehensive regional guide helps us to reach our market.

Media Type: Travel publication
Co-op Opportunity: NA
Budget Description: \$600 for a 1/3 page advertisement
MTMPP Award: \$600.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 18: Maine Lakes & Mountains Tourism Council's Inkind Match

Project Type: Administrative Costs
Description: MLMTC Member's Volunteer Time

Element 17: Maine Lakes & Mountains Tourism Council's Inkind Match

Project: Maine Lakes & Mountains Tourism Council's Inkind Match

Element Description: This element documents the inkind match provided by MLMTC's board members for their attendance at our regularly scheduled bi-monthly meetings.

Timeline: The Council meets six times per year on the fourth Tuesday of the month from 10 a.m. to 12 a.m. Their meeting schedule for FY2013 is as follows:

July 24
September 25
November 27
January 22
March 26

Tracking: Meeting minutes

Target Market: NA

Rationale: The Maine's Lakes and Mountains Tourism Council is comprised of ten chambers of commerce throughout the western Maine region. The chamber directors and/or their staff take time away from their chamber to participate in the regional marketing meetings, where they discuss, review and analyze MLMTC's marketing strategy for the region. Additionally, these meetings afford them the opportunity to stay connected and to be aware of what is going on across the region.

Budget Description: In-kind value

6 meetings x 5 participants on average x 2 hours* x \$35 per hour = \$2,100

Total Cost = \$2,100

*Our meetings are now done via conference call, so the drive time has been eliminated.

MTMPP Award: \$0.00
Cash Match: \$0.00
In-Kind Match: \$2,100.00

Project 19: MLTMC Blog

Project Type: Website Development: Design, Upgrades, Mobilization

Description: This project is in support of MLMTC's blog.

Element 18: MLMTC Blog

Project: MLTMC Blog

Element Description: Now that the Council has been posting on their blog for the past six months, they have concluded that posting one time per week is sufficient for sharing information about the region.

The Council will employ a similar approach to what they did with flyte, in that they will create a list of topics and create an overall blog plan for the year.

Timeline: July 2012-June 2013

Tracking: The Council will track this project element by monitoring the number of blog posts written and posted. It is the Council's intent to post one blog per week.

Target Market: All Internet users participating in social media websites.

Rationale: The creation of a blog was suggested by flyte new media in the social media strategy they created for the Council in FY2011. Last year, the Council worked with flyte and Portland Webworks to launch MLMTC's blog.

Flyte feels strongly that there may be no more versatile, powerful tool in your marketing toolbox than your blog. Blogs improve both your search engine ranking and social media visibility. As you engage with prospective visitors in the other social media platforms (Twitter, Facebook, etc.), you should encourage them to visit your blog for more in depth engagement. For this reason, we have included this project in our overall plan.

Budget Description: \$5,200 - to create 52 blog posts - MLMTC estimates paying writers \$100 per blog post.

Based on flyte new media's feedback regarding what it took them create the 24 blogs they created for the Council last year, we are going take a different approach.

The Council will create a community of writers, preferably within the region, to write our blog posts.

MTMPP Award: \$5,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 20: Contingency Account

Project Type: Paid Advertising: Print, Broadcast, Online

Description: The purpose of this project element is give the Council the opportunity to participate in unplanned for marketing opportunities, implement additional features on their website, or to modify their approach for MLMTC's blog.

Element 19: Contingency Account

Project: Contingency Account

Element Description: This element creates a contingency account for the Council, providing them with the resources needed to take advantage of unplanned for marketing opportunities.

Timeline: Monies will be expended by June 2013.

Tracking: Depending on how the money is used will determine how we track the effectiveness of the project.

If the money is used for an advertising opportunity, the inquiries will be directed to the MLMTC's 1-800 line and website. Each person who inquires will be asked how he or she found us. We also use Google Analytics to track inquiries to our site.

If the money is used to add features to our website, the effectiveness will be determined by what is

accomplished and how it is implemented.

If resources are used for the blog, the number of additional blog posts written and/or the fee charged per post will be documented. Along with activity on the blog.

Target Market:	NA
Rationale:	There have been many occasions in the past when a marketing opportunity has presented itself and our Council was not able to participate because all our resources were already allocated. It would be helpful to have money set aside to take advantage of these situations. The Council would seek prior approval from the Maine Office of Tourism before committing to any additional projects with MTMPP money.
Media Type:	NA
Co-op Opportunity:	NA
Budget Description:	\$4,480
MTMPP Award:	\$4,480.00
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		
Yankee Magazine			
Yankee Magazine	\$4,400.00	\$0.00	\$3,000.00
Maine Invites You			
Maine Invites You	\$3,545.00	\$0.00	\$0.00
Regional Co-op Program			
Regional Co-op Program	\$8,200.00	\$0.00	\$0.00
Maine Trail Finder Initiative			
Maine Trail Finder Initiative - Androscoggin County	\$5,000.00	\$4,000.00	\$7,500.00
The Story of Flagstaff Lake			
The Story of Flagstaff Lake	\$4,000.00	\$900.00	\$1,100.00
Western Maine Passport to the Arts			
Western Maine Passport to the Arts	\$5,000.00	\$750.00	\$7,000.00
Franklin County Arts Promotion			
Franklin County Arts & Cultural Promotion	\$5,000.00	\$700.00	\$2,500.00
Maine Sports Commission			
Maine Sports Commission	\$10,000.00	\$0.00	\$3,750.00
Maine Innkeepers Guidebook			
Maine Innkeepers Guidebook	\$725.00	\$0.00	\$0.00
Maine Campground Owners Association Guidebook			
Maine Campground Owners Association Guidebook	\$2,225.00	\$0.00	\$0.00
Comcast Spotlight			
Comcast Spotlight	\$13,500.00	\$0.00	\$6,300.00
Taste of Maine Media Marketplace			
Taste of Maine Media Marketplace	\$1,125.00	\$0.00	\$0.00
Financial Oversight			

Maine Tourism Marketing Partnership Program



AVCOG Financial Oversight	\$0.00	\$1,728.00	\$0.00
Phone & Mail Fulfillment and Brochure Distribution			
Phone & Mail Fulfillment and Brochure Distribution	\$0.00	\$3,647.00	\$0.00
Trade Shows			
Trade Shows	\$7,000.00	\$0.00	\$2,240.00
East Coast Traveller Magazine			
East Coast Traveller Magazine	\$600.00	\$0.00	\$0.00
Maine Lakes & Mountains Tourism Council's Inkind Match			
Maine Lakes & Mountains Tourism Council's Inkind Match	\$0.00	\$0.00	\$2,100.00
MLTMC Blog			
MLMTC Blog	\$5,200.00	\$0.00	\$0.00
Contingency Account			
Contingency Account	\$4,480.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$100,000.00
Administrative Costs:	\$20,000.00
Cash Match:	\$11,725.00
In-Kind Match:	\$35,490.00
Total Match:	\$47,215.00
Total Proposed Budget:	\$147,215.00