

Profile

Applicant: Regional Application
Grant Manager: Celeste Cote
Name of Organization: The Maine Highlands
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Date of Incorporation: December 19th, 2002
EIN: 42-1568342

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

The top three highlights from the previous fiscal year for The Maine Highlands were:

1. The launch of our new website. We worked with Portland Webworks to build the site that integrates via the TechShare program with the Maine Office of Tourism's website. Our new site has some great features that weren't available on our old site, such as a guests' ability to download an electronic version of our regional guide, an event calendar, and more search capabilities. Beyond the technical aspects of the new site, it is more intuitively designed and aesthetically pleasing. We've also added a lot more content, more photographs, and now include video.
2. The increase of photo assets. With the goal of increasing our pool of photographic images for use across all marketing genres, we created a detailed Request for Submission. It was sent out to our members with the request to distribute. It was also sent to the Eastern Maine Camera Club, to the UMaine art and new media departments, and to Husson University. We have received submissions from around the region that will be used on everything from our website to our brochures to our print ads.
3. The design and creation of a new regional map. Working with a cartographer from AMC, we have determined the criteria for items presented on our two county map. Being such a large area, decisions had to be made with regards to the map's layout format. We have established a color scheme, folding pattern, and topographical representation that will result in a regional map that will be used for many years to come.

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.

Three primary goals for the next year for The Maine Highlands are:

1. With the development and launch of our new website last year, we want to increase awareness of its existence by doing a lot more advertising than in past years. We have decided on a combination of print and online media, with the addition of selected radio ads. The Maine Highlands region has a lot to offer some niche markets like backpackers, hikers, hunters, fishermen, and ATV enthusiasts. To reach this market, we plan to invest in website banner ads and other online ad opportunities in publications that target these markets. Not to lose sight of the general traveling population, we will take advantage of opportunities to advertise at discounted rates in publications such as Reader's Digest. We also plan to develop video segments that can be used on our website, on YouTube, and in any commercial opportunities that would be appropriate for this type of promotion.
2. Another focus in this year's grant cycle will be a new one for The Maine Highlands but one that has been successful in other regions. For the first time we are planning on offering subgrants to our member Chambers and CVB to support efforts for tourism related marketing projects. Preliminary discussion about this project within the area has provided very positive feedback. We intend to offer \$2400.00 to each of our 6 subregions and \$2000.00 to each of our 2 counties.
3. Over the course of the past year, we have had opportunities presented to us to advertise in publications as substantially discounted rates due to the fact that the closing date for the ad space was fast approaching and these were last minute deals. In order to be able to take advantage of these opportunities, we want to have a series of print ads designed in various standard ad sizes that would be ready in short notice to send to a publisher.

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

With the tools created by last year's projects, an image library and a regional map, combined with renewed funding will enable us to move forward and create a cohesive advertising campaign that would work across a variety of marketing platforms. Our "big

picture” goal is to increase awareness of The Maine Highlands as an exciting travel destination in the state. To that end we feel that our website is a powerful tool that without the awareness of the general traveling public will be underutilized. Therefore, our marketing efforts for this year will focus on increasing the public awareness of our website, and subsequently the region, which would then trigger requests for information, returning visitors to both the website and the region, longer stays as regional assets are discovered, and more tourism dollars being spent in The Maine Highlands and throughout the state of Maine.

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

As one of the Maine Office of Tourism’s eight tourism regions in Maine, The Maine Highlands looks to the MOT to set the bar for tourism marketing in the state. As we continue to participate in the marketing activities of the MOT, the stronger the region’s brand becomes as it is supported by the credibility of the MOT. A stronger brand regionally can only reflect positively on the Office of Tourism and result in an elevated visibility for the state’s tourism on the whole. Each region has considerable assets to offer the visitor. We believe that by highlighting our region’s assets, we can do our part in keeping visitors in the state for longer periods of time, whether in our region or in another.

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

The Maine Highlands Corporation has received 501 (c) (6) status. At this time, Eastern Maine Development Corporation will serve as grant applicant, recipient and will oversee the grant financial well being. At the direction of The Maine Highlands Board of Directors, EMDC will administer and implement the program as outlined in the grant application. TMH staff (part time regional grant manager) will be responsible for the completion of programs, according to the MTMPP guideline structure. An accounting review has been budgeted as required by MTMPP guidelines, all monitoring and reporting requirements will be met.

Primary Analysis

Research

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

Yes

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

The region is planning on conducting research on the name “The Maine Highlands”. This project is a necessity for our region. Many of the sub-regional members are unhappy with the name of the organization. Co-branding of “Bangor Katahdin Moosehead Lake” was added two years ago, but the board of directors would like to do additional research, including focus groups and other market analysis. Once this research has been completed, a strategic plan and branding plan will be created.

Public Relations

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

Company: The Maine Highlands – Regional Grant Manager; Celeste Cota

Address: Eastern Maine Development Corporation
40 Harlow St
Bangor, ME 04401

Phone: (207) 974-3209

Email Address: celeste@themainehighlands.com

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

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

Reid Bramblett - travel blogger – ReidsGuides.com
Ann & Alex Augunas – travel writers
Beth D’Addonon – travel writer
Philipa Chaplin – writer for Philadelphia Inquirer
Lynn Helm – Helm Editorial Services
Enid Bluestone – NBC Miami
Thomas Swick – travel writer & editor
Len Kaufman – travel photographer
Lori Jacoby – publisher; City & Shore magazine
Fernando Harb – Greater Fort Lauderdale CVB
Charles Greenfield – travel writer
Please contact The Maine Highlands grant manager for more information.

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

Anything Canadian (Atlantic Provinces, Quebec & Ontario), outdoor recreation, group tour markets, adventure travel, historical & cultural markets, aviation, meetings & conventions, nature conservancy groups, motorcoach organizations, motorcycling markets.

Co-Op Efforts

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

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

Please describe in further detail your co-op efforts:

Internally the region makes cooperative marketing available to all members of The Maine Highlands. This comes in the form of brochure distribution at trade shows and through visitor inquiries, Bangor International Airport, all visitor’s centers within the region, target publications/online advertisements, and within Maine Invites You. A new addition this year will be the offering of subgrants to the regions to marketing use.

Externally, we partner with other organizations such as Bangor International Airport and Downeast Acadia Regional Tourism and The Maine Beaches for media events, trade shows, and other marketing opportunities.

Statewide, we participate in the cooperative marketing effort, the Sports Commission, for this year’s special project. In the past we have also been involved in the Maine Travel Pavilion and will continue to attend trade shows with the MOT as they are defined.

Website Development & Maintenance

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

URL: www.themainehighlands.com

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

Through the content and images on our site, we hope to provide the potential visitor with a feeling for inland Maine. We selected earthy tones and wood grain finish when available. Beyond the look and feel of the site is the functionality of it. The home page provides the visitor with a slide show of images and options for searching for information—by type of information or by region. Our navigation bar begins with the regions and moves into information topics such as “Lodging” and Things to Do. On the homepage is a listing of upcoming events. This is tied in through the Techshare option we purchased to the VisitMaine.com site and lists events in our region chronologically. Also through Techshare, we provide information on Specials & Packages. This new site has so much more to offer than the previous website. Many more pages, better navigation, more functions, and a great look and easy feel to it. We’ve added a new option of requesting a visitor packet or download a digital copy of the visitors guide.

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

Given that our site is new, the next one or two years will be years we use to create better content on the site and make use of the

photographic assets we collect. We plan to include a schedule of maintenance and updating as needed. We've included a sticky footer that stays on the active screen for visitors to post to Facebook or Twitter directly from our site. By adding the direct links for guests to post to Facebook or Twitter, we've increased our ability to have a more interactive relationship with our visitors therefore increasing our social media presence. The addition of a blog to the site will create a dialogue that we hope will provide us with some direct feedback from our site's visitors. We plan to have guest writers and a regular series of posting. Each post will be announced on Facebook & Twitter via Hootsuite, which also is used to promote the regions events and link back to 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:

When visitors request information through the website, the grant manager receives an email, puts together a package of information that includes the regional guide for The Maine Highlands, the visitors guides from each of the chambers/CVB, and a Maine map. If the visitor has noted a special interest, more information is included, such as the Birding Trail brochure or Maine Performs. The visitor's data is automatically collected in a .csv file and can be exported when needed. We have the ability to convert that file into an excel spreadsheet which we can then use to create mailing labels for traditional direct mail marketing or use the email addresses to send out a newsletter or informative email blast.

Information requests that come through by phone are logged and manually added to this database after export. All of the information is reviewed periodically for trends and patterns within demographics and interests.

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: Professional Photography

Project Type: Asset Development: Professional Photography, Video

Description: The Maine Highlands has been working to grow our photography assets. Last year's request for submission brought in a considerable number of entries. We hope to fill in specific gaps in topics that might have been missed.

Element 1: Professional Photography

Project: Professional Photography

Element Description: The Maine Highlands has been building a collection of photographic assets to be used across all marketing platforms. This project would supplement the existing digital library and secure images representing the region.

Timeline: The timeline for our next round of submission entries would be scheduled to begin in October/November which selections made and photographers compensated by February 2013.

Tracking: Assets acquired with the budget element will have a direct impact on our marketing across all platforms.

As the web becomes increasingly visually dependent, our use of new imagery will keep our website fresh and interesting. Our print ads will have more impact. We expect that both the website and our print advertising will garner increased response by using updated and new photography.

Target Market: Consumer

Rationale: Though we had many excellent entries in last year's request, we plan to use this funding to put out a request for more specific subject matter, either more specialized or more technical, and acquire the types of images that were not readily submitted in last year's project.

Image Categories: At this time, the final evaluations are being made on the 11/12 request for submissions. As that is completed, we will determine areas to specifically request with this year's project.

Budget Description: This project's budget will include cost of time necessary to rewrite the request for submission, the distribution of the request, the response, file management, and coordination of the selection committee and the payout to photographers.

MTMPP Award: \$4,800.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Project 3: Subgrants

Project Type: Special Projects

Description: In an effort to encourage tourism related marketing by our member chambers and CVB and our two county municipalities, The Maine Highlands would like to offer sub-grants. This project has been successful in other regions. Many of our members find it difficult to fund tourism related projects due to conflicts within their own memberships and budget constraints they face. This project would allow for targeted tourism projects that would enhance the region as a whole.

Element 2: Regional Sub-Grant

Project: Subgrants

Element Description: The Maine Highlands would like to offer to our six sub-regions, a sub-grant in the amount of \$2400.00 available to each chamber of commerce or CVB for the expressed purpose of supporting local tourism promotion.

Timeline: Grant applications will be reviewed by the board at the start of the grant cycle and funds will be distributed upon approval shortly thereafter. Follow up reporting from the members will be required by the end of the grant cycle.

Tracking: The member Chambers and CVB have shown great enthusiasm for this project. We feel that they will make excellent use of the funding to upgrade their websites, create marketing collateral, or to support the promotion of their events. We will track the effectiveness of this project through the reporting of the members and by increased activity on The Maine Highlands website in response to the sub region's marketing effort.

Target Market: The first tier market for this project is our member chambers and CVB. The ultimate market is the consumer looking for information about the sub region and The Maine Highlands.

Rationale: Other regions have had much success with this type of project and we've patterned our application process after those. We believe that the funding level is just enough to aid the chambers and CVB in one promotional project. Our application guidelines follow that of the Maine Office of Tourism in its classification of eligible projects. The Maine Highlands seeks to assist our often struggling sub regions which will ultimately promote the entire region.

Budget Description: The budget for this project is for the sub grant awards to be distributed to six sub regions upon application acceptance and project approval.

MTMPP Award: \$14,400.00

Cash Match: \$3,600.00

In-Kind Match: \$3,600.00

Element 3: County Subgrant

Project: Subgrants

Element Description: The Maine Highlands would like to offer to our two counties, a sub-grant in the amount of \$2000.00 available to each county for the expressed purpose of supporting local tourism promotion.

Timeline: Grant applications will be reviewed by the board at the start of the grant cycle and funds will be distributed upon approval shortly thereafter. Follow up reporting from the members will be required by the end of the grant cycle.

Tracking: We feel that the counties can make excellent use of the funding to upgrade their websites, create marketing collateral, or to support the promotion of their events. We will track the effectiveness of this project through the reporting of the members and by increased activity on The Maine Highlands website in response to the sub region's marketing effort.

Target Market: The first tier market for this project is the participating county representatives. The ultimate market is the consumer looking for information about the county and The Maine Highlands.

Rationale: Other regions have had much success with this type of project and we've patterned our application process after those. We believe that the funding level is just enough to aid the counties in one promotional project. Our application guidelines follow that of the Maine Office of Tourism in its classification of eligible projects. The Maine Highlands seeks to assist our often struggling counties which will ultimately promote the entire region.

Budget Description: The budget for this project is for the sub grant awards to be distributed to two county representatives upon application acceptance and project approval.

MTMPP Award: \$4,000.00

Cash Match: \$1,000.00

In-Kind Match: \$1,000.00

Project 4: Sports Commission

Project Type: Special Projects

Description: The Maine Highlands will participate with the Maine Office of Tourism in a collaborative effort with six of the seven other regions to support a Sports Commission to examine trends and opportunities and encourage Maine as a location for sports events, both traditional and alternative.

Element 4: Sports Commission

Project: Sports Commission

Element Description: The Maine Highlands will participate with the Maine Office of Tourism in a collaborative effort with six of the seven other regions to support a Sports Commission to examine trends and opportunities and encourage Maine as a location for sports events, both traditional and alternative.

Timeline: This is the 2nd in a three year commitment to this project. Segments of the project 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: The target market for this project is the sporting commissioners, sporting event planners, group tour directors, and sports directors who have an interest in an alternate location for their event. Additional target specifics to be provided by the board of the Maine Sports Commission.

Rationale: Partnering with the MOT and other regions in the creation of this commission will result in more events being brought to Maine and to The Maine Highlands.

Budget Description: Money that is set aside for this project will go to the Maine State Sports Commission for expenses incurred in research, advertising, and operating expenses. Full accounting to be provided by the board of the Maine Sports Commission.

MTMPP Award: \$10,000.00

Cash Match: \$10,000.00

In-Kind Match: \$0.00

Project 5: Fulfillment Leads

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

Description: Using qualified leads from TMH trade shows, MOT trade shows, the New England Tourism Center, print ad response, and information requests from our website and phone; follow up would be with consumers, travel agents, travel writers, and tour operators.

Element 5: Fulfillment Leads

Project: Fulfillment Leads

Element Description: In partnership with the trade shows that the Maine Office of Tourism and The Maine Highlands attends, this project would help foster and further the relationships formed on the show floor. Follow up would include any correspondence with travel agents, travel writers, tour operators and consumers and would include costs incurred with direct mailings, shipping of materials and basic costs incurred with maintaining those relationships.

Timeline: This element would run as needed throughout the grant cycle and conclude at its end.

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

Target Market: Consumers, travel agents, travel writers, and tour operators.

Rationale: Our goal is to increase the region's visibility by developing relationships with the travel industry and the media. Leads generated by these contacts can only help the tourism industry in Maine on the whole. Press coverage, relationships with tour operators and travel professionals will increase visitation to our region.

Partners: We will be using our own sources for leads, from our website, phone calls, as well as qualified leads from the MOT, the New England Tourism Center, and those generated by our marketing efforts in general.

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

MTMPP Award: \$1,100.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 6: Visitors Guide Supplements

Project: Fulfillment Leads

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

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

Tracking: Tracking will be done by monitoring our website traffic and analytics and through our visitor inquiries.

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

Rationale: The Maine Highlands will partner with our Chambers/CVB to help supplement their 2013 guidebook publication. This influx of cash will also help the sub-regions that are having a hard time producing this vital visitor resource for their area.

Partners: By supplementing the cost of the visitors guides, we become tourism partners to our member chambers and CVB.

Guides are distributed by the individual chambers and CVB, as well as by The Maine Highlands at

designated trade shows and packet mailing.

Budget Description: The budget for this project includes: creation of advertisement/editorial for sub-region guidebooks and payment to sub-regions.

MTMPP Award: \$12,000.00

Cash Match: \$30,000.00

In-Kind Match: \$9,000.00

Project 6: Advertising

Project Type: Paid Advertising: Print, Broadcast, Online

Description: Advertising our new robust website as the source for all information regarding The Maine Highlands will be a key focus this year. We plan to partner with the Maine Office of Tourism on an advertising package, to again take part in advertising in Maine Invites You, and also to advertise in publications, both print and online whenever the opportunities arise to secure discounted rates.

Element 7: Print ad design

Project: Advertising

Element Description: Often times advertising opportunities arise that we want to take advantage of. Publications that are financially out of range for us have space they want to fill as they near their deadlines so they sell whatever space they have leftover at severely discounted rates. The difficulty with this is that their deadlines are often extreme and we currently don't have ads designed to be able to quickly send artwork to the publications. Our goal with this project would be to have a series of ads created with a consistent look, feel, and message. We would have them created in a variety of standard advertising specifications. This would allow us to send the camera ready artwork to the publication, taking advantage of the discounts, without serious interruption to workflow.

Timeline: We would begin the design work at the beginning of the grant cycle. We want to have the ads created and stored for use throughout the year.

Tracking: We would track this project's effectiveness by the advertising we are able to secure with the ads created. In the past, we've been forced to turn down some great advertising opportunities due to the lack of predesigned ads and grant manager's time constraints.

Target Market: Ultimately the target market is the consumer who sees the ads and has an interest in visiting The Maine Highlands.

Rationale: Over the course of the year, many opportunities arise to advertise in publications at discounted rates. These publications regular ad rates are too expensive for The Maine Highlands to advertise in. These discounted rates are offered to fill space that would otherwise go unsold as the publication goes to print, known as remnant space. Because of the nature of these types of ads, at the last minute, the grant manager must immediately divert attention from other projects to coordinate the creation of the artwork needed. Our goal with this project is to have a series of ads designed that can easily be sent to these publications as the opportunities arise.

Media Type: Print and online advertising artwork would be created.

Co-op Opportunity: In the past, we have shared ad space with the Bangor International Airport and Downeast Acadia Regional Tourism. There is the possibility of partnering with them again on some of the ads we create.

Budget Description: The budget for this project includes the cost of a professional designer and the cost of time to facilitate the work's completion.

MTMPP Award: \$1,000.00

Cash Match: \$0.00

In-Kind Match: \$250.00

Element 8: Advertising

Project: Advertising

Element Description: The Maine Highlands proposes advertising in targeted print and online publications. We are also interested in the radio/online proposal package offered via MOT by BVK. This project's scope must be kept open due to the co-op or remnant space opportunities that may arise throughout the grant's cycle.

Timeline: All advertising would be placed by the end of the grant cycle.

Tracking: Print publications generally offer to collect leads through their response cards. They then forward a database of leads for us to use to send information. Online advertising would be gauged through either the click through or by general increases in activity on our website. We can track the unique leads that come in off the advertisements through website analytics and direct phone calls based on the call to action that we use within our marketing.

Target Market: Our target market with this project is anyone interested in traveling to the state of Maine and specifically The Maine Highlands region. Outdoor recreation and shopping have been proven to be some of the most popular reasons people visit the region. A main focus of this project would be placing strategic advertisement that hit these segments.

Rationale: Through advertisements we can educate potential visitors about the many different vacation options that The Maine Highlands has to offer. Increased visitation and increased length of stay are our main goals.

Media Type: Print, online and radio

Co-op Opportunity: The Maine Highlands is always open to co-op advertising opportunities with other regions, the state, or our sub-regions.

Budget Description: The project's budget covers the cost of placing ads, cost of creative time, and cost of coordinating the cooperative opportunities between entities.

MTMPP Award: \$12,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 9: Maine Invites You

Project: Advertising

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

Timeline: Focus on this project will begin after the grant has been approved. It has been proven that the earlier the region releases the sales materials to the sub regions, the better the response. The Maine Tourism Association decides all of the space reservation deadlines for the individual page buys.

Tracking: Tracking will be done through our visitor packet requests, direct phone calls and the website's analytics.

Target Market: The target market for this publication is the traveler that is interested in finding out more about Maine.

Rationale: The Maine Invites You travel publication is a very important piece of the tourism marketing puzzle. MIY is the state of Maine's official travel planner and is taken to all of the state's pavilion trade shows. It is extremely important to have strong regional representation through individual member's advertisements. The cooperative advertising opportunity is extended to all sub-regions within The Maine Highlands tourism region.

Media Type: Print

Co-op Opportunity: The Maine Highlands works within the sub-regions to create cooperative advertising pages within the MIY publication. The chambers of commerce and the Greater Bangor CVB sell the ads to their members and merge their advertising pages together to create a cohesive look and feel to the regional section.

Budget Description: The budget for this project includes the coordination of the pages between the sub-regions and for the cohesive page designs for the regional section.

MTMPP Award: \$1,000.00

Cash Match: \$18,000.00

In-Kind Match: \$2,500.00

Project 7: Media Events

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

Description: The Bangor International Airport and The Maine Highlands partner to educate the travel industry professionals in the airport's nonstop flight locations about our region's recreation and vacation opportunities.

Element 10: Receptions with Bangor International Airport

Project: Media Events

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

Timeline: This project would begin in the fall of 2012.

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

Target Market: The target market for this project is the travel industry professional, agents and writers and airlines that operate with direct flights into Bangor International Airport.

Rationale: This project was created to enhance and educate Bangor International Airport's nonstop flight location's travel industry representatives and airlines about our regional recreation opportunities. We strive to peak their interest in the region, to encourage FAM trips, and to facilitate the distribution of information about the region. By discussing the benefits of travel to The Maine Highlands via the Bangor International Airport, reception attendees are given a taste of Maine. This region has already seen success from our Philadelphia and Fort Lauderdale receptions in 2011 & 2012.

Budget Description: The budget for this project includes travel expenses, event coordination, additional marketing that would be needed, and the cost of time for participation.

MTMPP Award: \$2,500.00

Cash Match: \$2,500.00

In-Kind Match: \$5,000.00

Project 8: Travel Trade & Consumer Shows

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

Description: The Maine Highlands participates in many travel, consumer, and trade shows within our drive market.

Element 11: Maine Travel Pavillion Shows

Project: Travel Trade & Consumer Shows

Element Description: With the state of the Maine Office of Tourism's travel pavilion in flux at this time, The Maine Highlands is designating funding to be able to participate or partner at the shows MOT decides on.

Timeline: The Maine Office of Tourism will decide what shows they will be attending. When those announcements are made, The Maine Highlands will in turn decide which ones we will be able to participate.

Tracking: The Maine Highlands will track website activity, visitor requests, and phone calls that correspond to the show's geographical location to see whether our attendance has garnered increased visitation. The

Maine Office of Tourism will be tracking this project as well and will report back to the regions.

Target Market: Consumer

Rationale: The collaborative effort of the Maine Office of Tourism with the regions to create a unified Maine presence at these shows makes a much larger impact than a single region could do alone. A big impact translates to more attention which ultimately equals more leads.

Partners: The Maine Office of Tourism and any other region that participates in the blocks of space reserved for the Maine tourism contingent.

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

MTMPP Award: \$2,000.00

Cash Match: \$500.00

In-Kind Match: \$0.00

Element 12: Eastern States Expo

Project: Travel Trade & Consumer Shows

Element Description: The Maine Highlands has had a continuing presence at this show for years. This show really allows the region to come into contact with the drive market from Massachusetts, Connecticut, and New York.

Timeline: This show will take place from September 14 to September 30, 2012. In past years, The Maine Highlands has had partial use of the designated booth space, usually filling in the middle week. In 2011, The Maine Highlands was at The Big E for 15 of the 17 days of the event.

Tracking: Business partners who participate in the brochure distribution opportunities have spoken of the direct sales generated by this show. The Maine Highlands will track the success of this event by studying the website analytics during and after the show to see if there is an increased number of visits generated from the show location.

Target Market: The market for this show is the travel consumer from Massachusetts and surrounding states. Since this show is attended by people from all over the US and Canada, the target market is the travel consumer with an interest in visiting Maine and The Maine Highlands.

Rationale: This show and market have proven to be productive for our region. We will exhibit here until it proves otherwise or the structure of the Maine building is changed by the Department of Agriculture.

Partners: In 2011, The Maine Highlands partnered with The Maine Beaches for the first week of the show. This proved to be a successful cooperative relationship that will be repeated in 2012. The region supports a brochure distribution program, where members of the member chambers of commerce and CVB can participate in all the regional trade shows by paying to distribute their individual brochures within the regional booth.

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

MTMPP Award: \$5,000.00

Cash Match: \$500.00

In-Kind Match: \$3,000.00

Element 13: World Fishing & Outdoor Expo

Project: Travel Trade & Consumer Shows

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

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

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

them.

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

Rationale: Two of our largest sub regions, the Moosehead Lake and Mt Katahdin areas are huge outdoor sporting locations, whether it's fishing or hunting. We always send our most knowledgeable outdoor sports enthusiasts to represent the region at this show.

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

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

MTMPP Award: \$3,000.00

Cash Match: \$500.00

In-Kind Match: \$2,000.00

Element 14: Discover New England Summit

Project: Travel Trade & Consumer Shows

Element Description: Discover New England Tourism Summit and International Marketplace is an annual conference aimed at educating the New England hospitality industry about international tourism marketing and forming the connections between suppliers and buyers. The summit has a really unique "speed-date" format that gives suppliers the chance to meet with tour operators, receptive operators and travel media to sell their product. The conference location rotates around the New England states each year.

The international market seems very interested in discovering that there is more to Maine. We are seeing an increased visitation from the Netherlands, French and German operators and press.

Timeline: The 2013 Discover New England Summit will take place April 29th – May 1st in Stowe Vermont.

Tracking: The effectiveness of this show can be determined by the reception to the region's product offerings in the marketplace and by any press that the region may receive from the travel writers that attend.

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

Rationale: The Discover New England summit is an opportunity to speak directly with people who are planning tour routes and activities in New England. Making them aware of our region can lead to more visits by groups or individuals on planned tours.

Partners: Not applicable for this show.

Budget Description: The budget for this show includes: travel expenses, supplies, and the show's registration.

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 15: Saltscapes Expo

Project: Travel Trade & Consumer Shows

Element Description: This will be the fifth year that the region will be exhibiting at the Saltscapes Expo. Located in Halifax, Nova Scotia, the region has found that this market is one that is already visiting us. The interaction level with visitors at this show is unlike any other show that we attend. People love Maine and The Maine Highlands region is often a stop along the way. Many plan trips for shopping in Bangor, making this show a great showcase for the Greater Bangor region.

Timeline: The Saltscapes show for 2013 has not been scheduled as of this time. It usually takes place on the last weekend of April each year.

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

Target Market: Consumers/Travelers from the Atlantic Canada market

Rationale: With 30% of the passengers who fly out of the Bangor International Airport being Canadian, and busloads of Canadian shoppers before the holidays, we know the Canadians are coming to the region. Our goal with participating at Saltscapes is to provide them with information about all the other opportunities they have when visiting The Maine Highlands. We hope to encourage longer stays and more frequent visits.

Partners: For Saltscapes 2012, The Maine Highlands partnered with Downeast Acadia Regional Tourism. We shared the booth and space and distributed brochures from both regions. We hope to repeat this successful pairing in 2013.

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

MTMPP Award: \$3,000.00

Cash Match: \$500.00

In-Kind Match: \$0.00

Element 16: New England Tourism Trade Shows

Project: Travel Trade & Consumer Shows

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

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

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

Target Market: Consumer

Rationale: By allowing the NE-TC to distribute our guides at the shows they attend, we receive exposure to markets we could not afford to attend on our own.

Partners: Not applicable for this project.

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

MTMPP Award: \$1,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 17: Maine Media Marketplace

Project: Travel Trade & Consumer Shows

Element Description: This annual event, which is planned by Nancy Marshall Communications, brings businesses throughout Maine together with a target group of travel media for a networking event.

Timeline: This show takes place in the spring of the year. The dates for the 2013 show have not been announced.

Tracking: By following up with the writers and tracking the press that we get from the different travel media that we network with, we will be able to tell if this event is successful.

Target Market: High caliber editors, producers and writers

Rationale: This show and market have proven to be productive for our region. We will exhibit here until it proves to be unsuccessful.

Partners: We partner with the show's creator and Maine Office of Tourism contractor, Nancy Marshall communications.

Budget Description: The budget for this item includes: travel expenses, supplies, exhibition time and booth rental.

MTMPP Award: \$1,500.00

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		
Professional Photography			
Professional Photography	\$4,800.00	\$0.00	\$1,000.00
Subgrants			
Regional Sub-Grant	\$14,400.00	\$3,600.00	\$3,600.00
County Subgrant	\$4,000.00	\$1,000.00	\$1,000.00
Sports Commission			
Sports Commission	\$10,000.00	\$10,000.00	\$0.00
Fulfillment Leads			
Fulfillment Leads	\$1,100.00	\$0.00	\$0.00
Visitors Guide Supplements	\$12,000.00	\$30,000.00	\$9,000.00
Advertising			
Print ad design	\$1,000.00	\$0.00	\$250.00
Advertising	\$12,200.00	\$0.00	\$0.00
Maine Invites You	\$1,000.00	\$18,000.00	\$2,500.00
Media Events			
Receptions with Bangor International Airport	\$2,500.00	\$2,500.00	\$5,000.00
Travel Trade & Consumer Shows			
Maine Travel Pavillion Shows	\$2,000.00	\$500.00	\$0.00
Eastern States Expo	\$5,000.00	\$500.00	\$3,000.00
World Fishing & Outdoor Expo	\$3,000.00	\$500.00	\$2,000.00
Discover New England Summit	\$1,500.00	\$0.00	\$0.00
Saltscapes Expo	\$3,000.00	\$500.00	\$0.00
New England Tourism Trade Shows	\$1,000.00	\$0.00	\$0.00
Maine Media Marketplace	\$1,500.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$100,000.00
Administrative Costs:	\$20,000.00
Cash Match:	\$67,100.00
In-Kind Match:	\$27,350.00
Total Match:	\$94,450.00
Total Proposed Budget:	\$194,450.00