

## Profile

**Applicant:** Regional Application

**Grant Manager:** Dina Jackson

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

**Mailing Address:** 125 Manley Road  
Auburn, Maine 04210

**Physical Address:** same

**Office Hours:** 7:30 a.m. to 5:00 p.m.

**Telephone Number:** 207-783-9186

**Fax Number:** 207-783-5211

**Date of Incorporation:** October 22nd, 1993

**EIN:** 04-0484002

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

1. AAA TRAVEL MARKETPLACE - MLMTC secured a booth and represented the region at the AAA Travel Marketplace at in Foxborough, MA on March 1-3, 2013. The previous year's attendance record was surpassed by welcoming 17,827 attendees.

The traffic to the Maine's Lakes & Mountains booth was steady and brisk to crazy at times. The canvas logoed bags made a huge hit, and of the 1,000 purchased all but eleven were distributed! MLMTC ran out of guidebooks and maps a little after noon on Sunday, so we plan to bring 1200 copies next year.

2. WESTERN MAINE PASSPORT TO THE ARTS - This group submitted a grant request to MLMTC to fund their project to create a cultural tourism tool to promote 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. Following is what was accomplished.

- Proposed creating a 18 page booklet and produced a 70 page booklet. Thirty-five galleries, venues and associated businesses are featured in the passport plus 12 paid advertisements.
- Proposed printing 500 copies of the passport and decided to double the print run when they saw there would be very few passports left to distribute through purchases on the website.
- Printed rack cards that are being distributed as follows: 2500 to Maine information centers with emphasis on Kittery, Fryeburg and S. Hampden centers, 250 to each of the four chambers of commerce serving Oxford County, 40 to each passport member. The bookmarks are being given to the restaurants that are passport members.
- Created corresponding website and Facebook page.

MAINE SPORTS COMMISSION - We are pleased to note our partnership with the MSC has resulted in securing the NCAA Division III Men's Hockey Championship to be held at the Androscoggin Colisee in Lewiston on March 22-24, 2014.

## **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 continue to

support its Facebook page with consistent posts and implementation of a Facebook advertising strategy.

GOAL 2: The Council will continue to participate and evaluate their attendance at key trade shows. This will be done by participating in the shows the Maine Office of Tourism attends that are a fit for our region and by attending the AAA Travel Show in Foxboro, MA.

GOAL 3: The Council will focus on adding content i.e. new pages, photos and video to their website.

## 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.

At the conclusion of the grant cycle, our Council will utilize an online survey (Survey Monkey) to capture visitor information from people who requested regional information during the year.

Although it's too early to conduct the survey for our current FY2013 grant, we garnered the following results for our FY2012 grant. MLMTC emailed 491 people who requested information about Maine's Lakes and Mountains a link to a survey monkey survey, and received 61 replies (a 12% return).

### 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.

## 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
9. Trip Advisor
- 10 Facebook

## 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 in support of the Maine Sports Commission.

## Website Development & Maintenance

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

URL: [www.MaineLakesAndMountains.com](http://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](http://www.VisitMaine.com).

MLMTC is committed to remaining a TechShare site and is looking forward to transition to the new platform.

**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.

In addition, the Council will be adding more SEO friendly copy to the site to address topics that are missing i.e. hunting, rainy day activities, children's camps.

## 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, email) 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, which informs some of our advertising messages.

## Budget Summary

**Current Projects**

**Project 1: Administrative Costs**

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

**MTMPP Award:** \$23,000.00

**Project 2: Phone & Mail Fulfillment and Brochure Distribution**

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

**Description:** Phone and Mail Fulfillment & Brochure Distribution

**Element 1: 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 and to meet the MTMPP grant requirements.

**Target Market:** NA

**Rationale:** Fulfillment is a vital component to any marketing program. For this reason, 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, 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.

\$1,590 - AVCOG pays Mary Lou Currier, an administrative assistant, to handle all the postage inquiries for MLMTC - this includes creating labels, updating a spreadsheet for tracking purposes, packaging and mailing MLMTC's brochures.

\$315 - MTA annual dues and distribution fees

\$5,237 Total Cost

**MTMPP Award:** \$0.00

**Cash Match:** \$5,237.00

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

## Project 3: Trade Shows

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

**Description:** MLMTC trade show participation

### Element 2: Trade Shows

**Project:** Trade Shows

**Element Description:** In addition to the shows MLMTC will do in partnership with the Maine Office of Tourism, MLMTC will have a booth at the 2014 AAA Travel Show in Foxboro, MA. The Council will also continue its 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 2014.

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

The MOT will share their trade show tracking reports with the tourism regions after the show season.

**Target Market:** MLMTC will target the Boston drive market by attending the Boston Globe Travel Show and AAA Travel Marketplace.

We will target the Canadian audience by working with the New England Tourism Center to distribute our brochures at key travel shows. Additionally, we will participate in the MOT booth at the Toronto Outdoor Adventure show.

Based on the feedback provided from our regional representative who attended the Washington D.C. and New York Times shows, we have signed up to attend these shows in 2014.

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

**Partners:** NA

**Budget Description:** ESTIMATED COSTS - AAA TRAVEL SHOW  
\$1,800 Booth  
\$1,500 Drayage  
\$ 750 Ship brochures to the show  
\$1,100 Travel expenses for 2  
\$ 860 Canvas bags

\$6,010 Total

ESTIMATED COST - N.E. TOURISM CENTER  
\$250 brochure distribution at 5 shows  
\$200 Ad on DVD for N.E. Road Show  
\$ 50 Link to NETC site  
\$300 Postage account

\$800 Total

ESTIMATED COST - OFFICE OF TOURISM SHOWS  
\$1,000 Based on \$250 per show participation fee – Boston, NY, D.C., Toronto  
\$1,200 NY travel expenses  
\$1,500 Toronto travel expenses  
\$ 700 Boston travel expenses  
\$ 900 D.C. travel expenses

\$5,300 Total

\$12,110 Total estimate – rounded up to \$12,500

\$12,500 MTMPP Award

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

\$ 840 (1 person \* 24 hours \* \$35 per hour) for D.C.  
\$ 560 (1 person \* 16 hours \* \$35 per hour) for Boston  
\$ 875 (1 person \* 25 hours \* \$35 per hour) for New York  
\$ 900 (guestimate based on one person and travel distance to Toronto)

\$5

**MTMPP Award:** \$12,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$5,415.00

## Project 4: Maine Sports Commission

**Project Type:** Special Projects

**Description:** The Maine Sports Commission is an industry-led statewide initiative responsible for the attraction of sporting related events to Maine and for providing technical assistance to existing home-grown sporting events.

### Element 3: 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:** \$10,000.00

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

## Project 5: Financial Oversight

**Project Type:** Administrative Costs

**Description:** Financial Oversight

### Element 4: 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 2014.

**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 = \$104 per hour x 12 hours = \$1,248

Finance Assistant's billable rate = \$50 per hour x 12 hours = \$600

**MTMPP Award:** \$0.00

**Cash Match:** \$1,848.00

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

**Project 6: Maine Lakes & Mountains Tourism Council's Inkind Match**

**Project Type:** Administrative Costs

**Description:** MLMTC Member's Volunteer Time

**Element 5: 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 via conference call six times per year on the fourth Tuesday of the month from 10 a.m. to 12 p.m. Their meeting schedule for FY2014 is as follows:

- July 23
- September 24
- November 26
- January 28
- March 25
- May 27

**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 7: Maine Campground Owners Association Guidebook

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

### Element 6: 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:** \$2,830 for 1/3 page ad in guidebook

**MTMPP Award:** \$2,830.00

**Cash Match:** \$0.00

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

## Project 8: 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 7: 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  
\$100 for associate membership

**MTMPP Award:** \$650.00

**Cash Match:** \$0.00

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

## Project 9: 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 8: 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 2014.

**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](http://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  
\$720 - Online advertising for one year

Total Cost = \$3,420

**MTMPP Award:** \$3,420.00

**Cash Match:** \$0.00

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

## Project 10: 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 9: 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:** The Maine Office of Tourism usually schedules this event in the spring.

**Tracking:** The effectiveness can be tracked by the number of media people who visit the booth. 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, food, culture, outdoor/adventure, 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:** Estimated budget based on past experience:

\$500 participation fee

\$200 estimated flight

\$250 estimated hotel

\$ 75 meals

\$ 75 misc. - cabs, tips, etc.

\$400 media gifts

Total Cost = \$1,500

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

**Cash Match:** \$0.00

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

## Project 11: 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 2014)

## Element 10: 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 2014.

**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 in the May/June 2014 edition of Yankee Magazine.

\$4,620 ad cost

\$3,000 in-kind

Total project cost = 7,620

In-Kind - see attached email from Yankee Magazine

**MTMPP Award:** \$4,620.00

**Cash Match:** \$0.00

**In-Kind Match:** \$3,000.00

## Project 12: East Coast Traveller Magazine

**Project Type:** Paid Advertising: Print, Broadcast, Online

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

### Element 11: 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 2014 edition of this publication will be out in February or March of 2014.

**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  
\$ 85 Canadian taxes  
**MTMPP Award:** \$685.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$0.00

## Project 13: MLMTC 2014 Guidebook

**Project Type:** Fulfillment: Brochures, Guides, Maps & Distribution  
**Description:** Regional travel guide

### Element 12: MLMTC 2014 Regional Guidebook

**Project:** MLMTC 2014 Guidebook

**Element Description:** The regional guidebook is the primary fulfillment piece for our tourism council.

**Timeline:** The guidebook will be complete by January 2014.

**Tracking:** While we are able to track when and where the guidebooks will be distributed, we may not be able to ascertain if the guidebook prompts the recipient to ultimately visit Maine.

The guidebook will be mailed to all requesting information on our region. It will also be distributed via the following outlets:

- \* Official Maine information centers
- \* Regional chambers of commerce
- \* Trade shows
- \* New England Tourism Center in Canada

**Target Market:** The target audience for this guidebook are all those who request additional information on our region by phone, email and at trade shows.

**Rationale:** The guidebook is a critical follow-up piece for those requesting information about Maine's Lakes & Mountains Region in response to MLMTC's advertising and/or website information.

**Partners:** NA

**Budget Description:** \$11,000 printing estimate for 7,500 copies - this price includes inserting a map and shrink-wrapping 3,000 copies  
\$10,000 design costs  
\$ 2,550 15% commission for ad sales

\$23,550 Project Costs

Any additional project revenue will fund the following:

- \* Cost to create a flip magazine version for our website.
- \* Possible increase in print run

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

**Cash Match:** \$17,000.00

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

## Project 14: Market Research

**Project Type:** Special Projects

**Description:** The goal of this budget element is to track the effectiveness of our Council's efforts, which is a requirement of the MTMPP grant.

## Element 13: Annual Online Survey

**Project:** Market Research

**Element Description:** The Council will send an email with a link to an online survey to all who contacted us for regional tourism information and provided an email address.

**Timeline:** For our last grant, we sent an email in January to capture data from the previous summer/fall seasons. However, realizing too much time may have passed for people to remember the details of their trip, the council may opt to take send the survey about seasonally.

**Tracking:** The Council maintains the results and compares this information from year to year to better understand our visitors and to detect trends.

**Target Market:** The target audience for this effort are the people who contacted our Council for information on the region during our marketing campaign.

**Rationale:** The Council feels strongly about surveying people who have expressed an interest in visiting the Lakes and Mountains Region. It helps us to better understand how they travel and what they do while in the region. At times, the information gathered by the survey influences the messages and images utilized in our marketing efforts.

**Budget Description:** \$300 - Grant Manager's time to do the following - tweak the previous year's survey, create an email distribution list, tweak email letter, download and rework information from free Survey Monkey survey into a compiled report for the MLMTC Council, email to council regarding report, email correspondence to the winners and check preparation for the cash prizes.

\$100 - two \$50 cash prizes offered as incentive.

\$400 Total budget

**MTMPP Award:** \$0.00

**Cash Match:** \$400.00

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

## Project 15: Videos for website

**Project Type:** Asset Development: Professional Photography, Video

**Description:** The Council would like to incorporate more video into the regional website.

## Element 14: Video Project

**Project:** Videos for website

**Element Description:** The Council would like to add some video vignettes to the [www.MaineLakesAndMountains](http://www.MaineLakesAndMountains) website.

**Timeline:** This project will be complete by June 30, 2014.

**Tracking:** Via Google Analytics, the Council hopes to be able to track how many people are clicking on the video links.

**Target Market:** This project will target those who visit the [MaineLakesAndMountains](http://www.MaineLakesAndMountains) website to learn more about the region.

**Rationale:** The Council realizes the importance of adding new content to the regional website and we have been advised to add video content, since that is what people are seeking when they plan their vacations.

**Image Categories:** The Council would like to create the following video vignettes:

\* A regional overview

\* Fishing

\* Canoe/kayaking

**Budget Description:** \$5,000

This budget is based on a quote the Council received from Portland Webworks to create an regional overview video for our website for approximately \$2,000 to \$3,000. In addition to the regional overview, the Council would like to add video showing some of the activities a visitor can do in the summer and fall months in our region. Thanks to the Maine Office of Tourism, we have winter video footage about downhill skiing, snowmobiling and cross-country skiing.

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

**Cash Match:** \$0.00

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

## Project 16: Professional Photography

**Project Type:** Asset Development: Professional Photography, Video

**Description:** The Council is in need of additional professional photography for use in their advertising, on the website and in the guidebook.

### Element 15: Professional Photography

**Project:** Professional Photography

**Element Description:** Our Council is in need of new photography for the following uses:

- \* website
- \* advertising
- \* brochures
- \* media inquiries

**Timeline:** This element will be complete by June 30, 2014.

**Tracking:** NA

**Target Market:** NA

**Rationale:** It is important to keep the imagery we use to represent the Lakes and Mountains Region fresh and current. So, we feel it is time to add some more photography to our repertoire.

**Image Categories:** Following are some of the images we need:

- \* camping photos - not staged, with people, preferably with a view
- \* snowmobiling
- \* updated downhill skiing
- \* hiking and hiking with kids
- \* dining
- \* ice fishing

**Budget Description:** In the past, the cost per photo ranged from \$200 to \$400 per shot. Based on what the Council needs to purchase, we estimate the expenditure to be \$4,000.

**MTMPP Award:** \$4,000.00

**Cash Match:** \$0.00

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

## Project 17: MollyOckett Days 2014

**Project Type:** Paid Advertising: Print, Broadcast, Online

**Description:** MollyOckett Day is a 53 year tradition that has served as the "homecoming event" for the entire Bethel Region, encompassing the towns of Bethel, Newry, Hanover, Greenwood, Woodstock, West Bethel, Gilead and Albany & Mason Townships.

## Element 16: MollyOckett Days

**Project:** MollyOckett Days 2014

**Element Description:** MollyOckett Day is a 53 year tradition that has served as the "homecoming event" for the entire Bethel Region, encompassing the towns of Bethel, Newry, Hanover, Greenwood, Woodstock, West Bethel, Gilead and Albany & Mason Townships. The Bethel Area Chamber of Commerce was asked to take over the organizational role three years ago and our planning committee has been in the process of transforming the event to have statewide significance.

**Timeline:** July 20-21, 2012

**Tracking:** The Bethel Chamber will work to create a short survey (and an incentive to take the survey) that they will have available at MollyOckett Days to determine the following:

- How they (the survey respondent) heard about the festival
- Where have they come from (their hometown & state)
- Are they staying in overnight paid accommodations
- How long are they staying?
- What else are they planning to do during their visit?

**Target Market:** Maine, New Hampshire & Massachusetts

**Rationale:** The goal of marketing MollyOckett Days is to bring more people to the festival and to the region. This will benefit the businesses not only in the Bethel area, but also those along the road corridors that visitors will travel on to and from Bethel. More festival goers will also help to spread the story of the Truth & Reconciliation and will bring additional spending to the festival vendors including the Native American cultural vendors.

**Media Type:** Print and Radio

**Co-op Opportunity:** NA

**Budget Description:** The MTMPP funds will be used to purchase advertising including radio and newspaper; as well as helping to boost the chamber's social media and web advertising presence. They are already planning to produce posters & advertising programs and have already invested in the annual artwork that they use on all the marketing materials for the 2013 festival. The chamber's in-kind match is staff time, festival logistics and rentals, payments to the Native American musicians, artists & crafters, as well as many other festival expenses.

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

**Cash Match:** \$1,500.00

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

## Project 18: Online Banner Ads

**Project Type:** Paid Advertising: Print, Broadcast, Online

**Description:** Online banner ad campaign

## Element 17: Online Banner Ad Campaign

**Project:** Online Banner Ads

**Element Description:** The goal of this element is to promote the Maine's Lakes & Mountains Region with online banner ads on Google and Trip Advisor.

**Timeline:** July 1, 2013 - June 30, 2014

**Tracking:** Google analytics will be used to track clicks-thrus.

**Target Market:** The target audience are those online living in MA, NY, D.C.



- Rationale:** In our meeting with the Maine Office of Tourism's contractors, a member of the BVK team suggested we advertise with Google ad words in lieu of running another promotion with Comcast.net.
- Media Type:** Online webpage banner ads, varies sizes.
- Co-op Opportunity:** NA
- Budget Description:** Our council will utilize these resources to work with a contractor to create the banner ads, target the online market and pay for the online ads.
- MTMPP Award:** \$10,000.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

## Project 19: MLMTC Regional Map

- Project Type:** Fulfillment: Brochures, Guides, Maps & Distribution
- Description:** New regional map

### Element 18: Regional Map

**Project:** MLMTC Regional Map

**Element Description:** The goal of this budget element is to create a regional map to correspond with the new regional guidebook the Council intends to produce for 2014. It has been many years since the Council created a map and our supplies are running low.

**Timeline:** This project will be completed by June 30, 2014.

**Tracking:** While the Council will track where and how many maps are distributed, the ability to track the map's impact on person to visit is not something we can capture. However, we have seen first-hand at the travel shows we attend and from our partners at the New England Tourism Center that people still ask for and like having a printed map.

**Target Market:** The target market are those people who request visitor information, stop by our trade show booth and visit our local chambers of commerce for information about the Lakes & Mountains region.

**Rationale:** Maps are an important companion piece to our regional guidebook and our council frequently receives request for maps.

**Partners:** NA

**Budget Description:** While final print and design costs will have to be secured, the following figures are based on previous map projects.

\$7,000 printing 25,000

\$2,000 design

\$9,000 Total Estimated Costs

The \$6,000 in cash match is based on revenues generated from our previous map project. Any additional funds remaining from the revenues will go toward a possible increase in print run and distribution costs to ship the map to key AAA offices in our target markets.

**MTMPP Award:** \$7,000.00

**Cash Match:** \$6,000.00

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

## Project 20: Facebook Strategy & Email Campaign

**Project Type:** Paid Advertising: Print, Broadcast, Online  
**Description:** Continuation of social media campaign on Facebook

## Element 19: Facebook Strategy and Email Campaign

**Project:** Facebook Strategy & Email Campaign

**Element Description:** The Council will work with Nancy Marshall Communications on this strategy with the goal of attracting new first time visitors to the Maine's Lakes & Mountains region; from our initial reach via Facebook advertising, to acquiring the prospects as tourists. Tourism research indicates that first time visitors are likely to turn into repeat visitors, thus attracting first time visitors will lead to long term tourism growth for the region.

Facebook advertising will be the primary tactic used to initially reach out to our targeted prospect. Once we have made initial contact with our prospect, our proposed strategy will capture this prospect into a marketing funnel that will continue to educate them and build value and desire for the MLMTC region, before presenting them with a call to action to visit.

Tactics to be implemented include:

- Facebook advertising
- Lead generation
- Facebook posting strategy
- Email campaigns
- Development of action trigger

**Timeline:** Ongoing throughout the grant timeframe - July 2013 June 2014.

**Tracking:** NMC will develop and implement a lead generation strategy to capture fan and prospect contact information so that they can be engaged with over the long term through additional communications channels. This will be done through a custom Facebook application or value exchange system.

### Facebook Posting Strategy

NMC will develop a Facebook posting strategy for the MLMTC region designed to increase fan engagement and post visibility. The posts will be designed to educate and build value for the region, increasing desire to visit.

Email campaigns will be track via the number of click throughs.

**Target Market:** NMC will use their 20+ years of experience in the tourism industry, Maine Office of Tourism research, as well as MLMTC knowledge of their "ideal" and "low hanging fruit" tourist and the MLMTC region. Audience targeting will include the development of audience personas based on the lifestyles of the types of people we want to target. Facebook advertising will allow us to apply relevant psychographic and geo-location filters so that we are only showing ads to the proper audiences.

**Rationale:** The Council has invested time and money on the regions' Facebook page and believes this approach will take our efforts to the next level by finding and engaging new potential visitors.

**Media Type:** Online

**Co-op Opportunity:** NA

**Budget Description:** Based on the attached proposal from Nancy Marshall Communications, the Council is requesting grant funds to pay the difference of what we are not able to cover with our current grant.

\$10,000 ad budget  
\$ 5,000 for agency fee for first month  
\$22,000 \$2,000 per month for 11 months

\$37,000 Total project cost  
\$24,305 Paid for by FY2013 grant

\$12,695 Remaining to be paid for with FY2104 grant

**MTMPP Award:** \$12,695.00

**Cash Match:** \$0.00

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

## Project 21: Creation of New Print and Online Advertisements

**Project Type:** Paid Advertising: Print, Broadcast, Online  
**Description:** Creation of new print and online advertisements

### Element 20: Creation of New Print and Online Advertisements

**Project:** Creation of New Print and Online Advertisements

**Element Description:** Over the years, the council has worked with two different graphic designers to create and tweak our ads on an as needed basis. We would like to take a more holistic approach to the creation of our messaging and the images we use in our print and online ads.

**Timeline:** This project will be complete by June 30, 2014.

**Tracking:** NA

**Target Market:** NA

**Rationale:** With all the work the MOT has done to hone their messaging, the Council has come to realize it is important for us rework our print and online ads. Our messaging is not current, clever or distinctive, and we need the help of a professional to improve our messaging.

**Media Type:** Print and online

**Co-op Opportunity:** NA

**Budget Description:** We are estimating \$4,100 to spend on working with an agency to think through our messaging, review what we've done to date and to create some new print and online ads. The cost of any new photography will be covered by the funds set aside for new photos.

**MTMPP Award:** \$4,100.00

**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>
<b>Administrative Costs</b>			
Administrative Costs	\$23,000.00		
<b>Phone &amp; Mail Fulfillment and Brochure Distribution</b>			
Phone & Mail Fulfillment and Brochure Distribution	\$0.00	\$5,237.00	\$0.00
<b>Trade Shows</b>			
Trade Shows	\$12,500.00	\$0.00	\$5,415.00
<b>Maine Sports Commission</b>			
Maine Sports Commission	\$10,000.00	\$10,000.00	\$0.00
<b>Financial Oversight</b>			
AVCOG Financial Oversight	\$0.00	\$1,848.00	\$0.00
<b>Maine Lakes &amp; Mountains Tourism Council's Inkind Match</b>			
Maine Lakes & Mountains Tourism Council's Inkind Match	\$0.00	\$0.00	\$2,100.00
<b>Maine Campground Owners Association Guidebook</b>			
Maine Campground Owners Association Guidebook	\$2,830.00	\$0.00	\$0.00
<b>Maine Innkeepers Guidebook</b>			
Maine Innkeepers Guidebook	\$650.00	\$0.00	\$0.00
<b>Maine Invites You</b>			
Maine Invites You	\$3,420.00	\$0.00	\$0.00
<b>Taste of Maine Media Marketplace</b>			

# Maine Tourism Marketing Partnership Program



Taste of Maine Media Marketplace	\$1,500.00	\$0.00	\$0.00
<b>Yankee Magazine</b>			
Yankee Magazine	\$4,620.00	\$0.00	\$3,000.00
<b>East Coast Traveller Magazine</b>			
East Coast Traveller Magazine	\$685.00	\$0.00	\$0.00
<b>MLMTC 2014 Guidebook</b>			
MLMTC 2014 Regional Guidebook	\$10,000.00	\$17,000.00	\$0.00
<b>Market Research</b>			
Annual Online Survey	\$0.00	\$400.00	\$0.00
<b>Videos for website</b>			
Video Project	\$5,000.00	\$0.00	\$0.00
<b>Professional Photography</b>			
Professional Photography	\$4,000.00	\$0.00	\$0.00
<b>MollyOckett Days 2014</b>			
MollyOckett Days	\$3,000.00	\$1,500.00	\$5,000.00
<b>Online Banner Ads</b>			
Online Banner Ad Campaign	\$10,000.00	\$0.00	\$0.00
<b>MLMTC Regional Map</b>			
Regional Map	\$7,000.00	\$6,000.00	\$0.00
<b>Facebook Strategy &amp; Email Campaign</b>			
Facebook Strategy and Email Campaign	\$12,695.00	\$0.00	\$0.00
<b>Creation of New Print and Online Advertisements</b>			
Creation of New Print and Online Advertisements	\$4,100.00	\$0.00	\$0.00

## Budget Summary

<b>Proposed MTMPP Award:</b>	\$115,000.00
<b>Administrative Costs:</b>	\$23,000.00
<b>Cash Match:</b>	\$41,985.00
<b>In-Kind Match:</b>	\$15,515.00
<b>Total Match:</b>	\$57,500.00
<b>Total Proposed Budget:</b>	\$172,500.00