

Profile

Applicant: Regional Application

Grant Manager: Barbara Desmarais

Name of Organization: Midcoast Maine Chamber Council

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Date of Incorporation: October 1st, 1987

EIN: 01-0431230

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

1. We transitioned to our new website and created a massive database of our members. This site has the capabilities to host our events calendars, blog, and member listings. We worked on this transition from August to October preparing our businesses for the extensive database, and from October to February developing, training, and launching the site.
2. Our Sea Life media campaign reached readers of Downeast Magazine, Yankee magazine, and Maine Invites You, as well as the guides of all chambers within our region. Our SeaLife guides continue to be very popular in tourist information stations across the state and throughout the region. We also distribute more through our website than previous years.
3. Our social media reach was the best year we've had, reaching 11,700 followers on facebook, even before our May-June facebook PPC campaign.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

1. Improve and update mainesmidcoast.com with the help of Techshare 2.0 and populate the site with content that increases length of stay on site. Our cooperation with MOT is key in the improvement of the database and site functionality.
2. Develop and improve important partnerships with the Amtrak Downeaster and Cruise Maine, two organizations that literally carry tourists to our region. We will capitalize and promote these new and growing developments in transportation to the state of Maine. We will work with these organizations on creative campaigns and packages that promote tourism and interest in Maine.
3. Increase brand awareness with a wider audience through the use of new media with coordinated, integrated creative materials and pr activities that focus on the key attributes and attractions of the region. Clear communication will highlight the beauty, pace, maritime culture, and unique geography of the MidCoast will help spread the word about the Maine MidCoast experience and draw new tourists to the region.

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

- 1 Transition to Techshare 2.0 platform, and continue to promote the region through innovative image-sharing and story-telling on our blog and through social media marketing. Through the hiring of professional photographers, we will increase our resources for online and print campaigns. Our website content management continues to be very important, not just from a tourism business listings perspective, also through interactive content that helps tourists shape their visits in our blogging and related posts.
- 2 We will build strong relationships with Cruise Maine and the Amtrak Downeaster and support Maine Sports Commission and MOT Co-Op opportunities as well as regional tourist information points, all of whom are combining efforts to promote the region through strategic marketing efforts.
- 3 Print, online, radio advertising, and guide distribution both in-state and at tourism shows in the United States and Canada.

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

MC3's tourism goals for the region align with MOT's Five Year Plan.

1. We foster and promote a collective spirit of cooperation among businesses within the region, by including all in our guide and information material, and having all present on the website.
2. We are developing promotional programming to support regional tourism interests through MOT, local chamber of commerce, and organization partnerships.
- 3 We serve as the in-region informational conduit for the tourism industry and its business community by staying on top of promotional opportunities and sharing new events, developments, and tourism projects on all our platforms.
4. We are shaping and defining the Maine brand and presenting that brand to potential travelers. Our core responsibility is to present the activities and amenities of our region that are most integral to the target audience's decision making process. We are keeping our content fresh and focusing on these priorities in all marketing efforts.

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

We request estimates and compare costs before purchases. Our Treasurer, Holly Savage, maintains records of all income and expenditures. Invoices are itemized and paid monthly. The accounts are reconciled and a detailed financial statement is prepared for board review and approval on a monthly basis. At the close of each fiscal year, the account will be reviewed and all appropriate filing prepared by a certified public accountant.

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.

We track the location and sex of our subscribers and what they are interested in learning about; ie. outdoor adventures, shopping, places to stay, trip planning

Public Relations

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

Company: Briggs Advertising

Address: 199 Water Street
Bath, Maine 04530

Phone: 207-443-2067

Email Address: jenna@briggsadv.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:

Dawn Rasmussen, Production Representative, Downeast Magazine
Kelly Moores, Media Account Manager, Yankee Magazine
Kathleen Pierce, Diane Bair, Pamela Wright, Contributors, Boston Globe Tank Away
Jim Fox, Portland Press Herald
Kathy McDonough, Coastal Journal
Caelie Smith, Times Record

Meredith Perdue & Michael Cain, editors, Map and Menu

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

Downeast magazine
Yankee Magazine
Boston Globe: A Tank Away series
Maine Invites You
Maine Media
Maine Today
Coastal Journal
Times Record
Map and Menu blog

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:

We will work in a three region partnership with the Amtrak Downeaster, a transportation service that brings Massachusetts travelers to Maine on a public relations plan that brings media and tourists to the region.
We work with each Chamber of Commerce in the region on tracking and distributing SeaLife Guides and promoting inter-region and state travel.
We work with other regions under MOT guidance to develop best practice in accomplishing strategic tourism goals and reporting the data we collect.
We work with Maine information centers to promote regional visits and keep our materials up to date for their use with tourists.
We work with many local organizations to share and improve tourism efforts in the region, including Experience Maritime Maine, which we hope to support and advocate for. This is another multi-region partnership.

Website Development & Maintenance

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

URL: www.mainesmidcoast.com

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

We can add events and attractions, business listings, and images. We have a blog that is linked to a wordpress feed.

We want to be able to integrate great content to share our region with visitors and give them the feeling that a visit could be possible, and amazing! We want them to be able to interact and plan routes, to be connected to us, to request guides or information, to save and send information.

We want the website to be an important tool that begins our relationship with tourists and piques interest, then brings them from planning, to package purchasing, to interactions with vendors and transportation services, accommodations and attractions, and not only educates them about what a visit would be like, it helps them plan their visit altogether.

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

By joining BVK in the development of our new site, we look forward to providing users with a clean, simple, helpful navigation and trip suggestions within our entire region. We hope that maps and trips can be easily compiled, and listings look less like Yellow Pages and more like accessible, interesting posts. We hope to generate lots of great content and photos. We want to be a force that propels travelers to new and interesting destinations.

We anticipate being about to track demographic information so we can target users, and eventually we'd like to implement online advertising that is innovative and follows users after they visit our site.

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:

We use the addresses of subscribers to send our SeaLife guide, we tend to craft targeted campaigns based on the geographic visitors to our website.

From our subscribers, we also gather what their interests are and what season they hope to visit Maine in. We gather full name and address and email address. We compile this data and this helps inform what kind of content we'll populate our site with. For example, if everyone is interested in hiking and camping information, we'll blog about local hikes and outdoor adventures. If many indicate being 'Foodies' we'll create posts that relate to our special food culture. If parents indicate looking for actives for children, we create content that is kid-friendly.

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: Web Maintenance & Redesign

Project Type: Website Development: Design, Upgrades, Mobilization

Description: Refresh look and increase functionality of www.MainesMidCoast.com with the tools provided by MOT, and the guidance of their best-practice model and advertising agency, BVK.

Element 1: TechShare Website Architecture

Project: Web Maintenance & Redesign

Element Description: Objective

The Maine Office of Tourism (MOT) has made significant technological investments in marketing the State of Maine online, and in establishing an award winning online presence. This is in response to an increasing reliance by travelers on destination marketing websites for inspiring, researching and planning their trips. In an effort to help grow tourism throughout the State, the MOT has committed to sharing appropriate technologies at a regional level to help enhance each region's online presence, and to simplify the administrative burden of managing regional tourism data via the TechShare Technology Sharing program.

Goals

The goal of the TechShare program is to leverage the core technologies behind the VisitMaine.com website, and make them available to eligible Regional Tourism Organizations. This provides an online feature-set not otherwise available to MC3, given our limit budget.

Timeline: Once Briggs Advertising has created an MC3-approved website design, Portland Webworks will encode the html and css necessary to wrap the design around the TechShare platform.

Tracking: We will use Google Analytics to track visitors, pageviews, geographical info, and other pertinent statistical information.

Target Market: Our target audience is people planning their vacation, business relocation, or retirement to Maine - especially those in Northern New England.

Rationale: The TechShare platform offers regions a more comprehensive web presence, while at the same time shifts much of the burden for maintenance to area businesses and organizations, by allowing them to manage their own content. Key benefits of the TechShare platform are:

- Deep and comprehensive. The TechShare platform allows for comprehensive business and event listings management, extensive control over content, interactive mapping features and an integrated Trip Planner. In short, all of the features that users have come to expect from a top quality destination marketing website.
- User managed. The majority of content on the site (business and event listings, special packages) is managed by the users themselves, allowing them to submit and maintain their listings, as well as access comprehensive reporting on their listing's popularity. Site visitors even have to opportunity to submit content, with an available "Vacation Memories" section.
- Region controlled. Placing the emphasis on users for submitting content, allows region staff to play the role of content-approvers rather than content-creators. The TechShare platform includes a comprehensive administration interface, allowing for easy review, approval and publishing of submitted content.
- Accurate Data. By sharing data across Regions, and between Regions and the MOT, submissions are thoroughly vetted, ensuring accurate, up-to-date information for potential visitors.

Budget Description: Website architecture & website hosting: \$20,000 - \$10,000 2013; \$10,000 2014.

This 10,000 is what is leftover to pay, and we agreed in contract with PWW to pay the second half this year.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 2: Providing New Content for Website

Project: Web Maintenance & Redesign

Element Description: We want to have interactive maps, guides, and offer very unique and compelling content for our website, as increasing travelers rely on this information to craft their travels here.

Timeline: Create one unique batch of content per month for the new website, as outlined in the categories that will be included in the new BVK developed data system navigation as outlined here:
<https://s3.amazonaws.com/MOT-Data/2013-mot-marketing-plan-highlights.pdf>
These include 'History and Heritage', 'Shopping', and 'On the Water', etc. each will need special content for our regions attractions in each category.

Tracking: We will chart the analytics of each page, and how the pages stand up to the test of our social media audience.

Target Market: Online visitors to the mainesmidcoast.com site, to encourage visits and longer stays in Maine.

Rationale: One issue our visitors had with the launch of our new site was the lack of content that linked the listings. It made individual businesses searchable but it did not help tourists plan trips or be inspired by several items in a trip planner. We know the new BVK website will accommodate this, so we anticipate filling the site with content that helps visitors plan trips.

Budget Description: \$300 per unique 'story' sourced with the help of interviews, chambers, photographers, and the social media community we work with. We anticipate promoting one per month, but perhaps more depending on when the site is live.
The budget accounts for 12 posts, and will be matched by chamber contributions to each 'story.'

MTMPP Award: \$3,600.00

Cash Match: \$1,200.00

In-Kind Match: \$0.00

Project 3: Photography

Project Type: Asset Development: Professional Photography, Video

Description: For marketing purposes in both print and online, Maine's Midcoast hopes to build a portfolio of iconic, usable imagery. We will attain photography release information for all work that we publish and purchase.

Element 3: Photography

Project: Photography

Element Description:

1. Build our portfolio of iconic, usable imagery.
2. Gather seasonal images that can be used in the content sections of our website.
3. Hire professionals that will showcase our region and encourage visitors.
4. Attain photography release information for all work that we publish and purchase.

Timeline: July-August; summer seasonal image sourcing.

Sept-Oct; fall seasonal image sourcing.

Dec-Feb; winter seasonal image sourcing.

May-June; spring seasonal image sourcing.

Tracking: Based on the amount of times we use each image in print or online, and what the response is the image. We will use social media sites as an indicator, as well as

Target Market: For use in tourism markets targeting adults over 25. Outdoor activists, shoppers, and historical, maritime traditions will be the main showcased pieces. This will be a tool we use in implementing a new content section to the BK-built website.

Rationale: For marketing purposes in both print and online, Maine's Midcoast hopes to build a portfolio of iconic, usable imagery. We will attain photography release information for all work that we publish and purchase.

Image Categories: *(No Response)*

Budget Description: July-August; summer seasonal image sourcing.
2000-2500 project

Sept-Oct; fall seasonal image sourcing.
1500-2000 project

Dec-Feb; winter seasonal image sourcing.
500 project

May-June; spring seasonal image sourcing.
500 project

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Project 4: Support for Cruise ME

Project Type: Special Projects

Description: Through our region's support for Cruise Maine, we increase Maine's draw of Cruise ships to the region. We join their active community of promoting and encouraging coastal tourism in our state.

Element 4: Support for Cruise Maine

Project: Support for Cruise ME

Element Description: To further the development of Maine as a major cruise ship destination for both large and small ships, both national and international tourists.

Timeline: To be paid in August.

Tracking: We will measure the success by the number of cruises booked, the increase in ships each season, and make a broad inference of effectiveness through spikes in unique visits at cruisemaine.com as well their reporting on new dollars brought to Maine through these efforts.

Target Market: National and International Cruise Lines.

Rationale: With a significant number of our members being served by the efforts of Cruise Maine Coalition, our intention to provide a portion of our regional grant to help gather the worthy cause of the multi-regional entity. Our region believes that the cruise industry is a valuable and growing source of tourism dollars. Given the growing connection between tourism and security, our region, and the state, stands to benefit from its position as a safe, secure destination. Visitors from cruise ships have the opportunity to sample the regional attractions and beauty of the coast and may choose to return for a longer stay.

Budget Description: \$3000 will be matched by regional chambers of commerce that cruise ships visits' directly. We will make this contribution in August.

MTMPP Award: \$3,000.00

Cash Match: \$3,000.00

In-Kind Match: \$0.00

Project 5: Distribution and Display of Sea Life Guides

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

Description: Our goal is that Sea Life guides will be maintained and stocked at several visitors center in Maine. This will be accomplished by hiring an independent contractor to deliver and maintain brochure inventory at all locations, as well as by mailing brochures to those who request them on our website or by calling our 800 number.

Element 5: SeaLife Guide Display

Project: Distribution and Display of Sea Life Guides

Element Description: We will have SeaLife guides available for the public in Bath's information center, all chamber of commerce visitor centers in the region, as well as the Yarmouth, Kittery, Belfast Welcome Centers. They will also be available to arriving cruise ships.

Timeline: The contractor will check inventories on a regular basis and provide us with bi-monthly reports, monthly during our tourist season.

Tracking: We track the effectiveness of deliveries by checking in with brochure venues to confirm timely and consistent restocking. We have our contractor provide reports of stock.

Target Market: Tourists passing through the region, and potential tourists who are planning their trips online.

Rationale: Maintaining the presence of Mid Coast brand necessitates our brochure be available at all times and in all seasons at the various visitor centers and chambers. Ease of finding MidCoast information will encourage visitors to take advantage of attractions and events that will enhance if not prolong their stay in Maine.

Partners: MOT via trade shows, chambers at trade shows, chambers at their visitor centers.

Budget Description: \$2500 will pay for the storage of SeaLife guides, as well as the contractor who keeps our stocks up at important visitor centers.

This also covers the time and postage of the administration at Penobscot Bay chamber, who mail the online guide requests.

MTMPP Award: \$2,500.00
Cash Match: \$650.00
In-Kind Match: \$1,200.00

Element 6: Main Street Bath Display and Support

Project: Distribution and Display of Sea Life Guides

Element Description: Bath Main Street visitor center is a gateway to the MidCoast region, and the Sea Life guide is the most popular guide. With MidCoast regional support, the center is able to showcase MidCoast attractions, supplying tourists with information and encouraging them to spend more time in Maine, enhancing their experience so they wish to return. They are open seven days a week through October for visitors.

Timeline: Our display is finalized in June, our materials are updated and/or restocked through the summer and fall.

Through the season, we can ask for updates and reports from the center.

At the end of the season, we can receive a report from Main Street Bath.

Tracking: Director Jennifer Gieger will provide seasonal reports on the outreach and mention of MidCoast attractions in print, newsletter, and visitor information.

Target Market: Tourists who have entered the region on Route 1, this is their first Info Center in MidCoast Maine.

Rationale: In 2012, 4,600 Sea Life guides were picked up by tourists to the region. As an important gateway to our region from the South, we believe this support is beneficial and lends itself to longer, more comfortable, repeat visits to Maine.

Partners: Southern MidCoast Chamber, Maine Street Bath.

Budget Description: \$4000 is awarded in July.

MTMPP Award: \$4,000.00
Cash Match: \$1,000.00
In-Kind Match: \$1,000.00

Element 7: Kittery Display: Maine's MidCoast

Project: Distribution and Display of Sea Life Guides

Element Description: We will upkeep and manage our SeaLife Guide Display in the entrance of the Kittery information Center, a gateway to Maine for travelers from the south.

Timeline: This project will go on all year round, with the concentration of our reporting happening from June-October 2013.

Tracking: We will track how many guides are distributed here and what kind of feedback we receive from tourists about our region, including questions they have, here.

Target Market: Tourists entering Maine in need of maps and ideas for things to do on their visit.

Rationale: Because this is the site just north of the NH border, we see this as a crucial entry point to capture tourists as they enter the state. This information also helps information staff guide tourists through and to our region from other parts of the state.

Partners: We partner with Chambers of Commerce in our region on this project, encouraging visitors to all towns within our region.

Budget Description: \$1500 is the cost for storage and the budget for updating the display, if necessary. Displays with lighting seem to be popular in these centers.

MTMPP Award: \$1,500.00
Cash Match: \$500.00
In-Kind Match: \$1,000.00

Element 8: Belfast Welcome Center: Maine's MidCoast Display

Project: Distribution and Display of Sea Life Guides

- Element Description:** Our Maine's MidCoast Display stands in the Belfast Welcome Center and is used by tour guides there to encourage travel throughout the region. This is an important place for regional information, as tourists from the North, Canada, and visitors who come by ship come through this entry point.
- Timeline:** We stock the guides year round, with special attention to the spring-fall seasons.
- Tracking:** We track how many guides are distributed here through the summer and fall. We keep track of spikes caused by events or patterns of travel.
- Target Market:** Tourists from the North, Canada, incoming ship passengers.
- Rationale:** This is an important place for regional information, tourists from the North, Canada, and tourists who come by ship come through this entry point. To encourage their travel throughout the region, we provide our guides at this center.
- Partners:** Belfast Chamber of Commerce, regional chambers, Maine Office of Tourism, Cruise ME.
- Budget Description:** \$1500 is the cost of upkeep and renewing our display at this welcome center. The cost covers storage and updating the information we provide the information center.
- MTMPP Award:** \$1,500.00
- Cash Match:** \$500.00
- In-Kind Match:** \$500.00

Project 6: Maine Invites You

- Project Type:** Paid Advertising: Print, Broadcast, Online
- Description:** Design and place a 1 page full-color ad within Maine Invites You, promoting the Maine's MidCoast brand and highlighting the diverse attractions of the region. The advertisement will also promote our website, mainesmidcoast.com.

Element 9: Maine Invites You

Project: Maine Invites You

- Element Description:** Design and place a 1 page full-color ad within Maine Invites You, promoting the Maine's MidCoast brand and highlighting the diverse attractions of the region. The advertisement will also promote our website, mainesmidcoast.com.
- Timeline:** Materials will be provided before the 2014 due date.
- Tracking:** We will measure the success chiefly by the number of requests for information we receive based on the advertisement made on our website and hotline. We will measure any spikes in activity around this time.
- Target Market:** Potential visitors to the state who have requested information from Maine Office of Tourism.
- Rationale:** As the primary print fulfillment piece distributed by the Office of Tourism, Maine Invites You is a leading method for reaching an audience interested in visiting our state. Inclusion in MIY allows MC3 to make a strong statement that summarizes the experience of visiting the region and delivers it to a prime audience.
- Media Type:** Online and print
- Co-op Opportunity:** We will repeat the design of the ad in Chamber brochures and other print projects like Downeast and Yankee magazine.
- Budget Description:** Placement \$6000
Design \$1000
- MTMPP Award:** \$7,000.00
- Cash Match:** \$1,000.00
- In-Kind Match:** \$2,000.00

Project 7: Downeaster Supported PR Efforts

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

Description: A Partnership to Promote the Train to Maine. A three-region collaboration with the Amtrak Downeaster.

Element 10: Train to Maine PR Project with Amtrak Downeaster

Project: Downeaster Supported PR Efforts

Element Description: The three regions (Beaches, Greater Portland and Mid-Coast) and the Downeaster will jointly select a PR firm who will be contracted to reach out to Boston area media with a series of media releases featuring compelling reasons to take the train to Maine. The media releases will promote seasonal and event-based topics featuring the regions. The releases will be followed up by the PR contractor to secure articles, blogs, and media interviews with radio, print and online sources. Our regions, in conjunction with the Downeaster and area hotels, restaurants and attractions will host three individual fam tours (one to each region) with Boston area media. The three regions, in conjunction with the Downeaster will offer three online contests (one in each region) consisting of a two night stay, with transportation, dinner for two and \$500 shopping spree, and admission to area attractions. The promotion will be promoted through online channels and the by PR contractor.

Timeline: Hire PR contractor by August 1, 2013. The three individual Fam Tours, Contests and Media Releases will be conducted, when advantageous for each region, from September 2013 – June of 2014.

Tracking: PR Contractor will provide results on media releases, a list of journalists attending the fam tours and any social media results produced by the contractor. The regions and the Downeaster will provide results on the number of entries from the contest.

Target Market: Boston Media and Boston-area travelers.

Rationale: Train travel to Maine is increasing and the expansion to Freeport and Brunswick now offers many Boston area travelers the opportunity to visit Maine "carfree" especially with the train stopping in areas where visitors can enjoy a daytrip of shopping, a beach vacation, or dining and recreational attractions.

Budget Description: Each region will contribute \$2,000 in grant funds and the Downeaster will match each region with \$1,000 in cash. In addition to the grant funds, each region will contribute in-kind contributions (approximately \$1,000 per region for) a two night stay, dinner for two, attraction tickets and a \$500 shopping spree for the online contest. The PR Contractor will be hired for an annual fee of \$9,000.

MTMPP Award: \$2,000.00

Cash Match: \$1,000.00

In-Kind Match: \$1,000.00

Project 8: Facebook PPC Campaign

Project Type: Paid Advertising: Print, Broadcast, Online

Description: A social media marketing project to bring awareness of our brand to our target audience.

Element 11: Facebook PPC Campaign

Project: Facebook PPC Campaign

Element Description: To bring awareness of our brand to our target audience. To increase 'Likes' and direct traffic to our facebook page, blog, website, regional attractions, and ultimately, to increase visitors to the region.

Timeline: The first campaign will happen in August-September 2013, and the second will happen in May-June 2014.

Tracking: We will track the campaign statistics both times to see how many friends we add.

Target Market: Our audience is in the Northeast US, Canada, as well as "adventure travelers" between ages 25-65 across the United States. We have also targeted "food" and "outdoor enthusiasts".

Rationale: We chose PPC campaigns because they are an effective tool in increasing the number of visitors to our

website, facebook, and blog. We can use these numbers to quantify interest in visiting and relationships to MidCoast Maine.

Media Type: Online, facebook.

Co-op Opportunity: Each chamber in our region frequently reposts and shares our posts. We also frequently repost and share Maine Office of Tourism postings.

Budget Description: 2000 Fall
2000 Spring

MTMPP Award: \$4,000.00

Cash Match: \$1,300.00

In-Kind Match: \$0.00

Element 12: Google and Online PPC campaign

Project: Facebook PPC Campaign

Element Description: Increased web-based trip planning makes it very important to drive traffic to our website based on targeted market and keyword searches, increasing brand awareness and the Maine brand will be key in this online advertising. Youtube advertising is a possible option as well, being the second-largest search engine. However, we are confident in the Google demographic as long as MOT agrees with this decision.

Timeline: Once website launches, spring and summer 2014.

Tracking: We will use analytics to see how many unique visitors result from the campaign and what keywords bring them to our site.

Target Market: Online tourists from New England and Canada.

Rationale: Increased web-based trip planning makes it very important to drive traffic to our website based on targeted market and keyword searches.

Media Type: Online advertising to direct to our website.

Co-op Opportunity: We will work with MOT to develop best practice for targeting based on research for tourists to the region during both seasons.

Budget Description: May June \$2000
August September \$2000

MTMPP Award: \$4,000.00

Cash Match: \$2,500.00

In-Kind Match: \$0.00

Project 9: Red Sox Gold MOT Co-op

Project Type: Special Projects

Description: The goal of the marketing campaign is to increase brand awareness among potential visitors through a shared interest of our target audience, New England Boston Red Sox fans.

Element 13: Red Sox Gold MOT Co-op

Project: Red Sox Gold MOT Co-op

Element Description: The goal of the marketing campaign is to increase brand awareness among potential visitors through a shared interest of our target audience, New England Boston Red Sox fans.

Timeline: This project is ongoing through August 2013 from last year's marketing agreement.

Tracking: We will work with MOT to track sweepstakes entries. We will also follow the stats of our website to analyze if Red Sox advertising is drawing visits to our website through visitmaine.com. Additional website traffic from banner ads will be measured. (Not yet set for 2013)

Target Market: Fans of the Boston Red Sox, mostly New England-based.

Rationale: This MOT Co=op advertising opportunity provides effective radio, online, and email advertising at a very reasonable price and will enhance brand exposure to our New England audience.

Budget Description: \$8600 split:
-\$7400 in 2012-13
-\$800 in 2013-14 per MOT

MTMPP Award: \$800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Sports Commission Support

Project Type: Special Projects

Description: Financial Support to the Maine Sports Commission.

Element 14: Support for Maine Sports Commission

Project: Sports Commission Support

Element Description: Financial Support to the Maine Sports Commission.

Timeline: Per MOT and Sports Commission work plan.

Tracking: We would like to be updated on how this contribution enhances tourism to our region. We want to work with Maine Sports Commission to help update content for 2013-14 on their site, and provide information and resources for website.

Target Market: Sports enthusiasts who would attend national and regional events of all sizes ranging from professional golf tournaments, to youth soccer, and Olympic trials.

Rationale: Per MOT: The sports marketing business is worth more than \$7 billion and these are more than 3500 sporting events annually looking for locations. We'd like to bring more of them to our region. We'd also like the Maine Sports Commission to show how they are enticing events to our region.

Budget Description: \$7000 Sports Commission Support contingent on the Sports Commission work plan.

MTMPP Award: \$7,000.00

Cash Match: \$0.00

In-Kind Match: \$10,000.00

Project 11: Print Advertising

Project Type: Paid Advertising: Print, Broadcast, Online

Description: Strategically timed advertising placement in targeted publications including but not limited to: Downeast Magazine Summer Guide, Yankee Summer Guide, Canadian East Coast Traveller Guide, and Maine Campground Guide.

Element 15: Print Advertising

Project: Print Advertising

Element Description: We will place print ads to promote seasonal tourism based activities and events in the midcoast region during the prime summer and spring and fall shoulder seasons to an upscale readership with ties to New England.

Timeline: Once the board has determined which print publications best fulfill this grant cycle's need, we will reserve

space and supply artwork - usually 2 months prior to publication. The publications will include Downeast Magazine Summer Guide, Yankee Summer Guide, and Maine Campground Guide.

Tracking: We will measure success chiefly through the number of inquires generated by the advertising through our website and phone line and will make a broad inference of effectiveness through spikes in web hits following publication.

Target Market: People who love the New England coast, countryside and traditions, people who love Maine, or who have always been interested but need a stimulus to visit.

Rationale: Appropriate print advertising reaches a qualified readership that is affluent, already interested in New England culture and traditions, and in many cases living within a days drive of Maine. We will seek to advertising in publications that will help extend the reach of our brand and increase brand awareness, and can be used to spur tourism activity during the shoulder seasons.

We will use this venue to drive visitors to our website, increase our email contact list, and promote the midcoast as a year-round travel destination at a time when readers may be making vacation plans or ready to make an impulse trip.

Media Type: Print

Co-op Opportunity: *(No Response)*

Budget Description: Print Design & Placement \$10,410

Ad design and placement in the 2012-13 cycle for these 4 publications: Downeast Magazine Summer Guide/ Bridal Insert/ Top 10 Spots, Yankee Summer Guide, and Maine Campground Guide was close to \$10,000. We expect to spend a similar amount in the 2013-14 cycle.

MTMPP Award: \$10,410.00

Cash Match: \$3,000.00

In-Kind Match: \$2,000.00

Project 12: Experience Maritime Maine Sponsorship

Project Type: Special Projects

Description: Through a multi-region partnership facilitated by MOT and in cooperation with the Downeast Region, we will showcase the unique, rugged coastline and maritime heritage for visitors as a tourism boost that highlights some of our best-kept treasures.

Element 16: Experience Maritime Maine

Project: Experience Maritime Maine Sponsorship

Element Description: Through a multi-region partnership facilitated by MOT and in cooperation with the Downeast Region, we will showcase the unique, rugged coastline and maritime heritage for visitors as a tourism boost that highlights some of our best-kept treasures.

Timeline: We will work with Maine Maritime Museum, MOT, and the Downeast Region to promote our unique tourism-related assets by attending meetings year-round, and financial support if this becomes an annual project.

Tracking: We will track how many brochures are handed out, and what other marketing efforts produce for visitors to the region.

Target Market: History buffs, and older tourists interested in the maritime history. Families who are interested in Maine Festivals. Museum-goers and adventure tourists.

Rationale: We will showcase the unique, rugged coastline and maritime heritage for visitors as a tourism boost that highlights some of our best-kept treasures.

Budget Description: \$2000 financial sponsorship to get the project running, and annual support if we choose to continue the project and are stakeholders in the planning and implementation of the project success.

MTMPP Award: \$2,000.00

Cash Match: \$2,000.00
In-Kind Match: \$500.00

Project 13: Marketing & Social Media

Project Type: Paid Advertising: Print, Broadcast, Online

Description: We seek to expand our outreach, in particular by using ever-evolving social media in a targeted and integrated way on a timely, on-going basis. Our current social media include a blog and Facebook page.

Element 17: Blogs & Facebook Posts

Project: Marketing & Social Media

Element Description: We seek to expand our outreach, in particular by using social media in a targeted and integrated way on an ongoing basis. Our current social media involves activity on our facebook and twitter pages, linking to attractions, members, and our blog.

Timeline: 2-4 facebook posts per week, twitter 1-4 posts per week, driving traffic to our website and providing visitors and tourists with useful information that advertises our region. Events section upkeep is included in the blogging budget and considered another kind of blogging.

Tracking: We will use google analytics and track the number of followers/comments that result from posts.

Target Market: Potential & past MidCoast visitors, particularly the Internet-savvy.

Past and potential MidCoast visitors, more of whom are using the internet to plan their visit.

Rationale: More and more visitors to our region research parts (or all) of their trips online before they travel here. When we provide useful content for tourists, we can help shape their visit. By using social media, we can easily reach out to targeted segments and even advertise to target demographics.

Media Type: Online, social media

Co-op Opportunity: Our posts are often reposted by other tourism related businesses in Maine, as well as non-profits and general readers.

Budget Description: blog, upkeep of events section, and facebook posts for 52 weeks/year: \$14690

MTMPP Award: \$14,690.00

Cash Match: \$3,400.00

In-Kind Match: \$1,000.00

Element 18: On-going PR

Project: Marketing & Social Media

Element Description: The goal of this project is to take advantage of emerging PR opportunities.

Timeline: This will be on a case-by-case basis.

Tracking: We will track the responses to our PR to measure its effectiveness.

Target Market: Potential MidCoast visitors.

Rationale: The marketplace continually changes, offering new opportunities to share our brand with potential visitors. We want to have the ability to take advantage of opportunities as they arise.

Media Type: Print, Online, Broadcast, Radio - as appropriate

Co-op Opportunity: *(No Response)*

Budget Description: PR \$2000

MTMPP Award: \$2,000.00

Cash Match: \$200.00

In-Kind Match: \$200.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$23,000.00		
Web Maintenance & Redesign			
TechShare Website Architecture	\$10,000.00	\$0.00	\$0.00
Providing New Content for Website	\$3,600.00	\$1,200.00	\$0.00
Photography			
Photography	\$5,000.00	\$0.00	\$1,000.00
Support for Cruise ME			
Support for Cruise Maine	\$3,000.00	\$3,000.00	\$0.00
Distribution and Display of Sea Life Guides			
SeaLife Guide Display	\$2,500.00	\$650.00	\$1,200.00
Main Street Bath Display and Support	\$4,000.00	\$1,000.00	\$1,000.00
Kittery Display: Maine's MidCoast	\$1,500.00	\$500.00	\$1,000.00
Belfast Welcome Center: Maine's MidCoast Display	\$1,500.00	\$500.00	\$500.00
Maine Invites You			
Maine Invites You	\$7,000.00	\$1,000.00	\$2,000.00
Downeaster Supported PR Efforts			
Train to Maine PR Project with Amtrak Downeaster	\$2,000.00	\$1,000.00	\$1,000.00
Facebook PPC Campaign			
Facebook PPC Campaign	\$4,000.00	\$1,300.00	\$0.00
Google and Online PPC campaign	\$4,000.00	\$2,500.00	\$0.00
Red Sox Gold MOT Co-op			
Red Sox Gold MOT Co-op	\$800.00	\$0.00	\$0.00
Sports Commission Support			
Support for Maine Sports Commission	\$7,000.00	\$0.00	\$10,000.00
Print Advertising			
Print Advertising	\$10,410.00	\$3,000.00	\$2,000.00
Experience Maritime Maine Sponsorship			
Experience Maritime Maine	\$2,000.00	\$2,000.00	\$500.00
Marketing & Social Media			
Blogs & Facebook Posts	\$14,690.00	\$3,400.00	\$1,000.00
On-going PR	\$2,000.00	\$200.00	\$200.00

Budget Summary

Proposed MTMPP Award:	\$108,000.00
Administrative Costs:	\$23,000.00
Cash Match:	\$21,250.00
In-Kind Match:	\$21,400.00
Total Match:	\$42,650.00
Total Proposed Budget:	\$150,650.00