

CONNECTICUT Tourism

Moving Forward

and the CCT Marketing Grant Workshops



Connecticut Commission
on Culture & Tourism

AGENDA

- Connecticut Tourism Moving Forward
- Marketing Opportunities
- Q/A

- CCT Marketing Grants Available
- Q/A

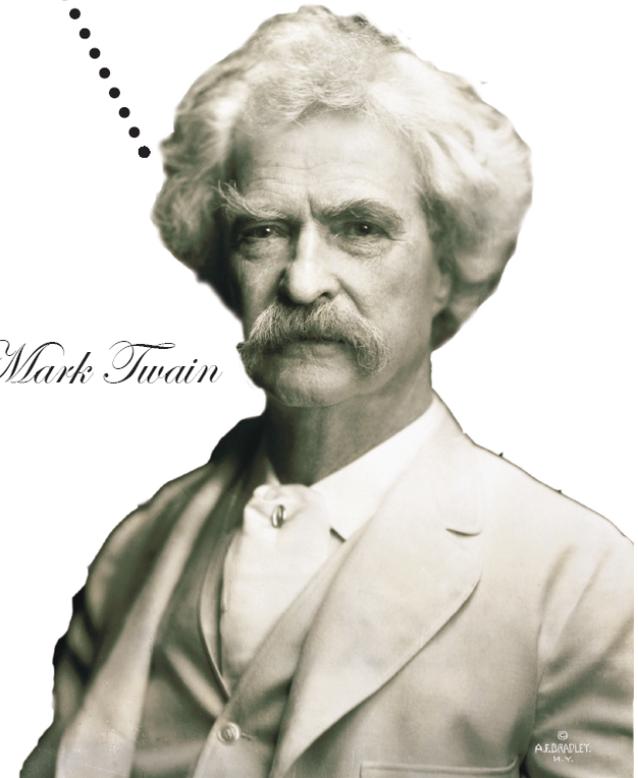


The report of my death is greatly exaggerated...

We've been busy:

- Getting industry input
- Analyzing market trends
- Identifying most valuable "Official State Tourism" assets for the industry
- Reviewing Statutory Obligations
- Crafting a new business plan
- Locating additional funding
- Negotiating with potential media partners
- Updating CCT Marketing Grant Opportunities
- Reorganizing remaining staff priorities

Mark Twain



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Investing in Tourism = Revenue & Jobs

- \$14 billion annual culture & tourism spending - \$25 million daily
- \$1.7 billion in state & local taxes/revenue
- 170,000 jobs
- Net Revenue Gain
 - For every \$1 State invests:
 - \$9.30 in state and local revenue
 - \$507 in gross state product
 - \$328 in personal income

CT Tourism Today Challenges & Opportunities

- Strategic Direction
- Funding
- Organization
- Communication & Advocacy



Role of Commission on Culture & Tourism



CONNECTICUT TOURISM

- Reaching Target Market
- On-line Marketing
- Marketing Grants
- In-State and Out-of State PR
- Co-op Initialtives with Industry
- Coordinate Direct Sales Efforts
- Go-to source of Connecticut information
- Hospitality services (Welcome Centers, Fullfillment Services, Toll-free Number)
- Source for State-wide Research and Strategic Planning...

TOURISM INDUSTRY

Attractions, Accommodations, Lodging, B & Bs, Restaurants, Museums, Galleries, Theaters, Historic Sites, Entertainment, Casinos, State Parks, Hiking, Biking, Fishing, Festivals, Fairs, Concerts...

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Budget Casualties

CCT Suspends:

- Nat'l & Instate Advertising Campaigns
- Traditional *Connecticut Vacation Guides*
- *Culture & Special Events Calendars*
- Mailing *Vacation Guides*, maps, special events & brochures
- Danbury & Greenwich Welcome Centers closed
- Literature Distribution Program
- Nat'l & Instate Public Relations campaigns
- Nat'l & Int'l Direct Sales efforts
- Market Research
- Memberships in travel trade associations
- International Advertising

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New Model Needed

- Private-sector funded marketing efforts
 - “Pay-to-Play” Co-ops
- CCT to provide strategic guidance & coordination driven by industry needs and major consumer motivators
- State provides sustaining funds for CCT tourism foundation elements

The Buck Starts Here

- Two-phase approach
 - 18 month transition plan (July '09 --)
 - Long-term vision
- Focus on the basics
 - What's best for the industry
 - What best motivates potential visitors
- Leverage resources
 - Staff
 - "Official" State Tourism assets
 - CCT grant funds
- Maintain, and expand as necessary, foundation program elements
- Create cooperative partnering opportunities
- Discontinue marketing elements, while worthwhile, are no longer affordable



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CONNECTICUT Tourism
Moving Forward

18-Month Transition Plan

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Connecticut Brand Image

- Identify New Brand for Connecticut
 - Begin discussions w/ industry, tourism districts & state agencies
 - Until new direction completed
 - Maintain current CONNECTicut brand & destination sub-brands
 - Continue using current Brand Guidelines
- Revise Tourism Strategic Marketing Plan
 - Evaluate all previous strategies
 - Reflect new funding limitations & model

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In-House Priorities

- **Responsible for foundation programs**
 - Official state tourism website, welcome centers, 1-888-CTvisit, public relations, etc.
- **Tourism industry outreach and assistance**
- **Provide consulting services**
 - Web design, strategic marketing planning, special event planning, creative design
- **Create, coordinate & promote cooperative efforts**

CONNECTICUT Tourism
Moving Forward

E-Marketing

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Online Marketing

- Co-ops Moving Forward
 - Official Connecticut Tourism E-Newsletter
 - Online Lead Generation Campaigns
 - Official Connecticut Tourism Website
CTvisit.com



Official Connecticut Tourism E-Newsletter

VISIT CONNECTICUT
July 2009

HOME PAGE
SPECIALS
SEARCH CTVISIT.COM
ORDER YOUR VACATION GUIDE

52 GREAT GETAWAYS

FORWARD THIS EMAIL TO A FRIEND →

Connecticut's All Ablaze this July

THIS MONTH'S HIGHLIGHTS
Sizzlin' Summer Activities to Keep the Month Hot
[Read More](#)

See below for not-to-be-missed events in Connecticut this month
[Read More](#)

GETAWAYS OF THE MONTH
#29 Chill Out [Read More](#)
#25 Sound Thinking [Read More](#)

WHAT'S GOING ON THIS WEEKEND

SPECIAL DEALS AND LODGING PACKAGES

THIS MONTH'S HIGHLIGHTS
Sizzlin' Summer Activities to Keep the Month Hot

As red, white and blue flies high countrywide, join Connecticut for a fun-filled weekend celebrating Independence Day with a mix of offerings from the quintessential town parade - complete with time-tested all-American favorites - to the unconventional.
[READ MORE >>](#)

See below for not-to-be-missed events in Connecticut this month:

Riverfest, July 11, Hartford - This annual festival taking place at the Martensen Riverfront Plaza never fails to excite with complimentary entertainment including live bands and activities just for kids. The festivities are capped off with a fireworks display over the Connecticut River. Call (860) 713-3131.

Midsummer Festival, July 24 & 25, Old Lyme - Celebrating the town's artistic heritage with festivities that include an art open house, artisan fairs and domestic farm animals. The festival is located at the Lyme Art Association and Florence Griswold Museum. Call (860) 434-5542.

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- New Partner Design
- High Quality Prospects
 - 500K+ subscribers
 - 90% NY/NJ
 - Frequent CT Getaways
- Popular Offerings
 - Specials (Travel Deals)
 - Overnight Packages
 - Discounts
 - Special Events
 - Seasonal Features
- Experience-based subscriptions



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Official Connecticut Tourism E-Newsletter

- Media Options
 - Banner ads
 - Travel Deals listings
 - Discount Coupons
 - Multiple sponsorship discounts
- *New Partner Issues beginning April 2010*
 - Partner Investment: Media kit coming soon
 - Minimum sponsorships needed per issue
- Contact for Advertising:
 - Rose Bove, rosemary.bove@ct.gov or
 - Rob Damroth, robert.damroth@ct.gov

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Online Lead Generation Campaigns

New Connecticut Travel Partner Sweepstakes

- Leverages the highly successful CT Tourism Sweepstakes Platform
 - Over 500,000 travel leads generated for CCT & partners in 2009
- Geo-Targeted +
 - NY/NJ Metro & CT
- 2 Campaigns
 - Spring/Summer 2010
 - Fall 2010
- Qualifies for **CCT Cooperative Marketing Grant**

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CT Travel Partner Sweepstakes Overview

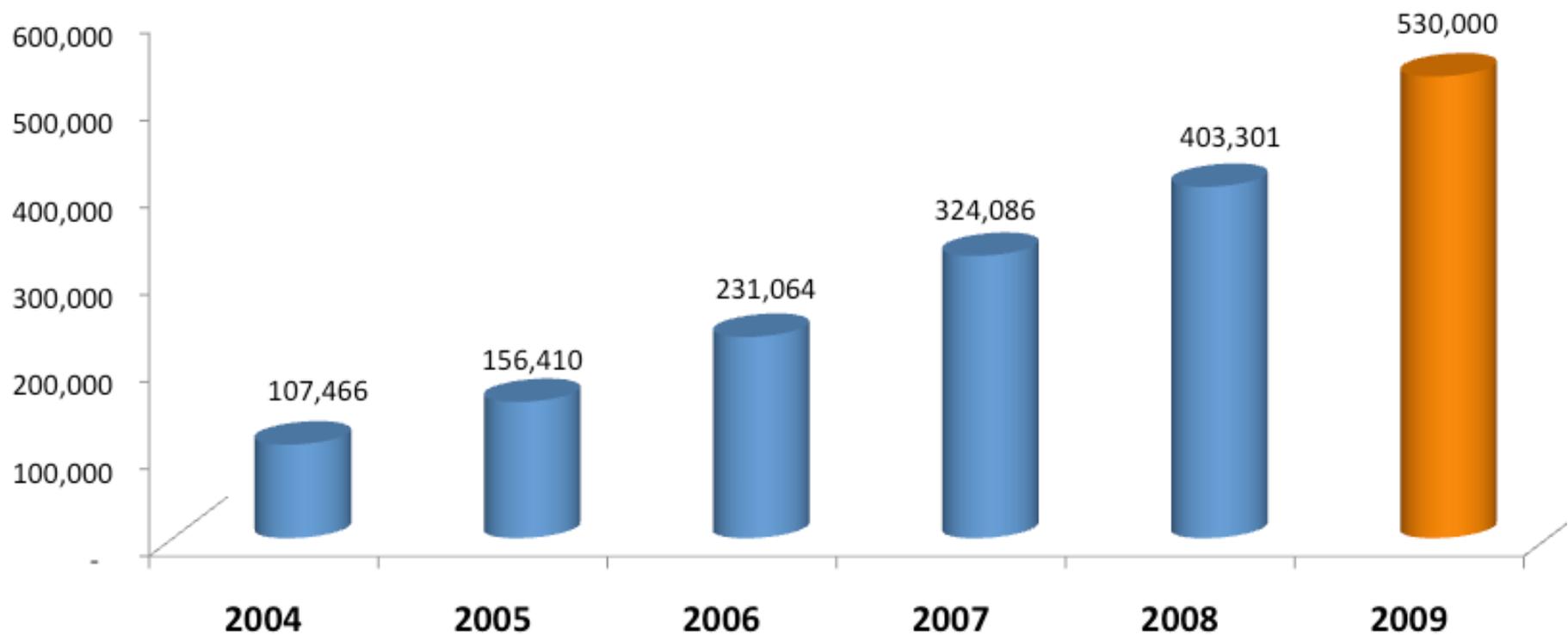
- Benefits for each partner
 - Physical mail leads
 - Permission email address (opt-in) leads
 - Click through traffic to each partner website
 - Millions of targeted impressions (NY DMA) from top websites, email marketing and RSS feeds
 - Access to CT Tourism house email list (500k+ addresses, majority in NY DMA)
- Limited to 8 Travel Partners Per Campaign
 - Sweeps Participants: 70,000 min.*
 - Media Impressions: 25 million min.*

* Assumes each campaign is fully funded with 8 partners.



Online Market Reach

CT Tourism House Permission Email List



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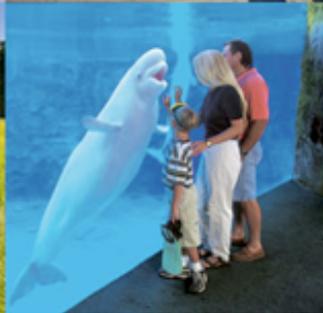
2009 Sweepstakes Main Page

Win a FREE Getaway to CONNECTICUT

Get far away, close to home. Connecticut is closer than you think, but feels worlds away from your daily routine.

10
GETAWAY
Prize Packages

SPRING/SUMMER
SWEEPSTAKES
APRIL 29 - JULY 31, 2009



WIN ONE OF 10 PRIZE PACKAGES FROM THE 5 REGIONS

The Connecticut Commission on Culture & Tourism and the 5 tourism regions are giving away:

- 10, two-night getaway packages
- Prizes for couples and families
- Connecticut's finest accommodations, attractions and restaurants!

Sorry, the sweepstakes has ended on July 31st, 2009. Please check back next year.

Select a region to view its [prize packages](#):

- Fairfield County
- Greater New Haven
- Litchfield Hills
- Mystic County
- River Valley



CONNECTICUT Closer than you think

ENTER SWEEPSTAKES | [Home](#) | [Prizes](#) | [Winners](#) | [Rules](#) | [Privacy Policy](#) | [CTVisit.com](#)

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Partners in 2009 were CT regional tourism organizations



Partner Prize Pages - 2009

[< all prize packages](#)

Mystic Country / Prize Packages

SPRING/SUMMER SWEEPSTAKES: APRIL 29 - JULY 31, 2009

RIEFIELD COUNTY
TER NEW HAVEN
TCHFIELD HILLS
YSTIC COUNTRY
RIVER VALLEY



With so much to experience in beautiful Mystic Country, it's no wonder people travel from all over the world to explore this region of eastern Connecticut. Our Yankee heritage is visible everywhere -- in charming villages surrounding classic town greens; scenic farm roads and ancient stone walls; waterfronts bustling with fishermen, ferries, and yachts. In Mystic Country, you'll find a wealth of attractions and events of all sizes, romantic getaways, world-class gaming, nightlife and entertainment, appealing to all ages and interests. Learn more about [Mystic Country](#).



Enter to Win a Couples Getaway



Enter to Win a Family Getaway

COUPLES PRIZE PACKAGE

Bask in the 'Sun'

[▶ Enter to Win a Couples Getaway](#)

- 2-night stay at the [Mohegan Sun Hotel](#), which is situated on 240 acres along the Thames River and located 15 minutes from the museums, antique shops and the Mystic Country waterfront.
- Free breakfast each morning at the Seasons Buffet, located in the Casino of the Earth, where you can enjoy such favorites as a made-to-order omelet, fresh fruit, smoked ham or bacon and rustic potatoes during breakfast service.
- One dinner for two at one of [Mohegan Sun's](#) 30 gourmet restaurants, including Todd English's Tuscany, Michael Jordan's Steak House or Jasper White's Summer Shack.
- One 50-minute massage at [Elemis Spa](#), a luxurious 20,000 sq. foot oasis offering such treatments as mud therapy, Shiatsu massages, European facials and seaweed wraps.
- Two tickets for [Mystic Seaport](#) - the Museum of America and the Sea where you can climb aboard tall ships and stroll through a re-created 19th century coastal village.
- Two tickets to [Mystic Aquarium & Institute for Exploration](#), where you will encounter ocean animals in an exciting new way.
- Complimentary tour and wine tasting at [Stonington Vineyard](#) in Stonington.

- CT Tourism regional organizations (Mystic Country) were partners for the 2009 promotion
- Each partner had a dedicated prize page linking from home page
- 2010 prizes would center around each partner



On-Going Emails Sent to Sweeps Participants

CONNECTICUT Sweepstakes Update JUNE 1, 2009

Getaways to be Awarded this week:



Mystic Seaport Whaler
Mystic Country

◀ **Seaside Comfort & Luxury**
Experience Mystic Country's Seaside Comfort and Luxury getaway: stay at Comfort Inn of Mystic, visit Mystic Seaport's many attractions. [Learn More](#)

Riverside Retreat ▶
Experience River Valley's Riverside Retreat getaway: stay at Saybrook Point Inn, visit the Ivoryton Playhouse and Florence Griswold Museum. [Learn More](#)



Saybrook Point Inn
River Valley

%%firstname%%,

You are still entered in the Sweepstakes to win a Great Getaway to Connecticut, and you remain eligible for all subsequent drawings. Prizes to be awarded this week are listed above. You can increase your chances of winning by [referring a friend](#). For each referred friend who registers for the Sweepstakes, we will enter your name again in the drawing.

Increase your chances of winning a
Free Getaway to
CONNECTICUT

▶ Invite Your Friends

Emails are sent throughout promotion to keep participants engaged

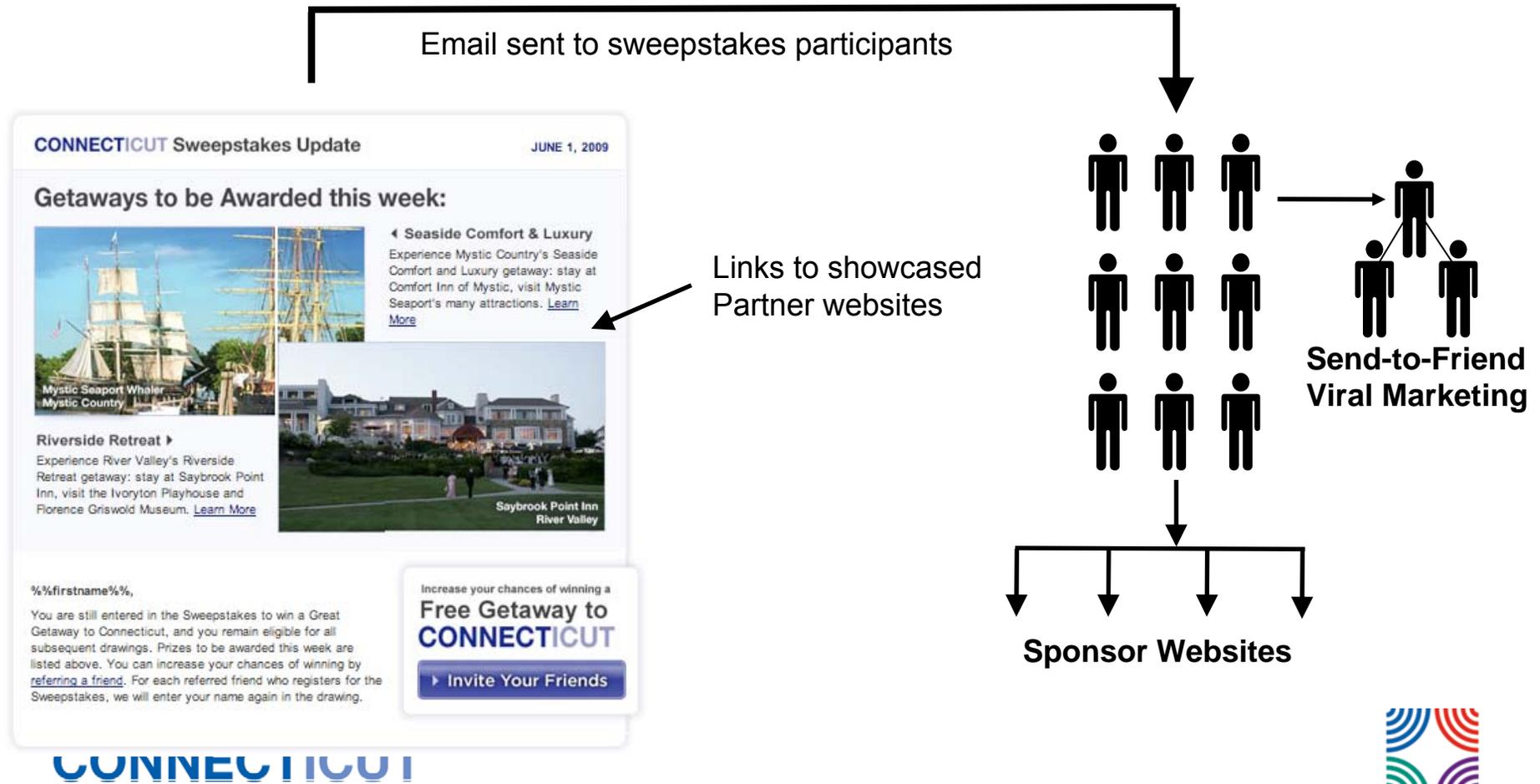
← One or Two partner prizes showcased in each sweepstakes update email sent to each participant

← Word-of-mouth marketing is employed to drive more registrations



Weekly Update Emails to Participants

Traffic Generation to Sponsor Sites



Campaign Promotion



Direct Response Emails to House List & 3rd Party Publishers

- Sent twice to 500k+ subscribers in house list
- Typically get 4% conversion rate on house list

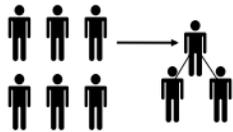


Display & Co-registration Advertising

- ComScore 200 websites
- Geographically targeted to NY DMA
- Estimate: 10 - 20 million impressions



Search Engine Marketing



facebook

Social Networking-Viral Marketing

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Online Lead Generation Campaigns

- Partner Investment
 - \$25,000 per partner, per campaign
 - 2 gift certificates for travel package prizes
 - More gifts provided will result in more brand exposure throughout sweepstakes promotion
- Contact:
 - Steve Herring, Inside Out Publishing
 - 949-364-1992
 - steveh2@cox.net

CTvisit.com & Social Networking

CCT Moving Forward

- Essential web development to retool for industry/constituent access & co-ops
- Cutting edge re-design
- Social networking interfaces
- E-learning modules for industry/constituent partners
- RSS feeds
- Hosting, licenses, essential maintenance
- Upgrade Connecticut Tourism E-Newsletter for consumers template
- Staff creates content & updates

On Hold

- New content areas for meetings/conferences
- User generated content
- Mobile site adaptation
- Desk top administrator training for industry/constituent partners
- Visitor Management System

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on Culture & Tourism

CTvisit.com

Co-ops Moving Forward

- Self-Post Specials
- Display Advertising Opportunities
- Performance-based affiliate sponsorships
- New dining category for restaurant & banquet listings

The screenshot shows the CTvisit.com website homepage. At the top, the word "CONNECTICUT" is displayed in large blue letters, with the phone number "1-888-CTvisit / CTvisit.com" below it. To the right, there is a map of Connecticut with labels for "FAIRFIELD COUNTY", "GREATER NEW HAVEN", "LITCHFIELD HILLS", "MYSTIC COUNTRY", and "RIVER VALLEY", along with the phone number "1 (888) CTvisit". Below the header, there is a search bar with the text "SEARCH CTvisit" and a "GO" button. To the left of the search bar is a vertical menu with categories: "Advanced Search", "CONNECTIONS", "52 GREAT GETAWAYS", "SPECIALS", "THIS WEEKEND", "WHAT TO DO", "WHERE TO STAY", "EVENTS", "MY TRIP", and "TRAVEL STORIES". Below the menu is a "Welcome message from M. Jodi Reil, Governor" with a small photo of the governor. The main content area features a large banner image of a young girl smiling while holding a large lobster, with the text "Closer than you think." and "Sheffield Island Lighthouse, Norwalk". Below the banner is a section for "52 GREAT GETAWAYS" with the sub-heading "#29 Chill Out" and the text "When the going gets hot, the hot hightail it to Connecticut." To the right of this is a section for "OUR 5 REGIONS" with sub-headings for "FAIRFIELD COUNTY", "GREATER NEW HAVEN", "LITCHFIELD HILLS", "MYSTIC COUNTRY", and "RIVER VALLEY". Below these is a section for "CONNECTIONS - THECONNECTICUTEXPERIENCE" with five sub-sections: "ACTIVE ADVENTURES", "ARTS & CULTURE", "FAMILY FUN", "HISTORY", and "REST AND RELAXATION". Each sub-section has a small image and a short paragraph of text. At the bottom left of the screenshot is a "DON'T MISS" section with the text "Go On Location in Connecticut!" and "Connecticut Main Street Musts!".

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CTvisit.com

Display Advertising

The screenshot shows the CTvisit.com homepage. At the top left is the 'CONNECTICUT' logo with the phone number '1-888-CTvisit / CTvisit.com'. A navigation menu on the left includes 'HOME', 'SEARCH CTvisit', 'Advanced Search', 'CONNECTIONS', '52 GREAT GETAWAYS', 'SPECIALS', 'THIS WEEKEND', 'WHAT TO DO', 'WHERE TO STAY', 'EVENTS', 'MY TRIP', and 'TRAVEL STORIES'. The main content area features a 'SEARCH CONNECTICUT' section with a search bar and a 'Filter Your Search' dropdown menu. Below this are checkboxes for 'Accommodation' (B&B & Spa, Campgrounds, Hotel/Motel, Resort, Spa, B&B Directory & Reservation Service, Cottage/Cabin, Inn, Resort/Cabin, Vacation Rental, Bed and Breakfast, Hostel, Inn & Spa, Resort/Spa) and 'Lodging Rates' (\$, \$\$, \$\$\$, \$\$\$\$, Call for Rates). A 'Filter By Region' section includes checkboxes for Fairfield County, Litchfield Hills, River Valley, Greater New Haven, and Mystic Country, accompanied by a map of Connecticut. On the right side, there are two vertical banners: one for '52 GREAT GETAWAYS' featuring a woman's face and the text 'Spend a Weekend at a Connecticut seaside spa', and another for 'Rejuvenate Your Body, Mind and Spirit' with a 'CLICK HERE!' button. A 'DONT MISS' section is visible at the bottom left of the page.

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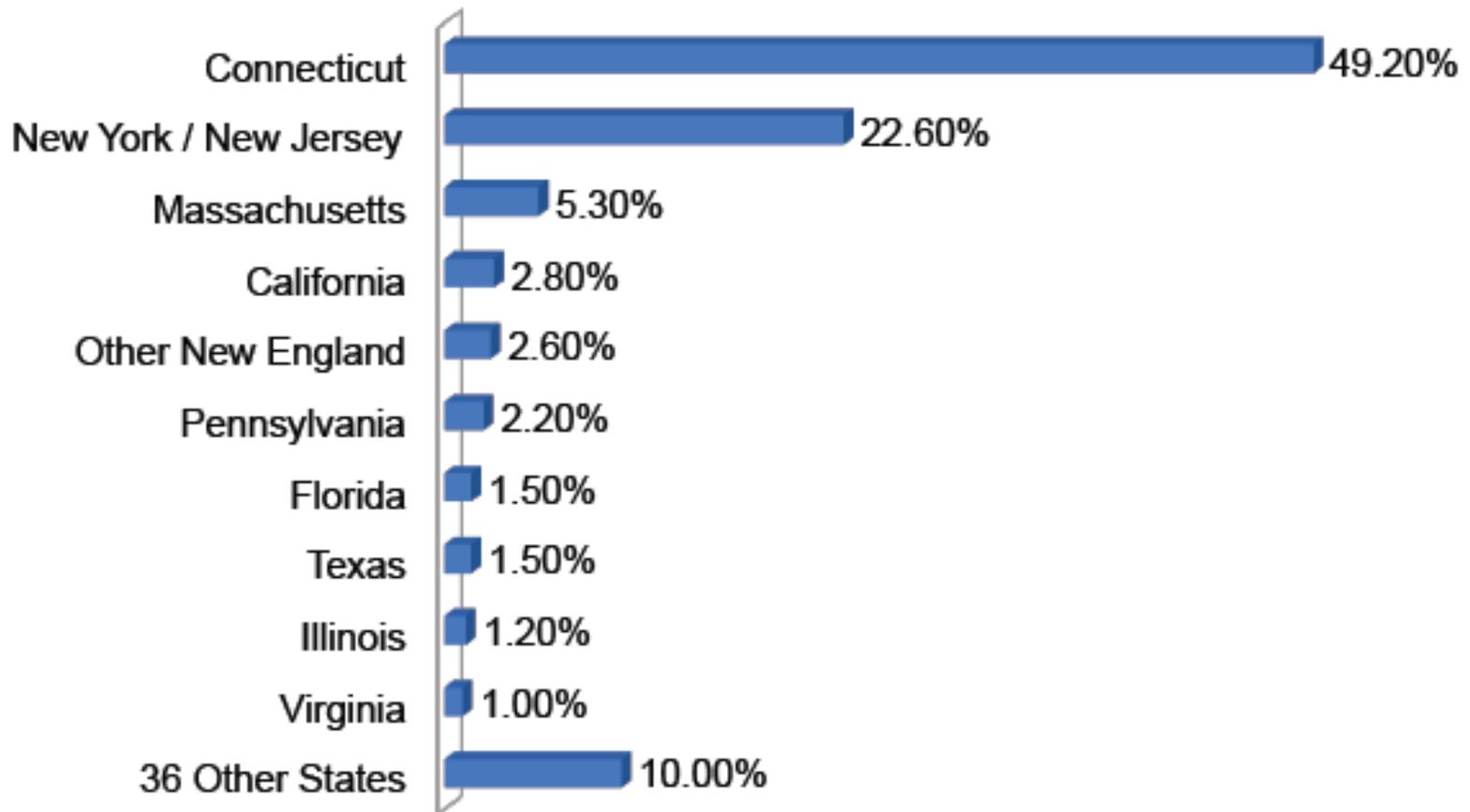
- Official Connecticut Tourism Website
- “Converted” Prospects
 - 2 million visitors
 - 9.7 million page views
 - 5+ minutes/visit
- Search Engine Optimized
- Experience-based content



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CTvisit.com

Visitor's Geographic Origin U.S.



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Top Traffic Areas of CTvisit.com

Ad Group	Content Area	Page Descriptions	# of Page Types	% of Site Traffic Non-CT Visitors	% of Site Traffic CT Visitors
H	Home Page	Home Page	1	13%	9%
1	Properties	Searching, listing, viewing attractions & accommodations	3	39%	33%
2	Getaways	Searching, listing, viewing Getaways and Connections	7	20%	20%
3	Events	Searching, listing, viewing Events and "This Weekend"	4	10%	20%
4	Specials	Searching, listing, viewing Specials	2	5%	5%
5	Misc.	All other pages	≈12	13%	13%



CTvisit.com

Display Advertising

- Media Options
 - Seasonal space commitment
 - 6 ad group packages offered (H & 1-5)
 - Ad Formats
 - Small Square (200 x 200)
 - Skyscraper (120 x 600)
- Partner Investment
 - Media kit coming soon
 - Multiple insert discounts
- Contact for Advertising:
 - Rose Bove, rosemary.bove@ct.gov or
 - Rob Damroth, robert.damroth@ct.gov

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Advertising

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Advertising

- Co-ops Moving Forward
 - Magazine-style lure piece as newspaper free standing inserts
 - Co-op Billboards



Advertising Magazine-Style FSI

- *New glossy magazine replaces Vacation Guide & Culture Guides*
- Partner Benefits
 - Branding & Leads
 - Push Marketing & Fulfillment
 - Print & Online
- Highly Targeted
 - NY/NJ & CT Newspapers
 - CT Welcome Centers
 - Regional AAA offices
- Display Advertising Qualifies for **CCT Cooperative Marketing Grants**



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Advertising Magazine-Style FSI

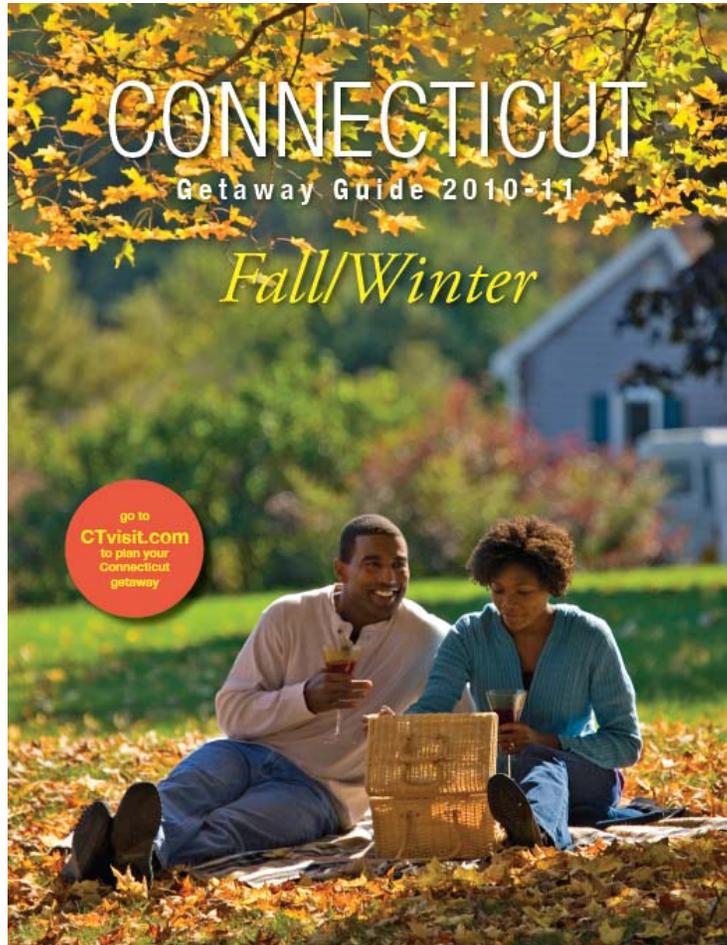
- Spring/Summer Edition (32 pages)
 - 1 million circulation includes 900,000 in newspapers
 - May 23, 2010 Newspaper Insert
- Fall/Winter Edition (20 pages)
 - 525,000 circulation includes 400,000 in newspapers
 - September 12, 2010 Newspaper Insert
- Integrated Online Promotion – VacationFun.com
 - Promotion & links
 - 2 Email blasts
 - Search engine marketing
- Value Added – CTvisit.com
 - Interactive digital version on Official CT Tourism Website
 - Interactive digital version featured in Official CT Tourism E-Newsletter

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Advertising Magazine-Style FSI



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- Contact for Advertising:
Pati Flannery, Madden Media
708-386-6062
pflannery@
maddenmedia.com



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Advertising Co-Op Billboards

- Co-Op Billboards Partnership
 - Creates strong impact & awareness
 - Generates largest circulation in market
 - Provides higher visibility via greater collective presence
- Specific Project for **CCT Cooperative Marketing Grant**



Advertising Co-Op Billboards

Play, Learn, Grow!



Stepping Stones Museum for Children Norwalk **CTvisit.com**

Green is in.
Travelers Championship
June 22 – 28



 TRAVELERS CHAMPIONSHIP  FedEx Cup Cromwell **CTvisit.com**

MYSTIC.
So cool. So close.



Sea Everything.[®] Exit 90 off I-95 **CTvisit.com**

**Tall Ship Tours
and Laser Light
Shows are...**



Here

**JUNE 26-28
NORWICH 350 CELEBRATION** **CTvisit.com**

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Advertising Co-Op Billboards

- **Media Options**
 - 2 Campaigns: Spring/Summer (April-August) & Fall (Sept.-Oct.)
 - Locations: CT & NY Interstates
 - Territories: NY Gateways to CT, Fairfield County, New Haven & Shoreline, Danbury to Hartford
- **Partner Investment**
 - Varies by location & board
 - Minimum 1 month purchase
 - Creative design services provided
- **Contact for Advertising:**

Moira McNally, Out of Home America
860-289-9001
moira@outofhomeamerica.com

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Hospitality Services

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Hospitality Services

Official Connecticut Welcome Centers

- CCT Moving Forward
 - Staffing continues at Darien, Westbrook, North Stonington, West Willington
 - Direct delivery option available for industry promotion materials
- Co-ops Moving Forward
 - Adopt-A-Welcome Center sponsorships
 - Display advertising
 - Fees for premium rack space for brochure distributors

Adopt-A-Welcome Center

- Opportunity to market and showcase products and services
- Enhance your brand and engage your target market
- Maximize marketing exposure



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Display Advertising in Welcome Centers

- Ideal way of cultivating positive customer relationships
- Opportunity to motivate potential visitors
- Displays can include: posters, light box displays, banners, LED message boards, etc.

Premium Rack Space for Brochure Distributors

- To build and foster relations between brochure distributors and Connecticut tourism constituents
- Assist properties with a brochure distribution strategic plan and placement recommendations as well as value-added marketing services.

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Market Research

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Market Research

- CCT Moving Forward
 - Industry Market Research updates posted on www.cultureandtourism.org
 - STR Syndicated Lodging Trend reports
 - US Travel Association (formerly TIA) membership
- Co-ops Moving Forward
 - VISION Syndicated Visitor Intercept
 - Economic Impact of Connecticut Tourism

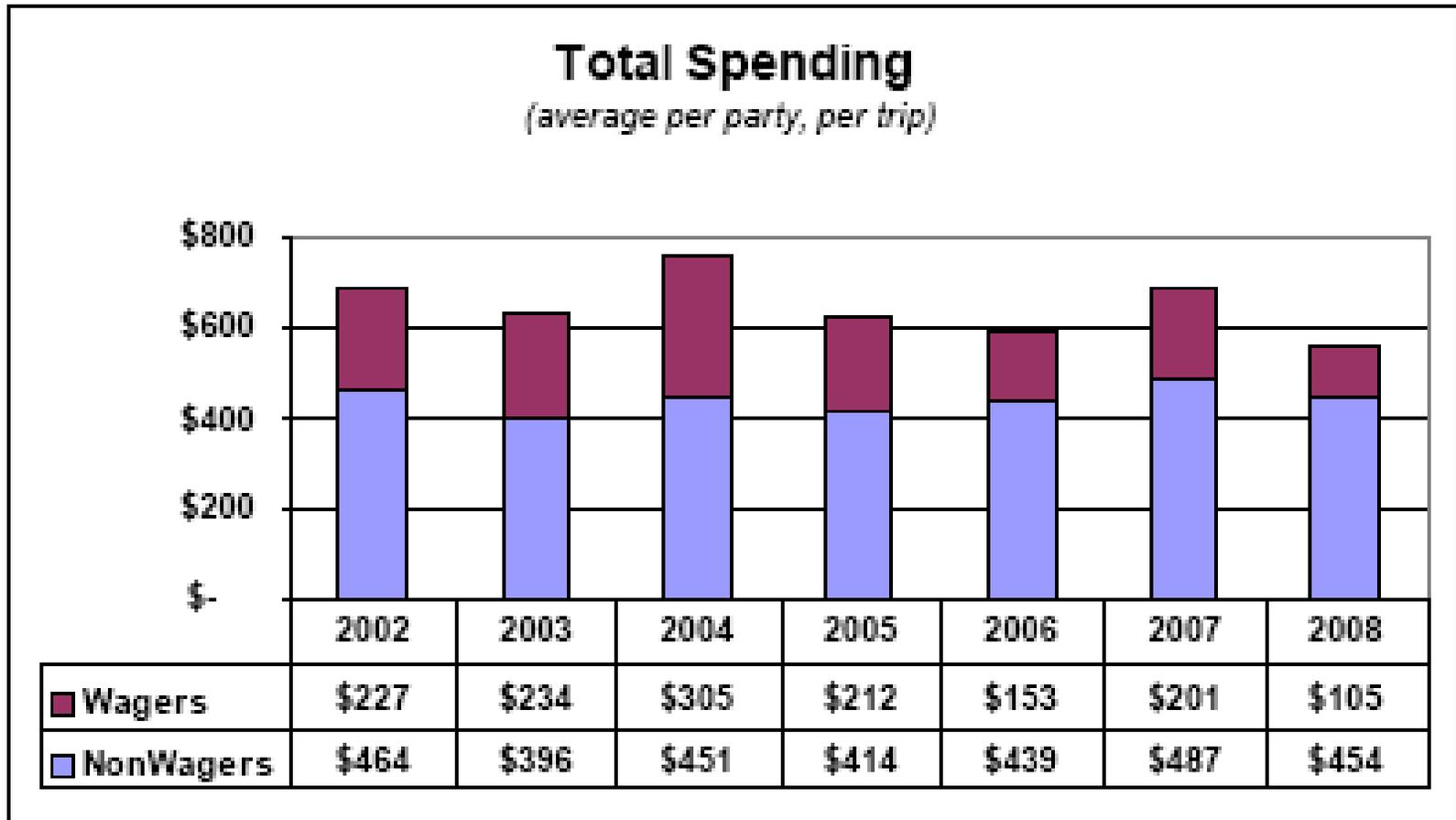
VISION

CT Visitor Intercept Study

- On-going study of visitor interviews
 - Over 25,000 interviews
 - Interviews conducted at 50+ CT locations
 - Museums, casinos, parks, beaches, destination shopping, events, arts venues & welcome centers
- Knowledge is Power in Tough Times
 - Low cost
 - High impact research info
 - Tracks changes over time
 - Compares your performance to local norms
 - Platform to add custom questions & samples

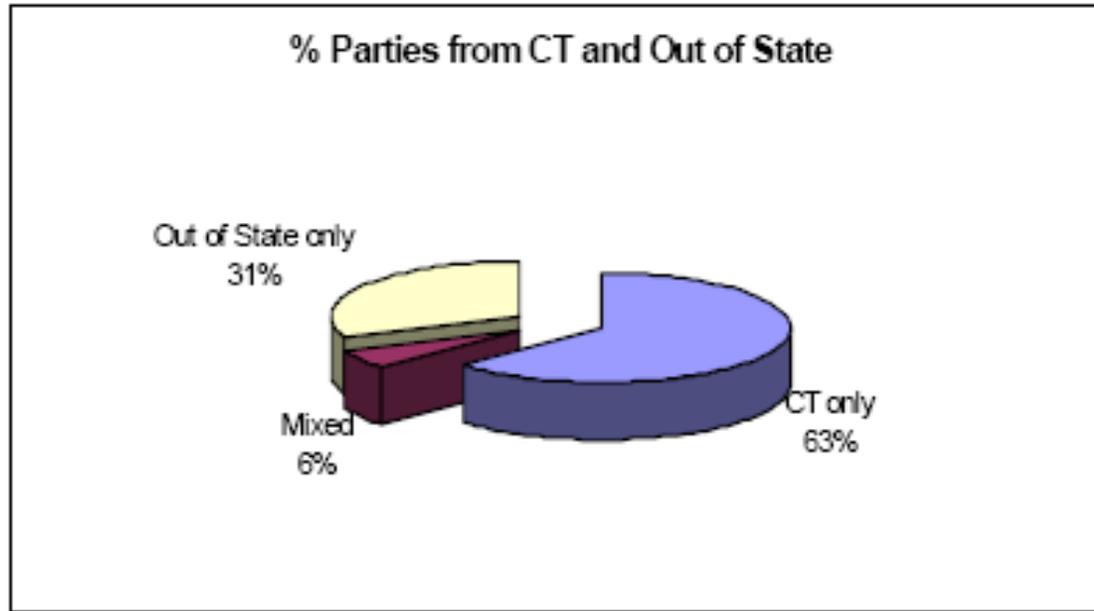
VISION

CT Visitor Intercept Study - 2008



VISION

CT Visitor Intercept Study - 2008



- *New Reduced Investment: \$1,996/year*
- *Contact:*

John Bourget, Witan Intelligence Strategies
860-675-0231, info@WitanIntelligence.com

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Exclusive Sponsorships

- Official State Tourism Highway Map
- Connecticut Open House Day
 - June 2010 date TBD



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CCT Continues to Move Forward



- Public Relations
- Toll-Free CT Tourism Information
- CT Ambassador Program
- Sustaining membership in Discover New England (DNE)

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Industry Assistance

- Schedule one-to-one marketing consultation meetings
- Services posted on www.cultureandtourism.org
 - Co-op Marketing Opportunities
 - Connecticut Tourism Industry Events
- Marketing Workshops
 - Marketing Opportunities (fall)
 - CCT Marketing Grants Available (fall)
 - *New* www.CTvisit.com Partner User Training (spring)
- Speakers Bureau
- Annual Tourism Scholarships Awarded
 - funded through the generosity of the industry

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Q/A

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**Be A Connecticut Tourism
Advocate**

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**The CCT Marketing
Grant Workshop**

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Challenge Grant & Co-Operative Grant

Designed to:

- create partnership with constituents & CCT
- increase attendance & visitation
- support product development efforts
- extend statewide strategic marketing efforts

Both grant programs:

- require matching funds &
- are available to arts, history, film & tourism entities

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Challenge Grant

Provides funds to non-profits for:

- new & innovative marketing projects or
- expansion of current marketing project



Challenge Grant

Time Line

- Application Deadline January 13, 2010
- Award Notification March 2010
- Project Period April 15, 2010 – May 31, 2011

Grant and Matching Funds

- Minimum \$ 7,500
- Maximum \$30,000

Match

- Applicants 1 to 1 (100% match)
Must have a non-profit status

Project Mock-Ups:

All materials must be approved by CCT. A minimum of 5 working days is required for this approval.

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Challenge Grant

Eligible Project Expenses:

- Media Advertising
- Direct Marketing
- Promotional Pieces
- Production Projects
- Direct Sales
- Public Relations
- Research Programs and Studies
- Expansion of Existing Program
- Online: Development, design or promotion

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Challenge Grant

CCT's Cooperative Marketing Opportunities

<i>Expense</i>	<i>Grant Funds Qualify</i>	<i>Match Funds Qualify</i>	<i>Funds Outside Grant Project Qualify</i>
Magazine FSI	Yes	Yes	Yes
Online Lead Generation Campaign	Yes	Yes	Yes
CT E-Newsletter Advertising	No	No	Yes
CTvisit.com Advertising	No	No	Yes
CT Welcome Center Display Advertising	No	No	Yes

Co-Operative Grants

Time Line

- Application Deadline January 6, 2010
- Award Notification February 2010
- Project Period April 2010 - May 31, 2011

Grant and Matching Funds

- The maximum grant and matching funds varies dependent upon the co-op project.

Applicant: Non-profit as well as For-profit
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Co-Operative Grant

Three subsidized, pre-selected marketing partnerships offered by CCT:

- Billboards
- Magazine-Style Insert (FSI)
- Online Lead Generation Campaign

Applicants may apply to more than one project. Separate application package must be submitted for each proposed project.

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Co-Operative Grant Billboards

Eligible Applicants and Required Match

- Non-profit entities - Require 40% match
- For-profit entities - Require 50% match

Billboard Campaign Options

- Spring/Summer (April - August)
- Fall (September - October)
- Combination of Both Options

Two creative concepts offered.

Must contract for a minimum of one month.

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Co-Operative Grant Billboards

Maximum grant - \$30,000 Spring/Summer Season

Maximum grant - \$20,000 Fall Season

Maximum grant - \$50,000 Both Seasons

Grant & Match funds can only be used for the following

- Media purchase costs for the billboards*
- Billboard vinyl production costs
- Billboard installation costs

*Grant and Match funds cannot be used for digital billboards and/or billboards on state property.

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Co-Operative Grant

Billboard Vendor

Moira McNally, Director of Sales

Out of Home America

Phone: 860-289-9001

E-mail: moira@outofhomeamerica.com

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Co-Operative Grant Magazine-Style Insert FSI

Eligible Applicant and Required Match

- Non-Profit entities - Require **30%** match
- For-Profit entities - Require **60%** match

Magazine-Style Insert (FSI) Options

- Spring/Summer Edition
- Fall/Winter Edition
- Combination of Both Editions

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Co-Operative Grant Magazine-Style Insert

Spring/Summer Edition

- Inserted in newspapers May 23, 2010

Fall/Winter Edition

- Inserted in newspapers September 12, 2010

- Maximum grant for **non-profit** - \$33,225*
- Maximum grant for **for-profit** - \$26,996*

*Based on one full-page per edition

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Co-Operative Grant Magazine-Style Insert

Grant & Matching Funds

- Media purchase costs for the Magazine-Style FSI newspaper advertisement only
- Advertisements space eligible
 - Full page, half page, quarter page or eighth page*
- * Includes Reader Service & Brochure Ad

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Co-Operative Grant

Calculate grant funds for Billboards or Magazine-Style Insert from the **TOTAL PROJECT COST**.

Divide the corresponding index figure into the Total Project Cost to determine amount of Grant Funds request.

Required Match	Index Figure
30%	1.3
40%	1.4
50%	1.5
60%	1.6

Note: The State **MUST** apply the match to the **GRANT FUNDS REQUESTED**. We **cannot** apply the match to the Total Project Cost.

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Co-Operative Grant Magazine-Style Insert

			Total Project
Description	Grant	Match	Cost
<i>Non-Profit Combo</i>			
Full Pages Sp/Su and F/W	\$33,225	\$9,967	\$43,192
Half Page Sp/Su and F/W	\$17,890	\$5,367	\$23,257
Quarter Page Sp/Su and F/W	\$10,402	\$3,120	\$13,522
Eighth Page Sp/Su and F/W	\$6,580	\$1,974	\$8,554
<i>For Profit Combo</i>			
Full Pages Sp/Su and F/W	\$26,996	\$16,196	\$43,192
Half Page Sp/Su and F/W	\$14,536	\$8,721	\$23,257
Quarter Page Sp/Su and F/W	\$8,451	\$5,071	\$13,522
Eighth Page Sp/Su and F/W	\$5,346	\$3,208	\$8,554

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Co-Operative Grant Magazine-Style Insert

Magazine-Style Insert Vendor

Pati Flannery

Madden Media

Phone: 708-386-6062

E-mail: pflannery@maddenmedia.com

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Co-Operative Grant Online Lead Generation Campaign

Eligible Applicants and Required Match

- 1 to 1 Matching Formula (100% match)
 - Non-Profit entities
 - For-Profit entities

Online Lead Generation Campaign Options

- Spring/Summer 2010
- Fall 2010

Each campaign requires **8** travel partners at a net per-partner cost of **\$25,000**.

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Co-Operative Grant Online Lead Generation Campaign

Grant and Matching Funds can be used only for

- Partner fee

Benefits for each partner

- Physical mail leads
- E-mail address leads
- Click through traffic to your website
- Millions of impressions
- Access to CCT's tourism consumer subscriber list

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Co-Operative Grant Online lead Generation Campaign

Online Lead Generation Campaign Vendor

Steve Herring

Inside Out Publishing

Phone: 949.364.1992

E-mail: steveh2@cox.net

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Applicant Package

1. Application
2. Application Narrative
3. Project Budget
4. Timeline
5. Current Strategic Marketing Plan or Strategic Marketing Questionnaire (available at www.cultureandtourism.org)
6. Promotional Materials (optional)
7. Sponsorship Opportunities Package (if applicable)
8. Tax Exempt Verification (original only)



What you need to know to apply for a grant.....

- Go to www.cultureandtourism.org
- Click on Funding Opportunities in the navigation panel on the left side
- Click Cross-Divisional Funding Opportunities
- Select the appropriate grant program (Challenge or COOP)

Download the Following

- Grants Overview Guidelines
- Grant Guidelines Booklets
- Application (enabled – you can type in it)
- Strategic Marketing Questionnaire (if you do not have a current strategic marketing plan)
- Pricing Guide for Magazine-Style FSI



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Q/A

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