



March 3, 2015
Bangor City Hall

Greater Bangor Convention & Visitors Bureau
B.E. D. Update

Bangor City Council Update

Guidebook:

The 2015 guidebook has been completed and interest was even higher this year. Last year's printing of 35,000 copies (and 2,000 overrun) seemed to be a great number so we will continue with that as a print run. The book is being expanded by 8 pages to include more content to reflect visitor's interests and needs and to have a pull out gate folded map that can be used by all as they visit our community.

Membership

- We've had 4 members drop since October, of which one business closed, and we've welcomed 7 new members since November.
- Total membership is 200 with several pending
- Membership Committee is made up of Erica Whitten, Director of Sales for Holiday Inn, Bangor and is our Committee Chair, Diane Dickerson, CEO Bangor YMCA, Kim Reid, Director of Mall Marketing & Business Development, Bangor Mall, and Lisa Sturgeon, Communications & Resource Manager for Geaghan's Pub & Craft Brewery. Our Membership Committee has compiled research regarding the membership category and dues structures of CVBs and Chambers of Commerce across the country. We have reviewed the research and are currently working towards modifying our materials in an effort to streamline our structure.

Meetings & Conventions Update - October 2014 - February 2015

- 16 RFP's for conventions, meetings or other events (10 confirmed, 4 pending, 2 lost)
- Estimated combined total number of attendees (based on RFPs): 19,267
- Estimated combined total room nights (based on RFPs): 3,486

RFP's, Consultations, Welcome Bags, and Other Support Services: June - September

- Listen To Your Mother
- American Bell Association - Eastern District 2018
- Maine Science Festival 2015
- Association of Public Health Laboratories - Annual Meeting 2017
- Maine Elks Association - State Convention 2015
- Phi Delta Chi Pharmacy Fraternity - Grand Council Meeting 2017
- Maine McDonald's High School Senior All-Star Basketball Games
- Brewer's Conference 2015: Presented by Sutherland Weston
- Central High School Class Reunion
- Association of Computer Technology Educators of Maine: Annual Conference 2015
- The Maine Woods Consortium: Tourism Retreat 2015
- Two Nation Vacation
- U.S. Wheat Associates

RFP's, Consultations, Welcome Bags, and Other Support Services: June – September – Cont.

- Maine Harley Owners Group Rally 2015
- Wine on the Waterfront
- Bangor's Beer Festival: Tap Into Summer
- University of Maine Alumni Association
- University of Maine undergraduate & graduate schools
- University of Maine Athletics
- Eastern Maine Community College
- Husson University
- Various meetings, reunions, weddings, and other events

Maine Motorcoach Fam

- Attended bi-monthly meetings to represent the Greater Bangor Region
- Proposed Motorcoach Friendly locations in the Greater Bangor Region for the annual Tour Operator Familiarization Trip.
- Solicited Motorcoach Friendly Businesses to represent the Greater Bangor Region in the MMN Profile book - this book will be available in both print and digital formats for tour operators throughout the US and will be used on the Sales Mission to Canada.

Trade Shows

The GBCVB is continuing to leverage our relationships so we can have representation at more shows than if we tried to do them on our own. We have committed to participate at the Meetings Quest trade show in Providence, RI on April 21-22, 2015. The GBCVB has partnered with Cross Insurance Center and Holiday Inn, Bangor, and will be sending three representatives to attend this show in an effort to represent the region as well as provide specific information to planners for their meetings/conventions and information regarding logistics and additional activities during their stay. Meetings Quest combines the traditional trade show and appointments with qualified meeting planners. Planners in attendance will in the "SMERF" markets (Social, Military, Educational, Religious, and Fraternal). The GBCVB will also attend the Independent Planner Education Conference (IPEC) on April 19-22, 2015 in Las Vegas, NV. This is specifically an appointment based show with the opportunity to meet with qualified meeting planners.

Through our membership with The Maine Highlands the GBCVB has been or will be represented at the following shows:

Boston Globe Travel Show, Boston MA - Feb 6-8, 2015 (Kerrie Tripp was the representative)

Travel & Adventure Show, Washington DC - March 7 & 8, 2015 (Robin Merchant will be the representative)

World Fishing and Outdoor Expo, Suffern NY - March 5 - 8, 2015 (Rich Yvon will be the representative)

Saltscapes, Halifax NB - April 23 - 26, 2015 (Robin Merchant will be the representative with potentially another GBCVB member)

Discover New England, Portland ME - April 27 - 29, 2015 (Kerrie Tripp & Robin Merchant will be representing).

The GBCVB is a member of the New England Society of Convention and Visitors Bureaus, who attend several shows each year, at which the Greater Bangor CVB is represented. Annie Cambridge represents the GBCVB on the NESCVB Board of Directors and is also Secretary. The following is NESCVB's 2015 program of work:

- National Association of Sports Commissions - Milwaukee, WI
- Springtime Client Event - Boston, MA
- HSMIAI's MEET National - Washington, DC
- Meetings Focus Webinar

American Folk Festival:

- We anticipate working with the American Folk Festival for the 8th year to handle the travel and hospitality needs for the artist and staff.
- Last year was met with great success and we anticipate that again for 2015. We hope to start travel arrangements in May again this year.

Media Mentions:

- 10/9/14 - WVII Fox Bangor - Interview about Study saying Maine is top 10 in quality of life
- 10/22/14 - Bangor Daily News - Tourism Board wants to bring Can-Am first responders competition to Bangor area
- 10/25/14 - LA Times - Bangor, Maine: Easygoing, scenically blessed, and yes, Stephen King
- 10/30/14 - Group Tour Magazine - Winter in Bangor
- Bi-weekly radio segments with Don Cookson on ZONE radio.
- Bi-weekly radio segments on WVII Fox Bangor - Channel 7

Web Stats:

As expected, during this time of year web traffic is down. The events calendar is still one of the most popular features on the website. Our Greater Bangor Guidebook continues to be viewed online; with average monthly viewing at 206 views per month from Oct 1 - Jan 31.

The majority of visitors to the website are still coming from The United States, Canada, Brazil, and The United Kingdom. The most common referral visitors for this time period come from Cross Insurance Center, Waterfront Concerts, and The University Inn. As visitors begin to look toward summer plans, we anticipate an uptick of traffic in the Beer Festival, Wine Festival, Car Show, and Itinerary sections of our website.

Welcome Centers:

We currently operate the Visitors Center at 330 Harlow Street in Bangor, the Visitors Kiosk at Bangor International Airport, and a seasonal visitor information display at the Harbor Master's Office on the Bangor Waterfront. Additionally, we supply visitor information to the Maine Tourism Association (MTA) visitor centers, the Maine Highlands Chambers of Commerce, and to our member organizations and businesses' locations.

SnoX:

The GBCVB, along with many other partners, worked with Eastern Maine Community College Foundation to host the 2015 Eastern Maine SnoX event at Bass Park on January 10 & 11. We provided room rates and helped our members get the word out with any specials or deals, we sat on the steering committee and provided some of the hospitality support needed and volunteered at many different levels. Kerrie also helped to provide front gate support, along with volunteers from the Holiday Inn and Project Graduation, this crowd was by far one of the best we have ever dealt with.

Bangor's Beer Festival: Tap into Summer:

We have been working on the third annual beer festival and have 20 Breweries signed up and ticket sales have begun. The VIP session will include lunch with the brewers. This event will be June 20, 2015

Wine on the Waterfront:

The GBCVB is putting together the first Wine on the Waterfront to happen the evening before Beer. We are very excited as it gives people a reason to stay in town longer, eat at more restaurants and enjoy other attractions. We hope to have 20 Wineries represented and sell tickets that will become a combo ticket for both events. This event will be happening on June 19, 2015

Vietnam Veterans Welcome Home:

The GBCVB is honored to be working with the Maine Troop Greeters and the Bangor International Airport as they create an event giving a "Welcome Home" to the veterans who never received one. We will be hosting the registration on our website to help streamline the process. This event is scheduled to happen at the Cross Insurance Center on June 14, 2015.

Annual Event:

This year marks the 20th Anniversary of the GBCVB Annual Event and we are going to have one heck of a party celebrating all of the folks who have received Eagle Awards over the past 19 years and also honoring two more. This year we will be presenting Vaughn Stinson with the Lifetime Achievement Award and Darlings Auto Group with the GBCVB Impact Award, the team at the organization couldn't be happier. This anniversary event will be held at the Cross Insurance Center on May 28, 2015 and will be doing a full dinner again this year.

Sports Commission:

The GBCVB continues to work on the State of Maine Sports Commission as we work to attract sporting events to the state. We continue to use that leverage for trade show representation at national conferences like TEAMS and NASC.

Upcoming & Ongoing

- Governor's Conference on Tourism 2015 - planning committee
- GBCVB 20th Annual Tourism Awards Event & Silent Auction, May 28, 2015
- Wine on the Waterfront - June 19, 2015
- Bangor's Beer Festival - "Tap into Summer," June 20, 2015
- American Folk Festival Hospitality and Travel Arrangements
- Bangor Car Show, Wheels on the Waterfront, September 12, 2015
- The Maine Troop Greeters - Vietnam Veterans Welcome Home; the 50th Anniversary of the Vietnam War, June 14, 2015
- Loggers' Expo, May 17-18, 2015

Networks and Connection to the Community

American Folk Festival, Bangor Region Chamber of Commerce, Bangor Region Leadership Institute, Black Bear Board of Directors, BRLI Steering Committee, Downtown Bangor Partnership, DBP Marketing Committee, Downtown Proud, EDEN Group, Fusion Steering Committee, Governor's Conference on Tourism Steering Committee, Husson Board of Visitors, Maine Motorcoach Network, Maine Science Festival Logistics Committee, Maine Sports Commission, Maine Tourism Association, Mobilize Maine Leadership Team, Orono Village Association, Sarah's House of Maine, SnoX, The Maine Highlands, The Maine Sports Commission, Tuesday Forum, Tri-County Workforce Investment Board, University of Maine Alumni Association, University of Maine Black Bear Board, Welcome Home Vietnam Veterans.