



**Western Massachusetts
Scenic Byways Marketing
Campaign**

Advisory Committee

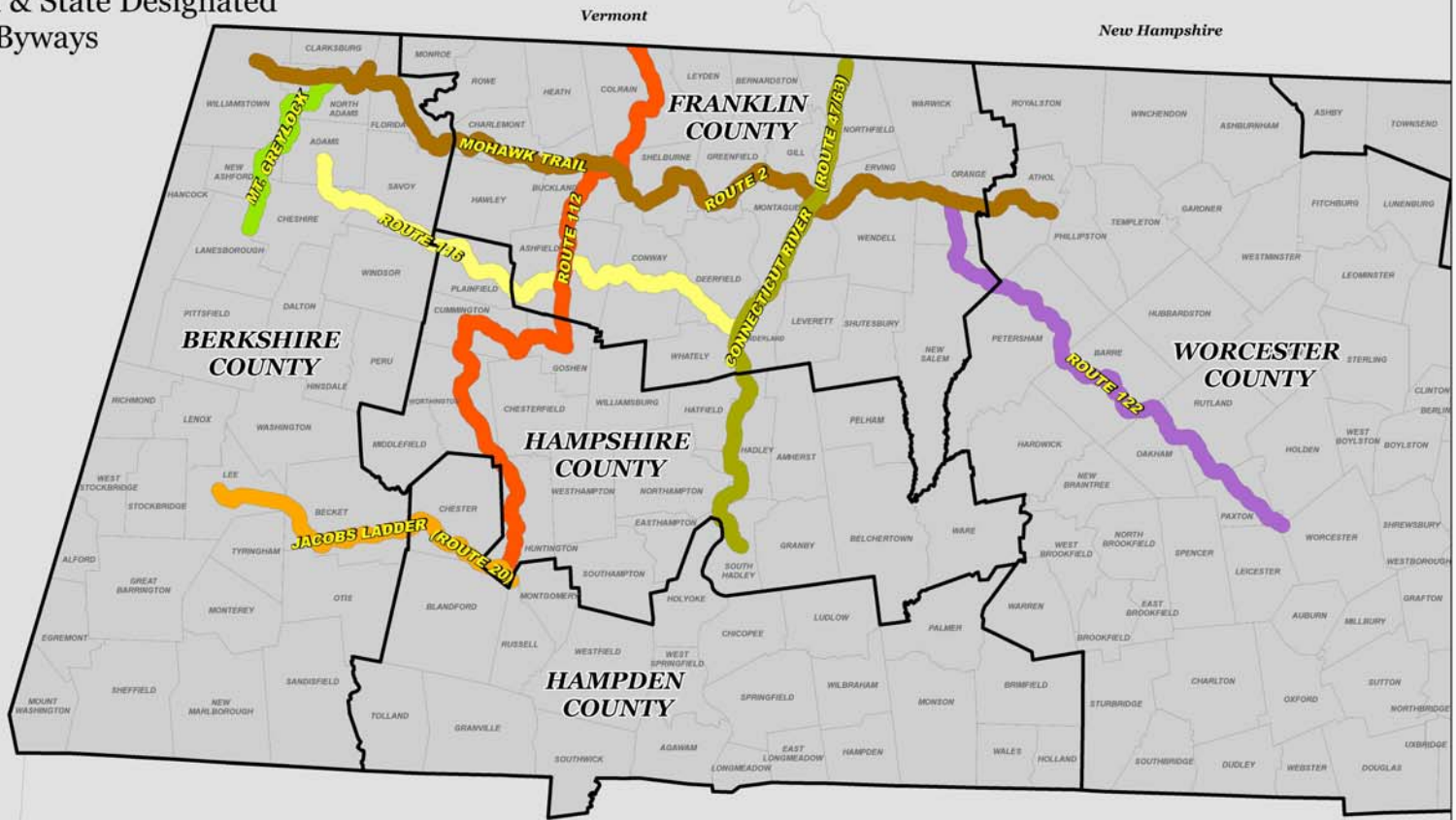
Kick-Off Meeting

January 24, 2012

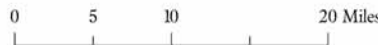
Scenic Byways in Western Massachusetts

Western Massachusetts

Federal & State Designated
Scenic Byways



- Scenic Byways
- Mt. Greylock Scenic Byway
 - Mohawk Trail Scenic Byway
 - Route 116 Scenic Byway
 - Route 112 Scenic Byway
 - Route 122 Scenic Byway
 - Connecticut River Scenic Byway
 - Jacobs Ladder Scenic Byway



Source: Map produced by the Franklin Regional Council of Governments Planning Department. GIS data sources include MassDOT, MassGIS and FRCOG. Spatial boundaries are approximate and are intended for planning purposes only, and to be used for reference.



Corridor Management Plans

- Each Scenic Byway has already developed a Corridor Management Plan (except Route 116 which is in the process of doing so).
- Each Plan was developed with assistance from a Local Byway Area Committee.
- Each Plan has identified important natural, scenic, cultural, recreational and other resources.
- Designation is honorary, not regulatory.



Overview of the Project

Combination of Earmarks

- Congressman Olver secured 7 earmarks from 2003 to 2007 for various marketing efforts for the 7 scenic byways.
- It became clear that a coordinated approach to promoting ALL of the byways collectively was the best approach.
- BRPC, FRCOG, and PVPC worked together to combine the scopes of work into a single scope with one shared contract. CMRPC joined the effort with the completion of the Lost Villages Scenic Byway Corridor Management Plan.

Goal


Produce and Implement a coordinated and cohesive marketing campaign strategy that will brand and promote the Scenic Byways of Western Massachusetts as a local and regional travel destination.

Tasks

- Task 1: Development of a promotional campaign including logos and themes for the overall collection of Byways, as well as logos and themes for the individual Byways.
- Task 2: Develop a website
- Task 3: Create maps, brochures and electronic “smart phone” applications
- Task 4: Develop and install a wayfinding sign system
- Task 5: Implement the Promotional Campaign

Budget

- Total Contract amount is \$1,096,630. This includes:
 - \$197,000 for Task 1 (themes, logos, brand)
 - \$73,625 for Task 2 (website)
 - \$132,650 for Task 3 (maps, brochures, apps)
 - \$410,275 for Task 4 (sign system)
 - \$258,080 for Task 5 (implementation)
 - \$25,000 for contract administration



Role of the Advisory Committee

Who's On It?

- Local Byway Area Committee members
- Regional Planning Agencies
- Regional and Local Tourism Professionals
- MassDOT
- Massachusetts Department of Conservation and Recreation
- Massachusetts Office of Travel and Tourism

What Do We Do?

- Guide the Professional Marketing Team
- Provide input on the best designs and products to reach our target audiences
- Bring different perspectives to the table
- Help determine the level of marketing desired for the different byways (not every byway wants the same thing)

How Often Do We Meet?

- Approximately 8-9 times over the next 18 months.
An estimated schedule could be:
 - March, 2012 – meet the consultant, begin discussing themes and logos
 - May, 2012 – begin finalizing themes, logos, branding
 - July, 2012 – begin website development (discuss content), initial identification of possible products (maps, etc.), begin discussion of sign locations

Meetings cont.

- September, 2012 – review website templates, continue discussion of product development, and finalize sign types/locations. Review Interpretive Sign designs.
- Nov/Dec, 2012 – continue reviewing website development and identify long-term maintenance strategy, begin finalizing product designs, discuss sign review with MassDOT

Meetings cont.

- February, 2013 – Continue website development, finalize product designs, finalize sign designs and locations and prepare bid, begin marketing plan rollout discussions
- April, 2013 – review sign fabrication and installation schedule, finalize website, finalize marketing rollout schedule
- June/July, 2013 – review any final details
- September, 2013 – Celebrate Launch!



Potential Marketing Consultants

Consultants

- Four firms responded to our Request for Proposals:
 - New Arts Collaborative (Rockport, MA)
 - Smith & Jones (Sturbridge, MA)
 - Transit Authority Figures (Northampton, MA)
 - Winstanley Partners (Lenox, MA)

Schedule

- The Selection Committee will be evaluating proposals and conducting interviews over the next two weeks.
- We hope to have a contract executed by February 15, 2012.

Evaluation Criteria (11)

1. Experience in Planning and Implementing Tourism Marketing Campaigns
2. Experience in Facilitating Group Participation and Input
3. Demonstration of Local Knowledge Based on Experience
4. Experience Designing and Building Tourism Websites

Evaluation Criteria cont.

5. Experience Designing Graphics for Road and Interpretive Signs
6. Experience Producing and Placing Promotional Materials
7. Quality of the Proposal
8. Quality of the Project Team
9. Ability to Complete the Study on time
10. Number of Years in business

Evaluation Criteria cont.

11. Quality of the Interview

Tie Breaker: Local Connections



Questions?

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