

# WHAT IS

## The Kennebec Valley Tourism Council?

The Kennebec Valley Tourism Council is a member-supported 501(c)6 non-profit organization. Its purpose is to attract visitors to Maine's Kennebec Valley region.

**In other words, KVTC is an RDMO.**

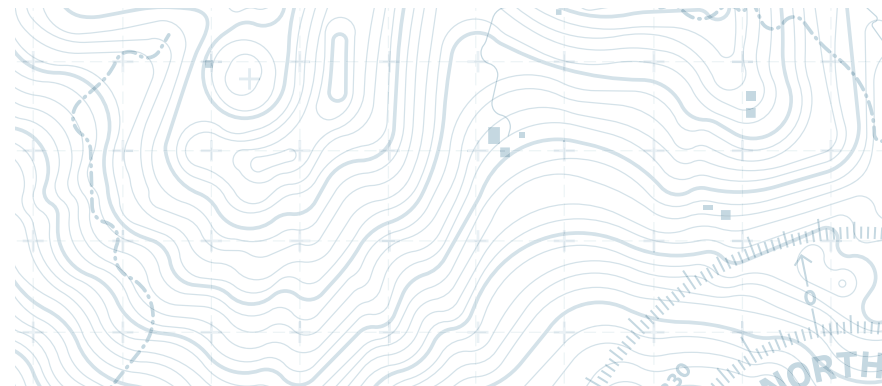




## RDMO stands for Regional Destination Marketing Organization

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RDMOs represent destinations and help to develop their long-term travel and tourism strategy.



# What is KVTC's Mission?



## Marketing

The creation and implementation of marketing programs designed to attract visitors to the region.



## Outreach

Engage communities, organizations and individuals within the region to support the growth of tourism programs, products, and businesses.



## Sustainability

Support a vibrant tourism scene that contributes to a sustainable economy for the region.

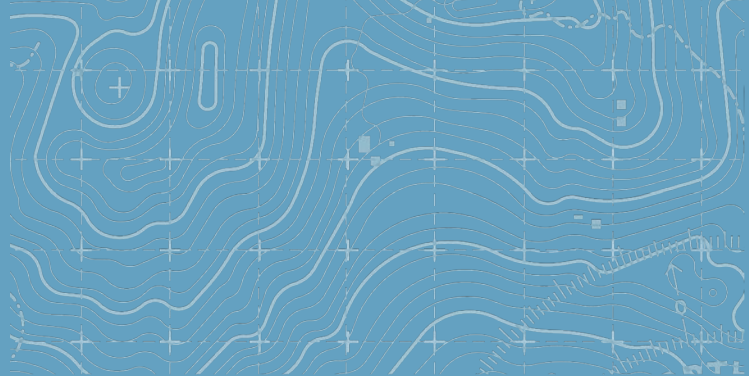




A map of the Kennebec Valley region in Maine, showing Somerset County and Kennebec County. The text "MAINE'S KENNEBEC VALLEY" is prominently displayed in the center. A blue vertical bar is located to the left of the title.

# How KVTC's work is funded.

- The work done by KVTC is funded primarily through an annual grant from the Maine Office of Tourism (MOT).
- MOT is funded through a legislative act to receive 5% of lodging and restaurant taxable sales.
- 10% of MOT's funds are set aside for regional marketing and special events promotion.
- In addition to the MOT grant, KVTC uses membership fees, advertising sales revenue, and in-kind contributions to provide a required cash match and fund our work.



# Who are KVTC's Board Members

The KVTC Board strives to be broadly representative of the designated region and includes individuals representing tourism interests.

Tanya Griffeth, **Executive Director**

Ole Amundsen, **Kennebec Valley Council of Governments**

Kristina Cannon, **Main Street Skowhegan**

Pam Christopher, **Forks Area Chamber of Commerce**

Tim Curtis, **Town of Madison**

Tracey Desjardins, **City of Gardiner**

Katie L. Doherty, **Kennebec Valley Chamber of Commerce**

Jason Gayne, **Skowhegan Regional Chamber of Commerce**

Mike Guarino, **Snow Pond Center for the Arts**

Jamie Houghton, **Vision Hallowell**

Kim Lindlof, **Mid-Maine Chamber of Commerce**

Denise Murchison, **Silverton Sporting Ranch**

Christian Savage, **Somerset Economic Development Corporation**

Nathan Towne, **Christopher Hastings Confections**

Darryll White, **Lake George Regional Park**

# Become a **KVTC MEMBER**



## Benefits of Membership

- KVTC Members receive discounts on advertising in the annual Explorer Visitor Guide.
- KVTC Members have access to Maine Tourism research, regional data, and information used to improve your marketing strategies.
- KVTC Members enjoy industry network support for marketing, plus educational workshops with the option to host.

Interested? Check us out at  
[VisitKennebecValley.com/membership/](https://VisitKennebecValley.com/membership/)

