

## Profile

**Applicant:** Event Application  
**Grant Manager:** Shawn Manter  
**Name of Organization:** 2006 World Junior Biathlon Championship  
**Mailing Address:** C/O Northern Maine Development Commission  
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**Date of Incorporation:** November 14th, 1969  
**EIN:** 22-2635303

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

Maine Winter Sports Center, through its organizing/steering committees coordinated and held major events through the 2004-2005 fiscal year. Three of the biggest events/highlights of the fiscal year were the 2004 World Cup at the 10th Mountain Lodge in Fort Kent, the 2004 TAMC Nordic Heritage Sprints at the Nordic Heritage Center in Presque Isle, and the recent Peoples 2005 IPC Nordic Skiing World Championships at the 10th Mountain Lodge in Fort Kent.

Although all of these events would be classified as major events and significant highlights to the Maine Winter Sports program, the top highlight of the previous fiscal year would have to be the 2004 World Cup event held in Fort Kent. This event was the first of its kind to be held in the state of Maine, let alone Aroostook County. Hundreds of international athletes participated in this World Cup, representing over 40 countries from around the world. In addition, approximately 20,000 spectators watched the races live at the venue. Further, the event was broadcasted live in Germany during primetime viewing hours to millions of households. This event literally put Aroostook County on the international map.

The other two events were also highlights for the region and the Maine Winter Sports Center (MWSC). The TAMC Nordic Heritage Sprints in Presque Isle, brought the top Nordic skiers into the region. This event was viewed by well over one thousand spectators. The Peoples 2005 IPC Nordic Skiing World Championships once again brought international athletes from all over the world. It was an inspirational event with spectators numbering in the thousands.

### **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.**

Aroostook County Tourism's goals for the upcoming fiscal year, follow the goals outlined in the Mission Statement of Aroostook County Tourism. This event is one of the ways to accomplish these goals. The goals are as follows:

Goal 1: Educate stakeholders and consumers while promoting the diverse recreational and arts and heritage opportunities in Northern Maine. The event model that was used for the 2004 Biathlon World Cup is one that is heavily weighted on community involvement and education. The steering committee that is tasked by the Maine Winter Sports Center to coordinate the event is made up of hundreds of volunteers. One of the major elements of hosting a world class Biathlon event is the school education curriculum. School age children are taught about Nordic skiing and Biathlon. In addition, the children will select a "host athlete" from a particular country and will cheer for that athlete at the event.

Goal 2: Maintain and build collaborative relationships with other tourism stakeholders. With this type of World-Class event, it is imperative that all tourism stakeholders work together to accomplish the common goal of producing a first-class event for the athletes, coaches, spectators, and international governing bodies. By doing so, the venue ensures future World Cup and championship events.

Goal 3: Balance northern Maine's tourism growth and development with its natural attributes, heritage, and exceptional quality of life. Nordic skiing and Biathlon is an extraordinary compliment to the current winter recreational opportunities in northern Maine. Nordic skiing has extremely low impact on the natural resources of northern Maine. Further, the Maine Winter Sports Center model teaches local children and adults about the benefits of Nordic skiing and the positive effects it has on a healthy, active lifestyle.

This event will bring millions of dollars into the region via athletes, coaches, and spectators.

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

Goal 1 – Through the MWSC model, one of primary outcomes from the event coordination process, is the education of the numerous volunteers who are involved. This enthusiasm will ensure the future success of the program. The curriculum program for northern Maine schools will encourage school-age children to become active with Nordic skiing and the sport of Biathlon. By introducing these children to this type of event and international exposure, we are paving the way for them to become tourism advocates later on in their adult lives.

Goal 2 – As stated previously, NMDC and MWSC will have to work collaboratively with other tourism stakeholders for this event to be a success. The event model is based on that very thing. Some of the partners who will play an integral role in the 2006 Biathlon Junior World Championships include the Association of Aroostook Chambers of Commerce, Aroostook County Tourism, the Maine Office of Tourism, local school districts and municipalities, volunteers, etc.

Goal 3 – The MWSC model and subsequent events helps the region accomplish this goal by providing an excellent tourism activity that has little or no impact on the region's natural resources. The MWSC model has provided the region with an opportunity and venue to promote responsible tourism growth for northern Maine.

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

These goals and strategies attempt to mirror the goals that have been prioritized by the Maine Office of Tourism's. It is our belief that having a consistent message with the Maine Office of Tourism enables us to better partner and collaborate with the state. Goals 1 + 2 closely follow the state's goals outlined in the state's Strategic Five-Year Plan goals of expanding visitation to Maine by introducing all areas of the state to new marketing potential, through package tour development and providing greater team synergism and support for Maine's tourism regions. Further, Goal 3 mirrors the state's recent initiatives on natural resource based tourism through FERMATA and newly proposed Recreational Pine Tree Zones. Nordic skiing and biathlon are both recreational tourism opportunities that have little or no impact on the state's natural resources.

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

Northern Maine Development Commission (NMDC) will act as grant administrator for the state funds and already monitors Aroostook County Tourism's financial resources via a Services Agreement between the two organizations. The Commission uses Generally Accepted Accounting Principles to ensure compliance with governmental contracting requirements and documentation of the funds. This includes an annual audit of all NMDC programs in addition to Aroostook County Tourism funds. NMDC is qualified to administer many types of federal and state economic and community development programs

NMDC is designated as an accredited Economic Development Organization by the American Economic Development Council, making it one of only 21 AEDOs in the nation who are recognized for professional excellence in administering economic development programs.

## **Primary Analysis**

### **Research**

#### **Is your region or event conducting any research initiatives this year?**

No

#### **If you have Research Initiatives, please state the purpose and give a brief description of each.**

The region will not use MTMPP funds to conduct research this year. However, through other Northern Maine Development Commission initiatives, we will be doing some research. Through the USDA, NMDC will be working on a 5-year tourism marketing plan for the region. Considerable market research and survey tools will be conducted as part of this plan. In addition, NMDC has applied for funding through the USDA for an online, central reservation system for northern Maine businesses. If this grant application is successful, there will be a considerable amount of research involved in this initiative as well. In addition, in Fiscal Year 2006, NMDC, through resort development consultants will be conducting a feasibility study which will require extensive market research and surveying.

Specifically related to the 2006 Biathlon Junior World Championships, MWSC will conduct follow-up surveys of the coaches, athletes and world governing bodies to ensure future success and events.

## Public Relations

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

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**Email Address:** smanter@nmdc.org

### 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:

*(No Response)*

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

For the 2006 Biathlon Junior World Championships, we would like to target skiing outdoor recreation publications. We would also like to target television stations south of Bangor, both in the state of Maine and throughout New England. Further, given the international flavor of this event, we should be targeting select international markets through the MOT and/or Discover New England.

## 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:

Northern Maine Development Commission has offered several internal cooperative advertising opportunities in the past couple of years, including but not limited to Maine Invites You, DownEast Magazine, Bangor Daily News, Snowgoer Magazine, Winter Activities Guide, Portland Magazine, etc. Going forward, the region will continue to explore cooperative advertising opportunities as they become available.

The region has also participated with the MOT in the PSA campaign as well as other selected tourism marketing projects when funds are available to do so. We will continue to partner with the state, other regions, and locally to continue with and possibly expand our cooperative advertising efforts.

Specifically, the region will coordinate cooperative advertising for the Bangor Daily Newspaper event program.

## Website Development & Maintenance

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

**URL:** visitaroostook.com, visitnorthernmaine.com, mainewsc.org, nordicheritagebiathlon.org

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

Three years ago, the region took the initiative to update the Aroostook County Tourism web site. At that point, the site was very outdated with information that was not very useful to the visiting tourists. When the new site was revised, we developed built-in mechanisms to ensure that the site would stay current and fresh. Included in the changes were web-links to members' sites, an expanded calendar of events listing, new and rotating photography, and a home page that could be modified regularly. While these changes drastically improved the site, it still remains primarily a "brochure" web site. The site has served the purpose of providing visiting tourists the necessary information about the region. However, the next step will be to upgrade the site to be more interactive for the visitors.

The coordinating committee will also be hosting a website specifically for the event. The URL is [www.nordicheritagebiathlon.org](http://www.nordicheritagebiathlon.org).

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

If NMDC is successful with their recent online, central reservation system grant application, a complete web site upgrade will be necessary. At that point, we are hoping to make the web-site much more interactive. In addition, the NMDC planning department is working on a regional Geographic Information Systems project that will eventually be integrated into the ACT website. Their program work includes recreational trail GPS work, which will allow for much more user interaction. The region envisions a web site where the potential visitor can book their room reservation on-line and receive instant confirmation. The user will then be able to "map" out a trip on our recreational trail system (snowmobile, ATV, hiking, biking, skiing, etc). Included in their trip map will be available amenities on the trail, calendar of events, GPS coordinates, etc. Upon completion of these projects, the Aroostook County Tourism web site will be a one stop shop for tourism planning and booking.

## 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:**

As this is still a relatively new initiative, this information has not yet been used for marketing initiatives. Going forward, we intend to use this information to send out tourism newsletters and/or information about regional events or promotions.

## Budget Summary

## Current Projects

### Project 1: 2006 Biathlon Junior World Championships

**Project Type:** Advertising

**Description:** The promotion and marketing of the 2006 Biathlon Junior World Championships

#### Element 1: Promotion and Marketing of event

**Project:** 2006 Biathlon Junior World Championships

**Element Description:** Through the organizing committee of the Maine Winter Sports/Nordic Heritage Ski Club, this element will provide funding for all marketing and promotional aspects of the 2006, Biathlon Junior World Championships. Including in these marketing efforts will be logo work, posters, postcards, event program guides, newspaper advertising, website promotional advertising, banners, radio advertising, etc.

**Timeline:** The actual competitions will be held from January 28, 2006 to February 3, 2006. In addition, there will be quite a few social events occurring before and after the actual competition schedule. The marketing and promotional work will begin in the late fall of 2005. Some of the promotional work will begin in early summer.

**Tracking:** The primary means to track the effectiveness of this element will be from the actual attendance of the event. Organizers expect over 300 athletes plus their coaches and families to attend this event. In addition, the organizers are conservatively estimating spectator crowds to be in excess of 25,000 people. Given the nature of the event, attendance could be much greater.

**Target Market:** The target audience for this element is residents of the state of Maine, other New England states, and Canada. Given the far reach of biathlon, we also will attract people from the western ski states. Another potential major target for the event is the international tourists. Biathlon is the number one, winter spectator sport in all of Europe. We have a great opportunity to attract some international tourists. Given the limited budget for marketing, we would like to look to the state and or Discover New England for some assistance with the international marketing of this event.

**Rationale:** The total competition budget is \$732,060, including cash expenditures and in-kind contributions. Of all the expenses that the 2006 Biathlon Junior World Championship will incur, the promotion and marketing element was the best fit for the MTMPP. In addition, we would like for the promotion and marketing committee to work with the state to tap any available resources to help promote the event. The 2006 Biathlon Junior World Championship will be, by some counts, the 5th or 6th major event that has been hosted by the MWSC venues. Over \$15,000,000 has been invested in infrastructure, event hosting, and marketing/promotional efforts. The MWSC model has become a model of successful tourism and economic development for the region. Up until this point, much of the funding has been through foundations and local businesses and organizations. To ensure the viability of and for future events, the success of this event is crucial. As the 2004 World Cup provided the international Biathlon community a "first impression" of the Fort Kent facility, the 2006 Biathlon Junior World Championship is Presque Isle's opportunity to shine. The success of the MWSC model relies on both facilities being able to host World Cup and World Championship events. The intent is that these events will be held at each location, in succession. The MTMPP special event funding will help ensure this success. This event, combined with the success of the World Cup last year, will truly put northern Maine on the Nordic/Biathlon map, both nationally and internationally. Without the MTMPP funding, the overall success of this event could be diminished.

**Media Type:** Numerous media types - print advertising, newspaper, brochures, radio, possibly television, FAM tour elements with invited travel writers, etc.

**Co-op Opportunity:** Through the Bangor Daily News event guide, we will coordinate cooperative advertising to local tourism businesses. Further, Northern Maine Development Commission and Aroostook County Tourism will coordinate winter cooperative advertisements that highlight winter festivals and events, including the 2006 Biathlon Junior World Championships. We are also partnering with local lodging establishments to provide discounted lodging in exchange for in-kind advertising during the event.

**Budget Description:**

1. Marketing Firm - Logo, event poster, event guide, postcard, and mascot design work - \$10,000
2. Spectator Guide - Through a partnership with Bangor Daily News - \$25,000
3. Printing of poster and postcards - \$5,000
4. Banners - \$2,500

- 5. Sponsor Recognition - \$500
- 6. School Bells - \$3,500
- 7. Website Hosting - \$5,000
- 8. Miscellaneous - \$2,500

Total Budget of \$54,000 for the Promotion and Marketing.

Total Budget for entire competition - \$732,060, of which \$611,560 is cash and \$120,500 is in kind.

The bulk of the cash match will come from local sponsorships and team accomodation fees. The in-kind match will consists of the local volunteer base and in-kind contributions from area businesses.

**MTMPP Award:** \$54,000.00  
**Cash Match:** \$557,650.00  
**In-Kind Match:** \$120,500.00

**Project Quick Reference**

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
<b>2006 Biathlon Junior World Championships</b>			
Promotion and Marketing of event	\$54,000.00	\$557,650.00	\$120,500.00

**Budget Summary**

**Proposed MTMPP Award:** \$54,000.00  
**Administrative Costs:** \$0.00  
**Cash Match:** \$557,650.00  
**In-Kind Match:** \$120,500.00  
**Total Match:** \$678,150.00  
**Total Proposed Budget:** \$732,150.00