

Profile

Applicant: Regional Application
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EIN: 22-2635303

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

In the 2004-2005 Fiscal Year, the northern Maine region had several highlights from a tourism perspective. Specifically, we participated in a regional project to explore a resort development facility for northern Maine. At this stage in the project, we have received solicitations from resort development consultants. This project is being led by Northern Maine Development Commission with financial and technical assistance from the state of Maine Department of Economic and Community Development, the Aroostook Partnership for Progress, and Aroostook County Tourism. Another project that the tourism department in northern Maine is currently working on is a central reservation system for area tourism businesses. Staff at Northern Maine Development Commission has recently submitted a grant application to the United States Department of Agricultural for consideration. If this grant application is successful, Northern Maine Development Commission and Aroostook County Tourism would develop online, real time reservation system that local businesses could participate in, thus serving a major need for local tourism businesses. Finally, the Maine Tourism Marketing Partnership Program continues to be a highlight of our tourism marketing for Northern Maine. This program has allowed the region to aggressively market the vast tourism offerings and opportunities that the region has to offer. In addition, this program has enabled us to approach regional tourism stakeholders to increase the local marketing match for our various programs.

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's goals for the upcoming fiscal year, follow the goals outlined in the Mission Statement of Aroostook County Tourism. Those goals are as follows:

Goal 1: Educate stakeholders and consumers while promoting the diverse recreational and arts and heritage opportunities in Northern Maine. By educating the local stakeholders about the importance and benefits of tourism, we will ensure that the visitors to our region will have a quality experience while visiting northern Maine. This will have a domino effect and increase the repeat visitorship to the region. ACT continues to support the state PSA campaign and would be interested in expanding the program locally.

Goal 2: Maintain and build collaborative relationships with other tourism stakeholders. As we have stated in previous applications, Northern Maine Development Commission has worked collaboratively with a number of regional organizations who work in tourism development and promotion. Some of these groups are Aroostook County Tourism (ACT), Leaders Encouraging Aroostook Development (LEAD), Maine Winter Sports Center, Association of Aroostook Chambers of Commerce, and the Aroostook Partnership for Progress (APP) to name a few.

Goal 3: Balance northern Maine's tourism growth and development with its natural attributes, heritage, and exceptional quality of life. ACT is aware of the tourism balance that must exist in northern Maine, as well as the entire state. ACT is following the FERMATA initiative closely and will review the recommendations when they become available. It is important that our region does not lose the very thing that appeals to outside visitors. This process will require proper planning on the part of ACT and other tourism stakeholders. Promoting Aroostook as a four-season tourism destination will build a steady flow of year-round, tourism business, thus maintaining the integrity of the natural resources.

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

Goal 1 – Aroostook County Tourism will participate in the state PSA/marketing campaign at the \$5,000 level. Further, ACT would like to expand the program to include a more localized effort. This might include radio and/or print advertising. It is important to educate the local people about the role of the tourism industry in our local economy. In addition, ACT will continue to provide outreach to local stakeholders through events and sponsorships.

Goal 2 – ACT continues to partner with local, state, and federal tourism organizations to ensure that efforts are not duplicated. The other purpose of this collaboration is to feed off what other organizations are doing. Specifically, ACT will continue to collaborate with the state and/or other regions in tourism promotional efforts. Through these efforts, the regional allocation will be more effective.

Goal 3 – For northern Maine, this goal is crucial. ACT will work with local organization and the State of Maine to ensure responsible tourism growth. We hope to be able to review the FERMATA report and apply their findings to our region. For the recreational trail system in northern Maine, we will collaborate with local landowners, recreational clubs responsible for trail maintenance, and state environmental officials. One initiative that NMDC has proposed to the USDA is the development of a unified trails organization. If this grant application is approved, the regional unified trails organization would be responsible for all trail issues from signage, to usage, to landowner issues, etc. Having a regional organization that is responsible for the trail system, will ensure proper usage and maintenance of the system itself.

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.

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?

Yes

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.

Public Relations

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

Company: Shawn Manter/ Northern Maine Development Commission

Address: P.O. Box 779
Caribou, ME 04736-0779

Phone: 207-498-8736

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:

Publications - Snowgoer Magazine, DownEast Magazine, any outdoor recreation publication.

Sectors - snowmobiling, Nordic skiing, biking.

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., 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.

Website Development & Maintenance

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

URL: www.visitaroostook.com and www.visitnorthernmaine.com

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.

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

If NMDC is successful with the recent online, central reservation system, 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: Maine Invites You

Project Type: Advertising

Description: Two page, 4-color spread in the Maine Invites You.

Element 1: Proposed MTMPP Award

Project: Maine Invites You

Element Description: We will coordinate a two page, 4-color spread in the Maine Invites You (MIY). It is our position that the MIY is Maine's premier vacation planning guide and with the increased electronic exposure of the publication, it remains an important piece of our marketing efforts. This will greatly increase our exposure to new visitors. We continue to work towards increasing regional participation and collaboration so that regional businesses and tourism organizations will begin to advertise in this publication without the financial assistance of the MTMPP or NMDC. By offering cooperative advertising opportunities with the MIY, we are able to reduce the high cost of entry for most small tourism businesses.

Timeline: This advertisement will be submitted to the Maine Tourism Association in the fall of 2005. The actual publication will be sent out beginning in January of 2006 and is a year-round fulfillment publication. Northern Maine Development Commission will begin soliciting cooperative advertising during summer of 2005.

Tracking: We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line.

Target Market: The target audience is the general vacation public that is interested in the state of Maine. The state's marketing efforts are geared toward sending people to the website and the toll free line. Therefore, the target audience is the same as that of the MOT. It is our belief that it is easier to attract people to northern Maine if they have already expressed an interest in the state of Maine.

Rationale: As stated previously, it is extremely important that the region be represented in this publication. History has proven that the tourism industry in northern Maine will not participate in this publication due to the high cost of entry. As this is the primary tourism fulfillment piece for the state of Maine, it is imperative for the region to be represented. Even with the MTMPP funding, the Aroostook region has the least amount of industry advertising. By reducing the individual business cost to participate, we hope to encourage more tourism businesses to participate.
As the Maine Invites You is a year round publication, this element definitely fits into our overall goal by advertising the region as a four-season tourism destination. In addition, the cooperative advertising helps to build partnerships and collaborative relationships with local tourism stakeholders.

Media Type: Magazine

Co-op Opportunity: The region will be selling cooperative advertisement in this publication. This will be a break-even initiative after the MTMPP funding.

Budget Description: We are requesting \$8,000 from the MTMPP funds, while soliciting at least \$3,000 in cooperative advertising.

MTMPP Award: \$8,000.00

Cash Match: \$3,000.00

In-Kind Match: \$0.00

Project 2: Adventure Cycling Magazine

Project Type: Advertising

Description: Four (4) insertions, Marketplace section ads

Element 2: Proposed MTMPP Award

Project: Adventure Cycling Magazine

Element Description: Our goal is to begin to attract bicycle tourism to the region. Based on conversations with the Maine Bicycle Coalition and bicycle industry personnel, we feel that bicycle tourism in northern Maine is a natural fit. Adventure Cycling is one of the best read cycling publications and an appropriate medium for the region to advertise in. We propose placing advertisements in the Marketplace section of the publication. At this time, there are very few tourism destinations that are advertising in this section, thus giving northern Maine the upper hand.

Timeline: Marketplace advertisements will be placed in the March, April, May and June issues. The March issue will actually "hit the streets" in February. This will provide timely information for bicycle tourists who are looking for new places to ride for the upcoming season.

Tracking: We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line. We are also considering participation in a bicycle consumer show in the near future and we should be able to gauge our success at this show.

Target Market: The target audience is the the bicycling enthusiast in the 30 - 50 year old age bracket, who is looking for a new place to ride their bicycles. Adventure Cycling is a national publication with the primary readership on the east coast and the midwest. In our discussions with an International Mountain Bicycle Association consultant, it was believed that with the proper promotion, Northern Maine could attract mountain bike enthusiasts from all over the country.

Rationale: This project fits our overall goal of diversifying the tourism offerings in Aroostook County. It helps us achieve our primary goal of four-seasons tourism for northern Maine. In addition, responsible non-motorized recreational tourism capitalizes on the Governor's sustainable tourism initiatives.

Media Type: Magazine

Co-op Opportunity: None

Budget Description: Four (4) insertions into the Marketplace section of Adventure Cycling Magazine at a cost of \$2,200 total. Cost of \$300 for creative and set-up charges.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 3: Group Tour Magazine

Project Type: Advertising

Description: Placement of four (4) 2.5" x 1.75" ads in MOT cooperative ad.

Element 3: Proposed MTMPP Award

Project: Group Tour Magazine

Element Description: Group Tour magazine is one of the premier group tour trade publications. Circulation is 15,000 and is sent free of charge to qualified tour planners in the US and Canada. Aroostook County will participate by taking a block on the MOT's cooperative page. The ads are 2.5" x 1.75" and will run in each quarterly edition (August and November of 2005; and February and May of 2006).

Timeline: The ad copy is due on May 15, 2005 and the publications will be distributed to tour trade professionals in August, November, February, and May. Advertising funds are due in August of 2005.

Tracking: We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line.

Target Market: The target market is group tour professionals, as targeted by the Maine Office of Tourism. Specifically, our target audience is the tour professionals that belong to organizations such as the National Tour Association (Crosssphere) and the American Bus Association. In addition, we hope to appeal to international tour operators who have expressed an interest in the state of Maine.

Rationale: We chose this element because of our desire to get involved with the group tour business. In February of

2005, staff attended the American Bus Association national event in Chicago with MOT staff. One of the projects that the MOT is currently working on for the group tour industry is a "Two Nation Vacation" concept. This project is a collaborative effort with the New Brunswick Office of Tourism. The region would like to capitalize on this effort and partner with MOT and Tourism New Brunswick to attract group tour business to Northern Maine. It is our opinion that this publication offers the region a great opportunity to be exposed to this market at a reasonable cost.

- Media Type:** Magazine
- Co-op Opportunity:** Cooperative advertising with the Maine Office of Tourism.
- Budget Description:** Four (4) 2.5" x 1.75", 4-color ads as part of the MOT cooperative ad. Cost is \$415 each or \$1,660 for all four.
- MTMPP Award:** \$2,000.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 4: St. John Valley International Cultural Route

- Project Type:** Interpretive Programs
- Description:** Regional project funding for a interpretive cultural route project in the St. John Valley

Element 4: Proposed MTMPP Award

- Project:** St. John Valley International Cultural Route

Element Description: The goal of this element is to promote the region's rich cultural heritage and history through a interpretive cultural heritage route. The St. John Valley International Cultural Route will illustrate the story of the region from an American perspective revealing the various influences to cultural heritage unique to this international region as a whole.

The project aims to celebrate and promote cultural heritage; steward traditional ways and help safeguard cultural and historic sites; create a tangible, interactive, accessible cultural experience; build upon the international story of Maine and New Brunswick; stimulate social and economic development; present the French language as an expression of the culture; and, foster a sense of self-pride and community building.

These goals will be accomplished through the production of a cultural route guidebook and accompanying compact disc. These products will be made available to potential tourists.

Timeline: June to December of 2005 - Design of guidebook and production of CD finalized; Website designed; public awareness through forums and meetings with community groups.

January - May of 2006 - Print production begins for guidebook and CD's; Launching of cultural route completed project by way of an international event.

Tracking: We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line. In addition, NMDC will provide technical assistance for the website and may possibly handle the fulfillment piece of this project.

Target Market: There are three primary target groups - residents of the St. John Valley and neighboring communities; previous residents of the region returning to visit family, attend festivals, etc.; and, potential visitors to the region from Maine, New England, Canada and international (specifically, French-speaking countries).

Rationale: The region feels that this is a very viable and timely project considering recent tourism trends. Specifically, the rapidly growing cultural heritage tourism market, the state's interest in cross border collaboration, and the Governor's initiative on sustainable tourism efforts.

Primary Message: The Upper St. John Valley International Cultural Route shares the story of this international region, who they are, their past, present and future, the land and the culture, for the people who live in the region and for others visiting the region to experience and enjoy. The international story is told from an American perspective through self-guided tours by car or bicycle taking between 1 and 7 days. The self-guided tour will consists of a bilingual compact disc with stories, interviews, and music, and a cultural guidebook complete with maps, narratives, and resource information.

Partners: Partners included in this project are Northern Maine Development Commission, The Quebec Labrador Foundation, The Maine Acadian Heritage Council, National Endowment for the Arts, Department of Conservation, Maine Arts Commission, Department of Conservation, and the Maine Community Foundation to name a few of the potential partners.

Budget Description: Total project cost - \$81,500 Revenues are coming from various sources, primarily from the partners listed above.

The MTMPP funding request is to assist in funding the website planning, design and maintenance at a total cost of \$10,000. MTMPP request is for \$5,000 with NMDC providing \$5,000 cash match to the project.

MTMPP Award: \$5,000.00

Cash Match: \$5,000.00

In-Kind Match: \$0.00

Project 5: Regional Tourism Guide

Project Type: Brochures

Description: Development of 25,000 regional guide booklets and 10,000 electronic regional guides on compact discs.

Element 5: Proposed MTMPP Award

Project: Regional Tourism Guide

Element Description: Production, development, and printing of 25,000 regional tourism guide booklets and 10,000 accompanying electronic versions on compact discs. This project was funded with MTMPP proceeds two years ago. We are hoping to expand the project this year by producing digital copies to be available for distribution. Further, much like the state has done with the Maine Invites You, we intend to incorporate the guide into the Aroostook County Tourism web site.

Timeline: July of 2005 - Request For Proposals to be sent out to solicit bids from interested parties.
August-September of 2005 - Regional research of accommodations, events, activities and amenities to be done by successful bidder.
October-November of 2005 - Advertising sales conducting for inclusion into regional tourism guide.
November-December of 2005 - Design and production of regional guide.
January - February of 2006 - Production and printing of regional guide.
February of 2006 - Distribution of regional guide begins.

Tracking: We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line. In addition, we will follow the distribution patterns by individual distribution outlets.

Target Market: The primary target for this publication is the potential tourist living in Atlantic Canada, New England and the mid-atlantic states.

Rationale: A regional tourism guide is a necessary component of the annual marketing plan for northern Maine. This publication is used to market our region to potential visitors and it is imperative that this publication be of the highest quality to ensure that our region is viewed in the best possible light. This guide will help promote the vast tourism opportunities that are available in northern Maine.

The new guide will be a four-color, booklet format and will list activities by sector (i.e., skiing, cultural heritage, etc.). The project consists of printing 25,000 guides and producing 10,000 CD versions of the regional guide. Further, the regional guide will be integrated into the Aroostook County Tourism web site with hot links from the CD to the site itself. One of the reasons for choosing to produce a quantity of CD's for this edition of the regional guide is the fulfillment cost. To mail the current regional guides, the average shipping cost is in excess of \$3.00. By offering the CD instead of the booklet, we can reduce the shipping cost by more than 1/2.

As we have not decided on the specifics of the project, there may also be some other web-based features that are available on the CD version. Making the guide and the CD more users friendly and marketable is one of the primary goals of this project.

Distribution Plan: We plan to distribute this publication through the visitor information centers, consumer trade shows, local chambers of commerce, local universities, local hospitals, local tourism businesses and direct tourism fulfillment inquiries.

Budget Description: Total project cost - estimated to be \$45,000
MTMPP request of \$35,000
Cash match generated from ad sales - \$10,000

MTMPP Award: \$35,000.00

Cash Match: \$10,000.00

In-Kind Match: \$0.00

Project 6: Public Service Announcement Co-op

Project Type: Public Relations

Description: Participation in regional PSA campaign

Element 6: Proposed MTMPP Award

Project: Public Service Announcement Co-op

Element Description: Participation in the State-wide Public Service Announcement and in-state marketing campaign. The goals of this element are twofold - 1. To educate the people of Maine about the impact that the tourism industry has on the state; and, 2. Encourage and promote in-state, intra-regional vacationing to Mainers.

Timeline: The anticipated begin date for this project is January of 2006 and expected completion date is May of 2006. This may change depending on the funding situation from the regions.

Tracking: The effectiveness of this campaign will be tracked by Warren Kremer Paino through post campaign following up on the web site and telephone surveys.

Target Market: The residents of the state of Maine. A ripple effect of this campaign would be residents of neighboring states or provinces or people visiting the state that happen to see the advertising campaign.

Rationale: The in-state market for tourism is a viable one for northern Maine due to close proximity to the region. We feel that it is often times easier to attract other Mainers to vacation in northern Maine than it is to attract non-Maine residents. The region also feels that the PSA program is a viable project and should be supported financially by the regions.

Budget Description: Total project budget if the 8 regions each contribute \$5,000 is \$40,000. Aroostook County has committed \$5,000 for this project.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Web Site Promotional/Development

Project Type: Website Development

Description: Maintain and upkeep Aroostook County Tourism website and web advertising.

Element 7: Proposed MTMPP Award

Project: Web Site Promotional/Development

Element Description: Funds requested to maintain and update the Aroostook County Tourism website. In addition, funds will be used to advertise through links and pay-per clicks on Yahoo and Google.

- Timeline:** The maintenance and upkeep of the Aroostook County Tourism website is done on an ongoing basis. It is completed on an as-needed basis. For example, adding new business listings, maintaining events listings, changing home page, etc. In reference to the web advertising, this will be done on a monthly/ongoing basis as well. We plan to budget \$150.00 per month on web advertising.
- Tracking:** With regard to the web advertising, we plan to track the effectiveness through mechanisms that are currently in place through the Aroostook County Tourism website. In addition, we will be provided tracking information from Yahoo and Google on a monthly basis.
- Target Market:** Our target audience is the ever-growing tourist market who researches and books vacation plans on-line. As we develop our website into a more user friendly site, complete with on-line reservation capability and trail information, it will be important to advertise more on the internet.
- Rationale:** This budget element is a natural progression for the region to start taking advantage of the fast growing web-based vacation market. For us to compete with other regions of the country and with Canada, it becomes obvious that we need to increase our web-based presence. Statistics show that more and more people are looking on-line for the next vacation and Aroostook County must be positioned to take advantage of these trends.
- Budget Description:** \$150 per month allowance for web-based advertising, including paid web links and/or click-through advertising.
\$700 for regular maintenance, upkeep, and development of the Aroostook County Tourism website.
- MTMPP Award:** \$2,500.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 8: Board member volunteer time

- Project Type:** Market Research and Development of Strategic and/or Marketing Plans
- Description:** Aroostook County Tourism Board member volunteer time

Element 8: In-Kind Match + Cash Match

- Project:** Board member volunteer time

Element Description: This element is for the in-kind match from the Aroostook County Tourism Board of Directors to attend regularly scheduled Board meetings, various consumer trade shows and/or any other Aroostook County Tourism meeting or function. Also, NMDC commits cash match to cover the costs associated with registering and attending consumer trade shows.

Timeline: This element consists of fifteen (15) Aroostook County Tourism Board of Directors attending bi-monthly board meetings (6 per year). In addition, this also consists of Directors and/or other volunteers who help staff and attend consumer trade shows that the region participates in. This year, Aroostook County Tourism anticipates attending 3-4 consumer trade shows.

Tracking: Not applicable

Target Market: Not applicable

Rationale: This element fits into our overall goal of collaborative efforts. The Aroostook County Tourism Board of Directors consists of representatives from throughout Aroostook County, representing various tourism interests. By continually reaching out to these various tourism interests, we are able to keep abreast on what others are doing as it relates to tourism in Aroostook County.

Not applicable.

Budget Description: Estimated 200 hours of Board participation (bi-monthly meetings, committee meetings, and other events) at an in-kind value of \$25 per hour totals \$5,000.00.
Volunteers for participation with consumer tourism shows - 3 shows at 40 hours per show with an in-kind value of \$25 per hour totals \$3,000.00. In addition, NMDC will commit \$3,000 to pay for staff time, mileage reimbursement, and registration for 3 consumer shows to be named at a later date.

MTMPP Award: \$0.00
Cash Match: \$3,000.00
In-Kind Match: \$8,000.00

Project 9: Tourism Toll Free line

Project Type: Advertising
Description: Cost of maintaining the tourism, toll-free fulfillment line.

Element 9: Cash Match

Project: Tourism Toll Free line

Element Description: The goal of this element is to continue to be able to provide a toll free line for tourism inquiries, thus making it easier for potential visitors to obtain information about the region. This element helps promote four-season, tourism efforts for northern Maine.

Timeline: The timeline for this element is ongoing, from month to month.

Tracking: We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line. We also track the number of calls, names and addresses of people who call.

Target Market: The target audience is the same that we have mentioned previously in this application. The toll free line gives potential tourists a cost free method of obtaining tourism information on the region.

Rationale: As stated previously, a toll free tourism line is a necessity to promote the region to outside areas. Without a toll-free tourism line, we would likely miss out on numerous opportunities.

Media Type: Toll free fulfillment line.

Co-op Opportunity: Not applicable.

Budget Description: Depending on usage, the average monthly charge for the toll free tourism line is \$350.00.

MTMPP Award: \$0.00
Cash Match: \$4,200.00
In-Kind Match: \$0.00

Project 10: Financial Review Fee

Project Type: Market Research and Development of Strategic and/or Marketing Plans
Description: The annual cost of audit review as required by the MTMPP guidelines

Element 10: Cash Match

Project: Financial Review Fee

Element Description: The estimated cost to provide a financial review of the MTMPP grant program.

Timeline: The Northern Maine Development Commission audit is conducted every year in July, with an anticipated completion date of September or October.

Tracking: Not applicable

Target Market: Not applicable

Rationale: Required by the MTMPP guidelines.

Not applicable

Maine Tourism Marketing Partnership Program



Budget Description: Estimated cost to perform financial review of the MTMPP program is \$2,500 per year.

MTMPP Award: \$0.00

Cash Match: \$2,500.00

In-Kind Match: \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Maine Invites You			
Proposed MTMPP Award	\$8,000.00	\$3,000.00	\$0.00
Adventure Cycling Magazine			
Proposed MTMPP Award	\$2,500.00	\$0.00	\$0.00
Group Tour Magazine			
Proposed MTMPP Award	\$2,000.00	\$0.00	\$0.00
St. John Valley International Cultural Route			
Proposed MTMPP Award	\$5,000.00	\$5,000.00	\$0.00
Regional Tourism Guide			
Proposed MTMPP Award	\$35,000.00	\$10,000.00	\$0.00
Public Service Announcement Co-op			
Proposed MTMPP Award	\$5,000.00	\$0.00	\$0.00
Web Site Promotional/Development			
Proposed MTMPP Award	\$2,500.00	\$0.00	\$0.00
Board member volunteer time			
In-Kind Match + Cash Match	\$0.00	\$3,000.00	\$8,000.00
Tourism Toll Free line			
Cash Match	\$0.00	\$4,200.00	\$0.00
Financial Review Fee			
Cash Match	\$0.00	\$2,500.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$60,000.00
Administrative Costs:	\$15,000.00
Cash Match:	\$27,700.00
In-Kind Match:	\$8,000.00
Total Match:	\$35,700.00
Total Proposed Budget:	\$95,700.00