

Profile

Applicant: Regional Application
Grant Manager: David Spooner
Name of Organization: Northern Maine Development Commission
Mailing Address: PO Box 779
Caribou, ME 04736-0779
Physical Address: 11 W. Presque Isle Rd.
Caribou, ME 04736-0779
Office Hours: 8 am to 5 pm, Monday - Friday
Telephone Number: 207-498-8736
Fax Number: 207-493-3108
Date of Incorporation: November 14th, 1969
EIN: 22-2635303

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

In the 2005-2006 fiscal year, the direction of tourism in northern Maine became clearly defined with highlights that include the hosting of a world class event and the organized efforts to attract world class accommodations to the region.

On January 30th a 5 year tourism business plan was unveiled for the region. Developed with the cooperation of Aroostook County Tourism (ACT), the Northern Maine Development Commission (NMDC) and Wisconsin based Economic Stewardship Inc.; the plan calls for building tourism development efforts around five task-oriented themes. These themes are intended to serve as general goals for tourism development and as organizational tools to group the implementation tasks. The complete plan, including the specific strategies to be used to achieve the goals, can be viewed at <http://www.nmdc.org/pdf/TourismPlanReportFinal.pdf>.

Thanks to the Maine Winter Sports Center (MWS), the region played host to the IBU 2006 Biathlon Youth/Junior World Championships. This International sporting event brought 450 athletes and coaches from 30 different countries along with countless fans, supporters and reporters telling the world about our wonderful State.

The completion of a "Feasibility Study and Development Assessment" brings the region one step closer to its goal of attracting a world class resort to the area. Led by NMDC and supported by the Maine DECD, ACT, and the Aroostook Partnership for Progress (APP), the services of Global Resorts Inc., The Hulbert Group International, and Ragatz Associates were retained to complete this extensive year long project which was unveiled on March 22, 2006. Although the specifics of this study have not yet been made public, the results were so optimistic that the APP attended the American Resort Dev. Assoc. Annual Meeting in Las Vegas NV where they met with 19 companies, 7 of which showed significant interest and are still in communication while investigating the report findings.

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.

The goal for the next year is to begin implementing the 5 yr. tourism plan discussed above. The plan calls for the simultaneous development of five task oriented themes; each of the following goals fits within the structure of the plan.

Specifically we hope to achieve the following this year:

Goal 1: We intend to cultivate the region's cultural and historic resources by developing a region-wide catalog of all of these attractions/events that can be used to improve the visitors experience and better market our already existing assets. In the process of gathering the information for this catalog we will work to build synergy between different historical and cultural groups within the entire region.

Goal 2: We will address the needs of key affinity markets by the beginning phase 1 of a two year effort that will culminate in an online multiuse trail system map using geographic information systems or GIS. In gathering the information, a global positioning satellite unit and digital camera will be used to also identify scenic views, trail amenities and hazards displayed electronically.

Phase 2, to be completed next year will utilize the information gathered in phase 1 to design and develop a printed map.

Goal 3: Finally, we will use the information gathered in the first two goals to raise the exposure of our existing interpretive resources by expanding the functionality of the ACT website, providing interactive maps for each project online, and assist historical, cultural, and recreational trail groups with additional online linkage opportunities.

To complete these projects will require the cooperation of several groups tied to tourism such as; ACT, NMDC, APP, MWS, snowmobile groups and LEAD, each dedicating resources to the completion of these goals. In the completion of these three goals we will be better prepared to provide visitors with the information they desire to improve and hopefully increase the number of days they stay.

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

All of the GIS work discussed within this application will be completed with the assistance of, or within the GIS division of, NMDC's Regional Planning Department. Every event, attraction, or trail attribute gathered will have its location plotted either by using existing GIS databanks or gathered manually using a GPS unit.

Goal 1: With cooperation between Presque Isle Historical Society, NMDC and ACT, an inventory of cultural and historical attractions/events will be developed on a town by town basis. Each attraction/event will be identified by location, hours of operation, overall theme or content, relevant websites and any other pertinent information. Professional photographs will be taken where existing artwork does not already exist.

Finally a promotional rack card designed to drive people to the website will be developed focusing on the historic and cultural flavors of Aroostook County.

Goal 2: To implement this project, an individual will be contracted with to gather the pertinent GPS trail data and corresponding digital photography as very little already exists. Working with several of the local affinity groups, it will be imperative to identify as many of the multi-use trail systems that exist prior to collection to ensure that we have a comprehensive resource.

Goal 3: While maintaining a seamless marketing presence in print publications, a focus on further developing the content and usability of the regional web site will be essential to the marketing of the region. To accomplish this, the information collected in the first two projects will be provided as interactive displays, a professional graphics arts person and a web developer will be hired to assemble and display the new web pages that will be blended into the regional website. Additionally, while gathering the information, efforts to establish online linkages between ACT and individual groups and between the groups themselves, will be emphasized to build synergy.

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

The goals set forth in this application closely mirror the principles, goals and strategies of the Maine Office of Tourism's (MOT) Strategic Five Year Plan. The historical/cultural component of this application works to protect, preserve and play to the strength of the regions unique cultural and historic heritage as also outlined under number 4 in the principles of the MOT 5 yr strategic plan.

Strategy 3 of the MOT 5yr strategic plan encourages visitors to travel to northern regions of the state, by building on the themed trail systems. Creating an updated digitized map will allow tourists to better access to all of the multi-use trail systems within the region.

Finally, each of the proposed projects within this application individually and together will work to increase the number of first-time visitors, encourage them to stay longer, and to return often while promoting four season tourism. These are precisely the four goals laid out in the MOT 5 yr strategic plan.

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.

(No Response)

Public Relations

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

Company: David Spooner/ Northern Maine Development Commission

Address: 11 W. Presque Isle Rd.
PO Box 779
Caribou, ME 04736

Phone: 207-498-8736

Email Address: dspooner@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.

Sector - 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:

Four years ago, the region updated the ACT website with mechanisms to ensure that it would stay current and fresh. Included with the changes were web-links to members' sites, an expanded calendar of events, new and rotating photography, and an home page that could be modified regularly. While these changes dramatically improved the site, it still remains primarily a "brochure" website. The website has served the region well, providing visiting tourists the necessary information about the region. However it is time to begin 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:

NMDC has again approached USDA to secure funding to establish an online central reservation system for the region. If successful, a complete website upgrade will be necessary making it much more interactive. However, the projects outlined within this application utilizing GIS and GPS technologies will start to make the existing site more interactive with maps of our multiuse recreational trail systems (snowmobile, atv, hiking, biking, skiing, etc.) and additional linkages. If NMDC is successful this work will be incorporated into the new site and if not it will take the site one step closer to being 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:

Utilizing the toll free tourism information phone line and a recently conducted online survey, a database has been developed of interested potential and or previous visitors to the region. Upon receipt of an information request, a packet containing subject driven literature on the region is mailed to the interested party. The database is retained for future efforts in marketing and communication initiatives. Some of the potential uses for the database will be a tourism newsletter and or information about future regional events or promotions.

Budget Summary

Current Projects

Project 1: Cultural & Historical Project

Project Type: Tourism Product Development

Description: With cooperation between Presque Isle Historical Society, NMDC and ACT, an inventory of cultural and historical attractions/events will be developed on a town by town basis. Each attraction/event will be identified by location, hours of operation, overall theme or content, relevant websites and any other pertinent information. Professional photographs will be taken where existing artwork does not already exist.

Finally a promotional rack card designed to drive people to the website will be developed focusing on the historic and cultural flavors of Aroostook County.

Element 1: Attraction & Event Inventory

Project: Cultural & Historical Project

Element Description:

1. To identify all historical and cultural attractions and events throughout the Aroostook County region.
2. To gather all pertinent information on each of the attractions and events
3. To contract with a professional photographer to take photos, where existing artwork does not exist for use in graphic design and website development.
4. Begin to build synergy between cultural and historical organizations to hopefully fostering cooperation.

Timeline: Establish work plan and responsibilities..... May 15th

Develop format for data collection to ensure uniformity... May 26th

Identify all known attractions/events
June 02nd

Begin Gathering Information June 05th

Complete Information Gathering June 30th

Identify Required Photo Ops July 07th

Complete Photography Work July 21th

Tracking: The effectiveness of this element will be judged by strict adherence to the timeline.

Target Market: The final product will target historical and cultural enthusiasts.

Rationale: This element provides the framework and foundation for the completion of the project.

Budget Description: Requesting \$7,302.00 in MTMPP funding to complete photography, information gathering aspects of this project. NMDC will dedicate \$2,222.00

MTMPP Award: \$7,302.00

Cash Match: \$2,222.00

In-Kind Match: \$0.00

Element 2: Product Development and Promotion

Project: Cultural & Historical Project

Element Description:

1. To compile and develop static information into brochure style web pages, while allowing for linkages between ACT website and the organizations and events.
2. To develop an online map of all catalogued locations in GIS with the assistance of NMDC's Regional

Planning Dept.

3. To blend these two pieces into the existing ACT website providing the user more interactive opportunities.

4. To develop a promotional rack card that can be displayed at each cultural and historic site that will drive individuals to other sites as well as the website.

Timeline: All to be completed by the end of September 2006

Tracking: The effectiveness will be tracked through feedback collected at each of the cultural and historical sites as well as through customer comments options online.

Target Market: The final product will target all historical and cultural enthusiasts.

Rationale: By providing visitors with information of the events and attractions within the region, they will be better informed and potentially stay longer or return to take in additional events.

Budget Description: We are requesting \$7,113.00 in MTMPP funding to complete photography, information gathering aspects of this project. NMDC dedicates \$711.00 to the completion of this element.

MTMPP Award: \$7,113.00

Cash Match: \$711.00

In-Kind Match: \$0.00

Project 2: Multi-Use Trail System Inventory

Project Type: Tourism Product Development

Description: This project will identify and inventory the different recreational trail systems within the region. Utilizing GPS and GIS technology these systems will be mapped digitally and provided to the user interactively on the regional website. This information will be gathered from existing data when possible, however a majority will need to be collected first hand. To accomplish this, an individual will be contracted with to gather the pertinent GPS trail data and corresponding digital photography. Working with several of the local stakeholders, it will be imperative to identify as many of the multi-use trail systems that exist prior to collection to ensure that we have a comprehensive resource.

Once the data collection is complete, GIS work discussed will be completed with the assistance of, or within the GIS division of, NMDC's Regional Planning Department. Within the GIS platform a website developer will be used to provide these interactive maps as part of the regional website.

Element 3: Trail System Inventory

Project: Multi-Use Trail System Inventory

Element Description:

1. To work with recreational trails groups to identify all trail systems within the region.
2. To gather all existing descriptions and digital information on regional trail systems.
3. To contract with an individual to gather all remaining digital information (GPS and digital photography) on the trail systems, as well as any scenic views, potential hazards and trail amenities.

Timeline: Identifying and gathering existing information on trails systems will be completed by June 1st

Contract to gather the required additional information will run from June 5th thru September 1st

Tracking: Once the scope of the required trail information that needs to be gathered is better understood, it will be broken down into more manageable segments with an expected timeline for completion of each segment throughout the budgeted 13 week period.

Strict adherence to the established timelines will be the determinant of this elements effectiveness.

Target Market: The target audience of this project includes all individuals with interest in the regions trails systems including snowmobile, biking, Hiking, skiing, etc.

Rationale: This element provides the framework and foundation for the completion of the project.

Budget Description: We are requesting \$13,840.00 in MTMPP funding to complete the information gathering aspects of this project. NMDC will dedicate \$1384.00 in matching funds.

MTMPP Award: \$13,840.00
Cash Match: \$1,384.00
In-Kind Match: \$0.00

Element 4: Online Interactive Trail Maps

Project: Multi-Use Trail System Inventory

Element Description: 1. To compile all collected data into GIS platform and develop an online map of all trails systems with scenic views, potential hazards and amenities with the assistance of NMDC's Regional Planning Dept.

2. To add these maps into the existing ACT website providing the user more interactive recreational opportunities.

Timeline: This element will be completed by September 29th.

Tracking: The effectiveness of this project will be gathered thru users comments collected in person, by phone and on the website.

Target Market: The target audience of this project includes all individuals with interest in the regions trails systems including snowmobile, biking, Hiking, skiing, etc.

Rationale: By providing visitors with interactive maps of recreational trails within the region, they will be better informed and potentially stay longer or hopefully return.

Budget Description: Requesting \$7,030.00 in MTMPP funding to complete GIS, graphic, and web design work bringing the final products online. NMDC will dedicate \$703.00 in matching funds.

MTMPP Award: \$7,030.00
Cash Match: \$703.00
In-Kind Match: \$0.00

Project 3: Self Sustaining Ad Campaign - Print

Project Type: Advertising

Description: This project will establish the framework for future regional marketing efforts to become and remain self sustaining while providing visitors with a constant marketing message and image. We believe, by packaging all of the regional marketing efforts into one contract and working with one marketing agency, it will be possible to generate enough ad revenue to cover all ad expenses and possibly become a revenue generator for regional tourism.

To be successful, we believe it will take a couple of years to develop the necessary reputation and contacts to reach this goal. Therefore an RFP will be developed to establish a two year contract with an optional third year that will see the regional ads subsidized for year one and partially for year two based on ad revenues.

Element 5: Maine Invites You

Project: Self Sustaining Ad Campaign - Print

Element Description: 1. To 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.

2. To greatly increase our exposure to new visitors while bringing back old friends.

3. 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.

Timeline: This advertisement will be submitted to the Maine Tourism Association in the fall of 2006. The actual publication will be sent out beginning in January of 2007 and is a year-round fulfillment publication. Northern Maine Development Commission will begin soliciting cooperative advertising during summer of

2006.

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: 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

Element 6: Echoes Magazine

Project: Self Sustaining Ad Campaign - Print

Element Description:

1. To maintain a presence in four issues of this publication dedicated specifically to the Aroostook County Region with one half page black and white ads.
2. To work to bring people back to the region that have either moved away or visited before.

Timeline: Ads will be placed in each of four quarterly publications throughout 2006-2007 fiscal year.

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 all individuals primarily between the ages of 40-75 that appreciate the cultural and historical attributes of the region.

Rationale: Cultural and historical tourism is something that this region has not fully capitalized on in a very long time if ever. Letting those people who care know about these existing assets will give them the excuse they need to come back and remember.

Media Type: Magazine

Co-op Opportunity: None

Budget Description: We are requesting \$1,476.00 from the MTMPP funds.

MTMPP Award: \$1,476.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 7: Group Tour Magazine

Project: Self Sustaining Ad Campaign - Print

Element Description:

1. To maintain a presence within Group Tour magazine, one of the premier group tour trade publications. Whose circulation is 15,000 and is sent free of charge to qualified tour planners in the US and Canada.
2. To participate in the MOT's cooperative page, with ads that are 2.5" x 1.75" and will run in each quarterly edition (August and November of 2006; and February and May of 2007).

Timeline: The ad copy will be delivered in May 2006 and the publications will be distributed to tour trade professionals in August, November, February, and May. Advertising funds are due in August of 2006.

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. A feature on the Aroostook County region is currently in print within this publication and we feel it important to maintain a steady presence within this magazine. 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: We are requesting \$1,620.00 from the MTMPP funds for four (4) 2.5" x 1.75", 4-color ads as part of the MOT cooperative ad.

MTMPP Award: \$1,620.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 8: Adventure Cycling Magazine

Project: Self Sustaining Ad Campaign - Print

Element Description:

1. To continue to attract bicycle tourism to the region.
2. To place advertisements in the Marketplace section of the publication

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 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

Rationale: Based on information received from 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. In addition the recreation trail project will fit well in this publication possibly driving individuals to the online maps.

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: \$2,200.00

Cash Match: \$300.00

In-Kind Match: \$0.00

Project 4: Self Sustaining Tradeshow Presence

Project Type: Travel Trade & Consumer Shows

Description: This project is the first step in establishing the practices for the region to become self-sufficient in, while maintaining a significant presence at targeted national tradeshows. Working with the ad agency established within the print ad campaign project, ACT will for the first time open up some space within its booth at tradeshows to non-member companies for a fee, while for the first time establishing a much reduced cost for members.

The revenues generated from this practice will go to mitigate the costs of future tradeshows that the group will be attending. Although this practice will take a year or so to establish itself, It is thought that with time this practice will successfully generate sufficient funding to attend all targeted tradeshows without the need for outside funding.

Element 9: MSA's Maine Snowmobile Show

Project: Self Sustaining Tradeshow Presence

Element Description:

1. To represent the region and its wonderful attributes.
2. To provide an opportunity for individual businesses and groups to present themselves on this larger stage at a substantially reduced cost.
3. To attract winter enthusiasts to the region.

Timeline: This event is scheduled for October 6,7,8 in Augusta Maine.

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 snowmobile enthusiasts looking for opportunities to ride on some of the world's best groomed trail systems.

Rationale: This event is a large draw for individuals within this target audience, representation is seen as a vital aspect of our winter attraction efforts.

Partners: Aroostook County tourism
Northern Maine Development Commission

Budget Description: We are requesting \$1,200.00 from the MTMPP funds.

NMDC will dedicate \$450.00 in matching funds to cover transportation, lodging and food.

ACT will provide \$1800.00 in In-kind match. This is calculated at 40 hours of time at \$45 per hour to represent the cost of staffing the booth.

MTMPP Award: \$1,200.00

Cash Match: \$450.00

In-Kind Match: \$1,800.00

Element 10: Massachusetts Snowmobile Expo

Project: Self Sustaining Tradeshow Presence

Element Description:

1. To represent the region and its wonderful attributes.
2. To provide an opportunity for individual businesses and groups to present themselves on this larger stage at a substantially reduced cost.
3. To attract winter enthusiasts to the region.

Timeline: This event occurs October 15 and 16 in Springfield, Massachusetts.

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 snowmobile enthusiasts looking for opportunities to ride on some of the world's best groomed trail systems.

Rationale: This event is a large draw for individuals within this target audience, representation is seen as a vital aspect of our winter attraction efforts

Partners: Aroostook County Tourism

Northern Maine Development Commission

Budget Description: We are requesting \$2,000.00 from the MTMPP funds.

NMDC will dedicate \$700.00 in matching funds to cover transportation, lodging and food. ACT will provide \$1,800.00 in In-kind match. This is calculated at 40 hours of time at \$45 per hour to represent the cost of staffing the booth.

MTMPP Award: \$2,000.00

Cash Match: \$700.00

In-Kind Match: \$1,800.00

Element 11: Springfield Sportsman Show

Project: Self Sustaining Tradeshow Presence

Element Description:

1. To represent the region and its wonderful attributes.
2. To provide an opportunity for individual businesses and groups to present themselves on this larger stage at a substantially reduced cost.
3. To attract four season outdoor enthusiasts to the region.

Timeline: This event occurs on FEB 23-26

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 sportsmen and outdoor enthusiasts looking to explore one of the last undiscovered regions in the East.

Rationale: This event is a large draw for individuals within this target audience, representation is seen as an effort to expand on our four season attraction efforts.

Partners: Northern Maine Development Commission
Aroostook County Tourism

Budget Description: We are requesting \$2,000.00 from the MTMPP funds.

NMDC will dedicate \$700.00 in matching funds to cover transportation, lodging and food.

ACT will provide \$1800.00 in In-kind match. This is calculated at 40 hours of time at \$45 per hour to represent the cost of staffing the booth.

MTMPP Award: \$2,000.00

Cash Match: \$700.00

In-Kind Match: \$1,800.00

Element 12: Pennsylvania Snowmobile Show

Project: Self Sustaining Tradeshow Presence

Element Description:

1. To represent the region and its wonderful attributes.
2. To provide an opportunity for individual businesses and groups to present themselves on this larger stage at a substantially reduced cost.
3. To attract winter enthusiasts to the region.

Timeline: This event occurs October 8,9,10 in York Pennsylvania.

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 snowmobile enthusiasts looking for opportunities to ride on some of the world's best groomed trail systems.

Rationale: This event is a large draw for individuals within this target audience, representation is seen as a vital aspect of our winter attraction efforts

Partners: Northern Maine Development Commission
Aroostook County Tourism

Budget Description: We are requesting \$2,000.00 from the MTMPP funds.

NMDC will dedicate \$1,000.00 in matching funds to cover transportation, lodging and food. ACT will provide \$1800.00 in In-kind match. This is calculated at 40 hours of time at \$45 per hour to represent the cost of staffing the booth.

- MTMPP Award:** \$2,000.00
- Cash Match:** \$1,000.00
- In-Kind Match:** \$1,800.00

Project 5: Tourism Toll Free Line

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

Element 13: Cash Match

- Project:** Tourism Toll Free Line

Element Description: The goal of this element it 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: MTMPP funds of \$1 because the site will not allow me to enter 0.

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

The additional to staff the phone is calculated at 6.33 hours per month and \$50 per hour for wages and benefits.

- MTMPP Award:** \$1.00
- Cash Match:** \$8,000.00
- In-Kind Match:** \$0.00

Project 6: Visitor Center Displays

- Project Type:** Advertising
- Description:** To have a continued presence in the MTA and regional visitor centers.

Element 14: MTA Membership - Rack space and Touch Sreen Kiosks&

- Project:** Visitor Center Displays

Element Description: To maintain our MTA membership while preserving a presence in the MTA Visitor Centers.

Timeline: To be maintained year round.

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: Visitors to the southern part of the state, looking for what Maine has to offer.

Rationale: It is important for the region to maintain a presence in the visitor centers.

Media Type: *(No Response)*

Co-op Opportunity: *(No Response)*

Budget Description: We are requesting \$295.00 from the MTMPP funds.

MTMPP Award: \$295.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 15: Lighted Display Rentals

Project: Visitor Center Displays

Element Description: To maintain presence in the lighted displays in Kittery, Hampden, and at the Northern Maine Airport.

Timeline: These are maintained year round.

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: Travelers of all ages coming into the region.

Rationale: It is important for the region to maintain a presence in the visitor centers.

Media Type: *(No Response)*

Co-op Opportunity: *(No Response)*

Budget Description: We are requesting \$2,000.00 from the MTMPP funds.

MTMPP Award: \$1,700.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Professional Development and attendance at Conference

Project Type: Hospitality and Technical Assistance Training

Description: To attend these professional development and informational opportunity events.

Element 16: Discover New England Conference

Project: Professional Development and attendance at Conference

Element Description:

1. To gain knowledge into current trends and information in the industry
2. To gain networking opportunities

Timeline: This conference will occur in March of 2007.

Tracking: The effectiveness of this element will be determined by the quality of the conference.

Target Market: The target audience will be all stakeholders in tourism in the region as information gained from this conference will be brought back and shared.

Rationale: This is a great opportunity to gain well needed knowledge.

Partners: Northern Maine Development Center

Aroostook County Tourism

Budget Description: We are requesting \$1,200.00 from the MTMPP funds.

MTMPP Award: \$1,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 17: Regional Tourism Marketing Seminar

Project: Professional Development and attendance at Conference

Element Description: Attendance at the Randall Travel Marketing Seminar.

Timeline: This event is scheduled for Nov. 15th in Portland.

Tracking: The effectiveness of this element will be determined by the quality of the training.

Target Market: The target audience will be those in attendance as well as all stakeholders within the region as information will be brought home and shared.

Rationale: Having heard this lady speak at the Governor's Conference on Tourism, I believe that this will be well worth the investment

Partners: Northern Maine Development Commission
Aroostook County Tourism

Budget Description: We are requesting \$895.00 from the MTMPP funds.

NMDC will dedicate \$1306.00 in matching funds to cover transportation, lodging and food.

MTMPP Award: \$895.00

Cash Match: \$1,306.00

In-Kind Match: \$0.00

Project 8: Financial Review

Project Type: Fulfillment

Description: To pay the fee for financial review.

Element 18: Financial Review Fee

Project: Financial Review

Element Description: To pay the fee

Timeline: To be paid annually

Tracking: as required

Target Market: Not Applicable

Rationale: This needs to be paid as part of the MTMPP program.

Partners: *(No Response)*

Budget Description: NMDC will dedicate \$2,500.00 to cover this fee.

MTMPP funds of \$1 because it will not allow me to enter 0.

MTMPP Award: \$1.00

Cash Match: \$2,500.00

In-Kind Match: \$0.00

Project 9: Board Member Volunteer Time

Project Type: Market Research and Development of Strategic and/or Marketing Plans

Description: Aroostook County Tourism Board Meeting volunteer time.

Element 19: In-kind 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 \$45 per hour totals \$9,000.00.

MTMPP Award of \$1 because it will not allow me to enter 0

MTMPP Award: \$1.00

Cash Match: \$0.00

In-Kind Match: \$9,000.00

Project 10: Cultural/Historical FAM Trip

Project Type: Familiarization Tours

Description: This project will increase the visibility of the Northern Maine Region's cultural and historical assets. Our goal is to use this familiarization trip to share one of the region's cultural and historical heritage while promoting the final products of the cultural and historical project described earlier in this application. We would like to host a press trip for 1-2 writers around a historical/cultural theme.

Element 20: Historic/Cultural Fam Tour

Project: Cultural/Historical FAM Trip

Element Description:

1. To raise awareness of the cultural and historical assets of the region.
2. To support the efforts of the Cultural and Historical Project.
3. To attract visitors to the region to explore our great cultural and historical assets.

Timeline: This will hopefully occur in the third week of September. with fall back dates through the Second week in October. This timeframe was chosen to coincide with the potato harvest, fall foliage, and the end of the season for most museums and attractions.

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 exact writer/publication has yet to be chosen, however we will work to identify 1 or two that will best reach those cultural and historical enthusiasts that are most likely to come and see what we have to offer.

Rationale: This matches very well with the regions "Five year Business Plan" as well as Project 1 of this application.

Partners: (No Response)

Itinerary: Day 1: Start at points of interest in Swedish Colony, working our way north to the Acadian Villiage and the St.John River Valley taking in as many historical attractions ending at the mouth of the Allagash river.

Day 2: View and possibly participate in a traditional potato harvest then view the amazing advances in the modern harvest. Cover the cultural/historical attractions in Central Aroostook including a state of the art Veterans facility.

Day 3 Work into Southern Aroostook and view the WWII German POW museum, as well as Rail Road, lumbermans and argricultural museums.

Budget Description: We are requesting \$2,200.00 from the MTMPP funds.

NMDC will dedicate \$2495.00 in matching funds.

MTMPP Award: \$2,200.00

Cash Match: \$2,495.00

In-Kind Match: \$0.00

Project 11: Maine Highway Map

Project Type: Advertising

Description: Maintain a steady presence on the Maine Higway map.

Element 21: Maine Highway Map

Project: Maine Highway Map

Element Description: 1. To continue to market to individuals coming to the state or requesting a state highway map.

Timeline: This will be done in conjunction with MOT.

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: This targets any and all visitors to the State of Maine.

Rationale: We believe that this is as important if not more so than many of the other marketing efforts as this targets individuals coming or already in maine.

Media Type: Map

Co-op Opportunity: Not Applicable

Budget Description: We are requesting \$2,020.00 from the MTMPP funds.

MTMPP Award: \$2,020.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Cultural & Historical Project			
Attraction & Event Inventory	\$7,302.00	\$2,222.00	\$0.00
Product Development and Promotion	\$7,113.00	\$711.00	\$0.00
Multi-Use Trail System Inventory			
Trail System Inventory	\$13,840.00	\$1,384.00	\$0.00
Online Interactive Trail Maps	\$7,030.00	\$703.00	\$0.00
Self Sustaining Ad Campaign - Print			
Maine Invites You	\$8,000.00	\$3,000.00	\$0.00
Echoes Magazine	\$1,476.00	\$0.00	\$0.00
Group Tour Magazine	\$1,620.00	\$0.00	\$0.00
Adventure Cycling Magazine	\$2,200.00	\$300.00	\$0.00
Self Sustaining Tradeshow Presence			
MSA's Maine Snowmobile Show	\$1,200.00	\$450.00	\$1,800.00
Massachusetts Snowmobile Expo	\$2,000.00	\$700.00	\$1,800.00
Springfield Sportsman Show	\$2,000.00	\$700.00	\$1,800.00
Pennsylvania Snowmobile Show	\$2,000.00	\$1,000.00	\$1,800.00
Tourism Toll Free Line			
Cash Match	\$1.00	\$8,000.00	\$0.00
Visitor Center Displays			
MTA Membership - Rack space and Touch Sreen Kiosks& Lighted Display Rentals	\$295.00 \$1,700.00	\$0.00 \$0.00	\$0.00 \$0.00
Professional Development and attendance at Conference			
Discover New England Conference	\$1,200.00	\$0.00	\$0.00
Regional Tourism Marketing Seminar	\$895.00	\$1,306.00	\$0.00
Financial Review			
Financial Review Fee	\$1.00	\$2,500.00	\$0.00
Board Member Volunteer Time			
In-kind Match	\$1.00	\$0.00	\$9,000.00
Cultural/Historical FAM Trip			
Historic/Cultural Fam Tour	\$2,200.00	\$2,495.00	\$0.00
Maine Highway Map			
Maine Highway Map	\$2,020.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$64,094.00
Administrative Costs:	\$16,023.50
Cash Match:	\$25,471.00
In-Kind Match:	\$16,200.00
Total Match:	\$41,671.00
Total Proposed Budget:	\$105,765.00