

Profile

Applicant: Regional Application
Grant Manager: David Spooner
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Date of Incorporation: November 14th, 1969
EIN: 22-2635303

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

In the 2006-2007 fiscal year, the top three highlights all revolve around efforts made to accomplish the work items contained within the regional Five Year Tourism Business Plan .

In developing affinity markets, Aroostook County was extremely successful in advancing the Nordic Skiing and Biathlon activities by attracting two national events, including the 2007 US National Cross Country Championships held in Presque Isle and the 2007 North American Biathlon and US Championships held in Fort Kent. Additionally it was announced that Fort Kent has been selected to host a Biathlon World Cup event in March of 2009.

Resort Development has been a focus for the region in the last few years and we are very pleased with the efforts being made by representatives of the Aroostook Partnership for Progress. They have made contacts with more than a dozen investment companies with at least six expressing some real interest. In Late March one company is coming to tour the County to better assess the potential for development.

Finally we have made significant advances in developing scenic drives within the region. We have worked to develop one of our natural resources under the Maine Scenic Byways Program. Scenic drives are regularly sighted as one of the most popular reasons for visitors to come to the region. In the last year we have received Maine Department of Transportation (MDOT) approval for the corridor management plan (CMP) for the "Million Dollar View", which runs on US Route 1 from Danforth to Orient. Also we have submitted a CMP for the "Fish River" scenic byway running from Fort Kent to Portage Lake. It is expected that approval will be received from MDOT later this spring. Finally, a phase one eligibility application has also been submitted for a third scenic byway known as the "Grindstone" scenic byway which runs from Medway to Patten then on Rt. 159 into Baxter State Park.

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 next year is to continue 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 fit within the structure of the plan and are established as a direct result of the feedback we received from Judy Randall. Additionally, each of the goals are designed to help prepare the region to better represent Maine to the thousands of visitors and millions of spectators from around the world that will be focused on Northern Maine in 2009.

Specifically we hope to achieve the following this year:

Goal 1: To improve the effectiveness of the regions print and electronic visitor attraction marketing efforts by developing a new more focused tourism attraction print piece as well as a complete website redesign.

Goal 2: To improve the experience that visitors receive when visiting the area, by working with all tourism stakeholders to help them better understand the importance of celebrating our great attributes while striving to provide the best experience possible to all who come for work or play.

Goal 3: Goal 3: To continue to develop existing and new affinity markets through traditional marketing mediums and opportunities .

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

Goal 1: First, Working with the University of Maine at Presque Isle's tourism studies program we will develop a new tourism

attraction piece to be distributed in the statewide visitor centers as well as at trade shows and other venues when appropriate. The design of this piece will be test marketed by the University prior to its production to better ensure the effectiveness of the piece. The intent is for this piece is to work in conjunction with the Regional Guide that was developed in our 2005-2006 MTMPP grant. Unlike the 50 plus page guide, this piece will be a brochure folded three of four times, that hopefully will entice people to look at the region more closely and ultimately come and see for themselves.

Second, the visit Aroostook website has not been updated in five or six years. The current site is not user friendly or intuitive to the potential visitors needs. We intend to do a complete website redesign with a focus on its functionality. Additionally we will incorporate the two product development pieces from the 2006-2007 MTMPP. The cultural & historic and the online recreational trail maps will become two of the features on this new site, giving visitors to the site a better understanding of the regions attributes.

Goal 2: To provide the tourism businesses within the region with first class hospitality training. We feel that it is important for the tourism stakeholders of Aroostook County to better understand what today's traveler has come to expect, and in hosting a world class event it seems like the perfect time to do it.

Goal 3: We will identify existing print media and trade shows that have not provided the best return on investment. With that information we will be looking to better position ourselves by exploring other affinity markets and marketing opportunities that show good potential for the region.

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

The goals of Aroostook County Tourism fit well with those outlined in the Maine Office of Tourism's five year plan in that they both work to: (1) increased market share of tourism, (2) expand visitation to the state, (3) reach more consumers with positive media coverage, and (4) Increase Maine's visibility.

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 799
Caribou, ME 04736-0779

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 - Maine Invites You, Maine Highway Map, Echoes Magazine and, any outdoor recreation publication such as snowmobiling, nordic skiing, biking, and canoe/kayaking.

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.

Please describe in further detail your co-op efforts:

Northern Maine Development Commission has offered several internal cooperative advertising opportunities in the past several 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 begun to seek collaboration with groups like the Presque Isle fish and game club, and the Dept. of Inland Fisheries and Wildlife working to attend more trade-shows that match our target markets.

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:

It is our intent to do a complete website redesign that is more user friendly and move away from just being a brochure site and into a more interactive sight designed with the end-user in mind. We intend to continue to have web-links to members' sites, an expanded calendar of events, new and rotating photography, and an home page that can be modified regularly.

The current 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:

We intend to completely redesign the website so that it becomes the preferred information destination for region. We also hope to develop an online reservation component to the site although it is not yet determined if that will be possible with this redesign. We will however make efforts to insure that this is a possible add on to this platform.

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 detained 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: PSA Project

Description: Regional Representatives chose to support Public Service Announcements to inform Maine residents about the role tourism plays in the Maine economy and to promote vacationing in Maine.

MTMPP Award: \$10,000.00

Project 2: Web Application Streamlining

Description: Regional Representatives chose to support the streamlining of the MTMPP Grant online application and to simplify the grant reporting process.

MTMPP Award: \$2,050.00

Project 3: CENTRO Tracking / Measurement

Description: Regional Representatives chose to support the development of measurement systems by the University of Maine's CentRO and to provide a clearing house for regions data collection.

MTMPP Award: \$4,875.00

Project 4: Administrative Costs

Description: The Administrative fee is 20% of the regional grant allocation and does not require a match.
MTMPP Award: \$17,400.00

Project 5: Self Sustaining Ad Campaign - Print

Project Type: Advertising

Description: This project, established in the 2006-2007 MTMPP was intended to develop 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. This being the second year of its development we intend to have an RFP 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 1: 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 2007. The actual publication will be sent out beginning in January of 2008 and is a year-round fulfillment publication. Northern Maine Development Commission will begin soliciting cooperative advertising during summer of 2007.

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 \$8,500 from the MTMPP funds, while soliciting at least \$3,000 in cooperative advertising.

MTMPP Award: \$8,500.00

Cash Match: \$3,000.00

In-Kind Match: \$0.00

Element 2: 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 2007-2008 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 \$1,500.00 from the MTMPP funds.

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 3: Maine Highway Map

Project: Self Sustaining Ad Campaign - Print

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 MTA.

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 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 it targets individuals coming to or already in Maine.

Media Type: Map

Co-op Opportunity: Not Applicable

Budget Description: We are requesting \$2,100.00 from the MTMPP funds.

MTMPP Award: \$2,100.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 4: Other Print Advertising Opportunities

Project: Self Sustaining Ad Campaign - Print

Element Description: This element provides some flexibility to allow for participation in yet to be determined co-op or other advertising opportunities. In previous years ACT has been unable to participate in some desirable projects due to funds being dedicated to other projects.

Timeline: The advertising will be completed prior to the end of the grant cycle.

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: People who are considering traveling to Maine, including nature and wildlife enthusiasts, outdoor

adventurers, hunters, fishers, and those interested in culture and history.

Rationale: The target market for this element focuses on the best tourism products that we have to offer.

Media Type: Magazine

Co-op Opportunity: We would be willing to co-op these advertisements with regional business partners to increase the visibility in the targeted publications.

Budget Description: The budget for this project includes the cost of the ads, cost of creative time to design the ads and, if applicable, the cost of coordinating the cooperative opportunities.

MTMPP Award: \$4,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 6: Self Sustaining Tradeshow Presence

Project Type: Travel Trade & Consumer Shows

Description: Having achieved some success in the first year, NMDC/ACT will continue to offer space at trade shows to non-member companies for a fee, as well as having a reduced cost for members. The revenues generated will go to mitigate the costs of future trade shows that the group will be attending. Additionally we for the first time will be working with other State and local groups with similar target markets to co-op on trade shows to attend more shows and reach a broader audience.

Element 5: 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 \$200.00 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: \$200.00

In-Kind Match: \$1,800.00

Element 6: 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 \$200.00 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: \$200.00

In-Kind Match: \$1,800.00

Element 7: Other Show (TBA)

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: The advertising will be completed prior to the end of the grant cycle.

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: People who are considering traveling to Maine, including nature and wildlife enthusiasts, outdoor adventurers, hunters, fishers, and those interested in culture and history.

Rationale: The event will have a large draw for individuals within this target audience, representation will 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 \$200.00 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: \$200.00

In-Kind Match: \$1,800.00

Element 8: 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 \$200.00 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: \$200.00

In-Kind Match: \$1,800.00

Project 7: Visitor Center Displays

Project Type: Advertising

Description: To have a continued presence in the MTA and regional visitor centers.

Element 9: MTA Membership - Rack space and Touch Screen 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: NMDC will dedicate \$350 in matching funds to cover this cost.

MTMPP Award: \$0.00

Cash Match: \$350.00

In-Kind Match: \$0.00

Element 10: 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 \$1,800.00 from the MTMPP funds.
MTMPP Award: \$1,800.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 8: Tourism Toll Free Line

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

Element 11: Tourism Toll Free Line

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 time line 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.

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

MTMPP Award: \$0.00

Cash Match: \$8,000.00

In-Kind Match: \$0.00

Project 9: Tourism Attraction Piece

Project Type: Brochures

Description: This project will develop 30,000 tourism attraction brochures designed to work in conjunction with our Aroostook Regional Guide.

Element 12: Tourism Attraction Brochure

Project: Tourism Attraction Piece

Element Description: In discussions with Judy Randall, it was apparent that the region was woefully in need of a tourist attraction brochure. Our intent is to design a piece that entices people to want to know and see more about Aroostook County while conserving on the number of Aroostook Regional Guides distributed. Working with the University of Maine at Presque Isle's tourism studies program we will develop this new piece. Multiple designs will be tested with focus groups and on the streets by University students prior to production to better ensure the effectiveness of the piece. The initial design of this piece, calls for a three of four folded glossy color brochure that hopefully will ultimately entice people to come and see for the County themselves.

Timeline: July of 2007 - Request For Proposals to be sent out to solicit bids from interested parties.
August of 2007 - Design research to be completed by the University under the supervision of Dr. Jan Jones.
September of 2007 - Design, Production, and Printing of Tourism Attraction Piece.
October 2007 - Distribution

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

Rationale: A tourism attraction brochure is a necessary component of the annual marketing plan for northern Maine. This publication will be 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 brochure will help promote the vast tourism opportunities that are available in northern Maine.

This project consists of printing 30,000 brochures. Further, the knowledge gained from the research into its design will be utilized into the Aroostook County Tourism web site redesign. with hot links from the CD to the site itself.

Distribution Plan: It will be distributed in the statewide visitor centers as well as at trade shows and other venues when appropriate.

Budget Description: We are requesting \$9,000 from MTMPP to complete the design and production of this piece.

MTMPP Award: \$9,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Media FAM Trip

Project Type: Familiarization Tours

Description: This project will increase the visibility of the Northern Maine Region. Our goal is to use these familiarization trips to share some of the region's most beautiful and abundant seasonal recreation opportunities. We would like to host a press trip for 1-2 writers in the summer and another in the winter around a seasonal recreation theme.

Element 13: Summer Fam Tour

Project: Media FAM Trip

Element Description: 1. To raise awareness of the natural beauty and recreational opportunities of the region.

2. To attract visitors to the region to explore some of the many wonders of Aroostook County.

We will work with Nancy Marshal Communications to identify writers that will best serve the area.

Timeline: This will hopefully occur in the third quarter of 2007 to coincide with the identified writers interests.

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 one or two that will best reach those enthusiasts that are most likely to come and see what we have to offer.

Rationale: FAM trips have worked very well for the region in the past and are seen as a great form of marketing.

Partners: *(No Response)*

Itinerary: Yet to be determined.

Budget Description: We are requesting \$1,250.00 from the MTMPP funds.

NMDC will dedicate \$1,000.00 in matching funds.

MTMPP Award: \$1,250.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Element 14: Winter FAM Trip

Project: Media FAM Trip

Element Description: 1. To raise awareness of the natural beauty and recreational opportunities of the region. Possibly surrounding the nordic skiing and biathlon facilities and events.

2. To attract visitors to the region to explore some of the many wonders of Aroostook County.

We will work with Nancy Marshal Communications to identify writers that will best serve the area.

Timeline: This will occur in the first quarter of 2008 to coincide with the identified writers interests and anticipated snowfall.

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 one or two that will best reach those enthusiasts that are most likely to come and see what we have to offer.

Rationale: FAM trips have worked very well for the region in the past and are seen as a great marketing opportunity

Partners: *(No Response)*

Itinerary: Yet to be determined.

Budget Description: We are requesting \$1,250.00 from the MTMPP funds.

NMDC will dedicate \$1,000.00 in matching funds

MTMPP Award: \$1,250.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 11: Website Redesign & GPS Component

Project Type: Website Development

Description: Aroostook County Tourism would like to redesign the regional tourism website so that it will be more intuitive and functional for the end user while becoming more aesthetically pleasing to view.

Element 15: Website Redesign

Project: Website Redesign & GPS Component

Element Description: The Primary goal of this element is to redesign and improve our website resulting in a more functional and visually up to date interface with potential visitors.

Timeline: It is our intent to complete our web site redesign and improvements by June 2006.

Tracking: The effectiveness the changes made to our site will be tracked by information captured on our web server. We will be able to track where the visitor enters and exists the site and how much time they spend. We will also be able to determine the effectiveness of our changes by observing which information on our site is getting more hits.

Target Market: The target audience for this element is anyone using the Internet to gather vacation information - especially those interested in vacationing in Northern Maine and Western New Brunswick.

Rationale: The current site does not provide the functionality that today's tourist has come to expect and has become visually stagnant. This was made very apparent when critiqued by Judy Randall earlier this year.

Trends show that more and more people are acquiring their vacation information via the Internet. For this reason, ACT has decided to make a more concerted effort to address the needs and expectations of those people visiting our site for information.

Budget Description: We are requesting \$14,575.00 from the MTMPP funds. NMDC will dedicate \$5,425.00 in matching funds.

MTMPP Award: \$14,575.00

Cash Match: \$5,425.00

In-Kind Match: \$0.00

Element 16: GPS of Trails Systems Ongoing

Project: Website Redesign & GPS Component

Element Description: The GPS component will add on and update to the work done in the 2007 MTMPP GPSing of trails in which we work to provide value to the tourism businesses and outdoor recreation enthusiasts.

Timeline: The work in this element will be completed by June of 2008.

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 of this project includes all individuals with interest in the regions trails systems including snowmobile, biking, Hiking, skiing, etc.

Rationale: In completing the original collection of GPS information on recreational trail systems in Aroostook County, it was apparent that we would be inevitable that existing trails will change and new one will be developed. This element, will allow ACT to work with the stakeholder groups to ensure continued accuracy and complete data.

Budget Description: We are requesting \$1,500.00 in MTMPP funding to complete the information gathering aspects of this project.

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: 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 17: In-kind Match

Project: Board Member Volunteer Time

Maine Tourism Marketing Partnership Program



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: \$0.00

Cash Match: \$0.00

In-Kind Match: \$9,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
PSA Project			
PSA Project	\$10,000.00		
Web Application Streamlining			
Web Application Streamlining	\$2,050.00		
CENTRO Tracking / Measurement			
CENTRO Tracking / Measurement	\$4,875.00		
Administrative Costs			
Administrative Costs	\$17,400.00		
Self Sustaining Ad Campaign - Print			
Maine Invites You	\$8,500.00	\$3,000.00	\$0.00
Echoes Magazine	\$1,500.00	\$0.00	\$0.00
Maine Highway Map	\$2,100.00	\$0.00	\$0.00
Other Print Advertising Opportunities	\$4,000.00	\$0.00	\$0.00
Self Sustaining Tradeshow Presence			
MSA's Maine Snowmobile Show	\$1,200.00	\$200.00	\$1,800.00
Massachusetts Snowmobile Expo	\$2,000.00	\$200.00	\$1,800.00
Other Show (TBA)	\$2,000.00	\$200.00	\$1,800.00
Pennsylvania Snowmobile Show	\$2,000.00	\$200.00	\$1,800.00
Visitor Center Displays			
MTA Membership - Rack space and Touch Screen Kiosks& Lighted Display Rentals	\$0.00 \$1,800.00	\$350.00 \$0.00	\$0.00 \$0.00
Tourism Toll Free Line			
Tourism Toll Free Line	\$0.00	\$8,000.00	\$0.00
Tourism Attraction Piece			
Tourism Attraction Brochure	\$9,000.00	\$0.00	\$0.00

Maine Tourism Marketing Partnership Program



Media FAM Trip

Summer Fam Tour	\$1,250.00	\$1,000.00	\$0.00
Winter FAM Trip	\$1,250.00	\$1,000.00	\$0.00

Website Redesign & GPS Component

Website Redesign	\$14,575.00	\$5,425.00	\$0.00
GPS of Trails Systems Ongoing	\$1,500.00	\$0.00	\$0.00

Board Member Volunteer Time

In-kind Match	\$0.00	\$0.00	\$9,000.00
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Budget Summary

Proposed MTMPP Award:	\$69,600.00
Administrative Costs:	\$17,400.00
Cash Match:	\$19,575.00
In-Kind Match:	\$16,200.00
Total Match:	\$35,775.00
Total Proposed Budget:	\$105,375.00