

Profile

Applicant: Event Application

Grant Manager: Janet Kelle/Theresa Fowler

Name of Organization: Central Aroostook Summer Festivals & Fairs Committee

Mailing Address: 18 Community Drive
Fort Fairfield, ME 04742

Physical Address: *(No Response)*

Office Hours: 8:00 - 4:30

Telephone Number: 207-472-3802

Fax Number: 207-472-3802

Date of Incorporation: July 3rd, 1962

EIN: 01-0199615

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

Increased gate revenue from Northern Maine Fair, increased number of balloons participating in Crown of Maine Balloon Fest, increased visitor traffic to Fort Fairfield during Maine Potato Blossom Festival.

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 goals and objectives of the Central Aroostook Summer Festivals Committee are to promote 3 individual events held in Central Aroostook County, annually in July and August. All advertising will be purchased as a unit, to reduce costs. The purpose of expanding the advertising scope is to attract more people to this region. We will use the additional advertising funding to expand the scope of advertising, reaching a wider audience, thus encouraging people to travel greater distances to visit the central part of Aroostook County.

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

The monies being requested from Maine Tourism Marketing Partnership Programs will be used to promote the festivals and fairs not only locally, but throughout New Brunswick and New England. We will develop radio advertising which will be broadcast in Aroostook County and reach into New Brunswick. Television advertising will cover the State of Maine and sections of New Brunswick. Print advertising will be directed to southern Maine and New England. We will develop and improve websites for each event and have all three linked to ensure easy access to all three event details.

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

These goals compliment the Office of Tourism's goals to:

- * Increase Maine's share of the New England travel market and secure that share level by maintaining positive awareness and high levels of repeat visitors.
- * Maximize the value of each visitor by encouraging longer trips with deeper excursions into the less traveled areas of the state.

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

These financial resources will be dispersed only to the providers agreed to by the parties representing each separate event. No monies will be dispersed without 2 signatures and we will have an accountant review the revenues and expenses related to this grant.

Both the Fort Fairfield and Presque Isle Area Chambers of Commerce are reviewed annually by Chester M. Kearney CPAs.

Page 1/

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: Janet Kelle/Theresa Fowler/Lynwood Winslow

Address: 18 Community Drive
Fort Fairfield, ME 04742
3 Houlton Rd
P.O. Box 672
Presque Isle, ME 04769
Northern Maine Fair Association
237 Creasey Ridge Road
Mapleton, ME 04757

Phone: (207) 472-3802

Email Address: jkelle@fortfairfield.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:

Channel X Radio, operating in Caribou, ME; Citadel Broadcasting, operating in Presque Isle, ME; Astral Broadcasting Group Inc., operating radio stations in New Brunswick, Canada; Bangor Daily News, operating in central and southern ME; WAGM and WLBZ television stations operating in ME; Time Warner television network, operating in ME; Boston Globe; brochures for distribution through tourist centers; local newspapers

Page

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

Please describe in further detail your co-op efforts:

Our internal co-op efforts include exchanging rooms and reduced rates for sponsorship recognition, encouraging local hotels, inns and restaurants to partner with other facilities to arrange packages that can be advertised through the Visit Aroostook and Visit Maine websites.

Local service groups are encouraged to host fund raising activities during the events.

Advertising and information on our events is sent to MOT regularly. The Tourist centers carry information on our events. We developed a brochure to go to the Boston Globe Travel Show in February and to have available locally while waiting for additional advertising funding.

Website Development & Maintenance

If you

Website Development & Maintenance

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

URL: www.crownofmaineballoonfest.org; www.potatoblossom.org; www.northernmainefair.com

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

The three websites will be linked allowing easy navigation from one to the other. Each website offers full detailed information on the event.

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

Develop a cooperative website featuring links to each individual event. Establish a Central Aroostook Summer Festivals and Fairs home page.

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

No

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

(No Response)

Budget Summary

Current Projects

Project 1: In-State Advertising and Public Service Announcements

Project Type: Advertising

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

Element 1: In state advertising

Project: In-State Advertising and Public Service Announcements

Element Description: Purchasing a variety of advertisements within the State of Maine will encourage people to travel within the state for vacation activities.

Timeline: This will be an ongoing project using a variety of advertising options.

Tracking: Through source of website visits and hotel registrations.

Target Market: State of Maine residents

Rationale: Encourage people to travel within the State and appreciate all the State has to offer.

Media Type: various, mostly print

Co-op Opportunity: Cooperate with Maine office of Tourism and Aroostook County Tourism to obtain the best rates

Budget Description: *(No Response)*

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 2: Canadian Advertising - Translation Services

Project Type: Advertising

Description: Translation is required of all printed material sent to New Brunswick, Canada. The area of New Brunswick we are targeting is bilingual, so both English and French materials will be required.

Element 2: Translation Services

Project: Canadian Advertising - Translation Services

Element Description: Professional translation services for translation of English printed material to French

Timeline: The English material has to be developed and a translation service, capable of providing appropriate translation located. The English material will continue to be prepared, and translation should be completed by mid-June.

Tracking: The English material has to be developed and a translation service, capable of providing appropriate translation located. The English material will continue to be prepared, and translation should be completed by mid-June.

Target Market: The target audience is New Brunswick, Canada

Rationale: We chose this element as the neighbouring regions of Canada are primarily French speaking. The translation will ensure the information about our festivals and fairs is understood, and to encourage them to participate through making the effort to communicate with them.

Media Type: Print, radio
Co-op Opportunity: Assistance from the French Department at University of Maine at Presque Isle to ensure the translation is accurate.
Budget Description: *(No Response)*
MTMPP Award: \$1,000.00
Cash Match: \$4,000.00
In-Kind Match: \$0.00

Project 3: Canadian Radio

Project Type: Advertising
Description: Advertising on Canadian radio stations to reach our neighbours

Element 3: Canadian radio coverage

Project: Canadian Radio
Element Description: The goal of this element is to reach the populace of New Brunswick and Quebec who are in close proximity to our communities
Timeline: This broadcasting would begin in early July and continue periodically until the end of August.
Tracking: By tracking the home addresses and locations from where website visits occur. We will request demographics from the broadcasters.
Target Market: Residents of New Brunswick and Quebec.
Rationale: This advertising will reach a large number of people in close proximity who we would like to attract to our region.
Media Type: Radio
Co-op Opportunity: As a non-profit, we should receive the equivalent number of ad spots for free as we pay for.
Budget Description: *(No Response)*
MTMPP Award: \$3,000.00
Cash Match: \$4,000.00
In-Kind Match: \$7,000.00

Project 4: Local Print

Project Type: Advertising
Description: Advertisement and editorial will be run in the three weekly papers serving the area from Houlton to Madawaska, ME. These publishers serve the local area and support our events.

Element 4: Local print advertising and editorial

Project: Local Print
Element Description: This expenditure will garner a good relationship with the local print media. It will ensure that people from the area are reminded of the events and know what is happening during each fair or festival.
Timeline: This will be prepared and run just prior to each event, with reminders of the upcoming events included.
Tracking: The effectiveness of this will be anecdotal only.
Target Market: Residents of Aroostook County

- Rationale:** Each event is designed to attract tourists to the area, but there is need for local support and involvement as well.
- Media Type:** Newspaper
- Co-op Opportunity:** Newspapers will contribute copy space that will match or exceed the advertising dollars invested.
- Budget Description:** *(No Response)*
- MTMPP Award:** \$1,000.00
- Cash Match:** \$0.00
- In-Kind Match:** \$1,000.00

Project 5: Regional and National print

- Project Type:** Advertising
- Description:** We will work with the staff at Bangor Daily News to prepare a newspaper insert that will be inserted in newspapers covering our target area of Maine.
We will work with New York Times and Boston Globe to encourage editorial coverage of the MAine Potato Blossom Festival, Northern Maine Fair and Crown of Maine Balloon Fest. Inclusion of copy is usually dependent on some advertising purchase.

Element 5: Regional and National print editorial

- Project:** Regional and National print
- Element Description:** The objective is to have information reach residents of the state of Maine and beyond. By purchasing advertising space in return for editorial copy, we can provide them with information that we want delivered to readers of these newspapers.
- Timeline:** The press kits should be started very soon. Negotiations for editorial space and advertising rates should be done early in June.
- Tracking:** By tracking the website visits and capturing information on visitors, we will be able to track the effectiveness of this expenditure.
- Target Market:** Residents of Maine and all of New England
- Rationale:** The objective is to attract people to the region. The use of regional and national newsprint is the most economical means of reaching the masses.
- Media Type:** *(No Response)*
- Co-op Opportunity:** *(No Response)*
- Budget Description:** *(No Response)*
- MTMPP Award:** \$8,000.00
- Cash Match:** \$8,000.00
- In-Kind Match:** \$0.00

Project 6: Website Development

- Project Type:** Website Development
- Description:** The improvement and linking of our websites will assist people looking for information on reasons to visit Aroostook County

Element 6: Website Improvement

Project: Website Development

Element Description: As the use of the internet for locating information increases, it is important that we have websites that are easily found and that are tied together in such a way as to encourage further exploration of related websites

Timeline: The increased visitation to the website and source of traffic can be monitored. This will be an ongoing project

Tracking: We will be able to track the effectiveness of this by tracking visits and sources of visits.

Target Market: World wide people interested in travel.

Rationale: The use of the internet for developing travel plans is increasing. The objective of reaching a larger audience through electronic media is a means that we have been developing.

Budget Description: *(No Response)*

MTMPP Award: \$5,000.00

Cash Match: \$6,000.00

In-Kind Match: \$0.00

Project 7: Local Radio

Project Type: Advertising

Description: Utilizing radio stations based in central Aroostook County to ensure information about our events reaches the area residents and tourists in the area.

Element 7: Radio advertising

Project: Local Radio

Element Description: Through the purchase of advertising from radio stations based in central Aroostook County, we will inform area residents, english speaking residents of northwestern New Brunswick and have coverage on radio stations' websites.

Timeline: Radio advertising for all three events will start in early July. The timing will be spread over two months to keep the events in minds of local residents and tourists who will be spending an undetermined amount of time travelling. All advertising will be done by August 29, 2009.

Tracking: We will review the broadcast information for the radio stations we choose.

Target Market: The target audience is the residents of Aroostook County and northwestern New Brunswick.

Rationale: In this area, much of the information we receive is through the radio. People spend periods of time in their vehicles and take that opportunity to listen to local radio stations to hear the news and weather.

Media Type: *(No Response)*

Co-op Opportunity: We anticipate that purchasing advertising will provide us with additional public service announcements and coverage on the local radio websites.

Budget Description: The expenditure will be less than the value of the total benefit

MTMPP Award: \$1,000.00

Cash Match: \$15,000.00

In-Kind Match: \$0.00

Project 8: Television

Project Type: Advertising

Description: Regional television stations, and national cable carriers.

Element 8: Regional, local and cable

Project: Television

Element Description: By purchasing advertising space on local and regional television stations plus national cable carriers, we will have further penetration into our target market of southern Maine and the rest of New England. We will encourage coverage of the events and taping of portions which will be available for reshooting at later dates to maintain interest in the annual events.

Timeline: The television advertising will start in early July and be scheduled at the time of each event.

Tracking: The demographics for the stations will be reviewed. We will know through accommodation records if there is traffic from the southern part of the state. We will check the numbers at points of entry along the US/Canadian border to see if there are increases.

Target Market: Middle class, residents of Maine and northwestern New Brunswick

Rationale: The objective is to increase visitors to the events we host and the region in general. By using television advertising and coverage, we will reach our target market.

Media Type: *(No Response)*

Co-op Opportunity: The television stations will run news coverage and hopefully tape material that can be used at a later date.

Budget Description: *(No Response)*

MTMPP Award: \$16,000.00

Cash Match: \$17,000.00

In-Kind Match: \$0.00

Project 9: Boston Globe Travel Show

Project Type: Travel Trade & Consumer Shows

Description: Attendance at the Boston Globe Travel Show in conjunction with Aroostook County Tourism and Maine Office of Tourism

Element 9: Material and attendance

Project: Boston Globe Travel Show

Element Description: Material we produce with this grant will be utilized at the Boston Globe Travel Show in 2010 to reach the Boston area travel market. Many of them are familiar with parts of Maine but have not visited the entire state.

Timeline: We will capture names for MOT sources and follow up with those who expressed interest in our region. Ongoing

Tracking: Check with accommodation providers to determine home addresses of visitors and track website visits as this information will encourage website use.

Target Market: Boston area residents interested in traveling in Maine.

Rationale: The Boston market is within driving distance of our locations. Many residents of that area have roots in northern and central Maine.

Partners: Maine Office of Tourism and Aroostook County Tourism

Budget Description: This trip is funded through Aroostook County Tourism.

MTMPP Award: \$400.00

Cash Match: \$400.00

In-Kind Match: \$0.00

Project 10: Brochure project

Project Type: Brochures

Description: Produce brochures for distribution through tourist centers in Maine and through Chamber of Commerce locations

Element 10: Brochure development

Project: Brochure project

Element Description: This element is desirable to provide a visual reminder of the major events in Central Aroostook. The brochures will be full color, tri-fold brochures which will provide contact information and the highlights of each event.

Timeline: The written material will be prepared, the brochures developed, produced and distributed by mid June.

Tracking: The number of brochures produced and distributed will be recorded and the number of remaining brochures tracked.

Target Market: The target audience for these brochures would be tourists and potential travelers throughout Maine.

Rationale: We feel that full color brochures attract interest in the events. We increased interest at the Boston Globe Travel Show by having similar brochures available.

Distribution Plan: Maine Office of Tourism centers, Chamber of Commerce offices throughout the State of Maine.

Budget Description: *(No Response)*

MTMPP Award: \$8,000.00

Cash Match: \$7,000.00

In-Kind Match: \$1,000.00

Project 11: Signage

Project Type: Fulfillment

Description: Signage will be constructed to direct people to locations of events

Element 11: Signage construction

Project: Signage

Element Description: Develop signage to give directions to events

Timeline: Signage will be developed over a period of time, as need is identified. Initially, small signs for directions with in the communities will be developed.

Tracking: We will make note of complaints received about not being able to find activities without signage

Target Market: Visitors to the area

Rationale: If people are unable to find specific activities, they are not as positive about the event in general.

Partners: *(No Response)*

Budget Description: *(No Response)*

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
In-State Advertising and Public Service Announcements			
In state advertising	\$10,000.00	\$0.00	\$0.00
Canadian Advertising - Translation Services			
Translation Services	\$1,000.00	\$4,000.00	\$0.00
Canadian Radio			
Canadian radio coverage	\$3,000.00	\$4,000.00	\$7,000.00
Local Print			
Local print advertising and editorial	\$1,000.00	\$0.00	\$1,000.00
Regional and National print			
Regional and National print editorial	\$8,000.00	\$8,000.00	\$0.00
Website Development			
Website Improvement	\$5,000.00	\$6,000.00	\$0.00
Local Radio			
Radio advertising	\$1,000.00	\$15,000.00	\$0.00
Television			
Regional, local and cable	\$16,000.00	\$17,000.00	\$0.00
Boston Globe Travel Show			
Material and attendance	\$400.00	\$400.00	\$0.00
Brochure project			
Brochure development	\$8,000.00	\$7,000.00	\$1,000.00
Signage			
Signage construction	\$2,000.00	\$0.00	\$1,000.00

Budget Summary

Proposed MTMPP Award:	\$55,400.00
Administrative Costs:	\$0.00
Cash Match:	\$61,400.00
In-Kind Match:	\$10,000.00
Total Match:	\$71,400.00
Total Proposed Budget:	\$126,800.00