

Profile

Applicant: Regional Application
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Date of Incorporation: November 19th, 1969
EIN: 22-2635303

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

In the 2008-2009 fiscal year Aroostook County Tourism was successful in many aspects of tourism development. The top three highlights were;

1. Tourism/Customer Service Conference

Aroostook County Tourism through a USDA grant was successful in organizing and facilitating a day long conference. This event brought local tourism businesses and stakeholders together to discuss the challenges of tourism and customer service in Northern Maine. Attendees received training from two great speakers as well as an eloquent presentation from MOT staff on the efforts of the Maine Office of Tourism. Additionally at this event the new brand for the region was unveiled as well as the newly redesigned website.

2. Working with the MOT and Portland Web Works ACT was successful in Unveiling a newly designed techshare website. Although this project took two years to complete the results speak for themselves. In addition to the techshare site ACT was able to secure additional funds again through USDA for the development of an online reservation system for local lodging establishments to use in conjunction with the new site.

3. Social Media and Public Relations became a focus for ACT this year. Capitalizing on the previous years Familiarization Trip with Cross Country Skier Magazine Aroostook became the featured destination of the magazine's November issue with 8 pages dedicated to Northern Maine. Working to capitalize on these efforts, ACT dedicated significant time and staff to establish itself in multiple electronic social media circles to continue the buzz. ACT now for the first time has an active Twitter page, Face book page, and an electronic billboard in the online game Second life.

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. The plan calls for the simultaneous development of five task oriented themes; each of the following goals fit within the structure of the plan. Specifically we hope to achieve the following this year:

Goal 1. To design and print a new Regional Tourism Guide to serve as the primary fulfillment piece for Northern Maine.

Goal 2. To introduce for the first time a comprehensive map of all of the ATV trail systems in Aroostook County. Which will be distributed electronically, at tradeshow, and as part of fulfillment packages mailed to interested parties.

Goal 3. To continue efforts towards more electronic media marketing and slowly away from traditional print. Continued work on the visit Aroostook website moving to more interactive and video content, introduction of pay per click advertising, and the unveiling of a new electronic press kit are all in the works. This goal will take time to accomplish as many people are hesitant to move in this direction, however it is the way to go.

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

Goal 1. ACT has already advertised for proposals and will be poised to contract with the winning bidder for the production of this piece. The purpose for the proactive approach is to allow for more time in advertising sales that are required to successfully complete this project. The development, ad sales and printing of this piece will all be contracted out.

Goal 2 ATVing is the fastest growing outdoor recreation sport in the region. Working with Northern Maine Development Commission's GIS department and well over 1100 miles of trails collected in the previous fiscal year ACT is ready to begin distribution of the first professionally designed map that covers the entire region. Its distribution along with word of mouth and other marketing efforts will place Aroostook County as one of the true destinations for this sport in the Northeast US.

Goal 3. Working with local interest groups and the dedication of staff time to this effort will provide the needed content and knowhow to be successful in accomplishing this goal.

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 (ACT) financial resources, as ACT is a standing committee of NMDC. 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: Aroostook County Tourism

Address: 11 W. Presque isle Rd.
PO Box 779
Caribou, ME 04736-0779

Phone: 207-498-8736

Email Address: dwspooner@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.

Aroostook like Maine is primarily a driving market, therefore we focus on Boston North and East including all of Southern Maine. One area that we feel we need to begin to develop is the Maritime Provinces and Quebec.

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 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.visitarostook.com

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

This techshare site has most if not all of the capabilities of the Visitmaine site because of the relationship of the program. In addition to its wonderful functionality, ACT has also incorporated a separate online reservation system that all lodging establishments can take advantage of.

The goal of our site is to be the best in show.

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

We will be working to fully utilize all of the options on the site as an ongoing process. Additionally, we are working to provide better content and more video and interactive options for the visitor to enjoy.

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, our website and the procedures developed by CENTRO we are working to improve our ability to more effectively capture information.

We have an existing database that 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 maintained for future efforts in marketing and communication initiatives.

Budget Summary

Current Projects

Project 1: In-State Advertising and Public Service Announcements

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: Administrative Costs

Description: The Administrative fee is 20% of the regional grant allocation and does not require a match.

MTMPP Award: \$19,269.00

Project 3: Ad Campaign - Print

Project Type: Advertising

Description: This project outlines the print advertising activities that Aroostook County tourism will undertake over the next grant cycle. In this application, extra funds have been allocated to other print advertising, this is to allow flexibility around the 2009 Biathlon World Cup that the region is hosting. We wish to promote this event in cooperation with the Maine winter sports Center.

This project is also a continuation of the Self-sustaining ad campaign that ACT has worked to establish over the last two years. The intent is to work with local tourism businesses to take a more active and fiscal roll in some of the marketing efforts for the region.

Element 1: Maine Invites You

Project: 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 2008. The actual publication will be sent out beginning in January of 2009 and is a year-round fulfillment publication. Northern Maine Development Commission will begin soliciting cooperative advertising during summer 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 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 \$5,500 from the MTMPP funds, while soliciting at least \$6,000 in cooperative advertising.

MTMPP Award: \$5,500.00

Cash Match: \$6,000.00

In-Kind Match: \$0.00

Element 2: Echoes Magazine

Project: 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 \$1,700.00 from the MTMPP funds.

MTMPP Award: \$1,700.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 3: Maine Highway Map

Project: 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 \$1,900.00 from the MTMPP funds.

MTMPP Award: \$1,900.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 4: Other Print Advertising Opportunities

Project: 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. This is particularly important with the two major events occurring in our region in the next year.

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: \$6,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 5: Graphic Design

Project: Ad Campaign - Print

Element Description: The design work to accomplish each of the print advertising pieces will be accomplished by the Graphic Design Specialist at Northern Maine Development Commission.

Timeline: This element will be conducted throughout the grants year cycle but will be completed by June 2009

Tracking: We will utilize the methods and tools designed for activities at Northern Maine Development Commission.

Target Market: The target Market for this element will be determined by the advertisement being developed.

Rationale: Utilizing the Graphic Design Specialist at Northern Maine Development Commission results in a significant savings to the program as opposed to having to contract for each advertisement.

Media Type: Print Media

Co-op Opportunity: None
Budget Description: We are requesting \$1,500.00 of MTMPP Money to accomplish this element.
MTMPP Award: \$1,500.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 4: Self Sustaining Trade show Presence

Project Type: Travel Trade & Consumer Shows
Description: Having achieved some success in the first two years, NMDC/ACT will continue to offer space at trade shows to regional tourism companies for a fee. 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 6: MSA's Maine Snowmobile Show

Project: Self Sustaining Trade show 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 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.

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: \$0.00

In-Kind Match: \$1,800.00

Element 7: New Hampshire Snowmobile Grass Drags and Water Cross

Project: Self Sustaining Trade show 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 9,10 and 11 in Fremont, New Hampshire.

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 ATV and Snowmobile 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 \$2,500.00 from the MTMPP funds.

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: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$1,800.00

Element 8: Other Show (TBA)

Project: Self Sustaining Trade show 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 \$3,000.00 from the MTMPP funds.

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: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$1,800.00

Element 9: Trade Show Materials & Support

Project: Self Sustaining Trade show Presence

Element Description: This element will update some of the graphics and signage that are utilized at shows within our trade show booth.

Timeline: This will be completed by September 2009.

Tracking: We will utilize tools and procedures established for Northern Maine Development Commission to track this element.

Target Market: These materials will be utilized at the various trade shows that ACT attends.

Rationale: Some of the materials utilized within the regions booth has become very dated. Snowmobile enthusiasts are very aware of the latest models of sleds on the market and we are currently utilizing images approaching ten years old. In addition the ACT logo and Regional Brand have changed and need to be updated.

Partners: Not Applicable

Budget Description: We are requesting \$1,250 of MTMPP funding to accomplish this element.
MTMPP Award: \$1,250.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 5: Visitor Center Displays

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

Element 10: 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: We are requesting \$450.00 from the MTMPP funds.
MTMPP Award: \$450.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 6: Website Redesign & GPS Component

Project Type: Website Development
Description: Our intentions are to provide the best experience for the end user possible and we feel that this provides that experience. In that spirit this project is dedicated to keep the site fresh and inviting.

Element 11: Website Maintenance

Project: Website Redesign & GPS Component

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

Timeline: As opportunities arise in the development of content and refreshing the site we will work with Portland web works to do so.

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: 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 \$2,000.00 from the MTMPP funds.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Regional Tourism Guide

Project Type: Brochures

Description: The redesign and printing of a new regional tourism guide.

Element 12: Regional Tourism Guide

Project: Regional Tourism Guide

Element Description: This project will solicit for a contracting company to redesign the the regional guide, update the content, solicit for advertisements, and facilitate the printing of 30,000 copies of the publication.

Timeline: March 2009 Proposals were solicited
May 2009 Upon confirmation of this grant ad sales will begin
September 2009 Final copy will be sent to the printers.

Tracking: We will track the effectiveness of this project through regular progress reports and samples submitted by the contracting company to the ACT committee

Target Market: This product will serve as the primary fulfillment piece for Aroostook County. The target market is any person curious about Aroostook County, Already has planned to visit Aroostook County, or has never heard of the place but would like to know more.

Rationale: The current regional guide is nearly three years old, the current supply is running out, and the materials are becoming dated. The guide is very important to the sustained tourism efforts in the County.

Distribution Plan: We will distribute it at trade shows, in local lodging establishments, State Visitor centers and mail it to interested parties requesting information through the toll free line and the website.

Budget Description: We are requesting \$30,000.00 from the MTMPP funds and anticipate an additional 14,000 in ad sales for the completion of this project.

MTMPP Award: \$30,000.00

Cash Match: \$14,000.00

In-Kind Match: \$0.00

Project 8: Board Member Volunteer Time

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

Description: Aroostook County Tourism Board Meeting volunteer time.

Element 13: 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 Committee Members 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 9: PR & Electronic Media

Project Type: Public Relations

Description: This Project will be designed to increase awareness of the region throughout the Northeast and the world.

Element 14: PR & Electronic Media

Project: PR & Electronic Media

Element Description: The goals of this project are to increase editorial and media coverage around the county through a variety of efforts targeting traditional print, and electronic media outlets.

Timeline: This element will be ongoing throughout the period of this grant.

Tracking: The effectiveness of this element will be tracked through the captured editorials written about the region.

Target Market: We will target individuals within a one days drive from the region. Individuals who enjoy both eco friendly and consumptive tourism activities of all ages.

Rationale: PR and Electronic Media are two areas that ACT has identified as areas of needed growth. It fits well with the regions 5 year tourism plan and falls inline with the states efforts as well.

Budget Description: We are requesting \$4,000 of MTMPP funds for the completion of this project.

MTMPP Award: \$4,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: State Sponsored Pavillion Shows

Project Type: Travel Trade & Consumer Shows

Description: This is in support of the State trade show efforts.

Element 15: State Pavillion Tradeshows

Project: State Sponsored Pavillion Shows

Element Description: To support the states trade show efforts with the pavilion.

Timeline: We will choose two or three shows to support by sending representatives.

Tracking: We will utilize the data captured by the MOT.

Target Market: People interested in the State of Maine.

Rationale: We want to support this effort by providing individuals to the effort who are aware of the assets that exist in Northern Maine.

Partners: MOT

Budget Description: We will dedicate \$5,000 of MTMPP funds to support this effort.

MTMPP Award: \$5,000.00

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>
In-State Advertising and Public Service Announcements			
In-State Advertising and Public Service Announcements	\$10,000.00		
Administrative Costs			
Administrative Costs	\$19,269.00		
Ad Campaign - Print			
Maine Invites You	\$5,500.00	\$6,000.00	\$0.00
Echoes Magazine	\$1,700.00	\$0.00	\$0.00
Maine Highway Map	\$1,900.00	\$0.00	\$0.00
Other Print Advertising Opportunities	\$6,000.00	\$0.00	\$0.00
Graphic Design	\$1,500.00	\$0.00	\$0.00
Self Sustaining Trade show Presence			
MSA's Maine Snowmobile Show	\$1,200.00	\$0.00	\$1,800.00
New Hampshire Snowmobile Grass Drags and Water Cross	\$2,500.00	\$0.00	\$1,800.00
Other Show (TBA)	\$3,000.00	\$0.00	\$1,800.00
Trade Show Materials & Support	\$1,250.00	\$0.00	\$0.00
Visitor Center Displays			
MTA Membership - Rack space and Touch Screen Kiosks&	\$450.00	\$0.00	\$0.00
Website Redesign & GPS Component			
Website Maintenance	\$2,000.00	\$0.00	\$0.00
Regional Tourism Guide			
Regional Tourism Guide	\$30,000.00	\$14,000.00	\$0.00
Board Member Volunteer Time			
In-kind Match	\$0.00	\$0.00	\$9,000.00
PR & Electronic Media			
PR & Electronic Media	\$4,000.00	\$0.00	\$0.00
State Sponsored Pavillion Shows			
State Pavillion Tradeshows	\$5,000.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$95,269.00
Administrative Costs:	\$19,269.00
Cash Match:	\$20,000.00
In-Kind Match:	\$14,400.00
Total Match:	\$34,400.00
Total Proposed Budget:	\$129,669.00