

Profile

Applicant: Regional Application
Grant Manager: Leslie Jackson
Name of Organization: Northern Maine Development Commission
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Date of Incorporation: November 19th, 1969
EIN: 22-2635303

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

1. New Regional Guide – The Aroostook County Regional Travel Guide received a complete new look with updated business entries and more information about places to go, events and guide information. 30,000 copies of the guide was printed and will be distributed throughout the New England area, Canada, at trade and travel shows, sent via mail to inquiries and available for immediate download on the www.visitaroostook.com website.
2. Visitaroostook.com – The visitaroostook.com website is in its second year of participation in the MOT techshare program. A content management system was developed this past year to allow easier access to the content of the site which will enable us to keep the site current in a timelier manner. The site is also being used as host of our regional photo contest.
3. Tradeshow Presence – Our region attended multiple tradeshows this past year which were all very successful and beneficial to our region. The shows included the Maine Snowmobile Show, the New Hampshire Grass Drags, New England Power Sports Expo, Maine Campground Owners Show, Big E, Boston Globe Travel Show and the Montreal Outdoor Show. We distributed our regional guide, our new ATV and snowmobile maps and other information about the area. These shows resulted in hundreds of leads to recruit potential visitors.

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.

1. Goal 1: To complete the update to our 5-Year Strategic Tourism Plan. This will serve to update, refocus and extend regional initiatives to continue tourism development.
2. Goal 2: We will continue to streamline our communication process to increase the number of first time and repeat visitors. We will take advantage of social media and email marketing and continue to optimize the information provided on our website.
3. Goal 3: We intend to develop current and user friendly maps to provide to visitors looking to do some bike riding or paddling. We will be partnering with other organizations that have the same goals so we will all mutually benefit from the final product.

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

1. Goal 1: A substantial part of this work will be performed by consultants that will be hired by NMDC to develop the analysis and oversee its accomplishment. NMDC staff will be engaged in the process to obtain information, logistical assistance and feedback vital to the work. The ACT Committee will also be directly involved in providing guidance for this process and will be assisting NMDC staff in providing ground-level feedback on proposal being made in the study.
2. Goal 2: We will continue to work with the other techshare sites and Portland Webworks to further enhance our web presence. Facebook, Constant Contact and other social media will be used to develop a larger audience in the online community.
3. Goal 3: Partnerships will be developed with several organizations including Healthy Aroostook, Power of Prevention, Maine Forest Service, Maine Winter Sports Center, Department of Conservation and other businesses who have specific interest in

helping us develop the bike and waterways map.

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: Leslie Jackson
Address: PO Box 779
Caribou, ME 04736
Phone: 207-498-8736
Email Address: ljackson@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:

Mark Putnam, County Crossroads
Bob Meyers, Maine Snowmobile Association
Charles Cormier, Our Maine Street Magazine
Ben Drouin, Bangor Daily News

Mike Moreau, The Maine Sportsman
Judson Hale, Yankee Magazine
Ron Bergin, Cross Country Skier
John Ward, North Woods Sporting Journal
Spencer Richie, Ride Maine Magazine
Rachel Levitt, Boston Magazine

Please provide a list of publications and/or broadcast outlets you would most like to target:

Maine Invites You
Ride Maine Magazine
ATV Maine Magazine
Bangor Daily News
North Woods Sporting Journal
County Crossroads
WAGM-TV
Paddling.net
Visitnewengland.com
Snowgoer Magazine Online

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:

NMDC will be partnering with a number of organizations to complete the bike trail map project and the waterways map project. The organizations are Healthy Aroostook, Power of Prevention, Maine Department of Conservation, Maine Forest Service, University of Maine Presque Isle, Maine Winter Sports Center and Aroostook State Park.

Other partnering opportunities include:

1. Working with the Maine Office of Tourism and the other tourism regions for PSA and online advertising.
2. Partnering with the Northern Forest Canoe Trail, Maine Lakes and Mountains region, Kennebec Valley region and the Maine Highlands region for an online Paddling.net promotion.
3. NMDC plans to offer co-op opportunities to tourism related businesses to purchase print and online advertising.

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:

Our 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, the site offers current event information and thoroughly describes places to go, things to do and where to stay.

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:

We currently collect data from inquiries made through our website and from our tourism toll free phone line. We use this data to send our fulfillment packets and plan to begin an email marketing campaign.

Budget Summary

Current Projects

Project 1: Cooperative Regional Advertising

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: \$17,212.00

Project 3: Advertising Campaign

Project Type: Advertising

Description: This project outlines the advertising activities that Aroostook County tourism will undertake over the next grant cycle.

Element 1: Maine Invites You

Project: Advertising Campaign

Element Description: The goal of this project is to provide a cooperative opportunity for other tourism related businesses in our region to have a presence in Maine's Official Travel Planner.

Timeline: Work will begin on this project in Fall of 2010 and the distribution of Maine Invites you begins in January 2011.

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: We will be selling cooperative advertising opportunities in this publication to other businesses in the tourism industry within our region.

Budget Description: We plan to purchase a 2-page, 4-color spread at a cost of \$12,000. Cost for design services and coordination of co-op is \$2,400. Cash match provided by sales of co-op ads.

MTMPP Award: \$8,400.00

Cash Match: \$9,000.00

In-Kind Match: \$0.00

Element 2: Northern Forest Canoe Trail - Paddling.net

Project: Advertising Campaign

Element Description: The Northern Forest Canoe Trail is a long-distance paddling trail connecting the major watersheds across the Adirondacks and Northern New England. In the 740-mile traverse across New York, Vermont, Quebec, New Hampshire, and Maine, the Trail links communities and wild places, offering canoeists and kayakers a lifetime of paddling destinations and adventures. This online promotion on Paddling.net offers an opportunity to attract paddler interest and visitation to Maine and our region.

Timeline: PROMOTION RESERVATION: September 1, 2010
MATERIALS: February 1, 2011
BILLING: March 1, 2011

Tracking: Paddling.net has 85,000 subscribers with potential of 140,000 impressions during the one week sponsorship. Paddling.net will track visitors through Google analytics (page views, click throughs). They will run reports as requested during promotion.

Target Market: The target audience is canoe and kayak enthusiasts who are looking for great places to explore. The route's variety of flat water, swift water, and whitewater, on a range of rivers, streams, lakes and ponds provide extensive opportunities for canoe and kayak recreation. Vibrant communities along the way offer inns, B&Bs and camping facilities, as well as other recreational and heritage attractions.

Rationale: Paddling.net has been the leader in paddlesports information since its launch in 1998. That trend continues as Paddling.net has far more traffic than any other paddlesports website. Paddling.net also compares strongly to popular websites in other outdoor activities.

Media Type: Website

Co-op Opportunity: Aroostook County plans to partner with the Northern Forest Canoe Trail, the Maine Lakes and Mountains region, the Kennebec Valley region and the Maine Highlands region.

Budget Description: The cost to each region is \$1,500. This will cover an exclusive one-week sponsorship on Paddling.net, a feature article on our region in the monthly newsletter and banner advertising.

MTMPP Award: \$1,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 3: Print Advertising

Project: Advertising Campaign

Element Description: This element allows the region representation in specific print publications for promotion of our region as a destination for all their vacation activities. We plan to utilize a variety of publications that fit into our promotional profile.

Timeline: The print 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: We target a variety of demographics depending on the scope and purpose of the publication. We seek publications that are sources of information for outdoor enthusiasts for snowmobiling, ATV's, skiing and general vacationers who are interested in visiting northern Maine.

Rationale: Print advertising remains a valuable tool for promotion of our region. We carefully choose the advertising opportunities that will give us the highest rate of return.

Media Type: Magazines & Newspapers

Co-op Opportunity: We are willing to offer cooperative opportunities to other regional businesses in our region to increase visibility in the targeted publications.

Budget Description: We plan to target multiple print advertising opportunities including County Crossroads (\$3,300), Bangor Daily News (\$400), Maine Snowmobile Guide (\$800), Ride Maine Magazine (\$1,000), ATV Maine Magazine (\$850) plus others as certain opportunities arise. This budget item includes the costs of the ads and the cost of creative services.

MTMPP Award: \$11,950.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 4: Online Advertising

Project: Advertising Campaign

Element Description: This element allows the region representation in specific online websites for promotion of our region as a destination for all their vacation activities. We plan to utilize a variety of websites that fit into our promotional campaign.

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

Tracking: We will track the effectiveness of this element by using online tracking resources. The individual websites will provide specific visitation data.

Target Market: We target a variety of demographics depending on the scope and purpose of the website. We seek websites that are sources of information for outdoor enthusiasts for snowmobiling, ATV's, skiing and general vacationers who are interested in visiting northern Maine.

Rationale: Online advertising is quickly becoming a necessity in any advertising campaign. A majority of people who spend time planning their vacations and activities use the Internet to obtain information. We carefully choose the advertising opportunities that will give us the highest rate of return.

Media Type: Website

Co-op Opportunity: We are willing to offer cooperative opportunities to other regional businesses in our region to increase visibility in the targeted publications.

Budget Description: We plan to target multiple online advertising opportunities including Bangor Daily News, WAGM-TV, Visitnewengland.com plus others as certain opportunities arise. This budget item includes the costs of the ads and the cost of creative services.

MTMPP Award: \$2,800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Public Relations

Project Type: Public Relations

Description: This element is designed to increase awareness of the Aroostook County region throughout the northeast and the world.

Element 5: Email & Social Marketing

Project: Public Relations

Element Description: This element allows us to promote the region using tools available through social media (Facebook) and email marketing (Constant Contact).

Timeline: All public relations activities will be completed prior to the end of the grant cycle.

Tracking: We will track the effectiveness of this element by using online and email tracking resources and survey questions asked when people call the tourism hotline.

Target Market: The target audience is people who are considering traveling to Maine that use the Internet to obtain information on events, places to stay and things to do in our region.

Rationale: According to research conducted by the Direct Marketing Association, email marketing generated an ROI of \$43.62 for every dollar spent on it in 2009. In addition, using online applications such as Facebook allows our region to directly reach thousands of potential visitors and provide them with instant information and communication opportunities.

Budget Description: The budget for this project includes membership fees for Constant Contact and cost of developing the email marketing campaign. This also covers expenses incurred for social marketing.

MTMPP Award: \$1,800.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 6: Visual Communication

Project: Public Relations

Element Description: This element allows us to obtain video and photography for use in marketing activities.

Timeline: All activities will be completed prior to the end of the grant cycle.

Tracking: NA

Target Market: NA

Rationale: It is important to continue our efforts in obtaining quality visual communications that represent our region. Our library of video is in need of updating.

Budget Description: The budget for this project will cover the costs of video production and cost of purchasing quality photography. In-kind match provided by volunteers coordinating a seasonal photo contest which will be held four times per year.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Fulfillment & Distribution

Project Type: Fulfillment

Description: This project includes our efforts to distribute our promotional materials, manage the toll free tourism hotline and respond to inquiries on our region.

Element 7: Toll Free Tourism Line and Brochure Distribution

Project: Fulfillment & Distribution

Element Description: This element allows us to provide a toll free tourism line which provides fulfillment packets to people who are interested in visiting our region. We also maintain memberships with organizations for distribution of our regional guide.

Timeline: Distribution of materials and responding to inquiries continues throughout the grant period.

- Tracking:** We will track the effectiveness of this element by keeping track of the amount of brochures provided for distribution. We also track the number of calls to the toll-free hotline.
- Target Market:** The target audience is people who are considering traveling to Maine that desire additional information to complete their vacation plans
- Rationale:** A toll free tourism line is a necessity to promote the region to outside areas. Without the tourism line, we would likely miss out on numerous opportunities. In addition, maintaining our promotional materials at a variety of visitor centers and taking advantage of additional distribution opportunities greatly increases our exposure to the rest of Maine, New England and Canada.
- Partners:** Northern Maine Development Commission, Maine Tourism Association, New England Distribution Center
- Budget Description:** The budget for this project includes membership fees for Maine Tourism Association, New England Distribution Center, Visitor Center kiosks and other expenses incurred. Cash match is provided by NMDC for maintaining the toll-free hotline.
- MTMPP Award:** \$7,873.00
- Cash Match:** \$8,000.00
- In-Kind Match:** \$0.00

Project 6: Strategic Tourism Plan Expansion

- Project Type:** Market Research and Development of Strategic and/or Marketing Plans
- Description:** The Strategic Tourism Plan Expansion (STPE) will provide continued direction for the tourism industry in northern Maine with economic impact to the broader local economy.

Element 8: Update Tourism Strategic Plan for Northern Maine

- Project:** Strategic Tourism Plan Expansion
- Element Description:** This element will allow us to revisit the original five-year plan dated 2005 and examine all of the work that has been accomplished to date; as well as the initiatives and activities that remain. An evaluation will be made of these remaining activities/initiatives, along with their related timelines, to determine their continued relevancy given the existing tourism trends and the recent economic downturn. From this examination, a new five-year strategy would be created that more accurately reflects both current and projected tourism activity.
- Timeline:** Work on this element will be completed within the grant period.
- Tracking:** NA
- Target Market:** The target market includes those directly involved with tourism; i.e., lodging and dining, recreation vehicle rental, direct services, etc., and also secondary businesses such as variety stores and gas stations.
- Rationale:** The scope of this project will look at the entire region in relation to the current tourism activities and resources available and use the information to direct strategic solutions that will have broad positive regional impacts.

NA

- Budget Description:** Funding for this project paid by NMDC.
- MTMPP Award:** \$0.00
- Cash Match:** \$15,000.00
- In-Kind Match:** \$0.00

Project 7: Packaging Training & Coordination

Project Type: Hospitality and Technical Assistance Training

Description: Training and technical assistance will be provided to businesses interested in participating in creating travel packages.

Element 9: Packaging

Project: Packaging Training & Coordination

Element Description: The philosophy of travel packaging is to combine all the various travel elements into a cohesive product that provides business value to all the partners while still protecting their current business and pricing.

Timeline: Work on this element will be completed within the grant period.

Tracking: We will track the success of the packaging by monitoring the activity on certain websites, collecting data from the individual businesses who are participating in packaging and surveying the people who call the toll free tourism line.

Target Market: The target market is the traveler who is visiting the area who would like to participate in pre-planned activities and accommodations.

Rationale: Travel packaging is the process of combining multiple travel products, services and experiences into a complete product that is sold to consumers in the marketplace. By combining multiple elements together, you create a unique intrinsic value for your customers. The actual business value of the package depends on a number of factors such as the consumer's needs, the packaging partners' goals and/or the economic conditions of the marketplace. Any of these factors may drive the development of travel packages.

Partners: Aroostook County Chambers of Commerce, Maine Office of Tourism, Tourism Regions of Maine

Budget Description: The funds requested will be used to cover costs associated with increasing the number of packaging opportunities in our region. Training will be obtained by a professional and passed on to local businesses interested in participating in packaging opportunities.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 8: Trail Maps

Project Type: Brochures

Description: We will be developing trail maps for pedal biking and waterways.

Element 10: Biking & Waterways Maps

Project: Trail Maps

Element Description: Aroostook County currently has a bike map dated 2002. We plan to work with local biking groups to collect new data on current biking trails and produce a map with current information. The map will include family friendly loops, advanced rider loops and off-road biking opportunities.

Northern Maine is home to hundreds of miles of river and stream waterways. By working with local groups and volunteers, we will collect data on boat landings, historic sites and travel details which will provide the user with a variety of paddling opportunities throughout our region. The map will also include mileage for a variety of day-trips or multi-day trips, rental facilities and different waterways suited for a variety of experience levels.

Timeline: Work on this element will be completed within the grant period.

Tracking: We will be able to track the distribution of the brochures and also survey the people who call the tourism toll free line.

Target Market: The target market are the travelers who are interested in participating in biking or paddling trips and would like to have more information on the safest and reliable routes.

Rationale: Map brochures are always an important part of marketing our region to showcase the activities and to provide in fulfillment packets and at tradeshow. Both maps will be provided in an electronic format on our website and in a printed version.

Distribution Plan: The brochures will be distributed to all Chambers of Commerce, lodging establishments, handed out at tradeshow and included in fulfillment packets.

Budget Description: Funding for this project is paid by NMDC.

MTMPP Award: \$0.00

Cash Match: \$28,400.00

In-Kind Match: \$0.00

Project 9: Tradeshow Activities

Project Type: Travel Trade & Consumer Shows

Description: NMDC/ACT is committed to attending a variety of tradeshow throughout the year.

Element 11: Maine Snowmobile Show

Project: Tradeshow Activities

Element Description: This tradeshow will allow the region to promote the 2,300 miles of groomed trails to the many snowmobile enthusiasts around the State and New England.

Timeline: This show is scheduled for October, 2011.

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 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: Northern Maine Development Commission & Aroostook County Tourism

Budget Description: The requested amount will cover estimated costs to attend the show. In-kind match is calculated by 2 people attending the show for 32 hours of time at \$45 per hour.

MTMPP Award: \$1,200.00

Cash Match: \$0.00

In-Kind Match: \$2,880.00

Element 12: New England Power Sports Expo

Project: Tradeshow Activities

Element Description: NE Power Sports Expo is located in West Springfield, Massachusetts and draws people from all over New England who are snowmobile enthusiasts. Northern Maine creates a large draw for the Massachusetts region by offering current snowmobile trail maps, miles of highway like trails and lodging information.

Timeline: This show is scheduled for October, 2011.

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: The requested amount will cover estimated costs to attend the show. In-kind match is calculated by 2 people attending the show for 32 hours of time at \$45 per hour.

MTMPP Award: \$2,200.00

Cash Match: \$0.00

In-Kind Match: \$2,880.00

Element 13: Other Tradeshows

Project: Tradeshows Activities

Element Description: Participating in a variety of tradeshows allows us to represent our region and all its wonderful attributes. One-on-one contact is made with thousands of attendees and specific information can be provided on any requested activity or event.

Timeline: All tradeshow activities will be completed prior to the end of the grant period.

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 travelling to Maine including nature and wildlife enthusiasts, outdoor adventurers, hunters, fishers, and those interested in culture and history.

Rationale: Tradeshow events are 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 anticipate attending 4+ tradeshows with the requested amount. Funding will cover the expenses incurred to attend these shows. In-kind match is calculated by volunteer time of 2 people attending at least 4 tradeshows for 32 hours of time at \$45 per hour.

MTMPP Award: \$8,825.00

Cash Match: \$0.00

In-Kind Match: \$11,520.00

Project 10: ACT Member Volunteer Time

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

Description: Aroostook County Tourism committee member's time to attend meetings and work on grant implementation and strategy.

Element 14: ACT Member In-Kind Match

Project: ACT Member Volunteer Time

Element Description: This element documents the in-kind match from the Aroostook County Tourism Committee members to attend regularly scheduled committee meetings and other tourism meetings or functions.

Timeline: The ACT committee meets bi-monthly throughout the year. Additionally, ACT has four separate sub-committees who meet bi-monthly to strategize and implement grant projects.

Tracking: Meeting Minutes

Target Market: NA

Rationale: This element fits into our overall goal of collaborative efforts. The Aroostook County Tourism Committee consists of thirty 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.

NA

Budget Description: In-kind value calculated by at least 14 people attending 10 meetings for 3 hours at \$45 per hour.
MTMPP Award: \$0.00
Cash Match: \$0.00
In-Kind Match: \$18,900.00

Project 11: Visitaroostook.com Website

Project Type: Website Development

Description: This project element allows for the maintenance and updating of the regional website visitaroostook.com

Element 15: Website Optimization

Project: Visitaroostook.com Website

Element Description: Aroostook County has partnered with the Maine Office of Tourism and other regions to participate in Portland Webworks Tech Share program. This partnership allows for the flow of information from our site to the MOT site. Maintaining the information on the site is of utmost importance as events change and businesses open and close. Our goal is to provide the most accurate and current information as possible.

Timeline: Work on this element will be ongoing and be completed by the end of the grant period.

Tracking: We will use Google Analytics to track the activity of the website.

Target Market: People who use the Internet to make travel plans and are considering travelling to Maine including nature and wildlife enthusiasts, outdoor adventurers, hunters, fishers, and those interested in culture and history.

Rationale: Millions of people surf the Internet daily looking for solutions for their everyday needs. Our responsibility is to make sure that we capture some of those people who are researching for their next travel destination. The Internet allows our region to be open 24/7 to provide visitors with an ongoing flow of information. We feel strongly that a good website is a large part of marketing northern Maine to the rest of the world.

Budget Description: The funding will cover the costs of maintenance for Portland Webworks to make updates to the site. Additionally, it will cover the costs of coordinating the Content Management System shared by all the Tech Share sites.

MTMPP Award: \$2,300.00

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>
Cooperative Regional Advertising			
Cooperative Regional Advertising	\$10,000.00		
Administrative Costs			
Administrative Costs	\$17,212.00		
Advertising Campaign			
Maine Invites You	\$8,400.00	\$9,000.00	\$0.00
Northern Forest Canoe Trail - Paddling.net	\$1,500.00	\$0.00	\$0.00
Print Advertising	\$11,950.00	\$0.00	\$0.00
Online Advertising	\$2,800.00	\$0.00	\$0.00
Public Relations			
Email & Social Marketing	\$1,800.00	\$0.00	\$0.00
Visual Communication	\$5,000.00	\$0.00	\$0.00

Maine Tourism Marketing Partnership Program



Fulfillment & Distribution

Toll Free Tourism Line and Brochure Distribution	\$7,873.00	\$8,000.00	\$0.00
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Strategic Tourism Plan Expansion

Update Tourism Strategic Plan for Northern Maine	\$0.00	\$15,000.00	\$0.00
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Packaging Training & Coordination

Packaging	\$5,000.00	\$0.00	\$0.00
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Trail Maps

Biking & Waterways Maps	\$0.00	\$28,400.00	\$0.00
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Tradeshow Activities

Maine Snowmobile Show	\$1,200.00	\$0.00	\$2,880.00
New England Power Sports Expo	\$2,200.00	\$0.00	\$2,880.00
Other Tradeshows	\$8,825.00	\$0.00	\$11,520.00

ACT Member Volunteer Time

ACT Member In-Kind Match	\$0.00	\$0.00	\$18,900.00
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Visitaroostook.com Website

Website Optimization	\$2,300.00	\$0.00	\$0.00
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Budget Summary

Proposed MTMPP Award:	\$86,060.00
Administrative Costs:	\$17,212.00
Cash Match:	\$60,400.00
In-Kind Match:	\$36,180.00
Total Match:	\$96,580.00
Total Proposed Budget:	\$182,640.00