

## **Profile**

**Applicant:** Regional Application

**Grant Manager:** Leslie Jackson

**Name of Organization:** Northern Maine Development Commission

**Mailing Address:** P.O. Box 779  
Caribou, ME 04736

**Physical Address:** 11 West Presque Isle Rd  
Caribou, ME 04736

**Office Hours:** 8 a.m. to 5:00 p.m.

**Telephone Number:** 207-498-8736

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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. Web Presence – The [visitarooook.com](http://visitarooook.com) website is in its third year of participation in the MOT Techshare program. Since July 1, 2010, the site has had 18,287 visits with 15,309 unique visits. There were 84,697 page views with average time spent on site being 3:09. We continue to promote the website to the region encouraging organizations to enter their event information. In addition, ACT has developed a Facebook page and posts regular information on events, weather conditions, photo contest and other Aroostook travel related information.

2. Tradeshow Presence – Our region attended multiple tradeshows this past year which were all very successful and beneficial. The shows included the Maine Snowmobile Show, the New Hampshire Grass Drags, New England Power Sports Expo, Maine Campground Owners Show and the Big E. 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.

3. Brochures – Development of a water trails guide booklet and a bike route guide. Aroostook County is the perfect location to enjoy kayaking and canoeing. The water trails guide provides information on the best locations to enjoy these activities. The bike route guide is also a great resource for individuals or families who are looking to explore the area on bicycle.

## **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.**

Goal 1: Develop a Scenic Drives Brochure. Aroostook County is known for its rolling hills and fields of gold, green and yellow. Many roads take you above the tree line and provide breath taking views for as far as the eye can see. Tourists generally love to explore while they are visiting the County and dependable information is key to a successful journey. The brochure will highlight some of Aroostook's best road routes including designated scenic byways.

Goal 2: We will continue to promote the ATV trail system in Aroostook. Each year, the ATV clubs work together to increase the interconnectivity of the trail system. Aroostook offers some of the best ATV trail riding opportunities. We expect that the ATV industry will continue to grow and bring additional economic opportunities to the region.

Goal 3: We will provide technical assistance opportunities for organizations in the tourism industry. Trainings in social media, customer service and web presence will provide the tools necessary for these organizations to promote themselves on the Internet. By creating a larger presence of Aroostook County on the web, there is greater potential that tourists will choose the region for their next travel destination.

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

Goal 1: NMDC currently maintains an abundance of information on the scenic byways of northern Maine. NMDC staff will work with the Maine Department of Transportation for additional information regarding Aroostook's scenic drives.

Goal 2: We will submit a press release to various ATV magazines and publications showcasing Aroostook's extensive ATV trail

system. In addition, we will host an ATV themed FAM trip which will promote the region as a travel destination for the ATV enthusiasts.

Goal 3: Technical assistance opportunities will be offered by partnering with Maine Small Business Development Center, Nancy Marshall Communications and other organizations qualified to provide training.

## 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. 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. NMDC is qualified to administer many types of federal and state economic and community 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 - Northern Maine Development Commission

**Address:** P.O. 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  
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  
Marti Mayne, Maynely Marketing  
Tim Jones, Easternslopes.com

**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  
Portland P  
WAGM-TV  
WCXU Radio

## 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:**

1. Working with the Maine Office of Tourism and the other tourism regions for the development of a Maine's Sports Commission
2. Partnering the Chambers of Commerce in Aroostook County for promotional efforts and outreach.
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](http://www.visitaroostook.com) and [www.visitnorthernmaine.com](http://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. A link to the Aroostook County Tourism Facebook page will allow the visitor access to more current information. Work will also be done to optimize the site for increased presence on search engines.

## 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:** \$19,200.00

#### **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 2011 and the distribution of Maine Invites you begins in January 2012.

**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 is provided by sales of co-op ads.

**MTMPP Award:** \$8,400.00

**Cash Match:** \$12,000.00

**In-Kind Match:** \$0.00

## Element 2: 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:** \$13,750.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Element 3: 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:** \$2,575.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 4: Tradeshow Activities

**Project Type:** Travel Trade & Consumer Shows

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

### Element 4: 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 5: 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 6: MOTTradeshows

**Project:** Tradeshow 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 & Chambers of Commerce

**Budget Description:** We anticipate attending 2 tradeshows with Maine Office of Tourism. Funding will cover the expenses incurred to attend these shows. In-kind match is calculated by volunteer time of 2 people attending at least 2 tradeshows for 32 hours of time at \$45 per hour.

**MTMPP Award:** \$4,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$5,760.00

## Element 7: New Hampshire Grass Drags & Watercross

**Project:** Tradeshow Activities

**Element Description:** This tradeshow will allow the region to promote the 2,300 miles of groomed snowmobile trails to the many snowmobile enthusiasts around the State and New England. Also, ATV riders attend this show which provides additional opportunity to promote our extensive ATV trail system.

**Timeline:** This show is October 7,8 9, 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 and ATV enthusiasts looking for opportunities to ride on some of the country's best groomed snowmobile and ATV trail systems.

**Rationale:** This event is a large draw for individuals within this target audience, representation is seen as a vital aspect of our trail promotion efforts. In 2010, attendance on the Saturday alone was estimated at 50,000.

**Partners:** Northern Maine Development Commission, members of Aroostook County Tourism, Chambers of Commerce, lodging and dining establishments

**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 8: Vacationland RV & Camping Show

**Project:** Tradeshow Activities

**Element Description:** The Vacationland RV & Camping Show is in Portland typically in April. We have had success at this show promoting our many camping areas and outdoor recreation.

**Timeline:** The show will be in April of 2012.

**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 are people who enjoy outdoor recreation and camping. Ages range from very young to elderly.

**Rationale:** This event is a large draw for individuals within this target audience; representation is seen as a vital aspect of our outdoor recreation promotional efforts.

**Partners:** Northern Maine Development Commission, Aroostook County Tourism, Chambers of Commerce, local campgrounds

**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 9: Other Tradeshow Items

**Project:** Tradeshow Activities

**Element Description:** We plan to upgrade the tradeshow booth and graphic materials.

**Timeline:** Most of the tradeshows we attend will take place in the fall of 2012. The booth display and graphics will be updated prior to the tradeshow season.

**Tracking:** We will track the effectiveness of this element by survey tools on the web site and by survey questions asked when people call our toll free tourism line.

**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. Maintaining an attractive display encourages visitors to the display.

**Partners:** Northern Maine Development Commission, Aroostook County Tourism

**Budget Description:** Funding will be used to purchase a new trade show display, development of graphics, coordination, tradeshow handouts. Cash match from NMDC for purchase of additional tradeshow booth. Also, NMDC pays registration for a booth display at the NMCC tradeshow with the theme of Aroostook County Tourism

**MTMPP Award:** \$5,925.00

**Cash Match:** \$1,800.00

**In-Kind Match:** \$0.00

## Project 5: Visitaroostook.com Website

**Project Type:** Website Development

**Description:** This project element allows for the maintenance and updating of the regional website [visitaroostook.com](http://visitaroostook.com)



## Element 10: 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:** \$1,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 6: 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 11: 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:** \$7,950.00

**Cash Match:** \$8,500.00

**In-Kind Match:** \$0.00

## Project 7: 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 12: 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:** 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. Using Constant Contact allows us to reach out to people who have requested additional information on our area through our website.

**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:** \$2,300.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

### Element 13: Photo Contest

**Project:** Public Relations

**Element Description:** This element allows us to obtain quality prizes for the seasonal photo contest.

**Timeline:** The photo contest runs in winter, spring, summer and fall.

**Tracking:** We will track the effectiveness of this element by the amount of participation and entries we receive in each contest.

**Target Market:** There are many amateur photographers who regularly take photos of the Aroostook region. We aim to reach out to the families and everyday people who have that special photo hidden away in their camera memory card.

**Rationale:** It is important to continue our efforts in obtaining quality photography that represent our region.

**Budget Description:** The budget for this project will cover the costs of prizes for the photo contest. In-kind match provided by volunteers coordinating the photo contest which will be held four times per year.

**MTMPP Award:** \$800.00

**Cash Match:** \$0.00

**In-Kind Match:** \$4,500.00

### Element 14: Logo Apparel

**Project:** Public Relations

**Element Description:** Aroostook County Tourism is a committee of thirty volunteers who spend a great amount of time

promoting Aroostook County. We will purchase a shirt with the Aroostook County Tourism logo for each committee member. The shirt will be worn to tradeshows and other events that provide the opportunity to promote ACT to the region.

**Timeline:** Shirts will be purchased in July 2012.

**Tracking:** We will track the effectiveness of the shirts by making note of the interaction among the committee members and the public who view the logo on the shirt. By wearing a logo shirt at tradeshows, this provides a more professional atmosphere and commitment to our promotional efforts.

**Target Market:** The committee members of Aroostook County Tourism.

**Rationale:** Wearing an ACT logo shirt at tradeshows and in public provides a more professional atmosphere and commitment to our promotional efforts.

**Budget Description:** This will cover the costs of the shirts and the expense of having the ACT logo embroidered onto the shirt.

**MTMPP Award:** \$1,800.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

### Project 8: 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 15: 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

#### Element 16: NMDC Staff Time

**Project:** ACT Member Volunteer Time

**Element Description:** NMDC staff commits hundreds of hours of time to tourism efforts in northern Maine.

**Timeline:** Activities continue throughout the year. Attendance at Maine Tourism Commission, Maine Woods Consortium and other tourism related events.

**Tracking:** n/a

**Target Market:** n/a

**Rationale:** n/a

n/a

**Budget Description:** NMDC staff (Mike Eisensmith) commits at least 300 hours of time to tourism efforts throughout the year.

**MTMPP Award:** \$0.00

**Cash Match:** \$0.00

**In-Kind Match:** \$19,500.00

## Project 9: 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 2-3 writers in the summer/fall of 2011.

### Element 17: 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 first quarter of 2011 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 writers/publications 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 \$2,500.00 from the MTMPP funds.

**MTMPP Award:** \$2,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 10: Visitor Center Displays

**Project Type:** Advertising

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

### Element 18: Lighted Display

**Project:** Visitor Center Displays

**Element Description:** The backlit displays in both North Hamden and Kittery are over six years old. They are beginning to fade, turn yellow and significantly show their age. We would like to update the display with fresh new graphics and logo.

**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 \$1,500.00 from the MTMPP funds.

**MTMPP Award:** \$1,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 11: 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 19: Aroostook Scenic Drives Brochure

**Project:** Tourism Attraction Piece

**Element Description:** Aroostook County is known for its rolling hills and fields of gold, green and yellow. Many roads take you above the tree line and provide breath taking views for as far as the eye can see. Tourists generally love to explore while they are visiting the county and quality information is key to a successful journey. Aroostook County Tourism is seeking to develop a brochure highlighting and identifying some of Aroostook's most beautiful scenic drives including the designated scenic and cultural byways. The brochure will contain a map, locations of special interest, distances and additional information on travelling Aroostook's roadways.

**Timeline:** Work will begin in July of 2011. A final product is expected to be produced and distributed by September of 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 primary target for this publication is the potential tourist living in Atlantic Canada, New England and the mid-Atlantic states.

**Rationale:** A tourism scenic drives brochure is a complimentary 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 beauty of Aroostook and all we have to offer. This project consists of printing 10,000 brochures.

**Distribution Plan:** It will be distributed at trade shows, chambers of commerce, fulfillment packets and other venues when appropriate.

**Budget Description:** We are requesting \$3,000 from MTMPP to complete the design and production of this piece. NMDC will provide \$1,500 cash match for the development of this piece.

**MTMPP Award:** \$3,000.00

**Cash Match:** \$1,500.00

**In-Kind Match:** \$0.00

## Project 12: Training Opportunities

**Project Type:** Hospitality and Technical Assistance Training

**Description:** We will provide technical assistance opportunities for organizations in the tourism industry. Trainings in social media, customer service and web presence will provide the tools necessary for these organizations to promote themselves on the Internet.

### Element 20: Social Media and Website Technical Assistance

**Project:** Training Opportunities

**Element Description:** In 2010-2011, NMDC partnered with the Maine Woods Consortium to provide customer service training to organizations in the tourism industry. As a result of the initial research by means of a survey, it was determined that there is a substantial need for technical assistance on social media and website marketing. We would like to provide this technical assistance by partnering with Maine Small Business Development Center, Nancy Marshall Communications and other organizations qualified to provide training.

**Timeline:** Initial work will begin in the first quarter with training opportunities offered in the 2nd and 3rd quarters of the grant cycle.

**Tracking:** A survey will be given to all participants of the trainings. The results of the survey will determine the success and usefulness of the information provided.

**Target Market:** Organizations working in the tourism industry in northern Maine.

**Rationale:** Marketing our tourism businesses and the variety of opportunities available in Aroostook is a critical part of our overall promotional campaign. We need to provide the tools necessary for the businesses to promote themselves effectively to a broader market area.

**Partners:** Northern Maine Development Commission & Aroostook County Tourism, Nancy Marshall Communications, Maine Small Business Development Center

**Budget Description:** We are requesting \$5,000 of MTMPP funds to cover the expenses related to hosting a minimum of three workshops in Aroostook County.

**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>
<b>Cooperative Regional Advertising</b>			
Cooperative Regional Advertising	\$10,000.00		
<b>Administrative Costs</b>			
Administrative Costs	\$19,200.00		
<b>Advertising Campaign</b>			
Maine Invites You	\$8,400.00	\$12,000.00	\$0.00
Print Advertising	\$13,750.00	\$0.00	\$0.00
Online Advertising	\$2,575.00	\$0.00	\$0.00
<b>Tradeshow Activities</b>			
Maine Snowmobile Show	\$1,200.00	\$0.00	\$2,880.00
New England Power Sports Expo	\$2,200.00	\$0.00	\$2,880.00
MOTTradeshows	\$4,000.00	\$0.00	\$5,760.00
New Hampshire Grass Drags & Watercross	\$1,200.00	\$0.00	\$2,880.00
Vacationland RV & Camping Show	\$1,200.00	\$0.00	\$2,880.00
Other Tradeshow Items	\$5,925.00	\$1,800.00	\$0.00
<b>Visitaroostook.com Website</b>			
Website Optimization	\$1,500.00	\$0.00	\$0.00
<b>Fulfillment &amp; Distribution</b>			

# Maine Tourism Marketing Partnership Program



Toll Free Tourism Line and Brochure Distribution	\$7,950.00	\$8,500.00	\$0.00
<b>Public Relations</b>			
Email & Social Marketing	\$2,300.00	\$0.00	\$0.00
Photo Contest	\$800.00	\$0.00	\$4,500.00
Logo Apparel	\$1,800.00	\$0.00	\$0.00
<b>ACT Member Volunteer Time</b>			
ACT Member In-Kind Match	\$0.00	\$0.00	\$18,900.00
NMDC Staff Time	\$0.00	\$0.00	\$19,500.00
<b>Media FAM Trip</b>			
Summer Fam Tour	\$2,500.00	\$0.00	\$0.00
<b>Visitor Center Displays</b>			
Lighted Display	\$1,500.00	\$0.00	\$0.00
<b>Tourism Attraction Piece</b>			
Aroostook Scenic Drives Brochure	\$3,000.00	\$1,500.00	\$0.00
<b>Training Opportunities</b>			
Social Media and Website Technical Assistance	\$5,000.00	\$0.00	\$0.00

## Budget Summary

<b>Proposed MTMPP Award:</b>	\$96,000.00
<b>Administrative Costs:</b>	\$19,200.00
<b>Cash Match:</b>	\$23,800.00
<b>In-Kind Match:</b>	\$60,180.00
<b>Total Match:</b>	\$83,980.00
<b>Total Proposed Budget:</b>	\$179,980.00