

Profile

Applicant: Regional Application

Grant Manager: Leslie Jackson

Name of Organization: Northern Maine Development Commission

Mailing Address: PO Box 779
Caribou, ME 04736

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

Office Hours: 8:00 a.m. - 5:00 p.m.

Telephone Number: 207-498-8736

Fax Number: 207-493-5806

Date of Incorporation: November 19th, 1969

EIN: 22-2635303

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

1. Social Networking – Over the past year, we have recognized that social media is a growing market and is an essential part of our marketing plan. We've gained more knowledge on how to manage a successful social media campaign and we plan to further develop Aroostook's presence in the social media world.
2. Video – Working with a local videographer, we have developed a three-minute promo video highlighting all things Aroostook. This video has been posted on You-Tube, placed at the Kittery and Yarmouth Visitor Centers and provided to businesses and organizations who would like to use the video for promotional efforts. It has received a welcome response and we plan to continue to develop niche videos for snowmobiling, skiing and water trails using footage obtained from creating the initial video.
3. Brochures – A scenic drives brochure highlights the designated Maine Scenic Byways and also more popular routes that people can take to view wildlife and experience the outdoors. Specifically we covered The Million Dollar View Scenic Byway, The Grindstone Scenic Byway, The Fish River Scenic Byway and The St. John Valley Cultural Byway (La route culturelle de la vallée St-Jean).

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: Social Media Campaign. We plan to put forth a major effort in increasing our presence on Facebook, Twitter, YouTube and Pinterest. These social media platforms have been identified as key tools to inform targeted audiences about our message. We intend to build Aroostook's presence and provide news and information for people interested in travelling to Aroostook.

Goal 2: Website Optimization. With more and more people looking to the Internet for travel information, the visitaroostook.com website must remain current and provide the materials and guidance that people are looking for. We plan to go through the site, remove outdated information and add information that may be missing.

Goal 3: Aroostook Regional Guide. The current guide is three years old and is in need of updating. The guide is a valuable resource that is distributed to the public through tradeshow, fulfillment packets, visitor centers and area businesses. It will also be provided as a download on the visitaroostook.com website.

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

Goal 1: Social media is something that takes time and patience to grow. We will depend on advertising and physical time working on the sites to increase our presence. It is something that needs to be done consistently and will require dedication and creativity from staff and ACT volunteers.

Goal 2: We will evaluate the information on each page of the website and update incorrect content. The intent is for the site to be a central repository for information on all aspects of the variety of opportunities available for tourists in Aroostook.

Goal 3: This project will solicit for a contracting company to redesign the regional guide, update the content, solicit for

advertisements, and facilitate the printing of 30,000 copies of the publication.

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, Northeast Publishing
Bob Meyers, Maine Snowmobile Association
Jeff Orcutt, Bangor Daily News
Mike Moreau, The Maine Sportsman
John Ward, North Woods Sporting Journal
Spencer Richie, Ride Maine Magazine
Jake Archer, WAGMTV
Stanley Rintz, Regional Activities Guide of Maine

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

Maine Invites You
Ride Maine Magazine
Bangor Daily News
Activities Guide of Maine
Maine Snowmobile Guide
North Woods Sporting Journal
County Crossroads
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

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. We have plans for the site to be a repository of information to include all areas of interest for tourists looking for information on Aroostook County.

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

We will be going through the site page by page and updating content. We will be adding information, photos, video and links that will provide a comprehensive source of guidance for the user.

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. This past year, we were able to use this information to target the specific snowmobiling industry to inform them of ideal snow conditions available in northern Maine.

Budget Summary

Current Projects

Project 1: Administrative Costs

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

MTMPP Award: \$20,000.00

Project 2: Sports Commission

Project Type: Special Projects

Description: Seven of the eight tourism regions chose to support the Maine Sports Commission.

Element 1: Sports Commission

Project: Sports Commission

Element Description: To be provided by the Board of the Maine Sports Commission

Timeline: To be provided by the Board of the Maine Sports Commission

Tracking: To be provided by the Board of the Maine Sports Commission

Target Market: To be provided by the Board of the Maine Sports Commission

Rationale: We hope representation by a Maine Sports Commission will encourage unique sporting events to consider coming to northern Maine.

Budget Description: \$10,000 will go towards maintaining a Maine Sports Commission.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 3: Professional Photography

Project Type: Asset Development: Professional Photography, Video

Description: This project builds the Aroostook photography library.

Element 2: Paul Cyr Photography

Project: Professional Photography

Element Description: Paul Cyr is a renowned Aroostook photographer whose work has been nationally recognized. Mr. Cyr has offered the unlimited use of his photography for Aroostook County Tourism's promotional and marketing efforts.

Timeline: The agreement with Paul Cyr is for one year with evaluation at the end of the year to determine additional needs.

Tracking: We will track the effectiveness by the use of specific photos for certain projects throughout the year.

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: Attractive photography is always highly valued. Catching the right scene at the right moment is hard to find and continuous efforts need to be made to maintain a current inventory.

Image Categories: *(No Response)*

Budget Description: A contract will be made with Paul Cyr for unlimited use of his photography for one year at a cost of \$500.

MTMPP Award: \$500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Aroostook Regional Guide

Project Type: Fulfillment: Brochures, Guides, Maps & Distribution

Description: The Aroostook Regional Guide is the County's primary print promotional piece which is distributed at trade shows, visitor centers and through fulfillment packets.

Element 3: Aroostook Regional Guide

Project: Aroostook Regional Guide

Element Description: This project will solicit for a contracting company to redesign the regional guide, update the content, solicit for advertisements, and facilitate the printing of 30,000 copies of the publication. We plan to send out an RFP in late May 2012 and have a company in place to begin development of the new guide by the end of June 2012.

Timeline: RFP - Late May 2012
Contract - Late June 2012
Production, Ad sales - July-August 2012
Delivery by end of September 2012

Tracking: We will track how many brochures are provided to each distribution point and keep a running count.

Target Market: The target audience is people who are considering traveling to Maine that desire additional information to complete their vacation plans.

Rationale: The regional guide is an essential component of our marketing efforts. It provides a variety of information on lodging, dining, events and activities that Aroostook has to offer. Print media remains a valuable tool for those who don't have access to online or mobile resources.

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

Budget Description: We are requesting \$25,000.00 from the MTMPP funds and anticipate an additional \$14,000 in ad sales for the completion of this project.

MTMPP Award: \$25,000.00

Cash Match: \$14,000.00

In-Kind Match: \$0.00

Project 5: Website Optimization

Project Type: Website Development: Design, Upgrades, Mobilization

Description: The visitaroostook.com website's content will be updated to provide a more comprehensive repository of what Aroostook County has to offer.

Element 4: Website Optimization

Project: Website Optimization

Element Description: We plan to go through each page of the website and update content, add materials and create links to provide a more comprehensive repository for information on Aroostook County. Our goal is for the user to easily locate the specific information they are looking for and have the ability to print documentation including maps, brochures and other information that would assist them on their travels to northern Maine.

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: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 6: Mobile Website

Project Type: Website Development: Design, Upgrades, Mobilization

Description: We plan to convert visitaroostook.com into a mobile app for use on smart phones and tablets.

Element 5: Visitaroostook Mobile App

Project: Mobile Website

Element Description: Our objective is to provide users of smart phones and Ipad/tablet devices easy access to the information on the visitaroostook.com website. We intend for the mobile app to identify the specific categories currently on the website including places to stay, places to eat, etc. The visitaroostook.com site had over 2,300 views from mobile devices from May 1, 2011 to April 30, 2012. We recognize that more and more people are using smart phone and tablet devices. This project will fill the current void.

Timeline: We have already discussed the project with Portland Webworks who is prepared to begin the process of developing the App. We anticipate the app to be launched by October 2012.

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

Target Market: People who use smart phones and/or Ipad/tablet devices 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: We recognize that more and more people are using smart phone and tablet devices to either make travel plans or to find out more about an area once they arrive.

Budget Description: The funding will cover the costs for Portland Webworks to make the current visitaroostook.com website into a mobile app.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Tradeshow Presence

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: ACT volunteers will attend a variety of tradeshows to promote Aroostook County.

Element 6: Eastern Fishing & Outdoor Expo

Project: Tradeshow Presence

Element Description: The Eastern Fishing & Outdoor Expo is held in Worcester, Massachusetts in mid-February. ACT has never attended this show but our research indicates that this is a show within our target market and will allow us to promote fishing and outdoor recreation opportunities in Aroostook County.

Timeline: The planning for this show will begin in December, 2012 with the show taking place in Mid-February, 2013.

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 and volunteers from area businesses and organizations.

Budget Description: The requested amount will cover estimated costs to attend the show, coordination efforts and development of booth materials. In-kind match is calculated by 2 people attending the show for 120 hours of time at \$45 per hour.

MTMPP Award: \$3,500.00

Cash Match: \$0.00

In-Kind Match: \$5,400.00

Element 7: New Hampshire Grass Drags

Project: Tradeshow Presence

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 5,6 & 7, 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 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 2011, the weather was fantastic the entire weekend which sky-rocketed the attendance numbers estimated at 60,000-70,000.

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 register, coordination efforts and development of booth materials. In-kind match is calculated by 2 people attending the show for 96 hours of time at \$45 per hour.

MTMPP Award: \$2,250.00

Cash Match: \$0.00

In-Kind Match: \$4,320.00

Element 8: Vacationland RV & Camping Show

- Project:** Tradeshow Presence
- 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 2013.
- 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 register, coordination efforts and development of booth materials. In-kind match is calculated by 2 people attending the show for 96 hours of time at \$45 per hour.
- MTMPP Award:** \$2,250.00
- Cash Match:** \$0.00
- In-Kind Match:** \$4,320.00

Project 8: Fulfillment & Distribution

- Project Type:** Fulfillment: Brochures, Guides, Maps & Distribution
- 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.

Element 9: Fulfillment & 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, Aroostook County Tourism and Maine Tourism Association.
- Budget Description:** The budget for this project includes membership fees for Maine Tourism Association, Visitor Center kiosks and brochure display. Cash match is provided by NMDC for maintaining the toll-free hotline.
- MTMPP Award:** \$10,150.00
- Cash Match:** \$8,500.00
- In-Kind Match:** \$0.00

Project 9: FAM Tour

Project Type: Public & Media Relations: Familiarization Tours, Media Events

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 2012.

Element 10: Media FAM Trip

Project: FAM Tour

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 occur in the first quarter of 2012 to coincide with the efforts from the previous 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 exact writers/publications has yet to be chosen, however we anticipate reaching out to the ATV industry.

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

Budget Description: We are requesting \$2,000.00 from the MTMPP funds to cover expenses.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Advertising Campaign

Project Type: Paid Advertising: Print, Broadcast, Online

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

Element 11: 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 2012 and the distribution of Maine Invites you begins in January 2013.

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: \$8,700.00

Cash Match: \$8,000.00

In-Kind Match: \$0.00

Element 12: 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

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, Maine Snowmobile Guide, Ride Maine Magazine, Maine Activities Guide plus others as certain opportunities arise. This budget item includes the costs of the ads and the cost of creative services.

MTMPP Award: \$5,695.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Social Media Campaign

Project Type: Special Projects

Description: We recognize that social media is a growing market and is an essential part of our marketing plan. We've gained more knowledge on how to manage a successful social media campaign and we plan to further develop Aroostook's presence in the social media world.

Element 13: Facebook, Twitter, Pinterest, YouTube

Project: Social Media Campaign

Element Description: We plan to put forth a major effort in increasing our presence on Facebook, Twitter, YouTube and Pinterest. These social media platforms have been identified as key tools to inform targeted audiences about our message. We intend to build Aroostook's presence and provide news and information for people interested in travelling to Aroostook. We will implement targeted Facebook advertising to encourage traffic to the Facebook page and our website visitaroostook.com

Timeline: Aroostook County Tourism has already established a Facebook and Twitter account. This project will be

ongoing throughout the grant period with increased effort in the first quarter of the grant cycle.

Tracking: Facebook provides a tracking system which will be monitored on a regular basis. Google Analytics also tracks referral sources to the website.

Target Market: The target audience is anyone who is using social media as a tool to communicate and obtain information. By maintaining a regular presence, we will increase our exposure to this market.

Rationale: We recognize that social media is a growing market and is an essential part of our marketing plan. We've gained more knowledge on how to manage a successful social media campaign and we plan to further develop Aroostook's presence in the social media world.

Budget Description: The funds requested will be used to cover costs associated with consistent work performed on the various social media platforms. The funds will also be used to purchase facebook ads.

MTMPP Award: \$4,955.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: ACT Volunteer and NMDC Staff

Project Type: Special Projects

Description: Aroostook County Tourism has an average committee size of 25 members who volunteer their time to attend meetings, work on projects and attend functions. NMDC also has staff who work on tourism projects not outlined in this grant.

Element 14: ACT Member In-Kind Match

Project: ACT Volunteer and NMDC Staff

Element Description: This element documents the in-kind match from the Aroostook County Tourism Committee members to attend regularly scheduled committee meetings, work on specific projects 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. ACT members will also provide guidance and actual work to complete projects throughout the year.

Tracking: Meeting Minutes and sign up sheets.

Target Market: N/A

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

Budget Description: In-kind value calculated by at least 15 people attending 10 meetings for 3 hours at \$45 per hour.

MTMPP Award: \$0.00

Cash Match: \$0.00

In-Kind Match: \$20,250.00

Element 15: NMDC Staff Time

Project: ACT Volunteer and NMDC Staff

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, Scenic Byways meetings and other tourism related events.

Tracking: NMDC timesheets.

Target Market: N/A

Rationale: N/A

Budget Description: NMDC staff (Mike Eisensmith and Leslie Jackson) commits at least 400 hours of time to tourism efforts throughout the year.

MTMPP Award: \$0.00

Cash Match: \$0.00

In-Kind Match: \$22,000.00

Project Quick Reference

| | <u>MTMPP Award</u> | <u>Cash Match</u> | <u>In-Kind Match</u> |
|---------------------------------------|--------------------|-------------------|----------------------|
| Administrative Costs | | | |
| Administrative Costs | \$20,000.00 | | |
| Sports Commission | | | |
| Sports Commission | \$10,000.00 | \$0.00 | \$0.00 |
| Professional Photography | | | |
| Paul Cyr Photography | \$500.00 | \$0.00 | \$0.00 |
| Aroostook Regional Guide | | | |
| Aroostook Regional Guide | \$25,000.00 | \$14,000.00 | \$0.00 |
| Website Optimization | | | |
| Website Optimization | \$2,500.00 | \$0.00 | \$0.00 |
| Mobile Website | | | |
| Visitaroostook Mobile App | \$2,500.00 | \$0.00 | \$0.00 |
| Tradeshow Presence | | | |
| Eastern Fishing & Outdoor Expo | \$3,500.00 | \$0.00 | \$5,400.00 |
| New Hampshire Grass Drags | \$2,250.00 | \$0.00 | \$4,320.00 |
| Vacationland RV & Camping Show | \$2,250.00 | \$0.00 | \$4,320.00 |
| Fulfillment & Distribution | | | |
| Fulfillment & Distribution | \$10,150.00 | \$8,500.00 | \$0.00 |
| FAM Tour | | | |
| Media FAM Trip | \$2,000.00 | \$0.00 | \$0.00 |
| Advertising Campaign | | | |
| Maine Invites You | \$8,700.00 | \$8,000.00 | \$0.00 |
| Print Advertising | \$5,695.00 | \$0.00 | \$0.00 |
| Social Media Campaign | | | |
| Facebook, Twitter, Pinterest, YouTube | \$4,955.00 | \$0.00 | \$0.00 |
| ACT Volunteer and NMDC Staff | | | |
| ACT Member In-Kind Match | \$0.00 | \$0.00 | \$20,250.00 |
| NMDC Staff Time | \$0.00 | \$0.00 | \$22,000.00 |

Budget Summary

| | |
|-------------------------------|--------------|
| Proposed MTMPP Award: | \$100,000.00 |
| Administrative Costs: | \$20,000.00 |
| Cash Match: | \$30,500.00 |
| In-Kind Match: | \$56,290.00 |
| Total Match: | \$86,790.00 |
| Total Proposed Budget: | \$186,790.00 |