

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. Aroostook Regional Guide: The Aroostook Regional guide has been completely updated with a fresh new look and content. The guide is a valuable resource that is distributed to the public through tradeshows, fulfillment packets, visitor centers and area businesses. It is also provided as a flip-book version and a PDF download on the visitaroostook.com website.
2. Social Media Campaign: We were successful in contracting with a person to handle our social media campaign including Facebook, Twitter, YouTube, and Pinterest. All accounts were aligned with the same branding and imagery. We strongly believe that this consistent presence in the social media world will have positive effects as we continue to move forward.
3. Tradeshow Attendance: With dedication from the Aroostook County Board, we were able to attend several tradeshows covering themes such as snowmobiling, ATVing, camping and outdoor recreation. These identified themes have proven to be the areas that is most successful for promoting Aroostook County.

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. Update Aroostook Visitor Guide: The visitor guide will be reworked with additional advertising, updated listings and new content.
2. Video Production: We intend to develop a video campaign which will air on television, the visitaroostook.com website and our social media channels. These videos will inform the public about Aroostook County and the variety of things to do in the area.
3. Tradeshow Presence: Our region will attend multiple tradeshows in the coming year. The shows will focus on the predetermined themes that we feel best represents Aroostook County.

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

1. Update Aroostook Visitor Guide: The company we contracted with to develop the 2012-2013 Aroostook Visitor guide will be producing an updated version. We opted to print 11,000 per year with annual updates instead of 30,000 for a three year period. This allows us to keep the book fresh and updated.
2. Video Production: The videos produced will be for people within the region who need to know more about what is going on in Aroostook. The videos will also be shown to potential tourists from outside the region using our website and social media channels.
3. Tradeshow Presence: The Aroostook County Board selects the shows based on the assets of Aroostook that are most likely to bring in large volumes of visitors. These include snowmobile and ATV shows, outdoor recreation and camping.

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
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:

Stan Rintz, Activity Guide of Maine
Christina Parker, Bangor Metro Magazine
Mark Putnam, County Crossroads
Bob Meyers, Maine Snowmobile Association
Jeff Orcutt, 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
Tim Jones, Easternslopes.com

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

Activity Guide of Maine
Wiser Living
Maine Invites You
Ride Maine Magazine

Bangor Daily News
County Crossroads
Bangor Metro
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.

Please describe in further detail your co-op efforts:

We plan to partner with the Chambers of Commerce in Aroostook County for promotional efforts and outreach. In addition, we will encourage the Chambers to participate in co-op paid advertising 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. We will be utilizing funding from the MOT to convert our site to a new content management system.

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 only have information that is collected from the visitaroostook.com website. We use within Aroostook County information to reach out to our local businesses who are signed up on the site. We have not yet accessed the information for people who have requested the visitor guide. We hope to utilize that feature in the new content management system of the techshare site.

Budget Summary

Current Projects

Project 1: Administrative Costs

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

MTMPP Award: \$23,000.00

Project 2: 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 1: Eastern Fishing & Outdoor Expo

Project: Tradeshow Presence

Element Description: The Eastern Fishing & Outdoor Expo is held in Worcester, Massachusetts in mid-February. ACT attended this show in 2013 but was unable to assess the success of the show due to Blizzard NEMO. We have determined 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, 2013 with the show taking place in Mid-February, 2014.

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. Cash match is calculated by NMDC staff working 40 hours organizing this tradeshow activity. In-kind match is calculated by 2 people attending the show for 96 hours of time at \$45 per hour.

MTMPP Award: \$3,000.00

Cash Match: \$2,200.00

In-Kind Match: \$4,320.00

Element 2: 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 11,12,13, 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 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 2012, 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. Cash match is calculated by NMDC staff spending 40 hours working and coordinating the logistics of the show. In-kind match is calculated by 2 people attending the show for 48 hours of time at \$45 per hour.
- MTMPP Award:** \$3,000.00
- Cash Match:** \$2,200.00
- In-Kind Match:** \$2,160.00

Element 3: 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 2014.
- 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, travel and development of booth materials. Cash match is calculated at NMDC staff spending 20 hours handling logistics of the show. In-kind match is calculated by 2 people attending the show for 96 hours of time at \$45 per hour.
- MTMPP Award:** \$1,800.00
- Cash Match:** \$1,100.00
- In-Kind Match:** \$4,320.00

Element 4: Other Shows TBD

Project: Tradeshow Presence

- 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 3 tradeshows with the requested amount. Funding will cover the expenses incurred to attend these shows. Potential shows include the Augusta Snowmobile show, a display at the Maine HOG Rally which will be held in Caribou and attending a show with the Maine Office of Tourism. Cash match is NMDC staff working the show and handling the logistics. In-kind match is calculated by volunteer time of 2 people attending at least 3 tradeshows for 24 hours of time at \$45 per hour.

MTMPP Award: \$10,500.00

Cash Match: \$6,600.00

In-Kind Match: \$6,480.00

Project 3: Sports Commission

Project Type: Special Projects

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

Element 5: 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. Cash match provided by NMDC staff for participation and coordination of MSC events and anticipated activities.

MTMPP Award: \$10,000.00

Cash Match: \$6,500.00

In-Kind Match: \$0.00

Project 4: 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 6: 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. We will continue to work with a contracted person to coordinate our social media efforts.

Timeline: Aroostook County Tourism has already established a Facebook, Twitter, You Tube and Pinterest 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:** \$5,000.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 5: Professional Photography

- Project Type:** Asset Development: Professional Photography, Video
- Description:** This project builds the Aroostook photography library.

Element 7: 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 6: 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 8: 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:** \$2,500.00
- In-Kind Match:** \$0.00

Project 7: 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 9: 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 2013 and the distribution of Maine Invites you begins in January 2014.
- 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 1-page, 4-color spread at a cost of \$6,000. Cost for design services and

coordination of co-op is \$2,400. Cash match is provided by sales of co-op ads.

MTMPP Award: \$6,000.00
Cash Match: \$2,400.00
In-Kind Match: \$0.00

Element 10: 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: \$17,550.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 8: 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 11: Aroostook Regional Guide

Project: Aroostook Regional Guide

Element Description: This project will update the current Aroostook County Visitor Guide and print 11,000 copies for one year.

Timeline: Updates will begin in July 2013 with production and distribution of new guide in October 2013.

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 \$500 MTMPP funds. We anticipate selling \$5,000 in advertising for the 2nd reprint of the publication. \$6,000 cash match will be from NMDC staff time coordinating the efforts of updating the new visitor guide.

MTMPP Award: \$500.00

Cash Match: \$11,000.00

In-Kind Match: \$0.00

Project 9: Public Relations

Project Type: Special Projects

Description: We plan to develop a promotional campaign to educate the region about tourism in Aroostook County.

Element 12: Tourism Summit

Project: Public Relations

Element Description: To gather businesses in the tourism industry and inform them of the marketing efforts of Aroostook County Tourism and how we can work collaboratively for marketing and promotions.

Timeline: The Tourism Summit will be held in May of 2014.

Tracking: Attendance, evaluations, feedback.

Target Market: Any tourism related business or individual in the State of Maine

Rationale: Working together as a region to market the area is a must to move initiatives forward.

Budget Description: Funding will be used for advertising the event, coordinating materials for distribution and handling logistics. Cash match is being provided by NMDC staff who will manage the efforts and follow up on outcomes of the summit.

MTMPP Award: \$2,000.00

Cash Match: \$3,400.00

In-Kind Match: \$0.00

Element 13: Video Production

Project: Public Relations

Element Description: We intend to develop several promotional videos for use on websites and other media to inform the public on Aroostook County and the region. This will include television promotions as well.

Timeline: Video production will begin immediately with first videos developed and ready to present by September 2013.

Tracking: Several media tools will be used including Google Analytics and viewership of television.

Target Market: The audience is within Aroostook, the state of Maine and New Brunswick. Also anyone looking to visit the region.

Rationale: We feel we need to be out there more visually in video promoting the area. Videos and the television have a huge impact on being seen to a potential visitor.

Budget Description: The funding will be used for video production, television advertising fees and promo campaign for videos. Cash match provided by NMDC staff, television ad space. Inkind provided by volunteers researching video topics and scripts, people working to film and develop videos and services for video production.

MTMPP Award: \$20,000.00

Cash Match: \$5,000.00

In-Kind Match: \$14,000.00

Project 10: 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 14: 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 2013 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 11: 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 15: 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 12 people attending 9 meetings for 3 hours at \$45 per hour.

MTMPP Award: \$0.00

Cash Match: \$0.00

In-Kind Match: \$14,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$23,000.00		
Tradeshow Presence			
Eastern Fishing & Outdoor Expo	\$3,000.00	\$2,200.00	\$4,320.00
New Hampshire Grass Drags	\$3,000.00	\$2,200.00	\$2,160.00
Vacationland RV & Camping Show	\$1,800.00	\$1,100.00	\$4,320.00
Other Shows TBD	\$10,500.00	\$6,600.00	\$6,480.00
Sports Commission			
Sports Commission	\$10,000.00	\$6,500.00	\$0.00
Social Media Campaign			
Facebook, Twitter, Pinterest, YouTube	\$5,000.00	\$0.00	\$0.00
Professional Photography			
Paul Cyr Photography	\$500.00	\$0.00	\$0.00
Fulfillment & Distribution			
Fulfillment & Distribution	\$10,150.00	\$2,500.00	\$0.00
Advertising Campaign			
Maine Invites You	\$6,000.00	\$2,400.00	\$0.00
Print Advertising	\$17,550.00	\$0.00	\$0.00
Aroostook Regional Guide			
Aroostook Regional Guide	\$500.00	\$11,000.00	\$0.00
Public Relations			
Tourism Summit	\$2,000.00	\$3,400.00	\$0.00
Video Production	\$20,000.00	\$5,000.00	\$14,000.00
FAM Tour			
Media FAM Trip	\$2,000.00	\$0.00	\$0.00
ACT Volunteer and NMDC Staff			
ACT Member In-Kind Match	\$0.00	\$0.00	\$14,000.00

Budget Summary

Proposed MTMPP Award:	\$115,000.00
Administrative Costs:	\$23,000.00
Cash Match:	\$42,900.00
In-Kind Match:	\$45,280.00
Total Match:	\$88,180.00
Total Proposed Budget:	\$203,180.00