

Profile

Applicant: Regional Application
Grant Manager: Gary Edwards
Name of Organization: DownEast & Acadia Regional Tourism
Mailing Address: P. O. Box 210
Cherryfield, ME 04622
Physical Address: 87 Milbridge Road
Cherryfield, ME 04622
Office Hours: 7:30 am to 4:00 pm, Monday through Friday
Telephone Number: (207) 546-3600
Fax Number: (207) 546-3859
Date of Incorporation: February 7th, 1994
EIN: 01-0369337

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

1. Website Maintenance - Because of the upgrade of our website and ongoing improvements we saw an increase of over 100% in the requests for information this year.
2. Maine Invites You Cooperative Advertising - In 2010 DART sponsored a cooperative advertising section in Maine Invites You for the fourth consecutive year. DART's 2 page spread opened the section and all but one of the subregions had a presence on the following pages. This project helped organizations and businesses in the DART region afford advertising to Maine-minded people. It also helps build unity among the chambers and tourism stakeholders in the region and demonstrates some of what DART is doing to help them and the region as a whole.
3. Lighthouse Passport Project - Because lighthouses are one of our competitive advantages one of our members spearheaded the effort to encourage local businesses to buy stamps to stamp in the passports created by the U.S. Lighthouse Society. The idea was to use our lighthouses as a draw to move people throughout the region and to bring people into businesses or organizations to get their "Stamps". While not every lighthouse is participating, the idea has caught on and some areas are even developing their own promotions based on lighthouses (Deer Isle Stonington, for instance). Advertisements run in Lighthouse Digest encourage people to get their stamps and to look for lighthouse tours and activities on the website.

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.

Based on a conversion study done at the end of this past season, we have re-focused on some long-standing goals:

1. Education - Getting people here and moving them around the region. This means educating our stakeholders to encourage travel around the region (i.e. through packaging). An increased number of region-wide packages would show us the effectiveness of this effort and increase revenue for businesses in multiple subregions.
2. Nature Based Tourism -- nature is our primary asset and the reason why most people come here. Promote this and develop ways for people to find the sites. When people visit these sites they will be eating and lodging in local facilities or campgrounds.
3. Marketing/PR/Advertising - These are our basic tools for reaching the public and letting people know of all that is here. The board believes that through a combination of advertising, travel shows, PR and the website, we can reach the broadest spectrum of visitors through their preferred medium. We will continue to track our advertising (dedicated toll free numbers and urls). The number of articles and press coverage we receive will show the effectiveness of the PR efforts.

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

Our proposed strategy is to target the primary "drive" market and the mid-Atlantic states (PA, NY, NJ have been our top three request states over the past several years) as well as the Canadian markets.

We will work with the press and industry associations to build on brand recognition. At the same time, we will work to develop

capacity among stakeholders in the region and work on new products for visitor's enjoyment and economic development in the region.

We will continue to work proactively on encouraging people to move around the region i.e. by promoting our competitive advantages and by encouraging area businesses to offer visitors the means to plan a trip around the whole region (packaging).

How do these goals and strategies fit with the Office of Tourism's?

Our goals specifically support the Maine Office of Tourism's Five Year Plan to "encourage the development of sustainable travel products (i.e. the Down East Fisheries Trail Signage and the Down East Garden Tour Maps) to "support tourism marketing efforts from the region" (i.e. via our website), to "foster and promote a collective spirit of collaboration among businesses within the region" (i.e. packaging seminar), to "develop promotional programming to support regional tourism interests" (i.e. through offering coop advertising) and "to serve as the principal in-region information conduit for the tourism industry and its business communities" (through our packaging seminar and via regular meetings and newsletters).

Please describe how the financial resources will be monitored by your organization.

Grant and financial management will be performed by Down East Resource Conservation and Development (DERC&D). DERC&D is an established 501(c)(3) operating in Cherryfield and is involved in resource conservation and economic development in the same region as DART (Hancock and Washington counties). DERC&D undergoes an external financial review every year.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

We will do an informal analysis on the requests for information (source of request, geographic area(s) of concentration).

Public Relations

Who is the person/company that is responsible for your PR program?

Company: Risteen Masters

Address: Bangor International Airport
287 Godfrey Boulevard
Bangor, ME 04401

Phone: (207) 992-4610

Email Address: rmasters@flybangor.com

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:

We use the list provided by Nancy Marshall Communications.

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

All U.S., Northeast, Mid-Atlantic and Canada (particularly the Maritimes).

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. The local community (chambers and businesses) supports our efforts and provides funding toward the cash-match and contributes to the in-kind match as well. Maine Invites You is a prime example of successful local cooperation to bring the entire region together. We also are doing a cooperative mailing this year with members to save postage for all participants.
2. DART works with regional and local organizations with similar goals and objectives:
 - A. Vacationland Resources Committee of the DERC&D is working as an advisor to the State's nature based tourism consultants in the DownEast & Acadia pilot region.
 - B. WHCA's Downeast Business Alliance works with local tourism businesses to help them market themselves and grow.
3. We support MOT's Advertising Program by participating in the regional expandable online advertising program and by sending representatives to two of the State's pavilion travel shows. We also do a travel show in cooperation with The Maine Highlands.

Website Development & Maintenance

If you currently have a website, please provide us with your URL:

URL: www.downeastacadia.com

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

The goal of our website is to provide a user-friendly, informative, mechanism for potential visitors to see what we have in the area and plan their trip.

The over-riding goal for the site is to be a tool to bring more visitors, who stay longer and spend more money in our region and to provide the information and functionality needed to help plan a trip. Access to as much information as possible, in as user-friendly and interactive a manner as possible, is key to this goal.

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

We are committing funds to begin the upgrade of the website this year to meet current technical standards.

We are also using the site to directly market our initiatives such as nature based/eco-tourism.

Encouraging businesses to advertise their packages on the website will again be part of our focus this year.

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:

The database is structured using Microsoft Access for use in fulfillment and follow-up (evaluation).

We also keep information on which clients would like to receive updates, so that we can send them newsletters or targeted emails on the region, specifically geared to their interests.

Budget Summary

Current Projects

Project 1: Cooperative Regional Advertising

Description: Regional Representatives chose to support Public Service Announcements to inform Maine residents about the role tourism plays in the Maine economy and to promote vacationing in Maine.

MTMPP Award: \$10,000.00

Project 2: Administrative Costs

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

MTMPP Award: \$17,212.00

Project 3: Web Site Maintenance

Project Type: Website Development

Description: Maintenance and customization of web site

Element 1: Web Site Improvement

Project: Web Site Maintenance

Element Description: Updating browser technology of site

Timeline: Throughout the year

Tracking: We will compare visits to our web site year to year, the length of visits on the site and the number of requests from the site.

Target Market: The traveling public

Rationale: This element is key to our goal of providing information to potential visitors. The website is very often the first impression of an area and we believe that making the site attractive and interactive and up to current standards, will increase visitors to our area and get them to stay longer, once they can easily and quickly see all there is to do here.

Budget Description: Portland Web Works for technology upgrade.
MTMPP Award: \$3,000.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 4: Travel Shows without MOT

Project Type: Travel Trade & Consumer Shows

Description: Attending non-pavilion travel shows in Canada (to take advantage of the strong Canadian dollar and the increased interest in travel to the U.S.) and in Maine.

Element 2: Attendance at Shows

Project: Travel Shows without MOT

Element Description: Booth space at Saltscapes.

Timeline: Fall 2010 reservation for booth space at Saltscapes (for April 2010).

Tracking: We will track the number of contacts made at the show and the number of calls coming the Halifax area requesting information.

Target Market: Traveling Public in Canada

Rationale: We want to reach the Canadian market -- its proximity makes it a key target for us.

Partners: We will participate with the Maine Highlands.

Budget Description: Booth at Saltscapes \$1250.00
Travel 850.00

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$12,430.00

Project 5: Travel Shows with MOT

Project Type: Travel Trade & Consumer Shows

Description: Attendance at at least 2 of the MOT Pavilion Shows 2010

Element 3: MOT Pavilion

Project: Travel Shows with MOT

Element Description: DART will attend 2 travel shows with MOT.

Timeline: Feb. and March 2011.

Tracking: Toll Free number on the trade show brochure helps us track the effectiveness of the efforts. We also email the contacts made and track how many request more information from the geographic areas we visit.

Target Market: Traveling Public primarily in the Northeast.

Rationale: Independently we cannot afford to attend the big shows. This is an ideal opportunity for us to simultaneously support (with staffing) the MOT pavilion while gaining reasonably priced exposure for our region.

Partners: MOT and other regional reps.
Budget Description: \$2500. for travel costs.
MTMPP Award: \$2,500.00
Cash Match: \$0.00
In-Kind Match: \$12,200.00

Project 6: Media Plan

Project Type: Advertising
Description: Advertising plan (list of insertions) for niche and geographic advertising.

Element 4: List of insertions

Project: Media Plan

Element Description: Placement of Advertisements for DART

Timeline: 1. Yankee Magazine - May/June 2010 (deadline March 2010)- \$5500
2. Maine Invites You - 2010 (deadline October 2009) - \$14815.00

Tracking: The effectiveness of this advertising campaign will be measured by surveying respondents as well as by dedicated toll free numbers, unique to each publication, so we can evaluate the number and quality of the responses.

Target Market: Traveling public in targeted regions (New England or Maine interest) and the "drive" market.

Rationale: 1. Yankee Magazine - circulation 380,000, excellent response to our 2009 ad (2010 results not yet available)
2. Maine Invites You - 2011 excellent response to our ad in 2009 and 2010 ads and the cooperation was well-received by our local chambers/businesses.

Media Type: 1. Yankee Magazine - Magazine
2. Maine Invites You - Travel Guide

Co-op Opportunity: For these publications we will advise our members and local stakeholders of our plans, so if they are advertising in the same publications we can leverage better positioning or pricing cooperatively. Maine Invites You is a cooperative effort for us.

Budget Description: 1. Yankee Magazine - May/June 2010 - \$5500
2. Maine Invites You - 2010 \$14500.
Total: \$20000

MTMPP Award: \$20,315.00

Cash Match: \$31,126.00

In-Kind Match: \$1,500.00

Project 7: Cruise Maine

Project Type: Tourism Product Development

Description: Support of Cruise Maine's efforts to increase ports of call in Maine and to encourage cruisers to return to Maine.

Element 5: Cruise Maine Support

Project: Cruise Maine

Element Description: Support of Cruise Maine's efforts to increase cruise ships choosing Maine ports of call and encouraging

their passengers to make return trips to Maine.

Timeline: Sea Trade will take place in March 2011.

Promotion is year round.

Tracking: We will track the number of cruise ships to our local ports (Bucksport, Bar Harbor and Eastport) to see how cruise traffic has increased.

Target Market: Cruise ship passengers

Rationale: Cruise Maine promotes Maine Ports of call among cruise lines and encourages return trips to Maine among the passengers. Our region has 3 ports of call for cruise ships and this is an important way to reach potential visitors.

30% of cruise passengers come back so the ROI is potentially very high in this market segment.

Budget Description: \$2500 to Cruise Maine for its efforts

MTMPP Award: \$2,500.00

Cash Match: \$1,250.00

In-Kind Match: \$0.00

Project 8: Maine Media Marketplace - A Taste of Maine

Project Type: Public Relations

Description: This event brings the regions together with a targeted group of travel media professionals for a networking event.

Element 6: Participation at media event

Project: Maine Media Marketplace - A Taste of Maine

Element Description: DART will send a representative to the event to meet the travel writers and provide information to them on the DART region and its attractions.

Timeline: The marketplace will take place in March or April 2011.

Tracking: We will follow up with travel writers and track the coverage we get via their publications.

Additionally, we will track the number of writers who follow up by requesting familiarization tours of the area to refine the stories or story ideas they wish to develop.

Target Market: Travel Writers

Rationale: We feel it is important to reach out to journalists to spread the word on all that our region has to offer. By working with Nancy Marshall and by participating in this established event, we can meet key players, develop relationships with them and give them ideas for articles.

We did this event in the past several years and were happy with the results to date. We believe it is a good way to proceed with our PR efforts.

Budget Description: The budget for this element includes preparation and exhibiting at the event.

MTMPP Award: \$1,848.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 9: New Brochure Development

Project Type: Brochures

Description: Development of a new general brochure for the region with updated information and a fresh look

Element 7: Development, Design & Printing

Project: New Brochure Development

Element Description: Marketing Committee will work to determine what goes into the brochure.

We will work with an agency to design the product.

Printing will be done on a limited basis to limit waste and outdating of material.

Timeline: Summer 2010 - determine the contents.

Fall 2010 - Work with Designer to develop the layout - \$2250.00

Spring 2010 - print enough for the coming season (4000). \$2250.00

Distribution - \$500.00

Tracking: We will see how many of these new brochures are used and how many people request them specifically.

We will also work with partners to analyze increased visitation at attractions outlined in the brochure.

Target Market: The traveling public.

Rationale: We need a brochure that will focus on our competitive advantages such as natural sites and nature based attractions. We also need a current promotional piece that includes new attractions.

Distribution Plan: Fulfillment of requests (generally 2000 per year)

Maine Visitors' Centers

Budget Description: Creation - \$2250

Printing - \$2250

Distribution \$500

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Photo Library

Project Type: Professional Photography

Description: We need access to photography for use in promotional literature and other advertising purposes

Element 8: Photographer

Project: Photo Library

Element Description: Purchase available photography where possible and hire a photographer to take pictures of other areas, where there is less photographic material available. All photos will be at our disposal to use for any and all promotional purposes.

Timeline: Beginning in July of 2010 and through the spring of 2011.

Tracking: The effectiveness will be visible in the promotional material/ website photography that we have at our disposal.

Target Market: The traveling public.

Rationale: Time and money will be saved by having our own digital assets versus searching for and paying for individual photos as the need arises.

Image Categories: General Natural Sites, Attractions, All seasons
Budget Description: \$2000.00 for photography services
\$1000.00 for purchase of existing photos
MTMPP Award: \$3,000.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 11: Partnering Presentation

Project Type: Hospitality and Technical Assistance Training
Description: We will hire Joe Venuto to come and present his packaging seminar in our region

Element 9: Packaging Seminar

Project: Partnering Presentation

Element Description: We want to encourage our stakeholders to develop packages and build collaborations throughout the region with the goal of moving visitors around the area.

Timeline: We will arrange the date in Summer

Seminar to take place in fall of 2010 to allow people time to get packages together well ahead of the season.

Tracking: Monitoring the number of packages on our website.

We will also have an evaluation form at the seminars so that we know how the participants felt about the training.

Target Market: Tourism Stakeholders in the region.

Participants from other regions are also welcome to attend.

Rationale: We need to move people around the region. This is one of the ways to help this happen.

Partners: Vacationland Resources Committee, DART Board Members, Other Regions

Budget Description: \$9000.00 to pay for Joe Venuto.

\$50.00 per person will be charged to cover his travel expenses and venue/lunch costs.
(estimated 50 participants = 2500.00 cash match)

MTMPP Award: \$9,000.00

Cash Match: \$2,500.00

In-Kind Match: \$0.00

Project 12: Down East Fisheries Trail Signage

Project Type: Signage

Description: The Downeast Fisheries Trail promotes an important aspect of Maine's culture and economy for visitors: the fisheries heritage of Washington and Hancock counties. The Trail showcases active and historic sites and the signs will be interpretive signs on the ground.

Element 10: Signage

Project: Down East Fisheries Trail Signage

- Element Description:** Design, Manufacturing and installation of three new interpretive signs in eastern Washington County and will serve as a template for signs all across the region.
- Timeline:** July 2010 - Summarization of design work and digital needs for printing
August 2010, Panels manufactured and installed at three sites.
- Tracking:** At the end of the first season after the launch of the trail, site managers will be asked to report on the nature, quantity and quality of the visitation to their sites.

In future an online trail evaluation will be offered to users.

Requests to DART for information on the trail will also be monitored.
- Target Market:** This project seeks to tap into the worldwide increase in place-based tourism. We are targeting travelers who are looking to enhance their experience with quality interpretation about the people and the culture of the places they visit, while they stay in our lodgings, eat in our restaurants, shop in our stores and generally contribute to our local economy.
- Rationale:** The signage will ultimately impact the whole Downeast region by engaging additional heritage and nature-based site managers and ultimately attracting tourists around the whole region. The development of on-the-ground interpretive information, integrated across multiple sites across the region, is a unique opportunity to align efforts of local site managers with regional tourism promoters.
- Budget Description:** Project Coordination - \$1500 in kind.
Design Consultant - \$3000, \$1500 cash match.
Panel Production - \$1000, \$500 cash match.
Associated Materials (posts/brackets, etc.)- \$600, \$1200 cash match.
Installation - \$400.00, \$800.00 in kind.
- MTMPP Award:** \$5,000.00
- Cash Match:** \$3,200.00
- In-Kind Match:** \$2,300.00

Project 13: Down East Garden Tour Map

- Project Type:** Brochures
- Description:** Developing and printing a map of public gardens, byways, public lands and scenic vistas throughout the region.

Element 11: Map Development and Creation

- Project:** Down East Garden Tour Map

- Element Description:** Creation of map with public gardens, scenic views, byways and other public lands sites to promote the nature-based assets of the region.
- Timeline:** July 2010 - Collaboration and information collection
November 2010 - Formatting of Map
February 2011 - Proof reading of map
April 2011 - Printing of map
- Tracking:** We will monitor requests for the map through DART.
- Target Market:** The traveling public
- Rationale:** Reinforce the ability of our existing local organizations to create and preserve the cultural landscape of our region that is an important part of Maine's "Sense of Place". It will enhance the region as a destination for cultural tourism. It will also strengthen cooperation between different agencies and organizations in the DART region.
- Distribution Plan:** The map will be posted on the web. Distribution will be through sponsors (garden supply centers, nurseries, etc.), chambers, community organizations and information centers throughout the state.
- Budget Description:** Information gathering - \$400 cash match and \$1800 in kind

CPS Mapping and Graphic Development - \$2025, \$300 cash match, 100 in-kind.
 Printing - \$2160, \$500 cash match, \$50 in kind
 Distribution - \$500, \$315 cash match, \$150 in kind.

MTMPP Award: \$4,685.00
Cash Match: \$1,515.00
In-Kind Match: \$2,100.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Cooperative Regional Advertising			
Cooperative Regional Advertising	\$10,000.00		
Administrative Costs			
Administrative Costs	\$17,212.00		
Web Site Maintenance			
Web Site Improvement	\$3,000.00	\$0.00	\$0.00
Travel Shows without MOT			
Attendance at Shows	\$2,000.00	\$0.00	\$12,430.00
Travel Shows with MOT			
MOT Pavilion	\$2,500.00	\$0.00	\$12,200.00
Media Plan			
List of insertions	\$20,315.00	\$31,126.00	\$1,500.00
Cruise Maine			
Cruise Maine Support	\$2,500.00	\$1,250.00	\$0.00
Maine Media Marketplace - A Taste of Maine			
Participation at media event	\$1,848.00	\$0.00	\$0.00
New Brochure Development			
Development, Design & Printing	\$5,000.00	\$0.00	\$0.00
Photo Library			
Photographer	\$3,000.00	\$0.00	\$0.00
Partnering Presentation			
Packaging Seminar	\$9,000.00	\$2,500.00	\$0.00
Down East Fisheries Trail Signage			
Signage	\$5,000.00	\$3,200.00	\$2,300.00
Down East Garden Tour Map			
Map Development and Creation	\$4,685.00	\$1,515.00	\$2,100.00

Budget Summary

Proposed MTMPP Award:	\$86,060.00
Administrative Costs:	\$17,212.00
Cash Match:	\$39,591.00
In-Kind Match:	\$30,530.00
Total Match:	\$70,121.00
Total Proposed Budget:	\$156,181.00