

## Profile

**Applicant:** Regional Application

**Grant Manager:** Gary Edwards

**Name of Organization:** DownEast & Acadia Regional Tourism

**Mailing Address:** P. O. Box 4  
Cherryfield, ME 04622

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Cherryfield, ME 04622

**Office Hours:** 7:00 - 5:30, 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. Development of a new regional brochure and creation of the Down East Garden Map to better represent our region and to focus on our "natural" niche markets.
2. Marketing Contractor as first step toward partnering education by getting businesses to list themselves on the website, along with events and packages among businesses.
3. Maine Invites You regional presence featuring all of our subregions. In 2011 DART again sponsored a cooperative advertising section in Maine Invites You for the fifth consecutive year. DART's 2 page spread introduced the advertising section that included all the subregions. This project helps 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 concretely shows them what DART is doing to help them and the region as a whole.

## **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. Nature Based Tourism - nature remains our primary asset and the reason why most people come here. We plan to promote and further develop awareness of this asset (i.e. through signage and brochures highlighting birding and the outdoors). We will track these efforts by the number of visitors at signed sites and how many brochures on these topics are used/requested.
2. Marketing/PR/Advertising - These are our basic tools for reaching the public and letting people know about 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.
3. Branding - We plan to renew our advertising "look" and reinforce our "brand". We need to refresh our image as we have not had new creative work in several years and need to update our image to reinforce and build upon our updated focus on nature and authenticity. We will track the responses to our new "look".

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

Our proposed strategy is to target the primary "drive" market, the mid-Atlantic states, the Canadian Markets, and nature-based niche 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 visitors' enjoyment and economic development in the region.

We will continue to work proactively on encouraging people to move around the region (through some of our "nature themes") and by promoting our competitive advantages.

## 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. Down East Salmon Federation Signage, Birding Map Brochure) to "support tourism marketing efforts from the region (i.e. via our website and brochures), to "foster and promote a collective spirit of collaboration among businesses within the region (i.e. through the Maine Invites You section) and "to serve as the principal in-region information conduit for the tourism industry and its business communities" (through our 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) and web traffic.

### Public Relations

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

**Company:** Risteen Masters Bahr

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

**Phone:** (207) 992-4610

**Email Address:** rbahr@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 used 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 Maritime Provinces) as well as "nature" niche markets.

## 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.
2. DART works with regional and local organizations with similar goals and objectives:
  - A. Vacationland Resources Committee of the DERC&D is working on several sustainable tourism projects which help to move people around the region and which focus on the authenticity of the area.
  - B. WHCA's Downeast Business Allinace works with local businesses to help them market themselves and grow.
3. We work each year with RAC on the collaborative project and we support MOT's efforts by sending representatives to 2 of the State's pavilion travel shows. We also collaborate with other regions when we attend events together (i.e. itinerary development for DNE with TMH & Midcoast).

## Website Development & Maintenance

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

URL: [www.downeastacadia.com](http://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 entice them with what we have in the area and to help them 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.

## 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:** \$19,200.00

**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 our website

**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 (marketing, PR, advertising) 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 with MOT**

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

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

## Element 2: MOT Pavilion

**Project:** Travel Shows with MOT

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

**Timeline:** Feb. and March 2012.

**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 and \$2500.00 in kind from volunteers at the booths.

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

**Cash Match:** \$0.00

**In-Kind Match:** \$2,500.00

## Project 5: Printing of New DART Brochure

**Project Type:** Brochures

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

### Element 3: Printing

**Project:** Printing of New DART Brochure

**Element Description:** Printing will be done on a limited basis to reduce waste and outdating of material.

**Timeline:** Summer 2011

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

We will also work MTA to analyze the popularity of the piece.

**Target Market:** The traveling public.

**Rationale:** We have designed a brochure focussing on our competitive advantages such as natural sites and nature based attractions. We need to print this.

**Distribution Plan:** Fulfillment of requests (generally 2000 per year), travel shows and Maine Visitors' Centers

**Budget Description:** Printing - \$3000.00

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

**Cash Match:** \$0.00

**In-Kind Match:** \$1,500.00

## 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 2012 (deadline March 2011)- \$5800
2. Maine Invites You - 2012 (deadline October 2011) - \$19400.00
3. Montrealer - Spring/Summer 2012 (deadline March 2012) - \$2000.00
4. Maine Camping Guide - 2012 (deadline Fall 2011) - \$1500.00
5. Television Ad with Bar Harbor 2012 (deadline Spring 2012) - 1500.00
6. Online Advertising with Boston.com - \$5000.00

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

**Target Market:** Traveling public in targeted regions (New England or Maine interest), the "drive" market and nature-based markets.

**Rationale:**

1. Yankee Magazine - circulation 380,000, excellent response to our 2010 ad (2011 results not yet available)
2. Maine Invites You - excellent response to our ad in 2010 and 2011 ads and the cooperation was well-received by our local chambers/businesses.
3. Montrealer - good coverage in upscale Canadian markets with good past results and excellent editorial coverage.
4. Maine Camping Guide - good coverage in the nature minded market.
5. Television Ad - good coverage in greater Boston market at very good price.
6. Boston.com - good online coverage among people in our primary drive market

**Media Type:**

1. Yankee Magazine - Magazine
2. Maine Invites You - Travel Guide
3. Montreal - Newspaper format/Magazine
4. Camping Guide - Annual Travel Guide
5. Television
6. Boston.com - online.

**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 - \$5800
2. Maine Invites You - \$19400.00
3. Montrealer - \$2000.00
4. Maine Camping Guide - - \$1500.00
5. Television Ad with Bar Harbor - 1500.00
6. Online Advertising with Boston.com - \$5000.00

**MTMPP Award:** \$35,200.00

**Cash Match:** \$31,010.00

**In-Kind Match:** \$7,000.00

## Project 7: 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 5: 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 Spring of 2012.

**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:** \$1,446.00

**Cash Match:** \$0.00

**In-Kind Match:** \$1,795.00

## Project 8: 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 6: 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 2012.

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:** \$2000 to Cruise Maine for its efforts

**MTMPP Award:** \$2,000.00

**Cash Match:** \$1,000.00

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

## Project 9: Printing of Birding Map/Brochure

**Project Type:** Brochures

**Description:** Printing of regional birding map/brochure.

## Element 7: Printing Brochure

**Project:** Printing of Birding Map/Brochure

**Element Description:** Committee has selected sites and designed a brochure/map highlighting the area's birding sites.

**Timeline:** Printing of 10,000 brochures to take place in July of 2011 for distribution in late summer 2011 and spring 2012.

**Tracking:** We will be able to track the number of requests for this information.

**Target Market:** Birding enthusiasts

**Rationale:** Birding is very popular and can have an immense economic impact on the region. DART wishes to expand awareness of its birding opportunities and move birders throughout our area.

**Distribution Plan:** Sent out upon request through DART and via the visitors' centers as well.

**Budget Description:** \$4400.00 for printing of 10,000 brochures.

**MTMPP Award:** \$4,400.00

**Cash Match:** \$0.00

**In-Kind Match:** \$2,000.00

## Project 10: Grand Lake Stream Chamber Brochure

**Project Type:** Brochures

**Description:** Design, produce and distribute a brochure to inform and educate the general public about the unique tourism opportunities in the Grand Lake Stream Area including events that span the Way Down East sub region.

## Element 8: Design and Printing of Brochure

**Project:** Grand Lake Stream Chamber Brochure

**Element Description:** Designing, printing and distributing a Grand Lake Stream Brochure.

**Timeline:** Design will be complete by March 2012.  
Printing by end of March 2012  
Distribution beginning in April 2012.

**Tracking:** The success of the project will be measured by the number of brochures that have been used/requested during the year.

**Target Market:** Traveling public.

**Rationale:** Grand Lake Stream area has no printed materials and needs to highlight the attractions of this special area.

**Distribution Plan:** Brochure will be distributed locally and through visitor centers and at events.

**Budget Description:** Design and Photography - \$1245.00  
Printing of 10,000 - \$2754.00  
Distribution - \$763.00

**MTMPP Award:** \$3,254.00

**Cash Match:** \$408.00

**In-Kind Match:** \$1,100.00



## Project 11: Down East Salmon Federation Signage

**Project Type:** Signage

**Description:** Outdoor interpretive signage at the Down East Salmon Federation's Columbia Falls and East Machias hubs will enhance place-based and nature-based tourism related opportunities in our region.

### Element 9: Graphic Design and Installation

**Project:** Down East Salmon Federation Signage

**Element Description:** Design and installation of attractive, interpretive displays for the two facilities operated by the Downeast Salmon Federation.

**Timeline:** Project will be fully executed in the late summer of 2011.

**Tracking:** Success will be measured based upon the number of visitors to the sites and customer feedback on the signage.

**Target Market:** Resident and visitor populations are both our target audiences.

Attracting people who are traveling along Route 1 will encourage visitors to stay longer by leading them from these sites to other unique attraction in the area as well.

**Rationale:** The project will deliver a strong thematic message to the public through graphic and narrative representation on the importance of fisheries in the past, present and future development of eastern Maine. Proper signage will capture the attention and interest of the public.

**Budget Description:** Graphic design (\$2000)  
Installation and related supplies (\$3000.00)

**MTMPP Award:** \$5,000.00

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

**In-Kind Match:** \$3,500.00

## Project 12: Travel Shows without MOT

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

**Description:** Attending non-pavilion travel shows in Maine and New England.

### Element 10: Attendance at Shows

**Project:** Travel Shows without MOT

**Element Description:** Booth space at Bangor Trade Show and DNE.

**Timeline:** Winter 2012 reservation for booth space/registration.

**Tracking:** We will track the number of contacts made at both events.

**Target Market:** Traveling Public

**Rationale:** In addition to the drive markets covered by MOT's Pavilion Shows, we wish to capture the more local "staycation" market as well as the European traveler through DNE.

**Partners:** We will participate with the Maine Highlands and the Bangor International Airport.

**Budget Description:** Booth/Registration 900.00  
Travel - 1100.00

**MTMPP Award:** \$2,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$2,500.00

## Project 13: New Creative Concept and Production

**Project Type:** Advertising

**Description:** DART needs a new creative "look" for all its advertising efforts.

### Element 11: Concept Development

**Project:** New Creative Concept and Production

**Element Description:** Using "nature" and "authenticity" as our overriding themes, we will have a new creative concept developed for our advertising purposes.

**Timeline:** We will begin working on this in fall of 2011.

**Tracking:** We will track the effectiveness of the new ad, by the number of responses it generates.

**Target Market:** Traveling public.

**Rationale:** We have had the same "look" for over 5 years. We need to refresh this to reinforce and show in a new way all that we have to offer our potential visitors.

**Media Type:** Print and online concept

**Co-op Opportunity:** *(No Response)*

**Budget Description:** \$2500.00 for concept development of new "look".

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

**Cash Match:** \$0.00

**In-Kind Match:** \$1,000.00

### Element 12: New Creative Production

**Project:** New Creative Concept and Production

**Element Description:** Once we have the concept developed for our new "look" we need to have the creative production for our media campaign.

**Timeline:** The concept will be developed in early fall, followed by production in late fall of 2011 so that it can be used in advertising beginning spring of 2012

**Tracking:** We will track the number of responses to our advertisements.

**Target Market:** Traveling public

**Rationale:** A new ad will attract new customers and will show repeat customers a new face for our region and entice both groups to come here and stay longer.

**Media Type:** Print and Online

**Co-op Opportunity:** *(No Response)*

**Budget Description:** \$2500 for creative production for ads.

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

**Cash Match:** \$0.00

**In-Kind Match:** \$1,000.00

**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>Web Site Maintenance</b>			
Web Site Improvement	\$3,000.00	\$0.00	\$0.00
<b>Travel Shows with MOT</b>			
MOT Pavilion	\$2,500.00	\$0.00	\$2,500.00
<b>Printing of New DART Brochure</b>			
Printing	\$3,000.00	\$0.00	\$1,500.00
<b>Media Plan</b>			
List of insertions	\$35,200.00	\$31,010.00	\$7,000.00
<b>Maine Media Marketplace - A Taste of Maine</b>			
Participation at media event	\$1,446.00	\$0.00	\$1,795.00
<b>Cruise Maine</b>			
Cruise Maine Support	\$2,000.00	\$1,000.00	\$0.00
<b>Printing of Birding Map/Brochure</b>			
Printing Brochure	\$4,400.00	\$0.00	\$2,000.00
<b>Grand Lake Stream Chamber Brochure</b>			
Design and Printing of Brochure	\$3,254.00	\$408.00	\$1,100.00
<b>Down East Salmon Federation Signage</b>			
Graphic Design and Installation	\$5,000.00	\$1,500.00	\$3,500.00
<b>Travel Shows without MOT</b>			
Attendance at Shows	\$2,000.00	\$0.00	\$2,500.00
<b>New Creative Concept and Production</b>			
Concept Development	\$2,500.00	\$0.00	\$1,000.00
New Creative Production	\$2,500.00	\$0.00	\$1,000.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$96,000.00
<b>Administrative Costs:</b>	\$19,200.00
<b>Cash Match:</b>	\$33,918.00
<b>In-Kind Match:</b>	\$23,895.00
<b>Total Match:</b>	\$57,813.00
<b>Total Proposed Budget:</b>	\$153,813.00