

Profile

Applicant: Regional Application

Grant Manager: Gary Edwards

Name of Organization: DownEast & Acadia Regional Tourism

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

Physical Address: 87 Milbridge Road
Cherryfield, ME 04622

Office Hours: Tuesday and Thursday 7:00 am to 5:00 pm

Telephone Number: (207) 546-3600

Fax Number: (No Response)

Date of Incorporation: February 7th, 1994

EIN: 01-0369337

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

1. Development of the new region wide brochure in the magazine size format.
2. Development of new "creative" for advertising, brochures and website, including new front page for our coop. section in Maine Invites You.
3. Website upgrades including SEO work, technology upgrades and mobile applications.

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. Moving visitors through the region - this will increase revenue throughout the area.
2. Getting visitors to stay longer - will increase their expenditures on lodging, food, activities, souvenirs.
3. Reaching more "new" customers in addition to our repeat visitors will add to the numbers of people visiting our area and increase revenue overall as well.

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

1. With the development of several new trails and routes in our region (DownEast Sunrise Trail, Garden Map, Down East Birding Map, Bold Coast Scenic Byway, Down East Fisheries Trail), we have numerous newer products available for people of diverse interests to mix and match these attractions and get to see more of the area. Upgrading the website to incorporate interactive mapping will enable people to tailor make the vacation they want, will move them around the region and will get them to stay here longer.
2. Increase of online advertising - with the web upgrades we are implementing this year, we believe that increasing our presence in online advertising will help reach more people and get them to the site that will better meet their planning needs. Additionally, links to the mobile technologies we are implementing this year will help direct people from online ads to the businesses/services in the region they are looking for.
3. Maintaining the tried and true marketing methods such as print advertising (Yankee, MIY), travel shows and PR because these remain important components in reaching our older, more traditional demographic as well.

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" (the trails and routes), to "support tourism marketing efforts from the region" (i.e. via our website improvements), to "foster and promote a collective spirit of collaboration among businesses within the region" (via regular meetings, travel shows) to

"develop promotional programming to support regional tourism interest" (coop advertising, trade shows, web marketing) and to "serve as the principal in-region information conduit for the tourism industry and its business communities" (quarterly meetings).

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 requests, geographic area[s] of concentration).

Public Relations

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

Company: Risteen 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 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 that brings the entire region together.
2. DART works with regional and local organizations with similar goals and objectives, i.e. The Vacationland Resources Committee of the DERC&D works to develop sustainable tourism in the region, such as the Down East Fisheries Trail.
3. We participate in cooperative advertising when available through MOT and collaborate with other regions when practicable (i.e. with The Maine Highlands at Saltscapes).

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 trips.

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 in the way that best serves the customers' needs. 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 add interactive mapping to our site, while continuing to work on SEO.

We will continue to encourage businesses to enter their organizations, packages and events to our site.

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).

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: Website Upgrades

Project Type: Website Development: Design, Upgrades, Mobilization

Description: Adding interactive mapping capability to our website to improve the marketing for pan-regional efforts such as the DownEast Sunrise Trail, DownEast Fisheries Trail, Bold Coast Scenic Byway, the Downeast Garden Map and the Downeast Birding Map. Also doing SEO work to make sure the site is reached by the traveling public.

Element 1: Interactive Mapping

Project: Website Upgrades

Element Description: Incorporating technology for interactive mapping through techshare.

Timeline: Begin in fall of 2012, complete by Feb of 2013

Tracking: Online tracking of the use of the feature and tracking the number of requests for the "trails and routes" that will be marketed by this feature.

Target Market: Traveling public

Rationale: Interactive mapping of some of our trails and routes will help move people through the region, will better serve the public and will enable people to stay longer in our region

Budget Description: Working with web designers to develop a customization of interactive mapping technology to fit the needs of our region and its attractions.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 2: Search Engine Optimization

Project: Website Upgrades

Element Description: Work on increasing the visitation to our site through search engine optimization and targeted content development.

Timeline: Begin work on content in Sept of 2012 with marketing committee and complete project by Feb of 2013

Tracking: Increase in Web use/visitation.

Target Market: The traveling public.

Rationale: Our web site is a key vehicle for getting information out on our region, as it is usually the first stop for people looking for information. It is also a key link between customers and the businesses and services in our region.

Budget Description: Content Development on identified key word pages.

MTMPP Award: \$10,400.00

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

Project 3: Advertising

Project Type: Paid Advertising: Print, Broadcast, Online

Description: A combination of Print, Broadcast and Online advertising to reach out to customers where they are reading, listening/watching or surfing.

Element 3: Coop Advertising Package with MOT

Project: Advertising

Element Description: Working with the State's agency BVK at the Gold Sponsorship Level in coop advertising 2013.

Timeline: July 2012 to June 2013

Tracking: Increased requests for information and online visits.

Target Market: The traveling public.

Rationale: This broad array of media meets our goal to reach out to new customers through new channels.

Media Type: Radio, Online, Contest, Email

Co-op Opportunity: It is a coop with MOT

Budget Description: Package offered by MOT at Gold level
In kind match \$3000.00

MTMPP Award: \$8,200.00

Cash Match: \$0.00

In-Kind Match: \$3,000.00

Element 4: DART's Print Media Campaign

Project: Advertising

Element Description: To reach our customer base through traditional print advertising.

Timeline: Feb 2013 to June 2013

Tracking: All ads will have dedicated toll free numbers for tracking purposes

Target Market: Traveling public.

Rationale: We have had success with our ads in Yankee, Ride Maine and Maine Invites You.

Media Type: Print

Co-op Opportunity: Yankee and Ride Maine are not coops, but Maine Invites You is a regional coop with good buy-in from the subregions. We do not make money from the coop, but it helps unify our presence in the publication and build a team on the ground as well.

Budget Description: Yankee - \$6000.00 - 1/2 page
Ride Maine - \$500.00 - 1/2 page
Maine Invites You - \$13,700.00 (one full page plus 6 regional subsidies)
Inkind - \$12730
Cash match - \$20235

MTMPP Award: \$20,200.00

Cash Match: \$20,235.00

In-Kind Match: \$12,730.00

Element 5: DART's Online Advertising

Project: Advertising

Element Description: To run targeted ads in online media to reach out to new clientele.

Timeline: July 1, 2012 to June 30, 2013

Tracking: Online tracking of leads that come from the campaign.

Target Market: The traveling public

Rationale: Using online media directing people to our newly updated and interactive website will help them with planning and increase visitation to our region among those using the internet to plan their trips.

Media Type: Online

Co-op Opportunity: No

Budget Description: Boston.com - Fall, Spring and Summer online ads

MTMPP Award: \$8,600.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Update of Regional Brochures

Project Type: Brochures

Description: Due to the great reception to both our regional piece and our birding map, we are going to update both and make more copies available.

Element 6: Update and Printing of Birding Brochure

Project: Update of Regional Brochures

Element Description: Renewing and printing this birding brochure.

Timeline: Sept 2012 to Feb 2013

Tracking: Via the number of requests for birding information and the visitation numbers at birding festivals.

Target Market: The birding niche market.

Rationale: This is an extremely popular activity in our region and it brings good revenue to the area both via individual birders and via our 3 birding events.

Distribution Plan: Local Chambers of Commerce, visitor centers and by request.

Budget Description: Redesign/Updates - \$1000.00 in kind
Printing - \$5000.00

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$1,000.00

Element 7: DART Regional Brochure

Project: Update of Regional Brochures

Element Description: Update of new regional brochure

Timeline: Nov 2012 to June 2013

Tracking: We track the number of requests for information, the number picked up at trade shows and the use at visitor centers.

Target Market: The traveling public

Rationale: To maintain a compelling and updated brochure to lure people to our region.

Distribution Plan: Via requests for information, Chambers, visitor centers and travel shows.

Budget Description: Updating - \$1000.00
Printing - \$4000.00
In-Kind - \$1500.00

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$1,500.00

Project 5: Travel Shows

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

Description: Attending travel shows in Maine, New England and Maritime Canada

Element 8: Attendance at Shows

Project: Travel Shows

Element Description: Booth Space at Bangor Show, Portland Camping Show, Saltscapes and Discover New England

Timeline: Spring 2013

Tracking: Via the number of requests for information from these regions.

Target Market: New England and Maritime Provinces and international visitors.

Rationale: Reaching out to local and international travelers to bring new visitors to the region.

Partners: We partner with The Maine Highlands for Saltscapes.

Budget Description: Bangor Show Booth Cost & Mileage - \$500.00, in-kind \$250.00
Camping Show Booth & Travel costs - \$1000.00, in-kind \$1000.00
DNE registration and Travel costs - \$1700.00
Saltscapes booth and travel costs - 1800.00, in-kind \$3000.00

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$4,250.00

Project 6: Taste of Maine Marketplace

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

Description: Participating in PR Event in NY with MOT

Element 9: Registration and Travel Costs

Project: Taste of Maine Marketplace

Element Description: Attending the Taste of Maine Marketplace with the state to promote our region to travel writers in NY.

Timeline: Spring 2013

Tracking: We will follow up with travel writers and track the coverage we get from them.

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 participating in this established and anticipated event, we can meet key players, develop relationships with them and give them ideas for articles.

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

Budget Description: The budget for this element includes preparation, exhibiting and travel to this event.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Cruise Maine

Project Type: Special Projects

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

Element 10: 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 2013. Promotion is year round.

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

Target Market: Cruise Ship passengers

Rationale: Cruise Maine promotes Maine's ports of call among cruise lines and encourages return trips to Maine among the passengers. Our region has 4 ports of call for cruise ships and this is an important way to reach potential visitors.

30% of cruise passengers come back to a region they have visited as part of a cruise, so the ROI is potentially very high in this market segment.

Budget Description: \$2000.00 to Cruise Maine for its efforts.

MTMPP Award: \$2,000.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 8: APPLE Website

Project Type: Website Development: Design, Upgrades, Mobilization

Description: This Subgrant from APPLE is to improve its website. APPLE is the Association to Promote and Protect the Lubec Environment.

Element 11: Website Development

Project: APPLE Website

Element Description: APPLE (The Association to Promote and Protect the Lubec Environment) proposes to improve, expand and make the website VisitLubecMaine.com more helpful and user friendly to tourists by implementing a

uniform information format throughout the website for all categories, providing a quick reference comparison chart in addition to listings to show what is available and when businesses are open (seasonally or year-round), adding an interactive map, copywriting for a consistent, more professional, voice, and including more information on the Way DownEast region history, tourism businesses and activities.

Timeline: By October the improved templates will be designed and listing format and options will be expanded to all sections of the website. New pages will be added on tourism information (such as links to VisitMaine.com, CulturePass.net and DART's website, and a Way DownEast overview). The busiest period and most progress can be expected between November 2012 and March 2013. April to June will be proofreading and wrap-up.

Tracking: 2013 website statistics will be monitored and compared to previous years' statistics. New and continuing businesses will complete a questionnaire to see how the website changes have affected their business.

Target Market: The traveling public.

Rationale: VisitLubecMaine.com is the first Lubec website to come up for most major search engines. Because tourists curious about Lubec viewing the website are also interested in what is available beyond Lubec for vacation, it has broad potential to widen its impact beyond the immediate Lubec area and move people throughout the DART region.

Budget Description: Website Development - \$2650
 Mapping - \$450 in kind
 Video preparation - \$ 450 in kind
 Website content - \$450.00 in kind
 New listing and advertising fees \$450 cash match.
 Way DownEast overview page and copy - \$950.00

MTMPP Award: \$3,600.00

Cash Match: \$450.00

In-Kind Match: \$1,350.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$20,000.00		
Website Upgrades			
Interactive Mapping	\$10,000.00	\$0.00	\$0.00
Search Engine Optimization	\$10,400.00	\$0.00	\$0.00
Advertising			
Coop Advertising Package with MOT	\$8,200.00	\$0.00	\$3,000.00
DART's Print Media Campaign	\$20,200.00	\$20,235.00	\$12,730.00
DART's Online Advertising	\$8,600.00	\$0.00	\$0.00
Update of Regional Brochures			
Update and Printing of Birding Brochure	\$5,000.00	\$0.00	\$1,000.00
DART Regional Brochure	\$5,000.00	\$0.00	\$1,500.00
Travel Shows			
Attendance at Shows	\$5,000.00	\$0.00	\$4,250.00
Taste of Maine Marketplace			
Registration and Travel Costs	\$2,000.00	\$0.00	\$0.00
Cruise Maine			
Cruise Maine Support	\$2,000.00	\$1,000.00	\$0.00
APPLE Website			
Website Development	\$3,600.00	\$450.00	\$1,350.00

Budget Summary

Proposed MTMPP Award:	\$100,000.00
Administrative Costs:	\$20,000.00
Cash Match:	\$21,685.00
In-Kind Match:	\$23,830.00
Total Match:	\$45,515.00
Total Proposed Budget:	\$145,515.00