

## Profile

**Applicant:** Event Application  
**Grant Manager:** Alvion Kimball  
**Name of Organization:** Bucksport Bay Area Chamber of Commerce  
**Mailing Address:** P.O. Box 1880  
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Bucksport, ME 04416  
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**Date of Incorporation:** March 12th, 1991  
**EIN:** 22-3198225

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

The Penobscot Narrows Bridge and Observatory, in development for four years, began with a pressing need to replace the historic Waldo-Hancock Bridge. The design and construction of the new bridge is paid for. There is no money allocated to promote the new structure or operate the observatory. This grant request addresses the promotion of a structure unique in the Americas. We need to ensure people will come; we built it.

The Bucksport Area Chamber of Commerce has a long standing interest in the bridge. The Chamber established a tourism advisory committee, The Downeast Tourism Coalition, in April 2005 to explore developing the economic potential the new bridge can bring to the region and the rest of the state. In late November 2005, the Chamber created the Penobscot Narrows Bridge Committee comprised of representatives of area towns and MDOT representatives.

The important highlights of the process pertaining to this MTMPP Event project include the formation of the committee in December 2005 to plan and carry out the dedication ceremonies, the naming of the bridge in March 2006 and the setting of dates for the dedication and opening ceremonies in April 2006.

Due to the fluid nature of the bridge construction, and the potentially huge economic impact the Penobscot Narrows Bridge and observatory can have on the Penobscot Watershed, Downeast and Midcoast Maine, the Bridge Committee selected a three phased approach to the celebration. The bridge and the observatory will be dedicated on Saturday, October 7 when the observatory is officially opened to the public and the bridge will be open to pedestrian traffic. This will be the first opportunity for the public to ascend the 420 foot observation tower and walk across the roadbed. The bridge will be opened to vehicle traffic in mid December celebrated by a ribbon cutting. The grand opening is scheduled for June 23, 2007 when the tourist season begins to focus on this area and the expanded Ft. Knox State Park

## **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.**

The goals of this project are to market the three planned events that make up the dedication and opening ceremonies of the Penobscot Narrow Bridge and Observation Tower and to help publicize the bridge to a world wide audience. It is the only bridge in the Western hemisphere with an observation tower and the first bridge observation tower in the United States in a rural setting.

Goal 1. Inform the public about the observatory opening and bridge dedication on October 14, 2006.

Goal 2. Inform the public about the opening of the bridge to vehicular traffic on December 15, 2006.

Goal 3. Inform a national audience and eastern Canadian regional audience about the celebration on June 23 and 24, 2007 that is being planned to introduce the bridge and observatory to the world.

The timing of the three phase celebration will enhance all area businesses, especially those in the hospitality, restaurant and gift segments during the shoulder season. The trickle down effect will benefit all residents in the Belfast, Bangor, Blue Hill and Ellsworth triangle. During phases 1 and 3 we expect to host from 8,000 to 12,000 visitors at each event. While Phase 2 is not expected to have as large a celebration as the other two, the fact that the bridge will be open to vehicular traffic will draw visitors to the area during the colder months. Hospitality facilities will have a surge of new business and the spill over will positively effect similar facilities as far as Augusta-Rockland, to Mt. Desert Island and to Waterville-Skohegan, especially during the October 2006 and June 2007 celebrations. The success of this venture depends upon several funding mechanisms. One of the most important

elements to this three-phase celebration is the MTMPP funding. Our promotion and marketing elements will bring results in the thousands of dollars to the tourism industry and state for years to come.

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

The overall strategy is to make the public aware of the opening and existence of the bridge and observation tower through working with local public and business organizations, the Maine Office of Tourism, the Maine Department of Transportation, The Maine Department of Conservation, local civic and government leaders.

The committee will use various marketing tools to alert the public to the fact that this is the only bridge with an observation tower in the United States. Various media will be used including traditional newspaper and magazine advertisements in both the U.S. and Maritime Canada; specialty publications to include those associated directly with the bridge industry; broadcast, both radio and television; FAM tours in 2007 and Internet advertising.

The committee plans to measure the success of the project with several forms of real time evaluations. We will conduct a vehicle survey of out of state license plates, conduct a random on-site survey of attendees, a telephone survey of room reservations within the triangle of Belfast, Blue Hill & Stonington during the activities in June 2007. In addition, our website data will enable us to measure worldwide interest in these three events.

## **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 in "expansion of existing program initiatives," "fostering a collective spirit of cooperation among businesses in the region", and "marketing the region as an exciting four-seasons destination." These events will bring visitors to the region who may not have normally chosen the area as a destination. Once introduced to the spectacular offerings of the area, they will return at other times to take advantage of other events and attractions.

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

The Bucksport Bay Area Chamber will act as the fiscal agent for the project. The Chamber has an established history as a non-profit and will be accepting, disbursing and tracking the funds using established accounting procedures in a separate account setup for this bridge project.

## **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.**

N/A

### **Public Relations**

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

**Company:** Donald White

**Address:** 8 Pearl Street  
Camden, Maine 04843

**Phone:** 207-236-4885

**Email Address:** upie@verizon.net

**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:

Boston Globe - Carroll Stocker, travel editor  
Boston.com - Jennifer Wood, own line travel editor  
Ellsworth American - Jerry Carisle  
Down East Magazine - Allister Timms  
WCSH and WLBZ tv - Don Carrigan - coast reporter

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

Placement of stories in the following newspapers:

Bangor Daily News  
Boston Globe  
Canadian Maritime Market  
Denver Post  
New York Times, travel section  
Philadelphia Inquirer  
Portland Press Herald  
San Francisco Chronicle  
Washington Post

Interviews on Maine television stations including public television.

Place stories, due to fact the bridge is the only one in this county, on national tv and radio outlets.

Place information about the events on appropriate websites within and outside the state of Maine.

## Co-Op Efforts

### In what type(s) of co-op effort, if any, is your group participating?

External, e.g. Partnerships with other groups.

### Please describe in further detail your co-op efforts:

We will be working with other area chambers of commerce and business associations, using their newsletters and websites to promote the three events in October, December and June.

Other partners include MDOT, DOC, DART, MOT, Waldo County Marketing Assn., Bangor CVB, Mid-Coast Council of Chambers of Commerce and area chambers of commerce.

We are working with various local and area organizations to promote the area including including churches, boy and girl scout troops, service organizations and non-profit groups including Fort Knox, Cole Transportation Museum, The Penobscot Marine Museum, the Owl's Head Transportation Museum who will participate in aspects of the three celebrations.

We are working with various car, boat, motorcycle, bicycle and aircraft clubs and organizations who will participate in the festivities.

## Website Development & Maintenance

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

URL: [www.penobscotnarrowsbridge.com](http://www.penobscotnarrowsbridge.com)

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

Above URL is under construction. The overall goal is to introduce the public to the bridge and observatory with pictures and facts; to inform them about events planned for October, December 06 and June 2007.

The site will also offer images and articles about the bridge's construction, the uniqueness of the Observation deck 420 feet high. Frequent updates on the progress of the bridge's completion & the festivities planned will appear. In addition the site will feature reciprocal links to other tourism sites in Maine.

Beyond the need to publicize the opening and operation of the bridge and the Ft. Knox State Park expansion, the site provides an opportunity for MOT and DOC to collaborate with MDOT for continued use of the bridge webcam and incorporation of the MDOT Bridge Experience.

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

Our strategy is to encourage everyone to watch the bridge's progress to completion, entice them to use it and marvel at the view from the observatory. The site will offer insights into the history of the old and new bridges across the Penobscot Narrows and the significance of the bridge.

It will expand to promote the history of the region from Penobscot Bay to Mount Katahdin and Coastal Maine from Owl's Head to Calais.

As the 'newest' Maine tourism attraction, the bridge will bring thousands to view it and our website will contribute to the enhancement of tourism and the economy throughout the region and state.

The site's database will also feature areas of interest. Page click of these areas will be tallied to gain an insight into peoples' interests.

## 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:**

Our website is under construction and when launched (target date-June 06) the site will feature selections that will allow us to track important data for future marketing and advertising initiatives.

## Budget Summary

### Current Projects

#### **Project 1: Marketing and Promotion of Events Celebrating the Opening of the Penobscot Narrows Bridge**

**Project Type:** Advertising

**Description:** Promotion of the opening of the Penobscot Narrows Bridge through a multi-faceted marketing plan including brochures, print media, broadcast and web-based media and familiarization tours.

The effort will highlight the unique features of the bridge and observatory as well as other places of interest in the area.

This project is the key to the economic success of the celebrations. All the efforts will help alert everyone of the new economic engine in our area. The bridge's Observation area offers an opportunity to bring visitors to the area and, quite literally, provides an overview of all there is to see and experience in this wonderful area of Maine.

#### **Element 1: Brochures**

**Project:** Marketing and Promotion of Events Celebrating the Opening of the Penobscot Narrows Bridge

**Element Description:** To promote the opening of the bridge at various stages, we will produce promotional literature.

1. Tri-fold rack flyer to promote the opening of the observatory and the dedication of the bridge in October 2006. This flyer will also provide an information number for more details on the ribbon cutting ceremony in December '06 and the Grand Opening Celebration in June 2007.

2. Flyers to promote the opening of the roadway and ribbon cutting ceremony for the bridge.

3. Multi-Page, 4-color brochure with local advertising to promote the bridge and observatory, local sites and businesses as well as the Grand Opening and extension of Fort Knox State Park to the foot of the Bridge. This brochure will be designed to highlight the celebration, but will be used as a centerpiece for area promotion after the celebration as well.

**Timeline:** 1. Tri-Fold Flyer on heavy paper, to be designed early in July 06 and printed in mid to late July 06 -- 10,000 will be printed.

2. Flyer will be printed as soon as date for the ribbon cutting ceremony is finalized. This will be done on short notice, as construction dates will dictate the timing. Estimated print date is early November for an early December event. Flyers will be distributed primarily throughout the head of the bay area. 2000 will be printed.

3. Multi-Page, 4-color brochure will be printed in December 06/January 07. Advertisers will be sought beginning in July 07 and content will be developed through the summer and early fall. Deadline for all content will be end of November. 20,000 will be printed

**Tracking:** Real time vehicle license plate checks, random interview of attendees at the June event will give us needed information about the effectiveness of the flyers and brochures. A telephone survey of area lodging business and internet tracking will round out our tracking methods.

We will also keep track of brochures used by the public by checking with the sites we distributed our brochures to and determine quantities used.

**Target Market:** Our core target area is New England and Maritime Canada. People love bridges and this, coupled with the fact that this is Maine's newest tourism attraction, will bring thousands to the region.

Distribution of the trifold brochure will be through area chambers, head of the bay businesses and town offices, as well as through the MTA Visitor Centers in Hampden.

Distribution of the multipage piece will be sent to everyone requesting information from the Bucksport Bay Area Chamber of Commerce and through our Website, through surrounding chambers as well as through the above channels.

We will also target readers to bridge internet sites, contractors' websites and other avenues frequented by bridge enthusiasts.

**Rationale:** To advertise area services and attractions and inform people of the events.

The economic well-being of this region will be healthier with the opening of the Penobscot Narrows Bridge and Observatory. The the events promoting it will jump start the visitation.

**Media Type:** Brochures and flyers

**Co-op Opportunity:** The multi page brochure will be a cooperative effort throughout head of the bay and the surrounding areas.

We will target businesses for their financial and in-kind support to print and distribute the brochures and flyers.

- Budget Description:**
1. Tri-fold Brochure 10,000 pieces  
\$ 5000 for print and distribution
  2. Flyer - 3000 pieces  
\$ 1000 for print and distribution
  3. Multi page brochure, 20,000 pieces  
\$ 8000 for design, print and distribution

**MTMPP Award:** \$14,000.00

**Cash Match:** \$1,750.00

**In-Kind Match:** \$5,250.00

## Element 2: PR and Print Advertising

**Project:** Marketing and Promotion of Events Celebrating the Opening of the Penobscot Narrows Bridge

**Element Description:** Our extensive public relations marketing program has begun. We will be working with local and area service clubs and organizations to educate the public on the unique aspects of the new bridge and recruit volunteers to help with the dedication and celebration.

In addition, we will offer outlines for the area press to write stories and take photos for their readers.

We have begun a media hit list and will conduct a series of press releases updating the media on progress to the bridge's completion. As the plans for the three celebrations take shape, we will be offering this information for a continuing flow of media information to all local, state and regional media.

Advertising in local papers as well as DownEast Magazine and AAA Northern New England.

**Timeline:** Using the three stages of the bridge's opening (October 06, December 06, June 07) we will coordinate the press releases and advertising accordingly.

Downeast Magazine Advertisement in March 07 (or coordinated with Bridge Article), 1/2 page 4 color.

AAA Northern New England July/August 06 and March/April 07 - 1/2 page 4 color

CAA in spring of 07, 1/2 page 4-color.

Advertising in local papers and the Bangor Daily News prior to all events.

**Tracking:** We will track the requests generated by the advertising through surveys of telephone calls and a pull down menu on the web site of "How you found us".

We will also track the number of articles generated by press releases and information provided to the press.

**Target Market:** As Maine's newest tourism attraction, we will target the key Eastern markets including Boston, Maine,

Southern New Hampshire and the Canadian Maritimes.

**Rationale:** The observatory portion of the bridge, standing 420 feet high will be a tremendous draw for Mid-Coast, DownEast & Acadia and the Bangor area.

If we supply the press with good information and advertise to areas within a day's drive of the bridge, we will be reaching those most likely to frequently visit.

Circulation AAA - 440,000  
CAA Maritimes - circulation throughout Maritime Canada  
Circulation DownEast Magazine - 106000  
Local advertising to involve the community and visitors

**Media Type:** Print Media and Press Releases

**Co-op Opportunity:** We will cooperate with the local media to help them generate "buzz" about the bridge and the events.

**Budget Description:** Press Releases - \$ 2000  
AAA Northern New England \$ 5500 x 2 - \$11,000  
CAA - 5500  
Downeast Magazine - \$ 3500  
Local Newspapers - \$500.

Total - 22500.00

**MTMPP Award:** \$18,500.00

**Cash Match:** \$9,625.00

**In-Kind Match:** \$16,875.00

### Element 3: On line and Broadcast Advertising

**Project:** Marketing and Promotion of Events Celebrating the Opening of the Penobscot Narrows Bridge

**Element Description:** As part of our overall promotion, we will buy Cable TV ads on Time-Warner in Greater Portland, TV ads in Portland and Bangor.

We will be online at Boston.com and on the Penobscot Bridge website.

Radio will play a key role with spots and observatory ticket giveaways to lucky listeners. A live broadcast at the openings to create excitement is also planned.

**Timeline:** We will coordinate the cable tv ads prior to the October event and prior to the June event. Radio and web site ads will be timed prior to all events.

**Tracking:** We will track the number of requests for information from the radio and tv spots and evaluate these as they progress. We will remain flexible to do what is most effective. The June 07 event has the potential to become a recurring event, so these broadcast and web efforts will be closely examined for what is most effective for future years.

**Target Market:** New England States and Maritime Provinces.

**Rationale:** Broadcasting is an effort to reach a wider market and the web site will make information accessible to anyone having internet access.

**Media Type:** Broadcast and web.

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

**Budget Description:** Cable TV, Broadcast and Internet Costs - \$9000

**MTMPP Award:** \$9,000.00

**Cash Match:** \$1,125.00

**In-Kind Match:** \$3,375.00

### Element 4: Familiarization Tours for Travel Writers

**Project:** Marketing and Promotion of Events Celebrating the Opening of the Penobscot Narrows Bridge

**Element Description:** We are planning a FAM tour in the spring of 2007, likely in May when the Observation Deck is open.

# Maine Tourism Marketing Partnership Program



This FAM tour will offer several elements including tours of the observatory and the bridge, Fort Knox, local artisans and surrounding areas.

**Timeline:** Spring 2007

**Tracking:** When a story breaks from one of the FAM tour participants, we will track responses related to the demographics of that story.

**Target Market:** Travel writers from around the world.

**Rationale:** Travel writers will help to keep the momentum of our new bridge and observatory going into the future. The "new" factor is an ideal opportunity to bring them here with a hard news interest story and we would like to capitalize on this. The possibility for an annual themed festival surrounding the bridge is kept in play.

The MTMPP grant will help build a stronger tourism product for our region and will not only highlight the bridge, but businesses and area lifestyles too.

**Media Type:** Fam Trip

**Co-op Opportunity:** We will cooperate as opportunities are available with Waldo County, Greater Bangor Convention and Visitors' Bureau and Bar Harbor to add-on to their existing fam trips. This represents value added to their tour and additional exposure for our purpose.

We will also cooperate with MDOT, MOT, MDOC, MTA and chambers of commerce throughout the state.

**Budget Description:** \$2500 MTMPP support for the fam tours.

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

**Cash Match:** \$2,500.00

**In-Kind Match:** \$5,000.00

## Project Quick Reference

Marketing and Promotion of Events Celebrating the Opening of the Penobscot Narrows Bridge	MTMPP Award	Cash Match	In-Kind Match
Brochures	\$14,000.00	\$1,750.00	\$5,250.00
PR and Print Advertising	\$18,500.00	\$9,625.00	\$16,875.00
On line and Broadcast Advertising	\$9,000.00	\$1,125.00	\$3,375.00
Familiarization Tours for Travel Writers	\$2,500.00	\$2,500.00	\$5,000.00

## Budget Summary

<b>Proposed MTMPP Award:</b>	\$44,000.00
<b>Administrative Costs:</b>	\$11,000.00
<b>Cash Match:</b>	\$15,000.00
<b>In-Kind Match:</b>	\$30,500.00
<b>Total Match:</b>	\$45,500.00
<b>Total Proposed Budget:</b>	\$89,500.00