

Profile

Applicant: Regional Application
Grant Manager: Gary Edwards
Name of Organization: DownEast & Acadia Regional Tourism
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Date of Incorporation: February 7th, 1994
EIN: 01-0369337

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

1. Advertising in Print Media - increasing our presence in regional publications has yielded good results thus far. AAA Northern New England, for example, brought in a large number of information requests from a geographic region that is likely to travel to DownEast & Acadia.
2. Training
 - A. - Sustainable and Experiential Tourism Workshop held in Machias, March 17. DART partnered with the Vacationland Resources Committee to plan and carry out this extremely successful event, aimed at building collaborations among tourism stakeholders in the region. Over 100 participants attended and evaluations were very positive.
 - B. Planned events in Machias and Ellsworth in May are geared toward educating area hospitality workers (both first and second tier) in customer service and destination training. This is a step toward providing tourists with courteous and helpful information from anyone they encounter during their visit, whether in a hotel, restaurant, gas station, convenience or retail store.
3. Adventures in Travel Trade Show -- DART Exhibited with the Maine Office of Tourism to tap into the adventure travel market, a group typically willing to travel farther to experience a new and exciting place.

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.

Our goals are to have visitors stay longer, visit more of the region and spend more money while emphasizing our natural resources through the promotion of sustainable tourism practices, hand-in hand with local stakeholders.

Our proposal for 2007 has two essential components:

1. Advertising/Marketing - to broaden the scope of awareness and visitation to our region through advertising and improved web site interaction and maintenance.
 - A. Advertising in Print Media to niche markets and for the off-season. We also will include some web advertising.
 - B. Cooperative Advertising in Maine Invites you to build on the existing DownEast & Acadia brand and making it work effectively both regionally and for individual, local businesses.
 - C. Web Site improvements - to make site more attractive, interactive and useful for visitors, while streamlining maintenance of site for DART administrators and for local areas.
 - D. Cooperating with Cruise Maine on Sea Trade Show.
2. Regional and Local Education/Collaboration
 - A. Educating Travel Agents at AAA Agencies in New England
 - B. Education of local businesses (through cooperation with the chambers) on marketing their products/services.
 - C. Greater Bucksport Bay Area Historical Society Cooperation
 - D. Support of the MOT Training with Judy Randall for the regions and subregions.

We will also support the Maine Tourism Commission's Public Relations efforts through its Public Service Announcements to

increase public awareness into the economic benefits of tourism statewide.

We will look at the state's economic indicators (sales tax revenues) for 2006 and compare them with the 2007 figures. Our goal is to achieve an incremental and sustainable increase from year to year.

For each of our goals, we have specific, quantifiable methods to measure the effectiveness/success rates (detailed in each element description).

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

Our proposed strategy is for increased targeting of our markets and increased efficacy of the tools we use to reach these markets, while simultaneously building capacity in the sub-regions to cooperate and build collectively on the established DownEast & Acadia brand.

This strategy builds upon DART's projects of the last years, building the brand and setting up marketing mechanisms (web site, brochures, advertising) for the whole region.

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 with in the region", and "marketing the region as an exciting four-season destination".

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 Deveopment (DE RC&D). DE RC&D is an established agency operating in Cherryfield and is involved in resource conservation and economic development in the same region as DART (Hancock and Washington Counties). DE RC&D's Vacationland Resources Committee also works closely with DART.

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.

Through cooperation with the Vacationland Resources Committee of the Down East RC&D, there is a possible project of researching sustainable businesses in the area to create a web-based database to encourage cooperation and information sharing among businesses that are sustainable and/or looking to increase their sustainability (project is pending availability of an intern).

VRC will also be researching to further develop a resource guide for sustainable tourism in the DART Region.

Public Relations

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

Company: Risteen Masters

Address: c/o Bay Ferries, 121 Eden St., Bar Harbor, ME 04609

Phone: (207) 288-1171

Email Address: info@downeastacadia.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, the state's public relation's firm.

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

All U.S., northeast Regional and Atlantic Province publications and broadcast outlets.

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) support our efforts and provide funding to the cash and in-kind match.
2. DART works with other regional and local organizations having similar goals and objectives, i.e.:
 - A. Vacationland Resources Committee of the DERC&D just held a very successful regional workshop on experiential and sustainable tourism and continues to encourage involvement from stakeholders in the region.
 - B. WHCA's Downeast Business Alliance works with businesses through its "Incubator without Walls" Program. DART's association with these organizations helps raise awareness of resources available for businesses.
3. We support the MTC's Public Service Announcements
4. We will participate in the State's Web Technology Share program.
5. We would like to explore with the other regions, the possibility of more collaboration and capacity building, such as the joint effort in the Judy Randall Presentation.

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 use-friendly mechanism for potential visitors. They can currently get an overview into each of DART's subregions and do searches to identify lodging, campgrounds, dining and services in each of the sub-regions. We also have calendar of events, searchable by date. Information requests are sent by email from the site to DART.

The over-riding goal for our site is to be a tool to bring more visitors, who stay longer, and spend more money in our region as outlined in the Maine Office of Tourism's 5-Year Strategic Plan. Access to as much information as possible in as user-friendly a manner as possible, is key to achieving this goal.

We would like better integration with the MOT site, while still maintaining our own brand identity and administrative responsibility.

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

We are committing funds to the State's Web Technology Share program, to increase the searchability, interactivity and communication aspects of the site, while streamlining the maintenance process (minimizing data entry by the administrators, minimizing redundant entries, and maximizing the available information).

We would also like to be able to automate the information that can be collected through the website, for use in other marketing actions.

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, follow up (evaluation) and conversion studies.

We also keep information on which clients would like updates, so that in the future we can send them newsletters on what is happening in the region.

Budget Summary

Current Projects

Project 1: Media Plan

Project Type: Advertising
Description: Advertising plan (list of insertions) for niche and off season advertising

Element 1: List of insertions

Project: Media Plan

Element Description: Placement of Advertisements for DART

Timeline: 1. AAA Northern New England - Mar/Apr 2007 and July/Aug 2007
2. Yankee Travel Guide - Annual 2007 Edition
3. Natural New England - Summer 2007

Tracking: The effectiveness of this advertising campaign will be measured by surveying callers and by responses through web site inquiries.

Target Market: Traveling public in targeted regions/market niches as well as the off-season traveler.

Rationale: 1. AAA Northern New England - circulation 440,000 among travelers from Northern New England (within a day's drive to our region), excellent response to 2006 ads. Spring issue to target summer visitors and Summer Issue to target autumn visitors.
2. Yankee Travel guide - 250,000 circulation among travelers interested in New England
3. Natural New England - 17,000 circulation among nature and outdoor travelers to target this market niche.

Media Type: 1. AAA Northern New England - Magazine 1/2 page, 4 color (both issues)
2. Yankee Travel Guide - Annual magazine supplement, 1/2 page 4 color
3. Natural New England - full page, 4 color

Co-op Opportunity: (No Response)

Budget Description: 1. AAA Northern New England - \$10900.00 (\$5450 per issue)
2. Yankee Travel Guide - \$7000.00
3. Natural New England - \$800.00
4. Design and production - \$800

Grand Total: \$ 19,500.00

MTMPP Award: \$19,500.00

Cash Match: \$1,877.00

In-Kind Match: \$7,312.50

Project 2: Cooperative Advertising in Maine Invites You

Project Type: Advertising
Description: Cooperative Ad for entire DART Region offering sub-regions the opportunity to be part of a DownEast & Acadia Section in this publication

Element 2: Maine Invites You

Project: Cooperative Advertising in Maine Invites You

Element Description: Providing an opportunity for businesses and sub-regions to advertise as part of a DART section in Maine Invites You.

Timeline: July 2006 visits to chambers to describe project and opportunity.

July and August 2006 - MTA will sell the space to the businesses and chambers
Sept 2006- buying and reserving space.

Tracking: We will track the number of requests generated through this advertisement and will conduct a conversion study.

Target Market: Traveling public and businesses in the region.

Rationale: This fits into our goal of building on our brand identity and enabling local businesses to effectively market themselves.

Media Type: Print publication

Co-op Opportunity: Yes, with local businesses and chambers.

Budget Description: DART will have one full page itself as the start of the DownEast & Acadia Section of Maine Invites You. Depending on participation from businesses and chambers, the region will have additional pages.

MTMPP Award: \$13,000.00

Cash Match: \$1,625.00

In-Kind Match: \$5,375.00

Project 3: Web Site Technology Share

Project Type: Website Development

Description: Upgrade web site

Element 3: Web Site Improvement

Project: Web Site Technology Share

Element Description: Add interactivity to site, increase information available to users, enable local businesses to manage their own listings, enable more efficient use of information collected by the site, reducing redundant data entry.

Timeline: Work will begin July 2007 and will proceed as the technology is ready by Portland Web Works.

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

When the technology is available, we will be able to track the number of businesses directly contacted through 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 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.

Cash match and in-kind match is not required for this cooperative project. Figures used below are only placeholders.

MTMPP Award: \$15,000.00

Cash Match: \$1,875.00

In-Kind Match: \$5,265.00

Project 4: Sea Trade Show

Project Type: Travel Trade & Consumer Shows

Description: Support the Sea Trade Show through Cruise Maine to increase awareness and build upon established contacts in the lucrative cruise travel market.

Element 4: Support of Cruise Maine Initiative

Project: Sea Trade Show

Element Description: Goal is to increase the number of cruise ships calling on our region.

Timeline: Event is to take place March 12-17, 2007. Cruise Maine will organize the show and make the arrangements in late 2006, early 2007.

Tracking: We will measure whether there is an increase in the number of cruise ships calling on our region.

Target Market: Cruise Ship Companies and their clientele.

Rationale: This is part of our overall goal of broadening our visibility by using the cruise ships as the vehicle to bring in more tourists. This show will also re-inforce the desirability of our region as a coastal destination. It is hoped that once travelers get a taste of our region via the port of call, they will come back for a complete vacation in DownEast & Acadia.

Several sites in the DART Region are looking for expanded opportunities, i.e. Eastport.

Partners: Cruise Maine

Budget Description: To cover booth fees and exhibit related expenses.

MTMPP Award: \$1,500.00

Cash Match: \$750.00

In-Kind Match: \$0.00

Project 5: Travel Agent Training

Project Type: Hospitality and Technical Assistance Training

Description: Visiting Travel Agencies to inform them about our region

Element 5: AAA New England, Agency Visits

Project: Travel Agent Training

Element Description: Scheduling visits to AAA New England agencies to inform their travel consultants about DownEast & Acadia.

Timeline: Visits will be scheduled in late fall and early winter (06/07).

Tracking: Tracking the number of inquiries from the AAA localities visited.

Target Market: The traveling public.

Rationale: The AAA New England offices are in areas within a day's drive of our region. Travel consultants are excellent multipliers and if informed can advise their clients about our area, increase awareness for the region and make bookings.

Partners: Local chambers and businesses, if they wish to participate.

Budget Description: Travel costs.

MTMPP Award: \$1,500.00

Cash Match: \$209.00

In-Kind Match: \$3,562.50

Project 6: Marketing Training at Chambers

Project Type: Hospitality and Technical Assistance Training

Description: Tourism Marketing Training at the local level.

Element 6: Training Sessions

Project: Marketing Training at Chambers

Element Description: To advise local businesses on how to approach marketing to tourists and on how to make use of DART's established branding for their business.

Timeline: Late fall 06, early 2007

Tracking: Number of participants attending the workshop and evaluation results.

Target Market: Businesses in the DART Region

Rationale: Businesses need to know how to market themselves and need to know what is available to them regionally to put themselves in the best position to work cooperatively with others and with DART.

Partners: Local Chambers of Commerce.

Budget Description: Travel Costs.

MTMPP Award: \$305.00

Cash Match: \$39.00

In-Kind Match: \$2,280.00

Project 7: Bucksport Bay Area Historical Societies

Project Type: Tourism Product Development

Description: Improving the experience for tourists interested in history

Element 7: Historical Societies in Greater Bucksport Area

Project: Bucksport Bay Area Historical Societies

Element Description:

1. Production of a map with all historical societies in the Blue Hill Peninsula, and Stonington Deer Isle (3000 copies, distribution via MTA, 3 Chambers of Commerce, the historical societies and museums in the area).
2. Basic web site and internet training to the societies
3. Basic hospitality training, archival and preservation training and storytelling training to societies throughout the DART region.
4. History Weekends

Timeline: Brochure layout by end of July 06, printing by mid August 06, distribution to begin early in September 06.

Trainings to take place mid-October 06 to early June 07.

First History Weekend at the end of July 06 with subsequent weekends to coincide with the bridge opening celebrations in October, December of '06 and June '07.

Tracking: Tracking will be accomplished by comparing the number of visitors to the area historical societies from '05 to '06 and '07, society membership gains from '05 to '07 and through a feed back questionnaire completed by historical society members and visitors.

Target Market: The traveling public and historical society members.

Rationale: The historical societies in the area would like to improve the quality of the history experience at the local societies, increase awareness of history to visitors and improve awareness of tourism to historical societies of Land Grant Plantations 1-6, the Blue Hill Peninsula. They have stories worth telling outside of the relatively close circles of our communities. Historical societies aren't attics, they're educational institutions, they need to reach out more. Visitors are people who may listen, want to become part of our

stories and help us make history. Our goal is to create that link to make it possible.

- Budget Description:** Promotion of project \$200
Society Guide/map (incl. distribution) - \$2160
Instruction/Coordination \$ 940
- MTMPP Award:** \$3,300.00
- Cash Match:** \$500.00
- In-Kind Match:** \$1,150.00

Project 8: Support of Marketing Workshop for Maine's Regions

- Project Type:** Hospitality and Technical Assistance Training
- Description:** Educating Grant Managers on branding techniques

Element 8: Regional Marketing Training

- Project:** Support of Marketing Workshop for Maine's Regions

Element Description: Judy Randall will hold a seminar for key regional people. DART supports this all-day session to educate grant managers on branding techniques and generational issues affecting marketing.

Timeline: November 15

Tracking: Post seminar feedback from attendees

Target Market: Grant managers and key people from DART area.

Rationale: This is important information for the grant managers to have.

DART wishes to increase its marketing effectiveness.

Partners: Other Regions and MOT

Budget Description: DART's portion of the training \$895.00.

This cooperative project does not require the cash match or in-kind match. The match figures below are only used as placeholders.

- MTMPP Award:** \$895.00
- Cash Match:** \$112.00
- In-Kind Match:** \$335.50

Project 9: Public Service Announcements

- Project Type:** Public Relations
- Description:** Support of the Maine Tourism Commission's Public Service Announcements

Element 9: Participation in Supporting Maine Public Service Announcements

- Project:** Public Service Announcements

Element Description: PSA's for in-state marketing of the benefits of the tourism industry.

Timeline: To be determined by Maine Tourism Commission

Tracking: To be developed by Maine Tourism Commission

Target Market: Maine Citizens

Maine Tourism Marketing Partnership Program



Rationale: The Public Relations project will consist of DART's support of the Maine Tourism Commission's Public Service Announcements (PSA's) to increase the awareness among Maine's citizens of the important economic benefits the tourism industry provides. This is an integral component of educating the public with awareness on why it is in their interest to support the tourism industry.

Budget Description: We committed \$5000 for this. We learned on 4/7/2006 after our budget was finalized by our board, that MOT was requesting \$7500. We are not in a position to budget more than \$5000 at this time. Cash Match and In-kind match below are not required. Figures used below are only placeholders.

MTMPP Award: \$5,000.00

Cash Match: \$625.00

In-Kind Match: \$1,875.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Media Plan			
List of insertions	\$19,500.00	\$1,877.00	\$7,312.50
Cooperative Advertising in Maine Invites You			
Maine Invites You	\$13,000.00	\$1,625.00	\$5,375.00
Web Site Technology Share			
Web Site Improvement	\$15,000.00	\$1,875.00	\$5,265.00
Sea Trade Show			
Support of Cruise Maine Initiative	\$1,500.00	\$750.00	\$0.00
Travel Agent Training			
AAA New England, Agency Visits	\$1,500.00	\$209.00	\$3,562.50
Marketing Training at Chambers			
Training Sessions	\$305.00	\$39.00	\$2,280.00
Bucksport Bay Area Historical Societies			
Historical Societies in Greater Bucksport Area	\$3,300.00	\$500.00	\$1,150.00
Support of Marketing Workshop for Maine's Regions			
Regional Marketing Training	\$895.00	\$112.00	\$335.50
Public Service Announcements			
Participation in Supporting Maine Public Service Announcements	\$5,000.00	\$625.00	\$1,875.00

Budget Summary

Proposed MTMPP Award:	\$60,000.00
Administrative Costs:	\$15,000.00
Cash Match:	\$7,612.00
In-Kind Match:	\$27,155.50
Total Match:	\$34,767.50
Total Proposed Budget:	\$94,767.50