

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. Maine Invites You, Cooperative Advertising - In 2007, DART sponsored a cooperative advertising section in Maine Invites You. This not only increased the region's exposure to folks interested in Maine, but it also increased cooperation among the chambers and tourism stakeholders in DART's subregions and increased awareness of how DART is working locally to help the subregions. DART subsidized advertising to areas that otherwise would not have been able to afford a presence. Already there have been many requests for information from potential visitors stemming from the advertising in the DART section of Maine Invites You.
2. Media Plan - The media plan to reach a broad base of potential visitors was targeted to a combination of web and print advertising, primarily geared to the New England "drive" market. Dedicated toll-free numbers are being used which will help us determine which ads elicit the best response for us.
3. Web Site Upgrades - this ongoing project is critical to reach travelers who use the internet to gather their travel information. The DART site will be much more interactive and will encourage people to move through and explore the entire region as they plan their trip, thereby encouraging them to stay longer and visit more of DART's areas and attractions.

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.

DART's goals for 2008 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 2008 has the following key components:

1. Product Development - The DART board believes that development of the tourism products offered in our region goes hand-in-hand with promotional efforts. These development efforts will primarily be focussed on niche markets and/or in the subregions where more specific product development will benefit the entire DART area by extension. The success of these efforts will be clearly evident by the programs/activities available at the end of the 2008 project year.
2. Marketing, Advertising, PR - These efforts are the basics for reaching the traveling public. The Board believes that through a combination of Advertising, Trade Shows, PR and the website, we can reach the broadest spectrum of visitors through their preferred medium. Tracking for advertising will be done through dedicated toll free numbers; web stats will track the usage of the site to request information; the number of articles produced will show the effectiveness of the PR efforts.
3. Education - local information on how to market as well as on how to develop new tourism products is critical to the area's tourism future. The number of participants in our education programs and the results stemming from the education (i.e. cooperative development of a birding trail) will show the success of these education efforts.

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

Our proposed strategy is to target the primary "Drive" market as well as those markets pre-qualified by their interest in Maine and

New England. We also will work with the press and industry associations (MTA and Cruise Maine), to build on the brand recognition for DownEast & Acadia. At the same time we will work to develop capacity among stakeholders in the region (education) as well as to develop new products for visitors' enjoyment and the economic benefit to the region.

The board views all these components as key in growing tourism in the area.

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-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 Development (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.

Birding - we intend to review existing birding websites and inventory any missing elements/sites.

We will be working on efforts to inventory the lodging and restaurant facilities by sending information out to all facilities registered by the state in our area and inviting them to enter a listing on our upgraded website.

Public Relations

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

Company: Risteen Masters

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

Phone: (207) 992-4610

Email Address: rmasters@flybangor.com

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

We use the list provided by Nancy Marshall, 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

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 for the cash-match and contributes to the in-kind match as well. Maine Invites You 2007 is a prime example of successful local cooperation to bring the entire region together.

2. DART works with regional and local organizations with similiar goals and objectives:

A. Vacationland Resources Committee of the DERC&D is producing a Sustainable Tourism Resource Guide

B. WHCA's Downeast Business Alliance works with tourism businesses through its "Incubator Without Walls" program.

3. We support MTC's Public Service Announcements, the work by CENTRO to improve the tracking methods statewide. We also participate in MOT's Web Tech Share program.

We are exploring other collaborative efforts with other regions via common themes such as the coast, byways, birding, etc.

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 mechanism for potential visitors.

The over-riding goal for the site it to be tool to bring more visitors, who stay longer, and spend more moeny in our region, as outlines in the Main 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 this goal.

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

We are continuing to commit funds toward the State's Web Technology Share program, to increase the user's experience on our site in a streamlined, efficient way.

We are also hoping that the upgraded site will help us inventory facilities in the region and increase the spirit of cooperation among areas and businesses.

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 updates, so that in the future we can send them newsletters or targeted emails on the region, geared to their interests.

Budget Summary

Current Projects

Project 1: PSA Project

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: Web Application Streamlining

Description: Regional Representatives chose to support the streamlining of the MTMPP Grant online application and to simplify the grant reporting process.

MTMPP Award: \$2,050.00

Project 3: CENTRO Tracking / Measurement

Description: Regional Representatives chose to support the development of measurement systems by the University of Maine's CentRO and to provide a clearing house for regions data collection.

MTMPP Award: \$4,875.00

Project 4: Administrative Costs

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

MTMPP Award: \$17,400.00

Project 5: 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. Yankee Magazine - May/June 2008 (deadline March 2008)- \$5500
2. Maine Invites You - 2008 (deadline October 2007) \$13,000
3. Portland Magazine- 2008 Summerguide (deadline May 2008) - \$2000
4. Downeast Magazine - Fall 2008 (deadline - July 2008) - \$2400.00
5. Boston.com - June Print/Web Package 2008 deadline April 2008 - \$6000.

Tracking: The effectiveness of this advertising campaign will be measured by surveying callers as well as by dedicated toll free numbers, unique to each ad, so we can evaluate the responses from each publication/site.

Target Market: Traveling public in targeted regions (New England interest) and the "drive" market, not just for summer but for all seasons.

Rationale:

1. Yankee Magazine - May/June 2008 circulation 380,000, excellent response to our 2006 ad (2007 results not yet available)
2. Maine Invites You - 2008 excellent response to our ad in 2007 and the cooperation was well-received by our local chambers/businesses.
3. Portland Magazine- 2008 Autumn - circulation of more than 100,000, reaching the "drive" market and/or those interested in Maine
4. Downeast Magazine - Fall 2008, circulation of ca. 105,000, reaching the drive market and/or those interested in Maine, for the fall season
5. Boston.com - June Print/Web Package 2008, circulation about 1 million visitors per month on website and print circulation (Sunday paper) of over 600,000, chosen to reach the Metro Boston "Drive" market for summer vacation plans.

Media Type:

1. Yankee Magazine - Magazine
2. Maine Invites You - Travel Guide
3. Portland Magazine- Magazine
4. Downeast Magazine - Magazine
5. Boston.com - Newspaper and Web site Package.

Co-op Opportunity: For all 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.

Budget Description:

1. Yankee Magazine - May/June 2008 - \$5500
2. Maine Invites You - 2008 \$13,000
3. Portland Magazine- 2008 Autumn - \$2000
4. Downeast Magazine - Fall 2008 - \$2400
5. Boston.com - June Print/Web Package 2008 - \$6000
6. Production costs \$875

Total: \$29875

MTMPP Award: \$29,875.00

Cash Match: \$3,750.00

In-Kind Match: \$11,204.00

Project 6: Web Site Technology Share

Project Type: Website Development

Description: Upgrade web site

Element 2: Web Site Improvement

Project: Web Site Technology Share

Element Description: Refining and customizing the web site.

Timeline: Work on customization and finalization of the tech share 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.

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.

Customization of our site will further solidify our DownEast & Acadia branding efforts.

Budget Description: Portland Web Works for technology upgrade.

MTMPP Award: \$5,000.00

Cash Match: \$625.00

In-Kind Match: \$1,875.00

Project 7: 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 3: 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 10-13, 2008. Cruise Maine will organize the show and make the arrangements in late 2007, early 2008.

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 fess and exhibit related expenses.

MTMPP Award: \$1,500.00

Cash Match: \$750.00

In-Kind Match: \$0.00

Project 8: Maine Media Marketplace

Project Type: Public Relations

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

Element 4: Participation at media event

Project: Maine Media Marketplace

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

Timeline: The marketplace will take place in March or April 2008.

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

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.

Other regions within the state have expressed their satisfaction with the results from this event and we believe it is a good way to begin our concerted PR efforts.

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

MTMPP Award: \$1,500.00

Cash Match: \$188.00

In-Kind Match: \$563.00

Project 9: Tides Institute and Museum of Art

Project Type: Brochures

Description: The Tides Institute has developed a Way DownEast regional online directory of arts and culture (www.culturepass.net). Two promotional print pieces will be produced to market and raise public awareness of this resource.

Element 5: Oversized Post Card

Project: Tides Institute and Museum of Art

Element Description: Production of a postcard featuring a list of libraries, museums, historical societies and arts centers in the Way DownEast subregion.

Timeline: July 2007, with availability for late in the 2007 season and 2008.

Tracking: On-line survey tool and measuring the increased volume of visitors to the CulturePass website.

Target Market: Visitors and the general public

Rationale: To provide a reference for the Culture Pass web site and providing immediate information on area cultural sites.

Distribution Plan: The cards will be distributed through arts and cultural organizations, chambers of commerce, hospitality and other businesses, libraries, tourism centers and border crossings in the area.

Budget Description: Design costs \$250
Printing costs \$795.00

Total: 1045

MTMPP Award: \$1,045.00
Cash Match: \$250.00
In-Kind Match: \$1,125.00

Element 6: Rack Card Calendar

Project: Tides Institute and Museum of Art

Element Description: To produce a calendar, listing annual community celebrations and events.

Timeline: July 2007, with availability by the end of the 2007 tourism season and for the 2008 season.

Tracking: Tracking will be done by a simple on-line survey tool and by measuring the increased volume of CulturePass website visitors.

Target Market: Visitors to the area and the general public

Rationale: To raise public awareness of the cultural offerings of the area and to provide a quick reference on annual events for residents and repeat visitors.

Distribution Plan: The calendars will be distributed through arts and cultural organizations, chambers of commerce, hospitality and other businesses, libraries, tourism centers and border crossings in the Way DownEast subregion.

Budget Description: Design costs - 250
Printing costs - 705

Total: 955

MTMPP Award: \$955.00
Cash Match: \$250.00
In-Kind Match: \$1,000.00

Project 10: Way DownEast Thematic Trail Map Project

Project Type: Website Development

Description: To produce a comprehensive web-enabled trip planning map for the Way DownEast Subregion.

Element 7: Web-enabled Trip Planning Map

Project: Way DownEast Thematic Trail Map Project

Element Description: The map will be a printable, web-enabled resource to provide prospective visitors with information on natural and cultural attractions, travel planning and local businesses. Visitors will be able to access direct links to participating businesses' websites to simplify planning and help visitors better connect with local businesses.

Timeline: Data collection will be done by end of July 2007 and website construction will swing into full gear in summer and fall 2007. Website launch will be in late 2007.

Tracking: This will be tracked by measuring the number of hits to this web enabled map.

Target Market: Prospective visitors to the area.

Rationale: By linking travel planning with information on local businesses, this tool will simplify trip planning and help prospective visitors better connect with local businesses.

Budget Description: Business Outreach \$1600
Data Collection \$ 600
Map Creation \$400
Content Development \$ 400
Website Design \$2000

Total \$5000
MTMPP Award: \$5,000.00
Cash Match: \$5,000.00
In-Kind Match: \$0.00

Project 11: Tours Way DownEast

Project Type: Tourism Product Development
Description: Development and marketing of new tour itineraries in the Way DownEast subregion.

Element 8: Development and Marketing of Tours

Project: Tours Way DownEast

Element Description: Development and marketing of new tour itineraries to broaden the geographical coverage of tours available in the subregion.

Timeline: Research and scripting will take place in fall 2007. Once scripted, guides will be trained in the itineraries in the spring of 2008. Tours will be available in the 2008 summer season. Brochures (1500 to be distributed through local outlets and in response to inquiries) will be printed early in 2008 and the website will be updated as soon as the tours are developed (early in 2008).

Tracking: The success will be evaluated by tracking the number of brochures distributed, the number of web site visits and the number of telephone inquiries for the new itineraries, as well as by the number of new tours booked in the 2008 summer season.

Target Market: Traveling public.

Rationale: The Way DownEast region has much to offer visitors, but there are few tour program available to them. Particularly with the City of Eastport attracting cruise boats in the 2007/2008 season there is the need for tours covering more of the area (currently only tours of Lubec and Cobscook Bay are available).

Budget Description: Tour Research and Scripting \$ 500
Guide Training \$500
Brochure Printing \$500
Web Site Update \$500

Total: \$2000

MTMPP Award: \$2,000.00
Cash Match: \$250.00
In-Kind Match: \$750.00

Project 12: AAA Southern New England

Project Type: Travel Trade & Consumer Shows
Description: Through the Maine Tourism Association, we will distribute our DART brochures at AAA Southern New England 2008

Element 9: Brochure Distribution

Project: AAA Southern New England

Element Description: To distribute DART information to consumers in our "drive" market area.

Timeline: 1000 packages will be sent to Maine Tourism Association at the beginning of 2008.

- Tracking:** We will use a dedicated toll free number on the packages so that we can track how many inquiries our packages lead to.
- Target Market:** The traveling public within driving distance of our area.
- Rationale:** We hope that collaboration under the MTA umbrella will increase our visibility as a region within the state and will encourage visitors interested in visiting Maine to come DownEast.
- Partners:** Maine Tourism Association
- Budget Description:** \$800 distribution fee for MTA
- MTMPP Award:** \$800.00
- Cash Match:** \$100.00
- In-Kind Match:** \$300.00

Project 13: Birding Trail Research

- Project Type:** Tourism Product Development
- Description:** DART will be working with local partners involved in birding to research birding sites in the area to ensure we have a complete inventory of what is here.

Element 10: Inventorying

- Project:** Birding Trail Research
- Element Description:** DART will inventory birding sites throughout the region.
- Timeline:** Research will begin in fall of 2007 and be complete by the spring of 2008.
- Tracking:** We will be able to identify a concrete number of new sites.
- Target Market:** Birding enthusiasts
- Rationale:** Birding is very popular and can have an immense economic impact on a region. DART wishes to expand its birding "product" with the first step being to make sure we have an accurate overview of what is available, where and at what time(s) of year, so we can promote it effectively.
- Budget Description:** \$1500 research
- MTMPP Award:** \$1,500.00
- Cash Match:** \$187.50
- In-Kind Match:** \$562.50

Project 14: Birding Education

- Project Type:** Hospitality and Technical Assistance Training
- Description:** DART will be offering an educational session for stakeholders in the region on how to develop a birding trail.

Element 11: Seminar

- Project:** Birding Education
- Element Description:** DART will work with local and regional experts in birding to hold an educational session on how to develop a birding trail.
- Timeline:** The session will be held late in 2007
- Tracking:** We will track the number of participants at the educational session

Target Market: Local stakeholders in the birding

Rationale: There are many of our members and local businesses who want to develop this niche market, but need guidance in how to approach it. It is an ideal opportunity to educate the whole region and to encourage cooperation across the board in setting up a trail.

Partners: DownEast Audubon
VRC
SCEC

Budget Description: Educational Seminar \$1500

MTMPP Award: \$1,500.00

Cash Match: \$187.50

In-Kind Match: \$562.50

Project 15: Marketing Workshop

Project Type: Hospitality and Technical Assistance Training

Description: Setting up a marketing workshop in the Schoodic and Downeast region so local stakeholders and DART members learn how to more effectively market the area.

Element 12: Marketing workshops for business development

Project: Marketing Workshop

Element Description: Marketing workshop for businesses

Timeline: Fall 2007

Tracking: The number of attendees will be tracked and surveyed as to the helpfulness of the seminar.

Target Market: Local businesses and chambers

Rationale: The Schoodic Area Chamber of Commerce, an all volunteer organization, is undergoing a revitalization process including an increase in membership by over 37%. It has a unique opportunity to share information and educate its stakeholders from events this past year (i.e. Judy Randall Seminar)

Partners: DART Chambers of Commerce, especially in the Schoodic and DownEast Subregion

Budget Description: \$2000.00 for workshops with the Schoodic Area Chamber of Commerce providing \$2650 in cash match and \$3350 in in-kind support for this project

MTMPP Award: \$2,000.00

Cash Match: \$2,650.00

In-Kind Match: \$3,350.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
PSA Project			
PSA Project	\$10,000.00		
Web Application Streamlining			
Web Application Streamlining	\$2,050.00		
CENTRO Tracking / Measurement			
CENTRO Tracking / Measurement	\$4,875.00		
Administrative Costs			
Administrative Costs	\$17,400.00		
Media Plan			
List of insertions	\$29,875.00	\$3,750.00	\$11,204.00
Web Site Technology Share			
Web Site Improvement	\$5,000.00	\$625.00	\$1,875.00
Sea Trade Show			
Support of Cruise Maine Initiative	\$1,500.00	\$750.00	\$0.00
Maine Media Marketplace			
Participation at media event	\$1,500.00	\$188.00	\$563.00
Tides Institute and Museum of Art			
Oversized Post Card	\$1,045.00	\$250.00	\$1,125.00
Rack Card Calendar	\$955.00	\$250.00	\$1,000.00
Way DownEast Thematic Trail Map Project			
Web-enabled Trip Planning Map	\$5,000.00	\$5,000.00	\$0.00
Tours Way DownEast			
Development and Marketing of Tours	\$2,000.00	\$250.00	\$750.00
AAA Southern New England			
Brochure Distribution	\$800.00	\$100.00	\$300.00
Birding Trail Research			
Inventorying	\$1,500.00	\$187.50	\$562.50
Birding Education			
Seminar	\$1,500.00	\$187.50	\$562.50
Marketing Workshop			
Marketing workshops for business development	\$2,000.00	\$2,650.00	\$3,350.00

Budget Summary

Proposed MTMPP Award:	\$69,600.00
Administrative Costs:	\$17,400.00
Cash Match:	\$14,188.00
In-Kind Match:	\$21,292.00
Total Match:	\$35,480.00
Total Proposed Budget:	\$105,080.00