



MTMPP Regional Grant Final Report FY20
(July 1, 2019 to September 30, 2020)

Report Summary/Executive Summary

DART's FY2020 marketing plan was designed to:

- Reach more families, more Mainers, and those interested in outdoor recreation
- Increase the library of photographs and videos for use on social media, websites, and other marketing campaigns
- Develop a StoryMaps website for the Scenic Byways & Regional Trails of DownEast Acadia to provide a deeper, more intimate story of the people and places of the region (branded with and linked to DownEastAcadia.com)
- Continue to make the DownEastAcadia.com website more user-friendly, relevant, and engaging
- Connect visitors via E-newsletter with a more comprehensive experience of DownEast Acadia through geographic and thematic connections
- Refine the DownEast Acadia Visitor Guide layout as a branding framework going forward
- Engage community members and partners more actively, diversify & grow representation

Maine Public Radio continues to be a successful method to reach more families and outdoors enthusiasts within Maine. In 2021 DART expanded from broadcast-only to include digital spots on MainePublic.org.

The 2019 Media Tour conducted May 2019 in partnership with Maine's Mid-coast and Women in Travel yielded DART's best rate of return in providing good marketing tools – photos, blog posts, and social posts. In 2020, to better engage partners and businesses with tour planning and hosting, DART offered interested communities an opportunity to submit a media tour plan of their own making to DART for matching funds. Two communities provided proposals; one completed the event but reduced it to a video shoot only in the end. Planning and conducting a

media tour is a lot of work; having a committed one or few people is required for a successful tour.

The Cobscook photo shoot conducted in fall 2018 also yielded a good number of excellent photos for use in print and digital creative. DART had hoped to include local models to represent the racially, ethnically, and age/class-diverse people of the region to provide better tools to welcome a more diverse audience. The planning time frame was short due to videographer availability and relying on a professional production company to fully plan and oversee the project resulted in not meeting the intent of being locally and diversely representative. We will try this again sometime during the spring- fall of 2021, with more planning time and local inclusion.

Pardue Media and Galen Koch each produced another set of short videos intended to broaden visitor understanding of the people and experiences of the region. DART has worked with Pardue and Koch for several seasons and gained a better sense of what they prefer and what works to meet the intent and reach the desired audience. In 2021 DART will seek new videographers from the region with skills and perspectives that meet those needs.

New DART Board and Sub-Committee leaders stepped forward in 2020 and have taken charge to improve DART marketing and regional networks, and to advance the organization's capacity. The process is slow, mainly because it requires a lot of time and dedication – either from increased staff support or increased volunteer involvement. DART continues to provide stakeholder newsletters and invite Board and community members to participate, learn, and provide feedback. DART provided more press releases in 2020, and a few Board members have truly worked hard at improving direct involvement within their business communities.

Beginning March/April 2020 DART deepened its marketing focus on outdoor recreation, family travel, more remote locations, and inviting visitors from within Maine. Media tour and photo shoot monies were diverted to support broadcast and digital advertising framed around these messages.

Details of grant projects

Actual Results from Project/Elements listed in original application and/or from modifications or adjustments made during this cycle.

- **Broadcast - Maine Public Radio:** Purchased 163 spots running from May 11 through October 27, 2020. Target Value 2 million gross impressions. Actual Value: Portland area 3,190,900, Bangor area 1,211,800.
- **Print Advertising:** *target value 2 million circulation*
 - Maine Camping Guide - 160,000 circulation
 - New England Traveler
 - Adventure Cyclist - 70,000

- MTA Attractions & Services Map
- **Maine Invites You Coop:** 300,000 circulation
- **Digital Advertising:** *target value 800,000 impressions*
 - AdventureCycling.org - 281,820 impressions
 - CampMaine.com - 27,058 impressions
 - NPR.org –82,982 impressions
 - Social Media –319,723 impressions; 32,943 engagements; 1,695 post clicks
 - 2020 Summer Campaign via Thalo Blue – see attachments for statistics
- **Visitor E-Newsletters:** 10 unique themed E-newsletters, plus regular “welcome” and “order your guide” emails
- **Media Tours:** hoped to host 4 participants each providing 1 blog post, 3 social posts, 15 photos, and 1-minute video. Actual event was a video shoot that produced one 3-minute video, filmed in Grand Lakes Stream and including Downeast Coastal Conservancy, included fishing & paddling with a Registered Maine Guide.
- **Media Kit:** DownEastAcadiaRegionalTourism.org website was restored. Press releases on Symposium, Pandemic Response, Book-reading, and National Heritage Area each sent to approximately 10 local & regional print newspapers, not certain how many actually picked up the stories.
- **Video Procurement:** Produced seven 20-second videos; one 1-minute video, one 2-minute videos; one 3-minute video.
 - **View long videos:** <https://www.youtube.com/long>
 - **View short videos:** <https://www.youtube.com/short>
- **Photo Procurement:** Target value, 100 high-quality images. Actual value 110 images from Cobscook photo shoot, approximately 25% may actually be used; approximately 50 quality photos donated from DART partners.
- **Visitor Guide:** Target value, 2 new paid sponsorships.
 - Actual Value, no new sponsorships, 2 renewed sponsorships. New sponsorships continue to be a goal for the 2021 and future publications...we need more salespeople on our Board.
 - Visitor Guide upgrades advanced the publication to the point where it serves as a high quality, well-branded, aesthetically pleasing, easy to use template for future guides. FY21 updates will be minimal.
- **Guide Distribution:**
 - CTM media group in New Hampshire distributed 4,500 leftover 2019 brochures between November & December to: Manchester Regional & Pease International airports, Kittery Premium Outlets, Bass Pro / Cabela’s New England, Local & Rec Southern New England, and AAA Offices Southern New England.
 - 6,000 brochures distributed via Getaways on Display in 2020 with coverage in the Philly Metro Area expanded from 2019.
 - 2,348 visitor guides distributed per requests via DownEastAcadia.com.
 - 10,500+/- via Maine Tourism Association; 6,000 remain, likely to be recycled.

- 3,000+/- via local visitor centers and chambers.
- **Travel Shows:** Target value, 1,500 brochures distributed at Maine RV & Camping Show and the New Hampshire Outdoor Expo. Actual Value - All 2020 shows were canceled.
- **Professional Development:**
 - Grant Manager attended the 5-day Bicycle Tourism Network conference in San Antonio, Texas and Radically Rural, a 2-day conference in Keene, NH focused on downtown revitalization and economic development rural communities.
- **Program Administration:**
 - Grant Management contract moved to Sunrise County Economic Council at end of February.

Additional Attachments for FY20 Campaigns

See Google Drive [https://drive.google.com/drive/Annual Report](https://drive.google.com/drive/Annual%20Report)

- for supporting details and documents including on:
 - Maps
 - Outreach
 - Paid Advertising
 - Video
 - Visitor Guide