

Final Report: Eastport & Lubec Artwalks
Maine Office of Tourism – Community Project Grant 2022
Prepared by Joan Lowden, Dec 15, 2022
www.eastportartwalk.org

The Eastport & Lubec Artwalks celebrate our region's rich cultural heritage over two summer weekends with all-ages, all-inclusive interactive art activities, music, film, dance, storytelling, puppetry, mermaids and more. We partner with local arts and community organizations to present a series of events that are mostly outdoors and free, to welcome and encourage participation by community members and visitors alike.

Our goal is to foster partnership with a range of local organizations and to promote regional collaboration and we have achieved that goal. Our "Partners in Art" include the Downeast Rainbow Alliance, Tides Institute and Museum of Art, Eastport Arts Center, Peavey Library, Waponahki Museum and Cultural Center and LAMPS (Lubec Area Musicians Philanthropic Society).

We are grateful for the financial support in 2022 from the Maine Office of Tourism, Maine Arts Commission, First National Bank, Eastport Area Chamber of Commerce, City of Eastport, and personal donors. We also appreciated the business support of Sweeties Downeast for the presenting Chalk-the-walk and Paw Prints for Pride booths, Pinecone and Tassel for the hat making workshop and Raye's Mustard for creating Mermaid Mustard in honor of the First Annual Mermaid parade and National Mustard Day! The support of these organizations and more show the community commitment to the success of this project.

There had been past attempts at First Friday ArtWalks through the years, but this ArtWalk incarnation began in 2020 during Covid. After winter months in isolation, Anne Hopkins (Downeast Rainbow Alliance) and I wanted to bring art to the public in a safe, socially distant manner. We asked business and home owners to create art galleries in their storefront and home windows, then provided walking maps so that people could emerge from their winter, Covid isolation and "Walk Safely with Art". We had participation from 40 homes and businesses, displaying work by over 75 artists. This project continued through the fall with a different featured walk of the month, highlighting gardens, garden art and the amazing natural art that occurs in our magical location. The project was very well received and supported.

In 2021, we wanted to continue to provide a safe way for people to venture out to enjoy visual art, live music and performance again, and also encourage people to go downtown into the shops and galleries. We created 3 ArtWalk Passport weekends with free, outdoor events scheduled the last weekends of June, July and August. "Passports" were stamped at participating galleries; completed passports were entered into prize drawings. We had an average of 100-150 participants of all ages each weekend in 2021.

The model was fine tuned in 2022, keeping the activities that were popular, omitting less successful activities and concentrating on producing just 2 summer weekends. The June weekend had a Pride focus, partnering with the Downeast Rainbow Alliance and the Waponahki Museum to provide a range of all-inclusive, interactive activities. June saw a doubling of attendance from 2021 with over 300 people attending. In August we presented the first annual Mermaid parade with mermaid themed art activities, puppet shows, and more, welcoming close to 500 people to Eastport and Lubec.

Visit our website to view our complete photo galleries for 2022 events – the pictures say it all!

June: <https://www.basslady.com/june2022>



August: <https://www.basslady.com/artwalk>



In terms of marketing, we had proven success with social media and newsletter mailings. The organic reach and engagement numbers were very promising. We also boosted posts close to the events.

Eastport ArtWalk Facebook Page: 1064 Followers, 976 Page Likes

June 1-30: 24 Posts, Post Reach 43,774, Shares 230, Engagement 4,497

July 1-31: 26 Posts, Post Reach 35,235, Shares 172, Engagement 2,663

August 1-31: 27 Posts, Post Reach 55,089, Shares 248, Engagement 9,356

Summer Total: 77 Posts, Post Reach 134,098, Shares 650, Engagement 16,513

NOTABLE POST ON AUG 9th: Reach 8,426, Shares 30, Engagement 5,609

This widely shared and viewed post was the day after the Mermaid weekend, a thank you post with pictures from the event.

Our advertising budget was spent largely on posters, rackcards, and reusable vinyl banners and roadside signs. We purchased print ads in the WayDowneast visitor guide published by St. Croix Chamber and distributed in Washington County, the Cultural Adventures Guide for Acadia and Way Downeast, distributed through Hancock and Washington Counties, the Quoddy Tides and Countywide Newspaper.

Print ad in Cultural Adventures Guide and Poster below:

Make Way DownEast your arts destination this season

The ArtWalks return for 2 weekends this summer with a full slate of interactive art experiences, gallery visits, live music, storytelling, film and more in Eastport and Lubec. New for 2022: an all-ages contradance and the first annual Mermaid Parade in Eastport, and LAMPS presents the Wayyy DownEast Fringe Festival in Lubec.

The Tides Museum & Institute of Art in Eastport continues the Wednesday Music on the Rocks concert series, and visiting StudioWorks Artists in Residence share their art and creative processes with the community.

The Eastport Arts Center celebrates the return of the Passamaquoddy Bay Symphony Orchestra, Friday Concert Series, KinderArts workshops and Stage East theater productions.

Galleries and studios all along Water Street in Eastport and throughout Washington County welcome visitors to stop and appreciate the work by our many talented regional visual artists.

Come celebrate life on the creative edge Way DownEast!









eastportartwalk.org

Art Experiences, Live Music, Films, Storytelling, Contradance, Mermaid Parade - All Ages

2022
EVENT
WEEKENDS

JUN 24-26
AUG 5-7

Scan for complete schedule and updates: 

From sunrise to sunset
make Eastport your destination
for the arts, culture & more!

visiteastport.com
Scan for events calendar: 





Theater Galleries Live Music



Complete event schedule & updates:
eastportartwalk.org 



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Films, Mermaid Parade & More - All Ages









Thanks to our Partners in Art: Eastport Arts Center, Tides Institute & Museum of Art, Peavey Library, Waponahki Museum & Resource Center, LAMPs & Eastport-Lubec Ferry

Our total budget for 2022 was around \$8,120 (up from \$2,550 in 2021). \$2,516 for promo, \$1,034 for supplies and misc, \$4,570 for artists and performers. See attached Excel file for detailed 2022 spending. The \$2,500 community grant from Maine Office of Tourism helped us increase awareness of the project, establishing a base to help us grow in the future. People are already talking about 2023!

Our budget for 2023 will increase 20% to \$10,000. We have just received a Maine Community Foundation Arts Expansion Grant for 2023 with Peavey Library as our fiscal sponsor so we are off to a good start to meet our funding goals.

We have 4 events planned for 2023, continuing our focus on partnership and collaboration and also looking at the year-round calendar to provide shoulder and off-season events for locals and visitors looking to experience our area a different way.

February: Hearts for the Arts. Our 3rd annual online auction will kick-off with a wine and chocolate reception at Phoenix Fine Wines, the new winebar and shop in town.

June: Pride Weekend: Eastport & Lubec ArtWalks in partnership with Downeast Rainbow Alliance. We plan a contradance, Curbside Queens drag show and an art installation of painted sails along the breakwater by Italian artist Vittoria Chierici. We will also present music, art and language in partnership with the Waponahki Museum at Sipayak.

August: Mermaid Weekend: Eastport & Lubec ArtWalks. Artist, activist and author Chuck Kniffen will create a beach-trash art installation along the seawalk as well as puppets and a float for the mermaid parade. The Tales of Quoddy Bay puppet show will return with 3 acts and Mermaid parade revelers are already planning their costumes for 2023!

October: Witches of Eastport (TBD) Halloween themed interactive art activities for all ages.

We thank the Maine Office of Tourism for their support in 2022. The ArtWalks are now a proven, sustainable project and we look forward to continued success and growth in the future as we celebrate the arts on the creative edge – Way Downeast!