

# Visit Eastport Marketing Campaign

PDF of this available online at:

[visiteastport.com/promo](http://visiteastport.com/promo)

The City of Eastport was awarded a \$10,000 marketing grant from MOT in December.

Proposal prepared by Joan Lowden

Grant Awarded to City of Eastport, in conjunction with the EACC

**Goal:** Create a cohesive, multi-layer campaign to increase long-term awareness of Eastport and the Way DownEast region as a travel destination.

The MOT Marketing Grant covers the following:

- 1) Print ads – design and ad space.
- 2) Digital add-ons
- 3) Rack Cards – design and print
- 4) Develop photo archive
- 5) Welcome Video – audio and video capture.

## Way DownEast Regional print ads:

Qtr Page ad in Bangor Metro Magazine – June/July Double issue, includes Experience Maine Summer

1/3 Page Square ad in DownEast Magazine - July Plus - digital add-ons in August

Qtr Page ad in Ellsworth Out & About – July & August

Way DownEast  
Invites You

St. Croix Valley

Lubec

Eastport

Campobello Island

visitwaydowneast.com

Discover our rich history,  
nature & culture

Maine  
VisitMaine.com

DownEast Acadia  
Way DownEast

The advertisement features a central image of a boat on the water with a whale tail visible. Below this are four polaroid-style photos: a child in a boat, a lighthouse in Lubec, two people in historical costumes in Eastport, and a house on Campobello Island. The bottom section shows a sunset over water with a silhouette of a person on a pier. Logos for Maine and DownEast Acadia are also present.

# Eastport print ads and digital ad-ons:

Half Page, Eastport arts & culture ad in Cultural Adventures Guide.

Share page with ArtWalks and mini-article on the Eastport Arts happenings.

*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, the 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 - visit us Way DownEast!

**2022 EVENT WEEKENDS**  
JUN 24-26  
AUG 5-7

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

eastportartwalk.org

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

# Half Page, ad in 2022 Maine Invites You travel guide.

**BOLDLY GO**  
As soon as you see the cliffs of the Cutler Coast, you'll understand the nickname. The "Bold Coast" has become more beloved with each passing year thanks to breathtaking views of spruce-lined cliffs that drop straight into the emerald-green Atlantic. (And what's more, the Bold Coast National Scenic Byway just received its official, national designation.) The Cutler Coast has a popular hiking trail network that includes the fairly easy 3.4-mile Coastal Trail, spanning woods, open fields, and plenty of gaps in the trees to gaze out on the cliffs. Photographers will love capturing dramatic shots of the headlands, as well as colorful wildflower meadows and enchanting cedar forests. The Cutler Coast region's conserved lands together surpass even Acadia National Park in size. Join the effort to keep these places perfect! Find trail-friendly tips at [visitmaine.com/look-out-for-me](http://visitmaine.com/look-out-for-me). If you'd rather see as much of this region as you can by car, there are four other scenic byways in DownEast alone!

56

DOWNEAST ACADIA  
87

Eastport invites you . . .  
to catch the sun as it climbs from the sea, shining its first rays of light upon the easternmost city in the U.S.

visiteastport.com

Discover our rich history, nature and culture Way DownEast

Photo credits: Don Dunbar, Mark Stephens

## Welcome Video:

5 minute video to run on a loop in the Welcome Center  
Share on our website and social media.

New video capture (NYE, July 4<sup>th</sup>, Artwalks)

Obtain rights to use existing video (Salmon & Pirate Festivals)

Video editing – winter 2023, video ready by next summer.

# Eastport Rackcards:

Place in all MOT travel centers and regional and area chambers and tourist offices.

We will print 10,000 to last about 3 years.



## New Website:

visiteastport.com, eastportchamber.net

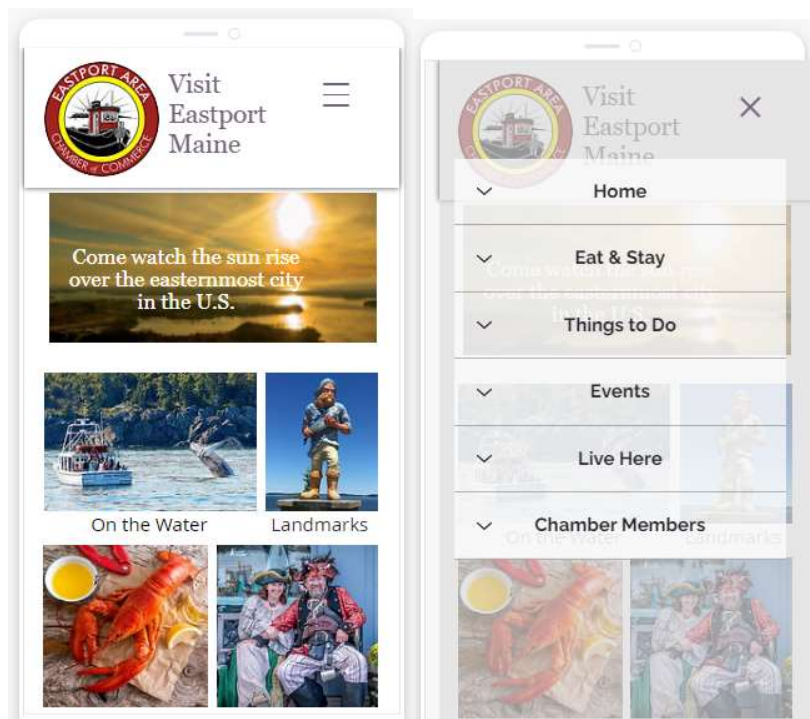
Google analytics show website users by platform:

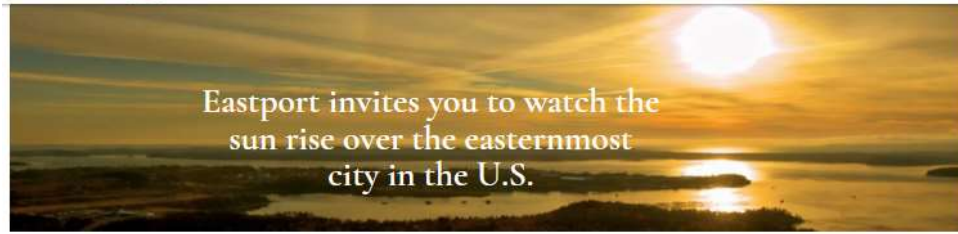
5% tablet, 45% desktop/laptop, 50% mobile

The mobile percentage will continue to increase.

Navigation is KEY to a well-functioning site. Users should be able to get to EVERY page directly from the Home Page.

Two main sections for visitors and for residents or prospective residents.





### Tips for a perfect Eastport summer weekend

**Friday:**

Explore the shops and galleries along historic Water Street. Chat with a visiting artist-in-residence at StudioWorks. Enjoy a brew with a view at Horn Run Brewing, with elevated sandwiches by Bocephus. End the day with a classical music concert at the Eastport Arts Center.

**Saturday:**

Fuel up with a bite to eat at Breakwater Bagels before embarking on a whale watching charter by Butch and his crew at Eastport Windjammers. Dine at the Old Sow Grille or Happy Crab. Wind down the day alfresco with a Moonlight Movie at the Sutherland Amphitheater.

**Sunday:**

Start your day the Eastport way, with breakfast at the WaCo diner, Maine's oldest diner, est. 1924. Take the ferry to Lubec and enjoy one of the free monthly concerts presented by LAMPS at Stockford Park. Return to Eastport by ferry and enjoy a drink and home cooked meal at Ole Hookers Bar & Grille across from the Port Authority.



Maine VisitMaine.com

Eastport Area Chamber of Commerce

Stop by our welcome center in the Port Authority lobby 141 Water St.

Subscribe to our monthly newsletter

Email \*

