

Final Report: Eastport and Way DownEast Maine Office of Tourism – MTMPP Grant 2022

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www.visiteastport.com
www.visitwaydowneast.com

The City of Eastport, Maine (in rural Washington County, pop. 1288 at 2020 census) is the easternmost city in the United States; the city is undergoing a resurgence with new businesses opening downtown, record real estate sales and younger people moving to the area as evidenced by increased school enrollment in 2021.

Our mission is to help Maine visitors discover the rich history, nature and culture that Eastport and Way DownEast Maine has to offer. There are two components to our proposed marketing campaign for 2022:

- Regional Promotion with Eastport, Lubec, Campobello and St. Croix.
- Eastport Area Promotion. The City will work closely with the Eastport Chamber of Commerce, DownEast Acadia Regional Tourism and various community organizations including the Eastport Arts Center, Tides Institute and Museum and other support services (Eastport Municipal Airport, Port Authority, Eastport Schools).
- Create a cohesive destination marketing campaign to encourage people to head beyond Bar Harbor and Acadia to Eastport and Way DownEast, *“where the sun climbs from the sea, shining its first rays of light upon the U.S.”*

2022 MARKETING PLAN:

We achieved these goals:

- Downtown businesses recorded record sales in 2021 and reported a continued upward trajectory in 2022. Additions to the downtown landscape in 2022 included: Breakwater Bagels, Phoenix Fine Wines, Beau’s Ice Creamery, Pinecone and Tassel Emporium.
- Festival attendance was up in 2022 following reduced numbers during Covid with July 4th, Salmon and Pirate Festivals showing strong attendance and doubled attendance at the new ArtWalk weekends in June and August (established in 2021).

Detailed marketing tactics – we accomplished all of the following:

- Develop a cohesive print and social media marketing campaign to promote Eastport (and Way DownEast) as a destination.
- Strengthen ties between Eastport, Lubec and Campobello on collaborative regional events – Pirate Festival and ArtWalk Passport weekends. Coordinated with all towns to budget for a collaborative regional ad in the 2023 Maine Invites You travel guide.
- Work to increase capacity for dining (food trucks) and accommodation (supply is already increasing yearly through AirBnB and VRBO) to promote overnight stays.
- Create and support new events and destination themes for shoulder and off-season tourism, Hearts for the Arts in February, Rhubarb Festival in June, Chili Cook-off in November. Witches of Eastport will return in fall 2023.
- Coordinate across all entities to minimize conflict and optimize capacity. An example of restaurant coordination – the WaCo diner began to offer dinner service Su-Tu when other restaurants were closed. Sabastian’s Wood Fired Pizza truck offered meals every Wednesday through summer. WaCo diner and Ole Hookers are now offering home delivery select days. A list of open restaurants from Calais to Lubec is updated regularly and available for download at visiteastport.com

EASTPORT SPECIFIC MARKETING:

We designed and printed 10,000 rack cards to be distributed at MOT visitor centers and local visitor centers throughout DownEast. This supply should last 3 years.



DownEast Magazine website, clickable banner ad placed in rotation all August 2022.



Cultural Adventures Guide, a half-page Eastport specific ad placed in the quality seasonal magazine, distributed through Hancock and Washington Counties. The page was shared with a half-page Artwalk ad.

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 Wyyyy 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!

First National Bank  **EASTPORT AREA**  **Maine** VisitMaine.com


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

WAY DOWNEAST MARKETING:

Print ads placed in DownEast Magazine (July), Bangor Metro Magazine (June/July), Ellsworth Out & About (July/Aug).

Way Down East
Invites You

St. Croix Valley

Lubec

Eastport

Campobello Island

visitwaydowneast.com

Discover our rich history,
nature & culture

Maine
VisitMaine.com

DownEast Acadia
Way Down East

The advertisement features a large background image of a boat on the water with a whale tail visible. Overlaid on this are four polaroid-style photos: a child in a life vest, a lighthouse in Lubec, two people in historical costumes in Eastport, and a house on Campobello Island. A QR code is located near the website URL. The bottom section shows a sunset over a pier with a silhouette of a person standing on a rock. Logos for Visit Maine and DownEast Acadia are also present.

Our budget was divided into Eastport specific spending and Way DownEast spending. Detailed budget attached.

Professional design, photo curation/archive, project management:

Carol Gordon Design \$1,000

Lowden Business Solutions \$1,275

Eastport:

Rack Card Printing \$837

Photo and video acquisition \$2,800

Paid print ad:

 Cultural Adventures Guide \$600

 DownEast Website Banner ad (Aug) \$350

Way Downeast:

Paid print and online ad-ons:

 DownEast Magazine (July) \$1,000

 Bangor Metro Magazine (June/July) \$350

 Ellsworth Out and About (July) \$700

 Ellsworth Out and About (Aug) \$700

 Ellsworth Festival Pullout (Sept) \$388

PHOTO ACQUISITION:

We developed an archive of images by local photographers to use in print ads and on the newly re-designed Visit Eastport website at: www.visiteastport.com

The new Visit Eastport website currently uses 65 powerful images, focused on people enjoying activities with our beautiful natural location as a backdrop – we want people to imagine that they are HERE, enjoying life Way DownEast!

We have additional images in our archive to create photo galleries from our July 4th Celebrations, ArtWalk Weekends, Salmon Festival and Pirate Festival. These galleries will be added to the Events section of our website in Mar/Apr 2023.

eNEWSLETTER:

We have started collecting email addresses from individuals wanting to subscribe to a Visit Eastport newsletter. We have collected several hundred emails; our first e-newsletter was sent in Fall 2022 and plan to produce 6-7 newsletters per year. 4 during summer season, 2-3 off season.

SOCIAL MEDIA:

We have a volunteer who creates and shares several posts per day on our Eastport Chamber Facebook page. We do not currently have an active Instagram page; this will be pursued in 2023.

THANK YOU!

We thank the Maine Office of Tourism for their support in 2022. We look forward to leverage the work started in 2022, working with the Way DownEast Destination Academy to continue to collaborate and promote our beautiful region and invite others to come celebrate life Way Downeast!