

Project Summary 2003

FHWA National Scenic Byways Program

All sections must be completed on an electronic form at <http://www.byways.org>
Applications must be submitted online and on paper.

State Submission Date May 13, 2002	Division Submission Date Jun 26, 2002	State Priority 8
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Project Info

Project No. SB-2003-ME-50556	Project Name Schoodic Byway Marketing
Project Year 2003	
Counties and/or Regions Involved Hancock County	
Location of Project along Byway(s) Marketing Information to be placed in information kiosks, tourist information centers and on the internet	
Federal Lands Crossed by Involved Byway(s) NPS	

Associated Byways

State	Byway Name	Details	
ME	Schoodic Scenic Byway	Designation Date 15 Jun 2000	Intrinsic Qualities* A,C,H,N,R,S
		Byway Organization Schoodic Scenic Byway Corridor Management Committee RR 1 Box 263 East Sullivan, ME 04607 Phone: 207-422-6706 Fax: 207-667-2099 E-mail: flandersbay@acadia.net	

*IQ codes: A - Archaeological, C - Cultural, H - Historical, N - Natural, R - Recreational, S - Scenic

Project Category

Project Type

Project associated with an All-American Road or a National Scenic Byway.

Is the project consistent with the Corridor Management Plan for the byway(s)?

Yes

Eligibility Category

Marketing

Project Category (Continued)

Is this application a copy of a previously submitted application or a revision of a prior non-funded application?

Yes

If yes, for what year was the previous project submitted?

2001

Ready-to-Go

Prior Projects

FHWA Proj No.	Year	Project Name	Amount	Status
SB-2001-ME-10	2001	Schoodic Byway Preble Cove Scenic Turn-out	\$14,040	Started
	Project Coordinator: Barbara Shanahan			
SB-2001-ME-11	2001	Schoodic Byway Winter Harbor Park and Ride	\$34,038	Started
	Project Coordinator: Barbara Shanahan			
SB-2001-ME-2	2001	Schoodic Byway Corridor Planning and Administration	\$24,000	Started
	Project Coordinator: Barbara Shanahan			
SB-2001-ME-5	2001	Schoodic Byway Flanders Bay Scenic Turn-out	\$14,640	Started
	Project Coordinator: Barbara Shanahan			
SB-2001-ME-6	2001	Schoodic Byway Frenchmans Bay Scenic Turn-out	\$96,640	Started
	Project Coordinator: Barbara Shanahan			
SB-2001-ME-7	2001	Schoodic Byway Gateway Turn-out at Prospect Harbor	\$21,440	Started
	Project Coordinator: Barbara Shanahan			
SB-2001-ME-8	2001	Schoodic Byway Gateway Turn-out at Taunton Bay Bridge	\$32,800	Started
	Project Coordinator: Barbara Shanahan			

Prior Projects (Continued)

FHWA Proj No.	Year	Project Name	Amount	Status
SB-2001-ME-9	2001	Schoodic Byway Long Cove Scenic Turn-out and Rest Area	\$17,520	Started
Project Coordinator: Barbara Shanahan				

Project Abstract

This project implements a three step marketing process that includes research, product and service development, and communications. Schoodic Byway include goals include tourism management through building the shoulder seasons, improving safety for cyclists and maintaining a high quality of experience for residents and visitors. Research will help to guide marketing efforts to these ends. Products and services that have already been identified for marketing include brochures, to be made available at information kiosks and a web site. Funds will also be used to design and build three small unattended information kiosks to distribute the brochures.

Project Narrative

What This Project Is About

This project employs marketing techniques to improve visitor experiences, provide local wayfinding on a byway that has many subtle attractions, build visitor numbers in the shoulder seasons of May-June and September-October, and develop partnerships with local area businesses and non-profit organizations that provide cultural, recreational and related activities.

"...There are many ways to communicate the opportunities for living, starting a business or touring in the [Schoodic] region. The sensitivity of residents and Acadia National Park to overuse during the peak season suggests that most of the emphasis on education and promotion of tourism should be "on-site". For example, informational signage, locally available brochures and other materials can help to direct visitors who are already in the region, helping them to discover things to do and ways to help preserve the environment. "Off-site" promotion, designed to bring people into the region, can communicate the possibilities when visiting in early Summer and Autumn.

These marketing messages might include:

- * The Schoodic Scenic Byway is the start of a great Downeast adventure.
- * Take advantage of the byway when you can enjoy the peace and quiet of the early summer and fall season. This is always an interesting place to visit. The fall colors are great.
- * This is an environmentally sensitive region. Please respect nature and obey local and park rules. Take your time and leave your RV behind."

(Schoodic Scenic Byway CMP, 2000)

The marketing program for the Schoodic Scenic Byway is not intended to dramatically increase the number of visitors arriving in private automobiles during the peak months of July and August. In fact, this outcome would be contrary to the wishes of the National Park Service and many residents along the byway. However, public meetings identified several important objectives for marketing in this region. Broadly endorsed objectives include the need to create stable, sustainable employment in the region, reduce negative environmental consequences of some forms of tourism, increase safety for residents and visitors and avoid traffic congestion along the byway. Marketing is only one element of corridor management plan implementation, and not one of these objectives can be achieve solely through

Project Narrative (Continued)

marketing. However, marketing is an essential component of planning and implementation of the CMP. Three areas of marketing that this project will advance are marketing research, product development and communications. Each will be described in turn.

Marketing Research

Market research will guide the subsequent marketing steps as well as inform all aspects of CMP implementation. Research on basic issues such as who we hope to attract (customers), what they are looking for (products), how to boost the shoulder season (promotion), where to reach customers (placement) and how to manage the marketing effort efficiently (cost). Perhaps the most important customers of the Schoodic Scenic Byway are the residents of Sullivan, Gouldsboro and Winter Harbor. In marketing parlance, they are our key internal customers.

An important reason for conducting research is to assure that implementation of the Corridor Management Plan will not lead to unintended outcomes. For instance, placement of interpretive signage should not result in increases in illegal parking, improvements in scenic vistas should not result in loss of privacy for property owners and promotions should not attract difficult to accommodate vehicular traffic, such as large recreational vehicles. These unintended impacts can be reduced by careful research and planning.

Proposed research will include analysis of secondary data on park visitors, collected by the National Park Service, data collected by the Maine Office of Tourism and information gathered by local businesses. Primary data collection will also be pursued through a three-point program including sample surveys collected on select days during the off, shoulder, and peak seasons, small sample of interview data collected at the information kiosks during these three seasons and data collected through our Internet web site.

Product and Service Development

Product development will be based on our local knowledge, cooperative assistance of Acadia National Park and the Maine Office of Tourism and informed by our market research effort. Marketing expertise will be sought to assist in the design and layout of printed and electronic media. Anticipated products include printed brochures, a web site and other on-byway information channels. Some elements common to these products will be:

- * Map of byway
- * Natural Resource
- * Historic Buildings
- * Cultural Programs
- * Recreational Sites

Communications

How we communicate is as important as what we communicate. This phase of the marketing effort is focused on placement and promotion of the byway in order to manage tourism, increase safety, reduce unintended environmental consequences and promote a year-round, sustainable economy. Communications to manage tourism will include maintaining a well-linked web site and publishing printed materials that reach organizations that generate shoulder season tourism, low impact visitors and year-round investors to the region.

PROJECT BENEFITS

The Schoodic region is in the midst of reinventing itself. A mainstay of the peninsula economy, a US Navy Base, is closing in the next two years and with it will leave a large number of military and civilian

Project Narrative (Continued)

employees. The challenge for the towns located in this region will be to find new, sustainable forms of economic production that will enhance the local quality of life. The Scenic Byway has the potential to be a defining element in the region's future. Marketing plays an important role, bringing together our knowledge of the needs of residents (internal customers) and visitors (external customers), helping to shape our future image and then guiding our actions toward the desired ends. A well executed marketing campaign can help to build tourism during the off and shoulder seasons, attract future residents and investors to the region and provide towns with the resources they need to protect and enhance the environment.

Work Plan

Line Item	Task/Milestone Description	Start Date/ Duration	Work Category
001	Collect and analyze secondary market data	01 Jan 2003 6 Months	Marketing
	Responsible Party: Corridor Management Committee		
	Justification: The CMC will work with Acadia National Park, the Maine Office of Tourism and the Hancock County Planning Commission to assemble secondary data that will guide marketing efforts. Other local organizations, such as the Chamber of Commerce, Historical Societies, Downeast Acadia Regional Tourism, and Friends of Acadia will be invited to participate. Market research will also be employed to evaluate marketing efforts and improve them for the coming year.		
002	Design byway brochures	01 Mar 2003 1Months	Marketing
	Responsible Party: Corridor Management Committee		
	Justification: In order to prepare brochures for the 2003-2004 season, the Corridor Management Committee will contract a graphic design artist or other marketing professional to assist in the preparation of one or more informational brochures.		
003	Print byway brochures	01 Apr 2003 1 Month	Marketing
	Responsible Party: Corridor Management Committee		
	Justification: The CMC estimates that 10,000 brochures will be needed to reach visitors over the course of the 2003-2004 fiscal year. These brochures will be provided primarily on the byway itself, but also distributed to Maine State tourism information areas, local businesses, and will be mailed to persons making inquiries at the internet site.		
004	Distribution of brochures	01 May 2003 1 Month	Marketing
	Responsible Party: Corridor Management Committee		
	Justification: Distribution of the brochures is a required activity in order to get the word out. The CMC will		

Work Plan (Continued)

004	work with local organizations to distribute brochures to byway sites and Maine tourism locations. The paid byway coordinator will be responsible for managing the mail-out of brochures requested by phone and internet.		
005	Construct three unattended information kiosks	01 Apr 2003 1 Month	Marketing
	Responsible Party: Corridor Management Committee		
	<p>Justification: Currently there are two unattended information kiosks on the byway, both located along Route 1. In order to reach visitors when they first enter the byway, kiosks should be located at the proposed Taunton Bay and Prospect Harbor turn-outs. In addition to these sites, a third kiosk is proposed for the Schoodic Park entrance turn-out. These three locations, in addition to local businesses should reach a large percentage of visitors.</p>		

Budget

Line Item	Description	Total Cost	Request Amt.
001	Market Research, including annual evaluation	\$2,500	\$2,000
002	Design of brochures, press kit and other printed materials	\$3,500	\$2,800
003	Printing brochures, press kit, and other materials	\$5,000	\$4,000
004	Brochure delivery, placement and mailing	\$2,000	\$1,600
005	Web site development and web hosting for one year	\$2,000	\$1,600
006	Construction and maintenance of information kiosk	\$5,000	\$4,000
Totals		\$20,000	\$16,000
<p>Match amount (total cost - requested amount) is \$4,000 or 20.0% of total. Match accounted for in Match Breakdown is \$4,000 or 20.0% of total. These two amounts must be equal for the Budget and Match sections to be complete.</p> <p>For your information, 80% of Total Cost is \$16,000, and 20% of Total Cost is \$4,000. Your match amount cannot be less than 20% of Total Cost.</p>			

Match Breakdown

Source	Description	Type	Value
Maine Department of Transportation		Cash	\$4,000

Match Breakdown (Continued)

Source	Description	Type	Value
Total			\$4,000
<p>Total from items above: \$4,000 or 20.0% of total. Match amount from Budget: \$4,000 or 20.0% of total. These two amounts must be equal for the Budget and Match sections to be complete.</p> <p>For your information, 80% of Total Cost is \$16,000, and 20% of Total Cost is \$4,000. Your match amount cannot be less than 20% of Total Cost.</p>			

Project Coordinator

Coordinator Name Barbara Shanahan		
Agency/Group Schoodic Scenic Byway Corridor Management Committee	Title Chairperson	
E-mail Address flandersbay@acadia.net		
Phone (207) 422-6408	Fax 207-667-2099	
Street Address Rural Route 1 Box 263		
City East Sullivan	State ME	ZIP 04664

State Program

State ME	Byway Program Start Date 02 Jul 1969	
Scenic Byway Agency Maine Dept. of Transportation-Office of Environmental Services		
State Scenic Byways Coordinator Bret Poi		
E-mail Address bret.poi@state.me.us		
Phone 207-624-3104	Fax 207-624-3101	
Street Address 16 State House Station		
City Augusta	State ME	ZIP 04333-0016

Signatures

State Scenic Byways Agency

Bret Poi
Senior Landscape Architect

Date

Matching Funds Certification

Bret Poi
Senior Landscape Architect

Date

Congressional Members


Associated States

State	Senators
ME	Collins, Susan Snowe, Olympia

State Representatives

State	District	Representative
ME	2	Baldacci, John Elias

Attachments

- Map Indicating Locations of Information Kiosks
Electronic version:  [kiosk.jpg](#)