



Way DownEast Community Destination Academy

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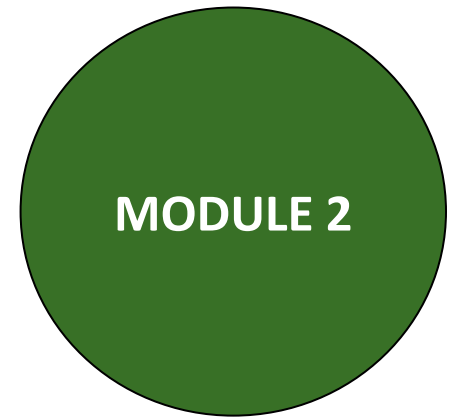
Module 2

Introductions and review of program, outcomes, and expectations



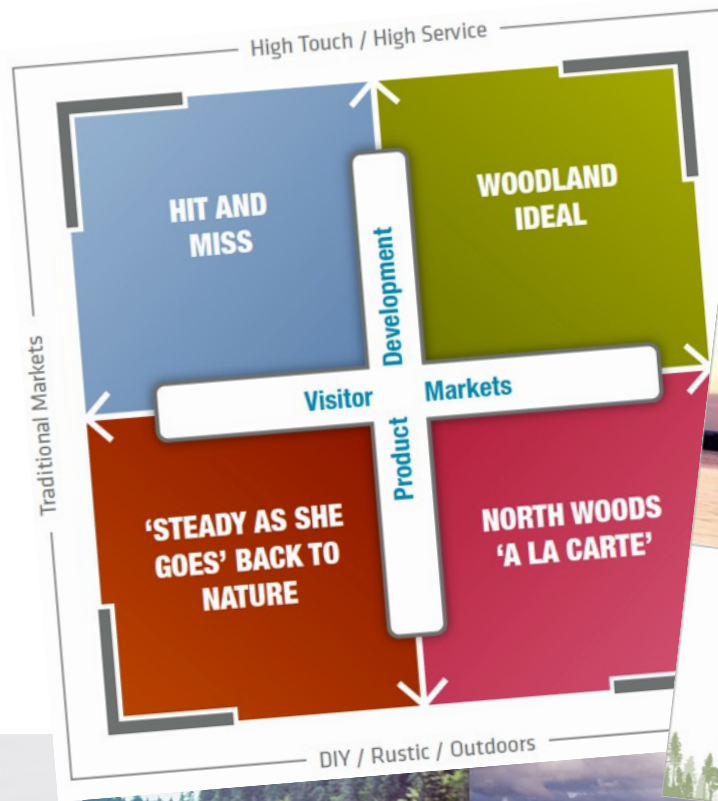
MODULE 2 – Roadmap and Strategic Action Plan

Date: Tuesday 26 April 2022; 10:00am to 4:00pm



Time	Activity
9:30 – 10:00 am	Registration
10:00 – 10:30	<ul style="list-style-type: none"> • Introductions and review of Module 1 program, outcomes, and expectations for Module 2 • Reviewing key strategic pillars
10:30 – 11:00	<ul style="list-style-type: none"> • Building intentional collaboration and connections <ul style="list-style-type: none"> ○ How does DownEast currently work internally? ○ What is our connection to adjacent destinations and the broader Maine Woods region?
11:00 – 11:30	<ul style="list-style-type: none"> • Proactive and intentional visitation <ul style="list-style-type: none"> ○ What are we currently doing to proactively and intentionally managing destination impact? ○ How are we ensuring tourism is meeting broader sustainability metrics and community outcomes?
11:30 – 12:00	<ul style="list-style-type: none"> • Regional asset mapping – what have we got to work with?
12:00 – 1:00	Lunch
1:00 – 2:00	<ul style="list-style-type: none"> • Developing actions in each pillar <ul style="list-style-type: none"> ○ Breakout groups define specific actions under each pillar ○ Report out to whole group
2:00 – 2:30	<ul style="list-style-type: none"> • Prioritization of proposed actions topics <ul style="list-style-type: none"> ○ Identification of highest priority topics and sequencing to create roadmap to preferred future
2:30 – 3:15	<ul style="list-style-type: none"> • Detailed Action Planning <ul style="list-style-type: none"> ○ Breakout deep dive into highest priority topics to document specific action steps ○ Report out to whole group
3:15 – 3:45	<ul style="list-style-type: none"> • Prepare for Community Tourism Summit
3:45 – 4:00	<ul style="list-style-type: none"> • Wrap – up discussions
4:00	FINISH

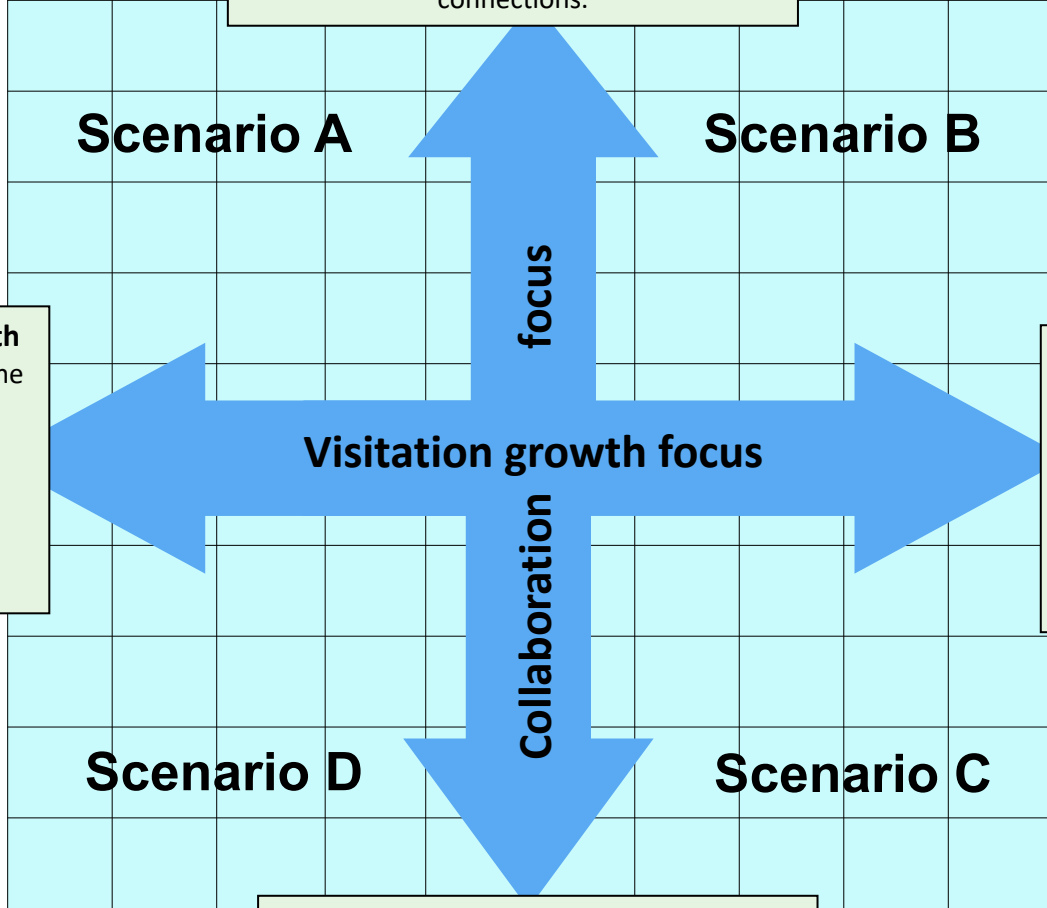
Scenarios of the future – finding the sweet spot



Plausible Scenario Matrix 2030

Way DownEast 2030

Unguided 'hands off' growth
 Overall priority is on growing the tourism industry value and supporting tourism related businesses. The recreation amenities and products are allowed to develop in an unguided manner.



Intentional collaboration
 Strong focus on building regional collaboration and connectivity across the region, including within and between communities, and broader regional connections.

Proactive and intentional
 Focus is on proactively and intentionally managing destination impact, ensuring tourism is meeting broader sustainability metrics and community outcomes.

Ad-hoc collaboration
 The primary focus is on driving local benefit and meeting individual objectives. The scale is mostly local, with limited collaboration between communities.

Characteristics – Suggested dimensions to consider

Community impacts

- Community feel and 'vibe'
- Population number / makeup
- Community relationship to tourism industry and visitors
- Sense of place - image and reputation

Visitor Profile and Experience

- Profile of visitors – where coming from, age, interests
- Satisfaction and reputation of the area and visits
- Visitor numbers and distribution

Local economic impacts

- Transportation options and connectivity
- Tourism products and experiences
- Tourism industry economic profiles
- Compatibility with other resource-based economic drivers

Environmental Impacts

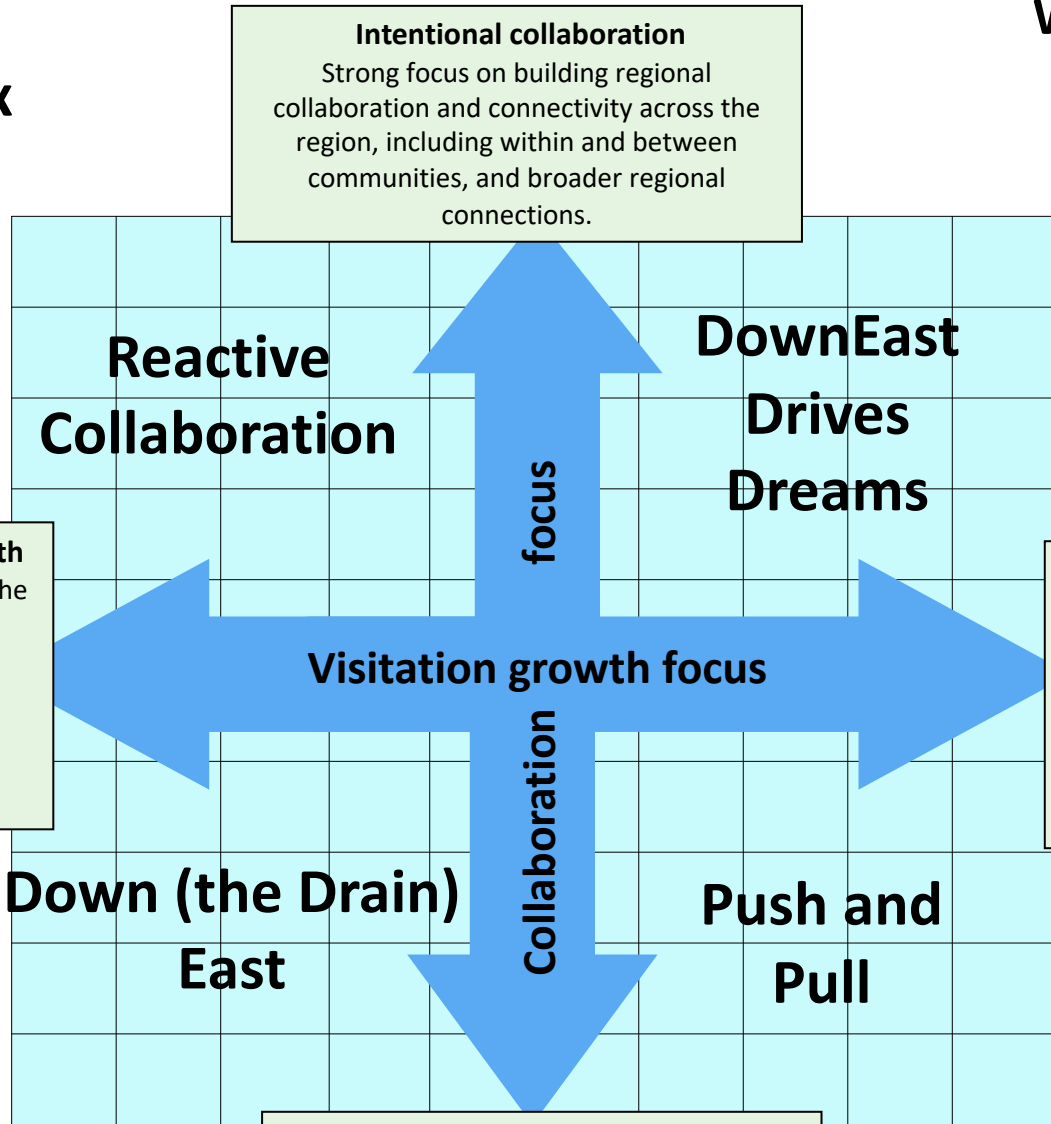
- Impact on key destination spots
- Impacts on natural eco-systems and landscape
- Impact on infrastructure and amenities, and congestion levels
- Tourist traffic and seasonal profile

Plausible Scenario Matrix 2030

Way DownEast 2030

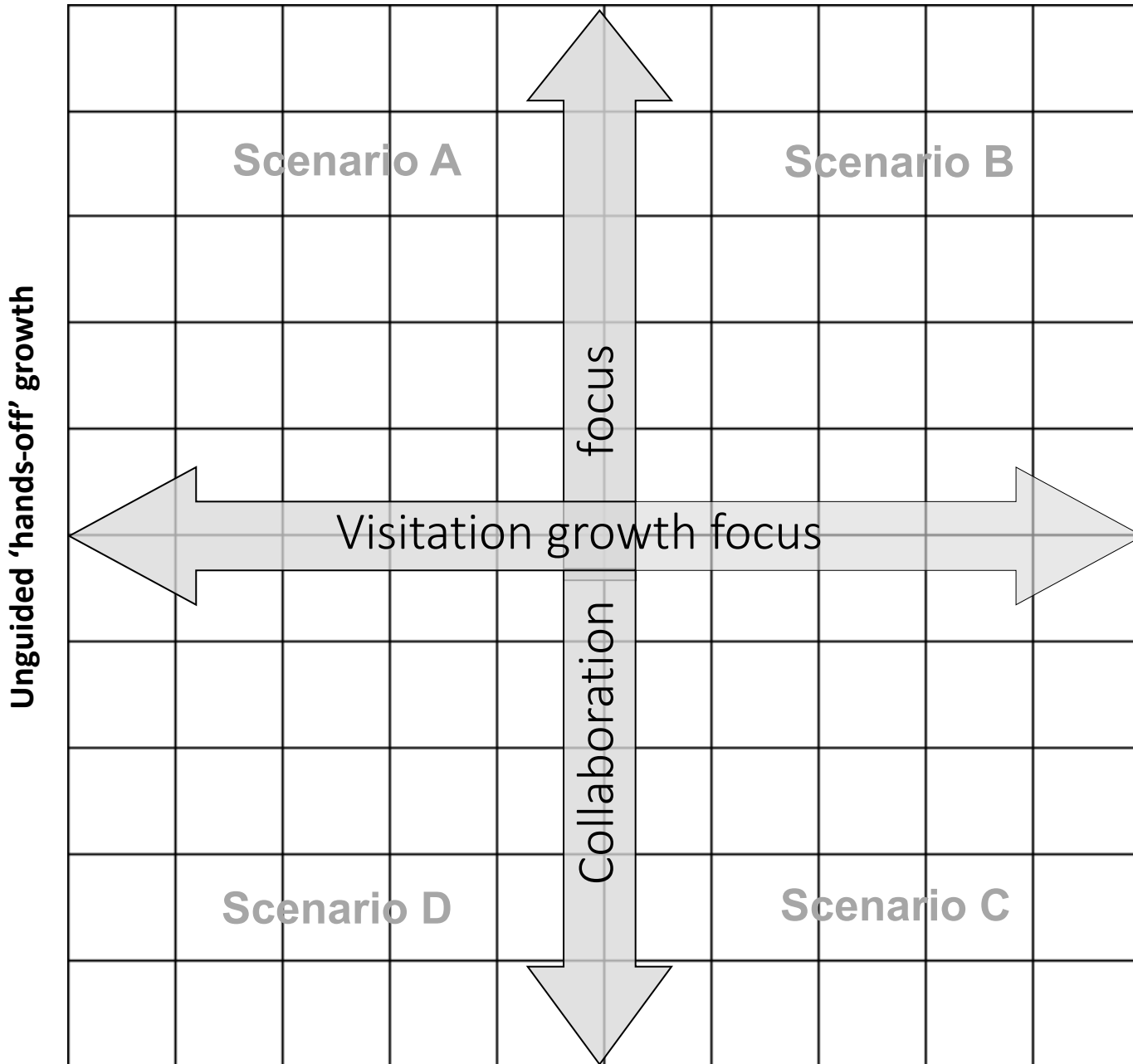
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Intentional Collaboration



Unguided 'hands-off' growth

Proactive and intentional

Way DownEast CDA

Instructions

On the grid at the left, please use the following point assignments to record the preferred, expected and least desired futures.

- EXPECTED FUTURE
- PREFERRED FUTURE
- LEAST DESIRABLE

Ad-hoc collaboration

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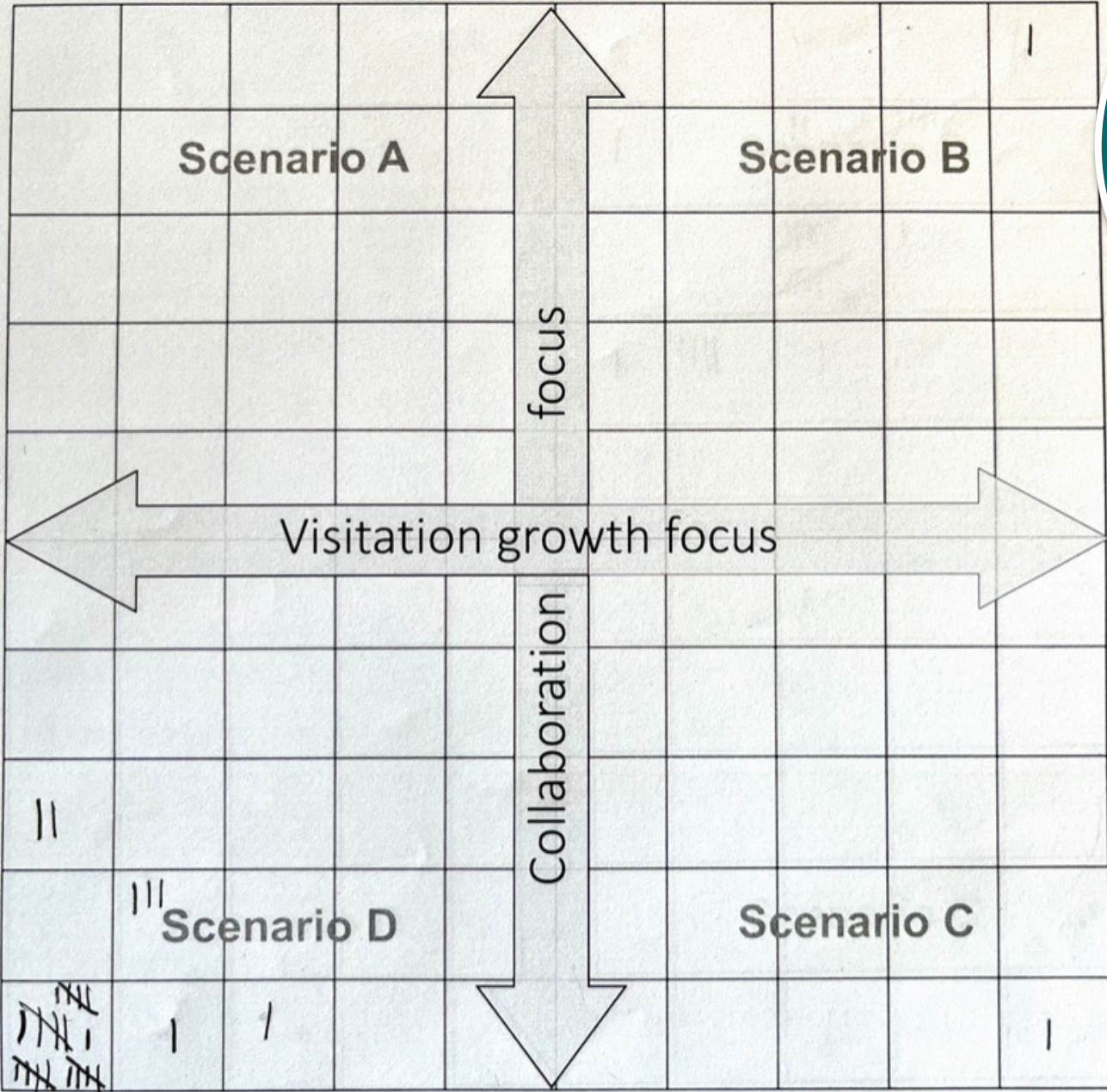
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Intentional Collaboration

Least Desired Future

Unguided, hands-off, growth

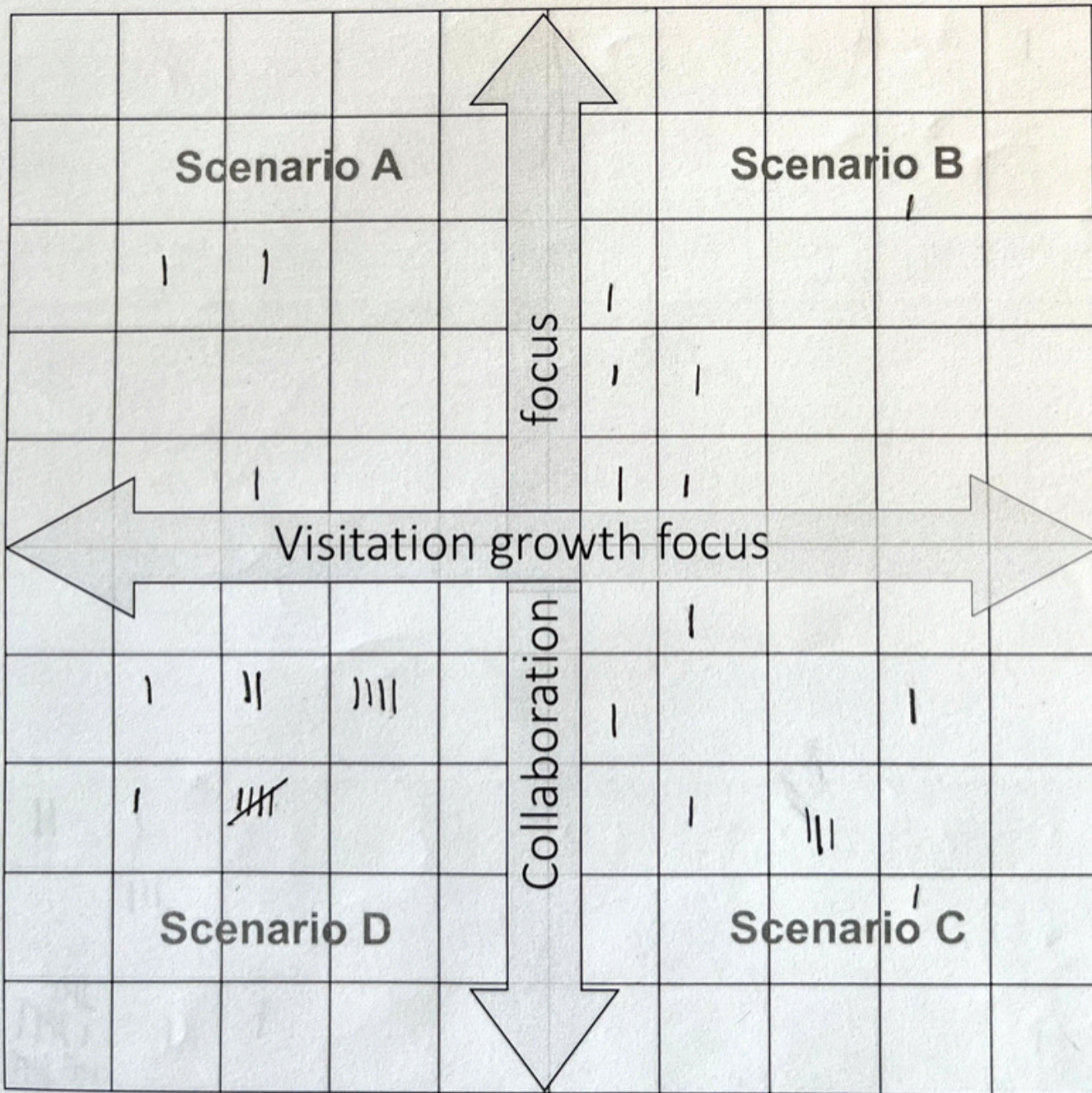
Proactive and intentional



Ad-hoc collaboration

Intentional Collaboration

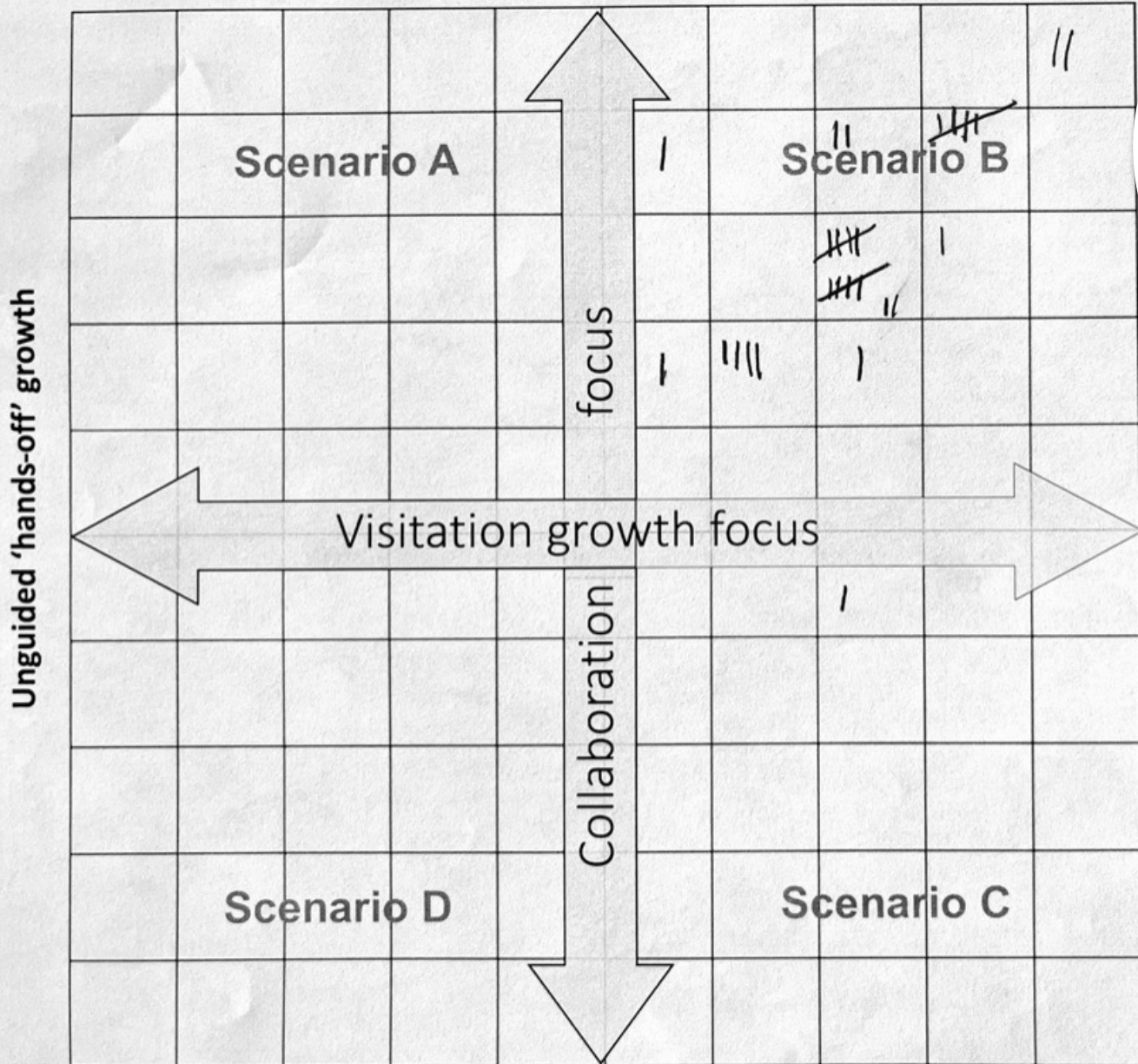
Unguided, 'hands-off' growth



Proactive and intentional

Ad-hoc collaboration

Intentional Collaboration



Preferred Future

Ad-hoc collaboration

Scenario B

Scenario Name: DownEast Drives Dreams

Community Impacts – Characteristics – 2030

- More electric car charges
- More and reliable/continual income
- Increased school resources
- More locations for visitors
- Increased employment
- Increased population with more youth
- Active feel/vibe
- Positive relationship between community and tourists

Visitor Experience Impacts and Profile – Characteristics – 2030

- Bigger city and global visitors
- Older visitors with higher income
 - Respectful
 - Families
 - Have pets
- Evenly distributed
- High satisfaction and reputation



Characteristics

Scenario B

Scenario Name: DownEast Drives Dreams

Local Economic Impacts – Characteristics – 2030

Better transportation with more options

More products available

More experiences available

Better compatibility with economic drivers

Environmental Impacts – Characteristics – 2030

More environmental protection

Consideration of Eco-Systems

Massive preservation of maintaining better tourist traffic



Characteristics



Way DownEast – Vision for the Future – Preferred Future

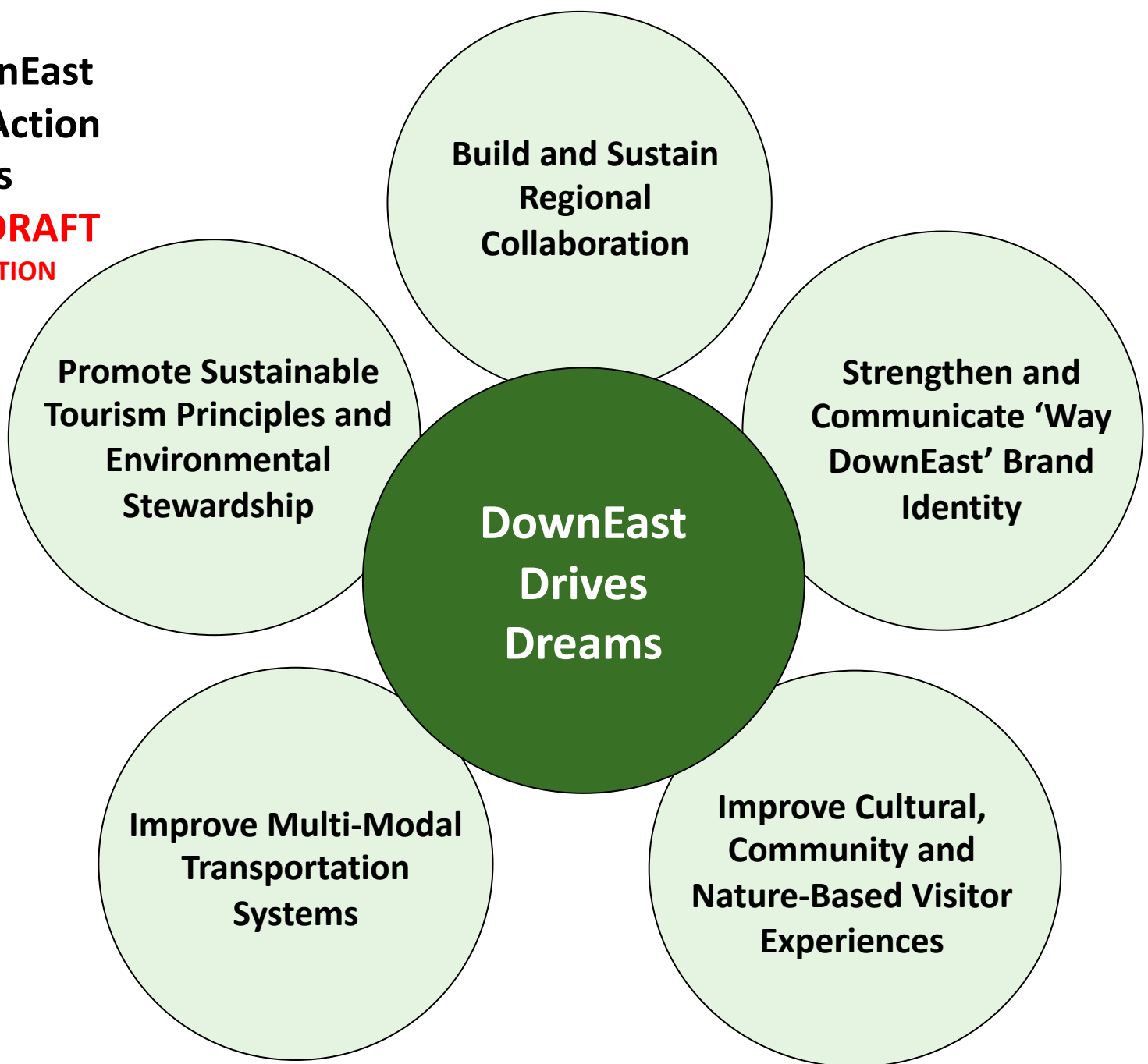
What would we see on the ground? What is happening in the communities?

- Total collaboration between the communities. Meet once a month with no overlapping event times; representation from each group to operate regionally
- Way DownEast collaborative website for promotions – include sign-ups for restaurants, etc. Collaboration in a calendar, so less competition and overlap
- Ease of movement in the county – bus service or other for connectivity
- Common brand and collaborative grants
- Vibrant downtown area with multiple possibilities for activity and lodging choices
- Progressive school system and many activities for young people, including child care
- Acknowledgment of the rich history of the area including Native Americans
- Multiple housing for various economic levels
- More maritime activities for the public (i.e. water tours, whale watching and aquatic sustainability)



**Way DownEast
Strategic Action
Pillars**

REVISED DRAFT
PRIORITIZATION



**Build and Sustain
Regional
Collaboration**

**Strengthen and
Communicate 'Way
DownEast' Brand
Identity**

**DownEast
Drives
Dreams**

**Improve Cultural,
Community and
Nature-Based Visitor
Experiences**

**Improve Multi-Modal
Transportation
Systems**

**Promote Sustainable
Tourism Principles and
Environmental
Stewardship**

Building intentional collaboration and connections

- How does DownEast currently work internally – regarding collaboration?
- What are our connections to adjacent destinations and the broader Maine Woods region?



Proactive and intentional visitation

- What are we currently doing to proactively and intentionally managing destination impact?
- How are we ensuring tourism is meeting broader sustainability metrics and community outcomes?



Strategic Pillars



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<http://www.future-iq.com>

MODULE 3

Community Summit

Date: Monday 16 May 2022; 6:00pm
to 8:30pm



1.3 MODULE 3 – Community Summit

Date: Monday 16 May 2022; 6:00pm to 8:30pm

DRAFT PROGRAM

Time (pm)	Activity
5:00 – 6:00	Community Supper – and welcome
6:00 – 6:45	Welcome - Community Destination Academy <ul style="list-style-type: none">○ Presentation of outcome of CDA planning○ High level overview of issues and opportunity
6:45 – 7:15	Strategic Pillars <ul style="list-style-type: none">○ Breakout group exercises○ Deepen pillar conversation
7:15 – 7:45	Community Prioritization Exercise
7:45 – 8:15	Report out <ul style="list-style-type: none">○ Pillar groups to report out○ Highlight key actions○ Exit survey
8:15 – 8:30	Next steps
8:30 pm	FINISH