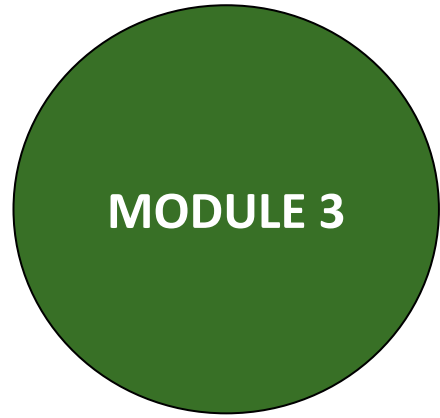


MODULE 3

Community Summit

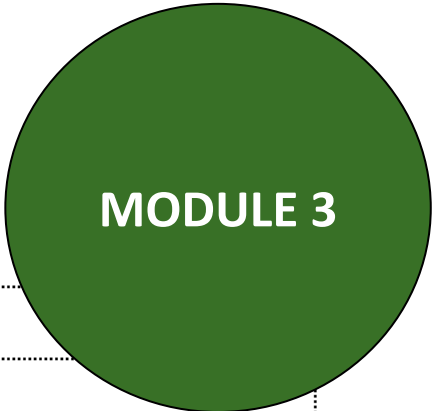


Date: Monday 16 May 2022; 5:30pm to 6:30pm



Date: Monday 16 May 2022; 5:30pm to 7:30pm

DRAFT PROGRAM



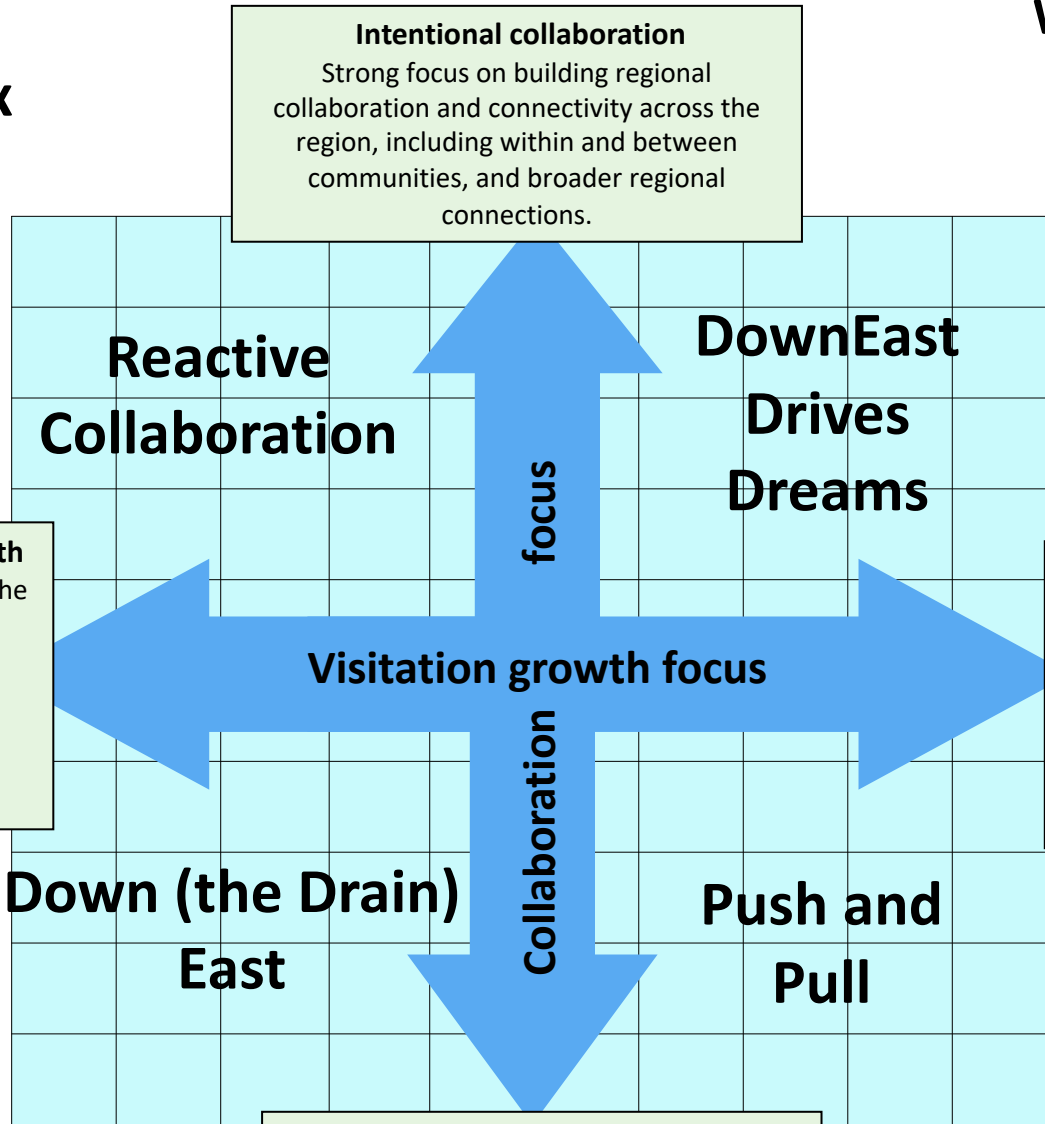
Time (pm)	Activity
4:30 – 5:30	Community Supper – and welcome
5:30 – 6:00	Welcome - Community Destination Academy <ul style="list-style-type: none">○ Presentation of outcome of CDA planning○ Recap on high-level overview of issues and priorities
6:00 – 6:45	Action Planning <ul style="list-style-type: none">○ Overview of potential action areas○ Break-out groups work on project ideas
6:45 - 7:15	Project Review <ul style="list-style-type: none">○ Present project ideas○ Project Prioritization○ Align on key projects○ Identify project teams
7:15 – 7:30	Next steps
7:30 pm	FINISH

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.

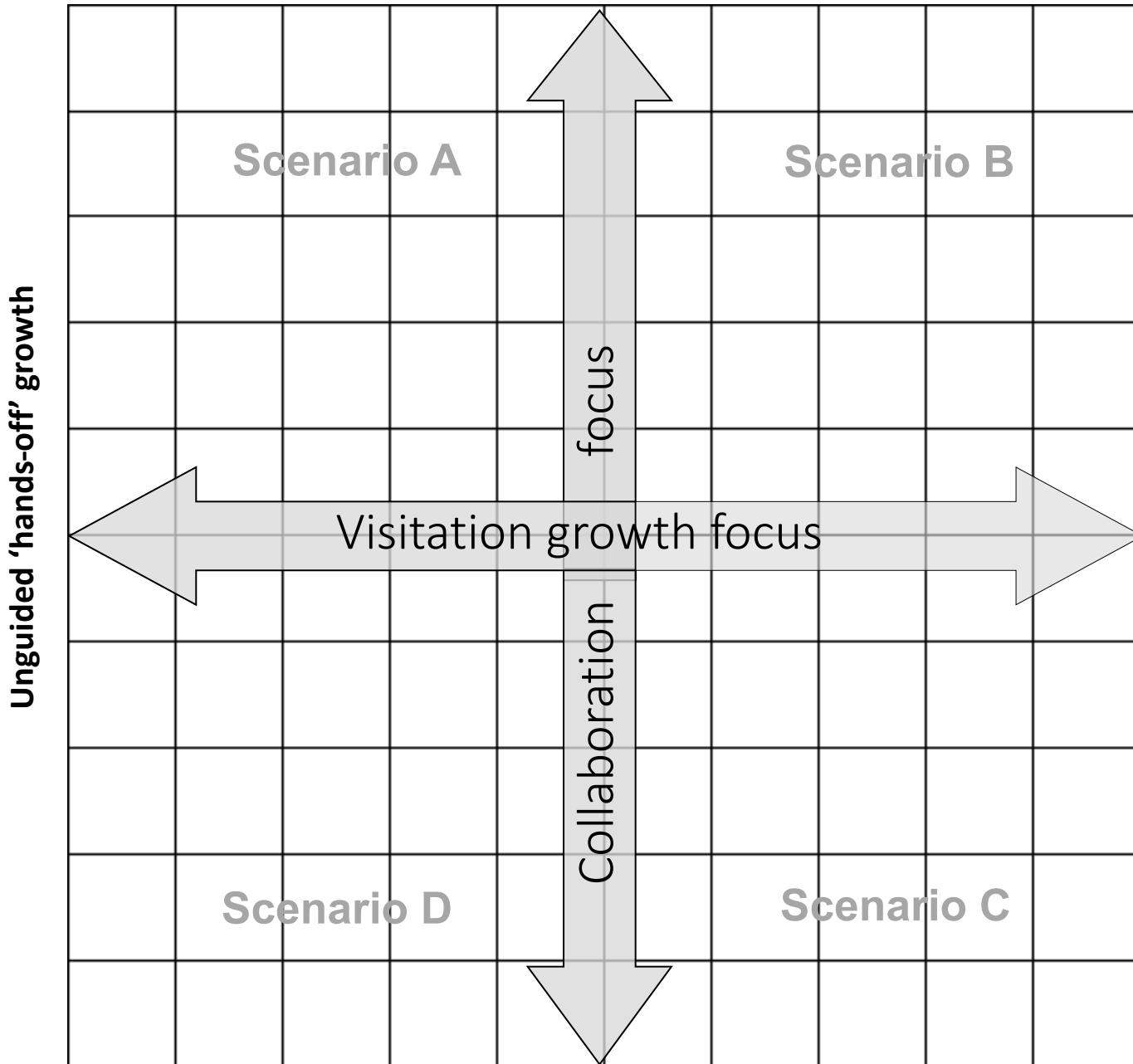
Proactive and intentional
 Focus is on proactively and intentionally managing destination impact, ensuring tourism is meeting broader sustainability metrics and community outcomes.



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

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.

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

future→iq

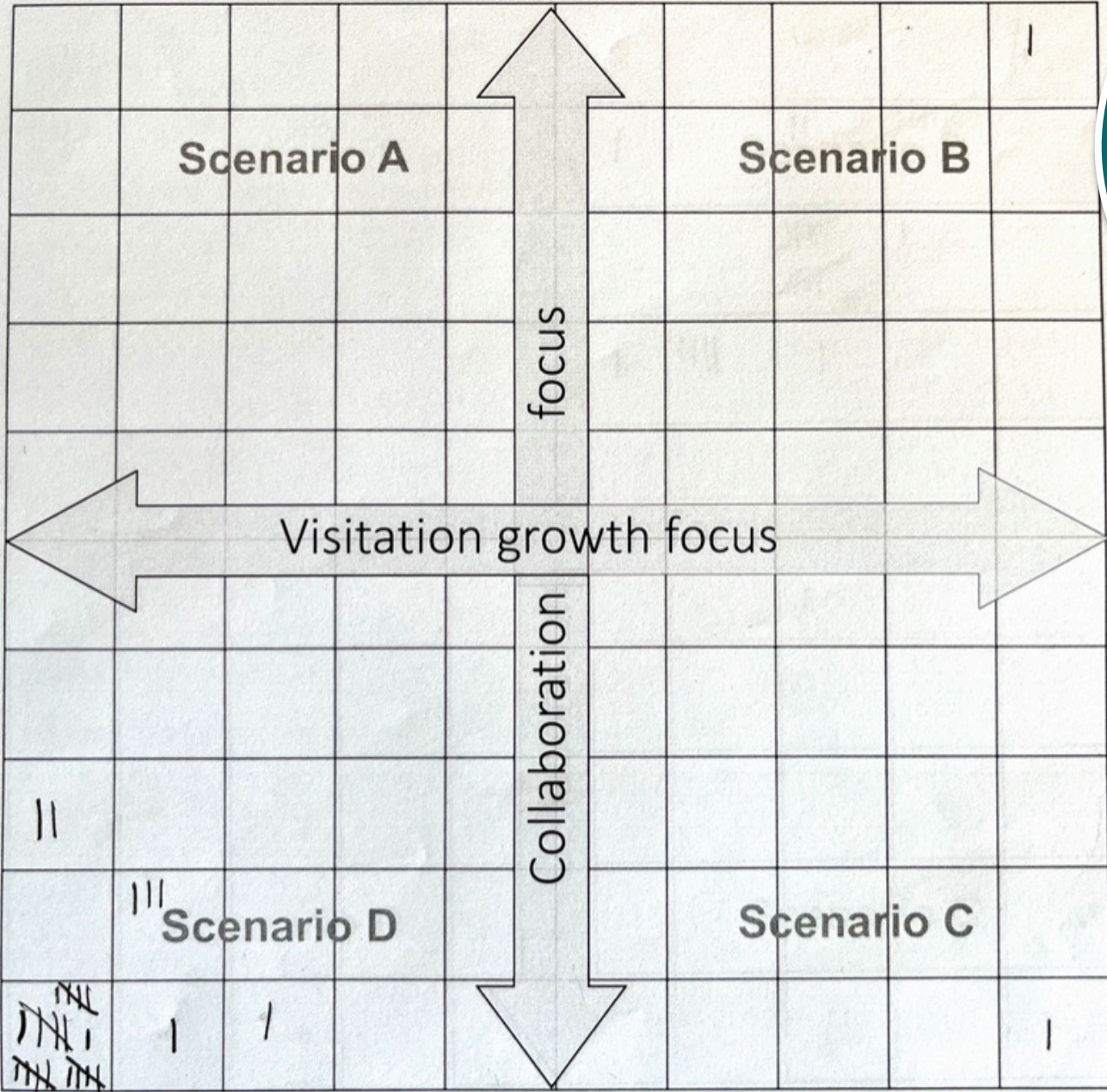
Create Future Intelligence™

www.future-iq.com

Intentional Collaboration



Unguided, hands-off, growth

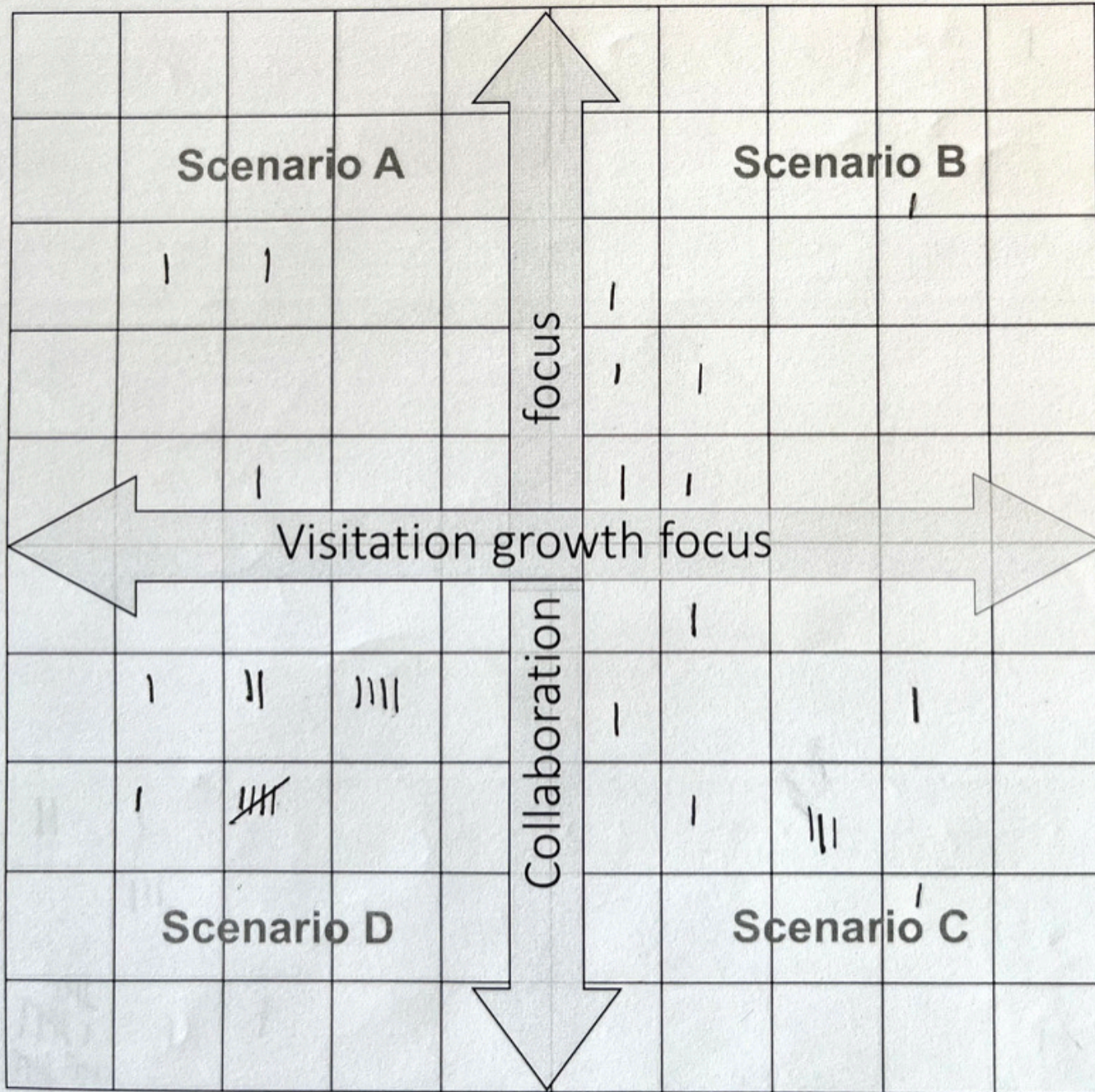


Proactive and intentional

Ad-hoc collaboration

Intentional Collaboration

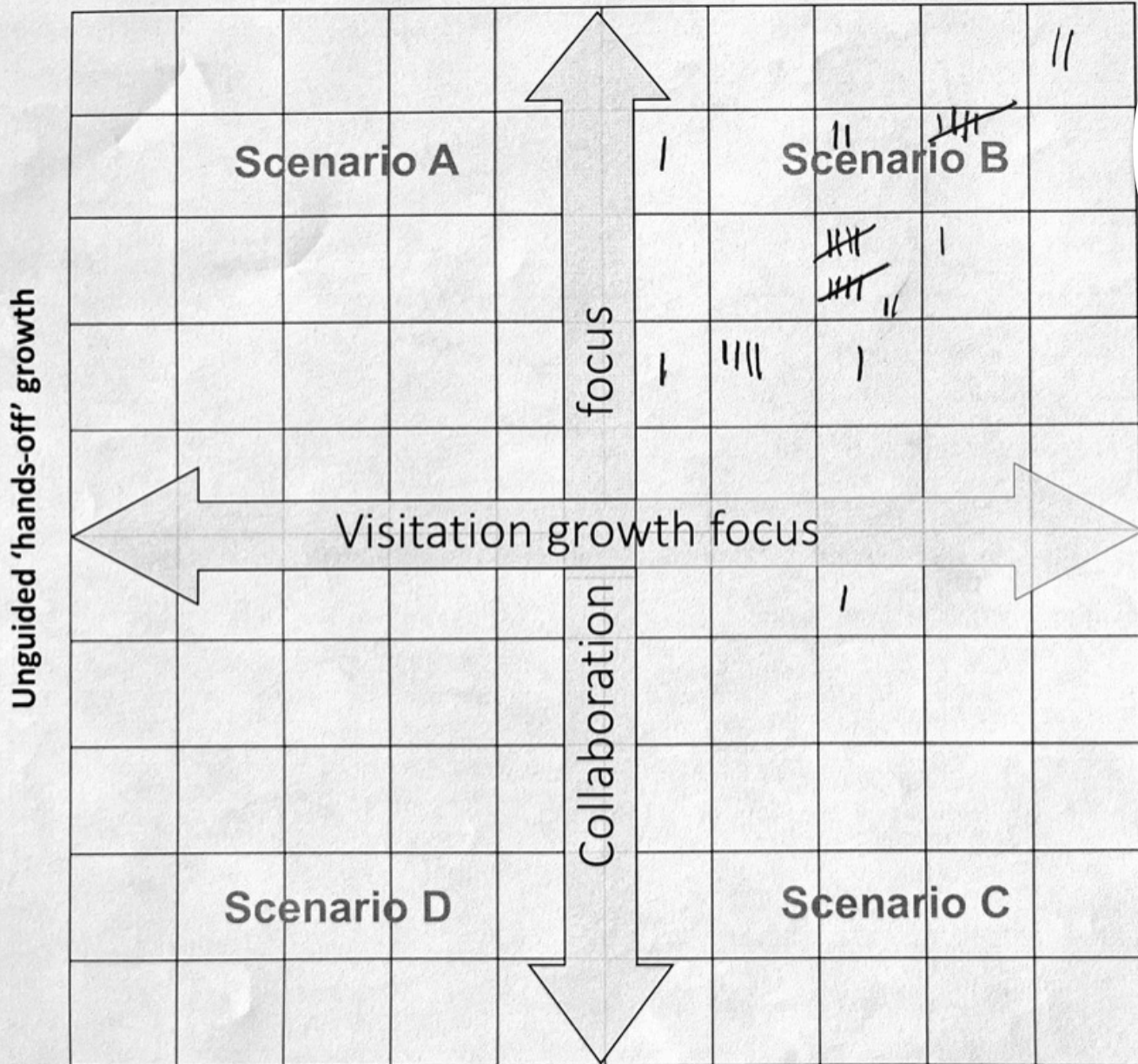
Unguided, hands-off' growth



Proactive and intentional

Ad-hoc collaboration

Intentional Collaboration



Proactive and intentional

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

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

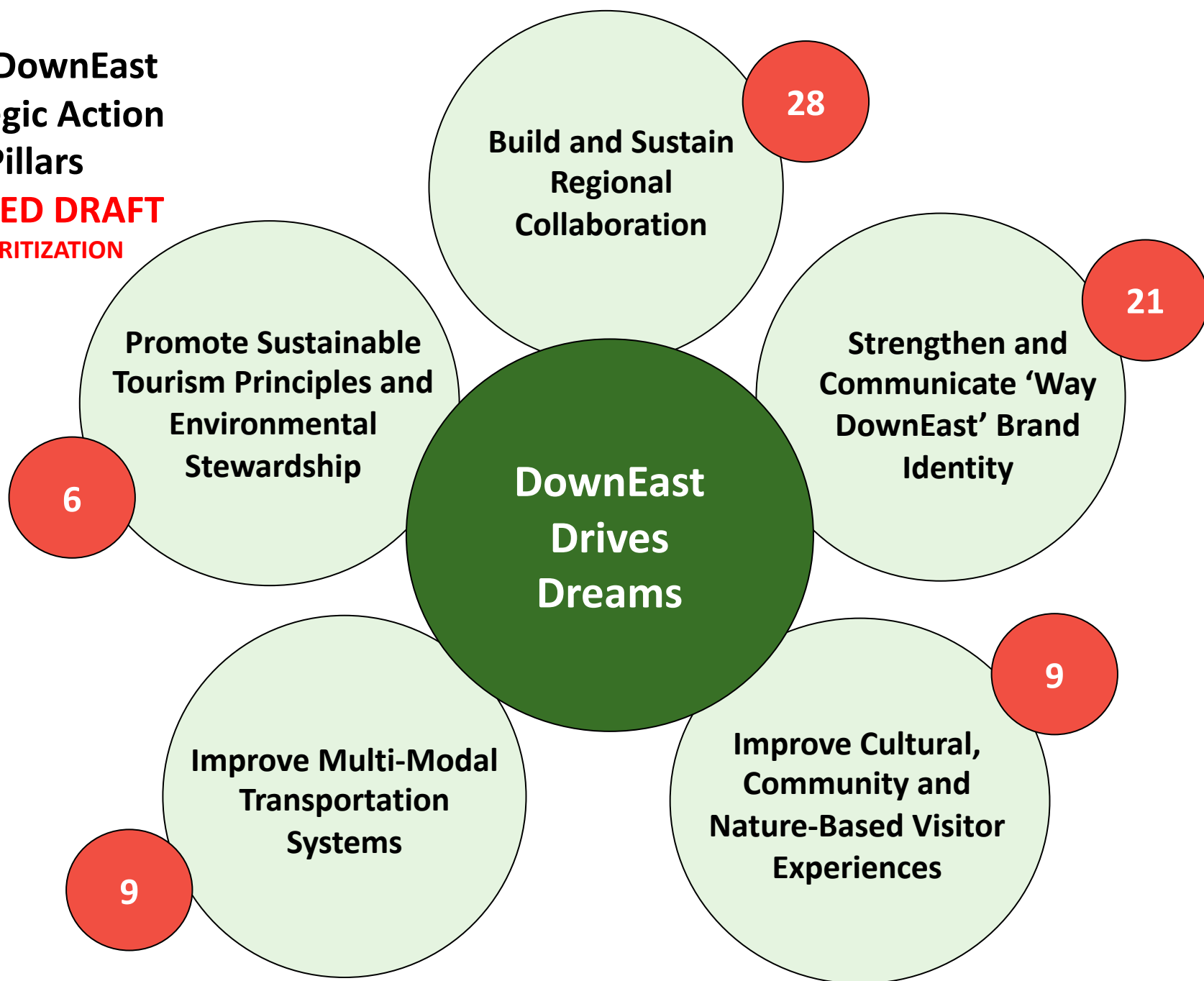
What would we see on the ground? What is happening in the communities?

- 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**

Build and Sustain Regional Collaboration	Local tourism focused entity (Tourism Coalition)	10	28
	Internal outreach to local organizations, municipalities, and stakeholders	10	
	Stronger connection to MOT through DART	5	
	Dedicated person to build collaboration	3	



21

Strengthen and Communicate Way Down East Brand Identity

Strengthen and Communicate Way Down East Brand Identity	Collaborative regional marketing	9	21
	Common / interlinked website and social media platforms	10	
	Create marketing that shares unified brand and logo	2	



9

Improve Cultural, Community and Nature-Based Visitor Experiences

Improve Cultural, Community and Nature-Based Visitor Experiences	Leverage College programming for nature-based guides	6	9
	Hemp maze	1	
	Programs for dilapidated properties	2	



9

Improve Multi-Modal Transportation Systems

Improve Multi-Modal Transportation Systems	Create water transportation system	6	9
	Safe bicycle lanes	1	
	Road improvements	2	



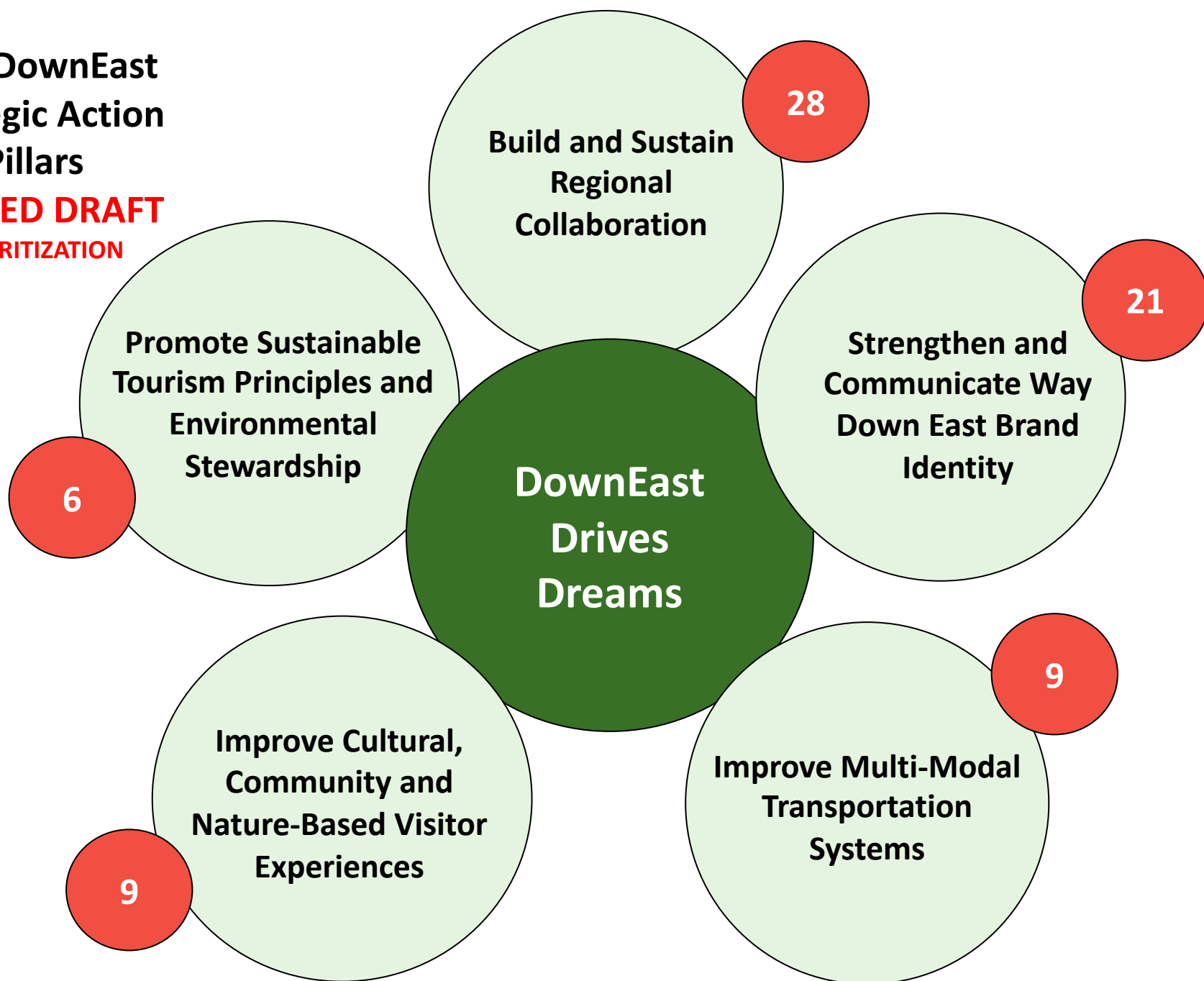
Promote Sustainable Tourism Principles and Environmental Stewardship

Promote Sustainable Tourism Principles and Environmental Stewardship	Passport to Washington County	5	6
	Curated visitor experiences	1	



**Way DownEast
Strategic Action
Pillars**

REVISED DRAFT
PRIORITIZATION



PROJECT IDEAS – POST MODULE 2

Build and Sustain Regional Collaboration

- Way Downeast Tourism Coalition - The overarching group needs to be formed and we need a website that towns and organizations can populate.

Strengthen and Communicate Way Down East Brand Identity

- Develop a website that all towns can post their local events on weekly.
- Way DownEast destination website would serve all four communities. Perhaps utilizing local art students or artists for a logo design and/or a destination tagline.
- A joint website or Facebook page would be great,
- A new logo/branding campaign.
- Co-op page for the Maine Invites You travel planner.

PROJECT IDEAS – POST MODULE 2

Improve Cultural, Community and Nature-Based Visitor Experiences

- Reenactor events
- Charting Your Course to Down East Maine - Lay out the public access points to the ocean...all in one place...all on one map/chart.
- A "history and culture" map
- Grants to improve buildings/facades.
- A sign entering and exiting town on route one.
- Enhance their downtown areas or waterfronts with their own unique project but placing a Way DownEast/Community Destination logo sign when completed.
- Buildings along the Main Street had placards made indicating the original purpose of the building and its various interactions through history.
- Story telling through an interpretive panel in every community along the route between Machias and Calais

Module 3 – project scores

- Local tourism ‘Way DownEast’ focused entity (Way DownEast / DART subcommittee), [with paid support] to coordinate locals [17 votes]
- Build linkages to integrate / connect existing website and social media platforms [12 votes]
- Leverage College programming for nature-based guides [18 votes]
- Signage / wayfinding ‘Way DownEast’
 - Downtown murals / banners / beautification (collaborate with art students) [11 votes]
 - Maps – history & culture / story telling / public access – digital and paper [6 votes]
- Re-enactor events – cross link and expand [2 votes]