



Town of Bucksport
Marketing Plan 2021
Action Item Checklist and estimated cost

Residential Development and Attraction of New Residents

- **3-YEAR GOAL: 36 NEW FAMILY UNITS/12 PER YEAR**
Attract investments that produce ten new single family homes and two new multi-family developments over the course of three years.

YEAR 1:

- Develop Bucksport Logo / graphic design*
- Develop Bucksport Tagline / graphic design*
- Ensure consistency of voice in all internal and external communication
- Develop New Resident web page on the current town site graphic design*
- Develop New Town of Bucksport website graphic design*
- Pitch deck - residential and commercial investors / graphic design*
- Create retractable banners for use at orientation events and local businesses / \$175 per retractable banner plus graphic design*
- Use social media platforms (Facebook and Instagram) to promote the quality of life in Bucksport by establishing a consistent social media Schedule of Posts / \$495/month for full service maintenance of social media platforms
- Facilitate collaboration between the Town of Bucksport and it's Downtown Committees (Heart and Soul, Bucksport Bay Coalition, Historical Society, the Garden Club, and Other Local Community and Economic Development Groups)
- Recruit local ambassadors to represent Bucksport as a great place to live for use on social media and the web
- Develop "Start Here" social media campaign targeting young families / covered by social media maintenance
- Develop and provide "Opportunity for Life" brochures to the Human Resources departments of Whole Oceans, MMA, and other local businesses to encourage new hires to consider Bucksport as a place to live / \$200 for printing plus graphic design*

*A graphic design, marketing, and brand management flex retainer may be helpful to accommodate emerging design needs as the town rolls out the new logo and manages the public facing design assets and builds a new portfolio of visuals. Design and marketing retainers for a project of this scope would range from \$1,500 to \$6,000 per month, depending on the firm and the number of hours. We recommend a \$4,000 retainer over a full year. A full-service social media management package normally expenses at \$500-\$700 per month.

YEAR 2:

- Develop a general economic development brochure that builds on the pitch deck / graphic design*
- Create New Resident welcome package (a town of Bucksport mug, sticker, shopping and services guide, coupons for local businesses)
- Create Town of Bucksport Promo Products with Town Logo (Shirts, Mugs, Hats, Stickers Cups, etc.) / graphic design* plus cost of product \$5,000 initial investment, some for give-away and others for sale
- Increase Public Relations and Media Communication (Earned)
- Develop 30-Second Community spotlight video for use on social and TV
- Sustained social media communication / \$495/month
- Support Local Quality of Place Initiatives by Continued Collaboration with Connect Maine to Expand Broadband Initiative
- Continued Development of Downtown Walking Path (Bucksport Harbor Walk)
- Continue to develop Age-Friendly program and Healthy Community Partnerships with Maine Development Foundation, AARP, and Maine Department of Health and Human Services

YEAR 3:

- Develop town-wide wayfinding sign system / \$50,000 - \$100,000 depending on scope
- Create town kiosk and digital communication board / \$20,000 - \$80,000 depending on scope
- Replace interpretive panels on the walking path using updated branding / graphic design* plus \$2,000 for panels
- Ongoing Development of Town of Bucksport Website and Social Media Platforms / \$495/month social media
- Collaborations with other communities
- Collaboration with Coastal and Interior Economic Development Agencies
- Create Partnerships with Art and Cultural Institutions
- Work with Whole Oceans and Maine Maritime to Host Industry Seminars and Training
- Continued Broadband Development
- Multi-Use Trail Investments
- Multi-Modal Public Transportation
- Development of a Dog Park / \$25,000
- Continued Library Development
- Diversity and Inclusion
- Public Art / \$200,000
- Walking Trail Development
- Ongoing Encouragement of Entrepreneurialism and Business Establishment and Investment in the Downtown
- Increase Retail and Food/Drink Mix
- Promote Tourism Business Opportunities Including Transportation and Tour Packages, Boat Cruises, Adventure Packages (Hiking, Fishing, Mountain Biking, etc.)
- Encourage Quality of Life Services Including Childcare, Food Delivery, Redemption Center, Nightclub/Brewery, and Solar Projects

Tourism Development

- 3-YEAR GOAL: INCREASE LOCAL TOURISM SPENDING BY 200% BY INCREASING THROUGH-TRAFFIC VISITATION BY 15% AND PUBLIC MARINA VISITATION BY 50%
- Achieve “Turn Left” Rate of 10,476 AADT

YEAR 1:

- Identify Prospective Visitors / marketing*
- Develop Target Market Avatar, Using Maine Office of Tourism’s “Desired” Visitor Profiles / marketing**
- Launch “A Day by the Bay” Marketing Campaign, Promoting a 24-Hour Schedule of Activities to do in Bucksport / marketing* and graphic design*
- Develop “A Day by the Bay” Rack Cards for Distribution to Regional Chambers and Tourist Hubs / graphic design* plus printing cost \$1,000 for 20,000 cards
- Develop “A Day by the Bay” Coupon Booklet for Local Businesses / graphic design*
- Create a Web Page on the current Town Of Bucksport Website with “A Day by the Bay” Activities and Schedule / marketing* graphic design*
- Create a Facebook Campaign/ Giveaway for “A Day by the Bay” / marketing* graphic design* plus cost of giveaway
- Promote “A Day by the Bay” through TV Advertising / \$5,000
- Create Ad Schedule for the Year, Target Publication and Platforms (Including TV and Radio) / \$10,000 for ad placement
- Develop Ads for Points East, Maine Invites You, Bangor Daily News Special Section, and a Standard “Ad Checklist” / graphic design*
- Establish a Budget for Ad Words or Display Advertising, with Key Targeting to Acadia Visitors / \$9,000
- Establish a Bucksport Brand Photo Library for Use in Ads, Social Media, and Web / \$5,000
- Improve Bucksport’s Profile on Travel Websites Including Trip Advisor, Google, and Social Media Platforms Including Facebook and Instagram
- Provide Fort Knox Welcome Center and Penobscot Narrows Observatory with Tradeshow Booth Type Asset to Promote Bucksport Visitation (Rack Cards, Brochures, and Coupon Booklet from Local Businesses, Consider Video Monitor or display kiosk with a Bucksport Promo Video) / up to \$5,000
- Development Plan for the Walking Path Including (Suggestion) “Harbor Walk” Branding, Signage, Entrance Cleanup, Clearly Marked Parking Area
- Collaboration with Pathway Businesses to Coordinate a “Harbor Walk” Sign System and Path-Facing Entrance Development That Encourages Patronage, and Pathway Activities Developed With Key Partners / \$20,000
- Encourage Outdoor/Patio Dining
- Integrate Music Piped onto the Pathway / \$5,000 for the system
- Develop Exercise Stations on Pathway (in Collaboration with Northern Light or Other Healthcare Institutions)
- Create Sponsored Sections that can Help Fund Regular Events like “Bands by the Bay”, or Other Brand-Consistent Activities
- Develop a Splash Pad for Kids at the End of the Pathway with Seating and WiFi

- Develop “Turn Left” Signage - 3 Part Sign System Starting in Stockton Springs, Verona Island, and the Last in Bucksport as a Replacement of the Current Wooden Sign in the Brick “Welcome to Bucksport” Installation / \$10,000 - \$50,000
- Develop Marketing Plan for the Bucksport Marina Including Special Web Section on the Town Website, Events that Connect Bucksport Marina with Bangor and Other Coastal Cities. / marketing*
- Create and Conduct Survey of Bucksport Visitors - Learn About Transportation Needs, and Amenities
- Ensure there is Ample Tourism Information at Local Businesses, Including “A Day by the Bay” Marketing Material.

YEAR 2:

- Continued Development of Town of Bucksport Website to Include “Visit Bucksport” Section and Development of an Online Event Calendar Dedicated to Promoting Year-Round Visitation and Continue Ad Schedule / marketing*
- Place QR Codes on Local Signage to Bring Visitors to the “Visit Bucksport” Section of the Website with Recommendations on Food, Drink, Lodging, and Activities / marketing*
- Create Destination Promotional Video / \$5,000 - \$20,000 depending on scope
- Develop Visitors Guide / graphic design* plus printing
- Add Brand Consistent Art Installations - Large Installations at the Bridge to Draw Drivers to “Turn Left” (Kinetic Art “Spawning Salmon, etc.) That Would Connect with an “Art Tour” Through the Rest of Town / \$200,000
- Downtown Wifi with Signage
- Public Bike Share
- Develop Festival Committee: Work to revive/develop/establish a schedule of Brand-Supportive Festivals
- Outreach to Boating Community / marketing*
- Market to Towns and Cities with Other Marinas and Promote Day Tours / marketing*
- Develop Regular Transportation from the Marina to Local Attractions: Perhaps a Scooter or Bike Depot so Marina Patrons Can Visit Town and Enjoy Food and Drink, Laundry Amenities

YEAR 3:

- Redesign “Take a Hike” Signage, Replace Current Map with Bucksport Walking Path Branded Map and Activity Guide / marketing* and graphic design*
- Collaborate with Other Communities on Dock, Dine, and Shop, and Multi-Port Tours
- Continue Distributing Rack Cards and Marketing Materials to Key Tourist Hotspots Throughout the State
- Continue Social Media Communications / \$495/month
- Promote the Town’s Shipping History as a Tourism Attraction
- Purchase or collaborate with a private company to manage a William Peary Era Ship or Replica and Promote the Roosevelt Ship and Associated Mariner History in the Harbor (at the Route 3 Bridge) in the Bucksport Waterfront Park, or at the Marina
- Contract a Tourism Company to Offer Ship Tours
- Grant Support Program to Expand the Number of Slips and Facilities Including Better Amenities for Boaters, e.g., Laundry Facilities, Robust Wifi, a Scooter or Bike Depot so Boaters Can Get Around Town
- Develop a Stand-Alone Website Dedicated to the Marina / \$5,000
- Develop an Independent Marketing Plan to Promote the Marina / \$10,000
- **ONGOING**
 - Tourism Business Development
 - Encouragement of Entrepreneurialism
 - Business Establishment and Investment in the Downtown
 - Increase Retail Mix, Food and Drink
 - Promote Tourism Business Opportunities Including Transportation and Tour Packages, Boat Cruises, Adventure Packages (Hiking, Fishing, Mountain Biking)
 - Encourage Quality of Life Services Including Childcare, Food Delivery, Redemption Center, Nightclub/Brewery, and Solar Projects.

YEAR 1 SUGGESTED BUDGET AND TIMELINE

Town of Bucksport, Design and Marketing Retainer - YEAR 1 of 3

Budget Estimate and draft timeline

Goals: 1) Residential/Business Development and New Resident Recruitment, 2) Tourism Campaign

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Logo Development	■	■	■									
Tagline Development	■	■	■									
Business Development pitch deck	■	■	■									
Advertising collateral for GOAL 1 (retractable banner, brochures, promotional video)				■	■	■						
Social media management	■	■	■	■	■	■	■	■	■	■	■	■
- social media "Start Here" campaign for brand building, new resident recruitment				■	■	■	■					
Integrated tourism campaign "A Day by the Bay"				■	■	■	■	■	■			
- Rack card, design, printing and distribution				■	■							
- Display booth/kiosk for Penobscot Bay Observatory						■	■					
- Digital ads, banner design and digital campaign						■	■	■				
- Web, campaign page (page only): design and development					■							
Press releases, ongoing	■	■	■	■	■	■	■	■	■	■	■	■
Design support, ongoing	■	■	■	■	■	■	■	■	■	■	■	■
Team review - monthly		■	■	■	■	■	■	■	■	■	■	■
Design and Marketing retainer	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$3,000	\$3,000	\$3,000	\$3,000
Social media retainer	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495

Advertising budget - YEAR 1

Display booth for Penobscot Observatory	\$5,000
Print Advertising	up to \$10,000
Television Advertising	\$5,000
Collateral materials (rack cards, brochures, retractable banner, promotional video, photo library)	up to \$14,000
Digital (internet) advertising	up to \$9,000

2021 marketing investments

Design/Marketing Retainer...	\$44,000
Social Media Retainer.....	\$5,940
Ad placement (print, TV, digital).....	\$15,000
Collateral materials including 1-time investments of video, photo library, and booth.....	\$19,000
Total Budget.....	\$83,940