

SUBMISSION to the BOOTHBAY REGISTER

Economic development group hires marketing and event consultant to publicize winter events

Submitted article by Abbe Levin and Wendy Wolf, JEDC Co-Chairs

Local businesses and nonprofits on the Boothbay peninsula will have a new partner to help expand the tourist shoulder season. The Boothbay-Boothbay Harbor Joint Economic Development Committee (JEDC) announced it has hired Green Tree Event Consultants of Saco, Maine. Green Tree Event Consultants will help local businesses and organizations tap into the success of the Coastal Maine Botanical Gardens Gardens Aglow event to entice tourists to dine, shop and stay during November and December.

The JEDC had released a competitive request for proposals for assistance with marketing and event expertise to help promote local businesses, and coordinate publicizing both Gardens Aglow and local holiday events, such as the Opera House Gingerbread Spectacular, so the entire region can benefit from the influx of tourists during this shoulder season.

In response to the request for proposals, the JEDC received four proposals. Each of the applicants had strong marketing experience, but "Green Tree Events really hit it out of the park," said JEDC Co-Chair Abbe Levin. Members of the interview team felt the staff from Green Tree Events understood the importance of taking a strategic and long-term view toward a comprehensive marketing plan that could showcase the beauty and attributes of the Boothbay and Boothbay Harbor region.

The goal of the marketing and event plan is to encourage visitors to stay and extend their time visiting the area when they come to Gardens Aglow. Staff from Green Tree Events felt the regional approach could build a "world-class holiday destination event".

Green Tree Events will be working with the Town Managers from Boothbay and Boothbay Harbor as well as with a small subgroup comprised of JEDC members and volunteers from local businesses. This group will help guide the concept development, strategic planning, generation of the marketing plan, help coordinate relationships with regional and state tourism associations and develop a toolkit for community engagement.

There will be a meeting to introduce the Green Tree team on Tuesday, June 14, from 8:00 a.m. – 9:00 a.m. at the Boothbay Harbor Opera House. If you are a local business owner or represent a local organization with holiday events, the JEDC invites you to attend this informational meeting and learn how you can connect with this new marketing effort.