

Annual Report for the Marketing and Public Relations Committee

Submitted by Lisa Simpson Lutts, Executive Director

The committee advises staff on the annual Marketing Plan that focuses on communication to three groups of constituents – visitors to Castine and the Blue Hill Peninsula, locals, and members. We reach them through print ads; brochures; social media; the website; media stories; and our members' newsletter, *The Castine Visitor*.

In 2019, we spent over \$14,000 on marketing. Part of the money went toward designing and printing our newsletters, the Annual Report, and our annual brochure. The remainder went toward paid distribution of the brochure from Camden to Castine, advertising, and designing and maintaining our website.

This year, our marketing expenditures have been reduced due to the COVID 19 pandemic. We have designed a rack card brochure for our Castine Uncovered Walking Tours which is being distributed by volunteers. Our advertising budget has been reduced due to cost cutting measures. We are relying on social media, online calendar of events, and public relations to get the word out about our walking tours.

At the end of the 2019 season attendance increased 17% over the previous year and 29% since 2017. While marketing is not the only cause for attendance growth – our top-quality exhibitions and programs play a leading part – marketing plays a crucial role in encouraging people to visit the Historical Society.

Like all Historical Societies and museums, we know that 2020 attendance will in no way match previous years. However, by offering twice daily walking tours, we continue to meet our mission of teaching the history of Castine to visitors and residents.

Marketing/Public Relations Committee Members

Ellen Benjamin

Lisa Haugen

Charlotte Alston Legg

John Macdonald

Loi Thai

Lisa Simpson Lutts, *staff*