

Wabanaki Cultural Tourism Initiative

February 6, 2023



FOUR DIRECTIONS
DEVELOPMENT CORPORATION

Maine
VISITMAINE.COM

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY





FOUR DIRECTIONS

DEVELOPMENT CORPORATION

OUR GOALS

- Increase homeownership among tribal members
- Improve the quality of housing for Native American people
- Increase the number of Native-owned businesses
- Raise the levels of financial literacy among tribal members
- Build the business skills of Native American entrepreneurs
- Attract and leverage capital to Indian Country

OUR MISSION

The mission of Four Directions Development Corporation is to improve the social and economic conditions of the Native American tribes in Maine — the Maliseet, Mi'kmaq, Passamaquoddy, and Penobscot — through education and investment in affordable housing, tribal business ventures, and Native entrepreneurship.



FOUR DIRECTIONS
DEVELOPMENT CORPORATION

OUR VALUES

COMMUNITY

We listen to and serve our communities with passion, patience, humility, and respect.

INTEGRITY

We are transparent, reliable, and honest in the way we conduct ourselves and our business.

COLLABORATION

We are stronger when we work together toward shared goals.

OPPORTUNITY

We open doors with Native people to fulfill their hopes and dreams.

CULTURE

We honor, share, and embody Wabanaki culture.



FOUR DIRECTIONS
DEVELOPMENT CORPORATION

OUR TEAM



Charlene Virgilio

Executive Director



Jacques Delli Paoli

Community Development
Program Manager



Ernest Neptune

Native Arts & Cultural
Program Manager



Matthew Lewis

Director of Operations

What is Cultural Heritage Tourism?

“Traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.”

- National Trust for Historical Preservation



Wabanaki Cultural Tourism Initiative Objectives

1. Develop a multi-year native tourism development and management plan that will include a shared vision, goals with corresponding strategies, and priority initiatives
1. Assist Tribal Nations to develop tourism experiences through a virtual Product Development Studio



The Technical Team

International Institute of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY



Seleni Matus
Project Lead

Executive Director



Beth Wright
Project Manager

Project Manager



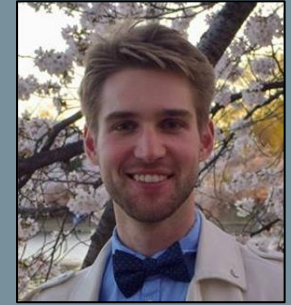
Martine Bakker
Demand Trends
Analyst

Research Scholar



**Stephanie
Westhelle**
Product Analyst

Researcher



**Kristopher
Wilson**
Research Assistant

Graduate Student

Wabanaki Tourism Project Timeline & Milestones



- Kick-off Leadership Meeting
- Research: demand analysis, supply analysis, enabling environment and natural environment
- Stakeholder Consultation Plan for first site visit

- Site visit and Summit to validate Situation Analysis Report findings (in-person)
- Summit and Site Visit Summary Results
- Focus Groups with those who could not attend Summit (ongoing)

- Validate Situation Analysis Report (March)
- Final Situation Analysis Report (April)
- Summit #2: Visioning and Planning Workshops (in-person, May)
- Visioning and Planning Workshop Outcomes Report (May)

- *Virtual Product Development Studio (TBD)*
- Draft Plan (June)
- Key Stakeholder Presentation (June/July)
- Final Plan (July)

Stakeholder Engagement



- WCTI Leadership Team with representation from all Tribal Nations
- In-person visioning and planning summits with Native and non-Native stakeholders developing and promoting Indigenous tourism in Maine
- Online meetings, focus groups and interviews with key stakeholders including Tribal Leaders, business owners/managers, public services, and youth from Wabanaki communities



Thank You!



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