

## Digital Content for Museums

Maine Archives & Museums powered by VAMONDE



VAMONDE and  
Presentation  
Overview

Yarmouth  
Historical Society  
Overview

Creating Digital  
Content for  
Museums

Results

Next Steps: Pilot  
Program

# ABOUT KARTIK RAMKUMAR



Customer Success & Account Manager

Work with museums around the country

Degree in Industrial & Labor Relations from Cornell University

Passionate about intersection of storytelling and technology

# ABOUT KATIE WORTHING



Executive Director of Yarmouth History Center

Background in museum programming and education

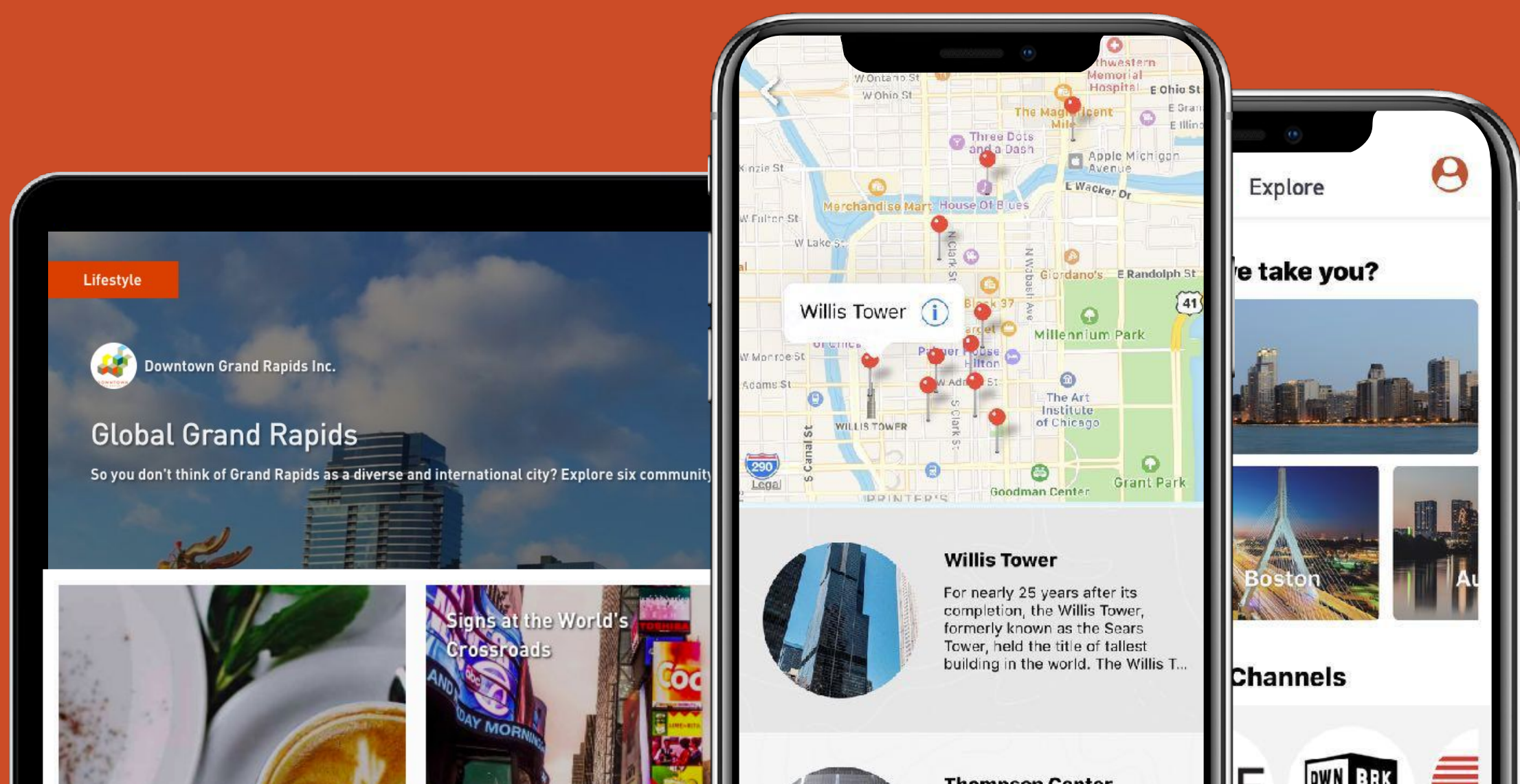
Degrees in Art History and Environmental Studies

Always looking for ways to bring local history alive

# CULTURE AND ARTS Powered by VAMONDE

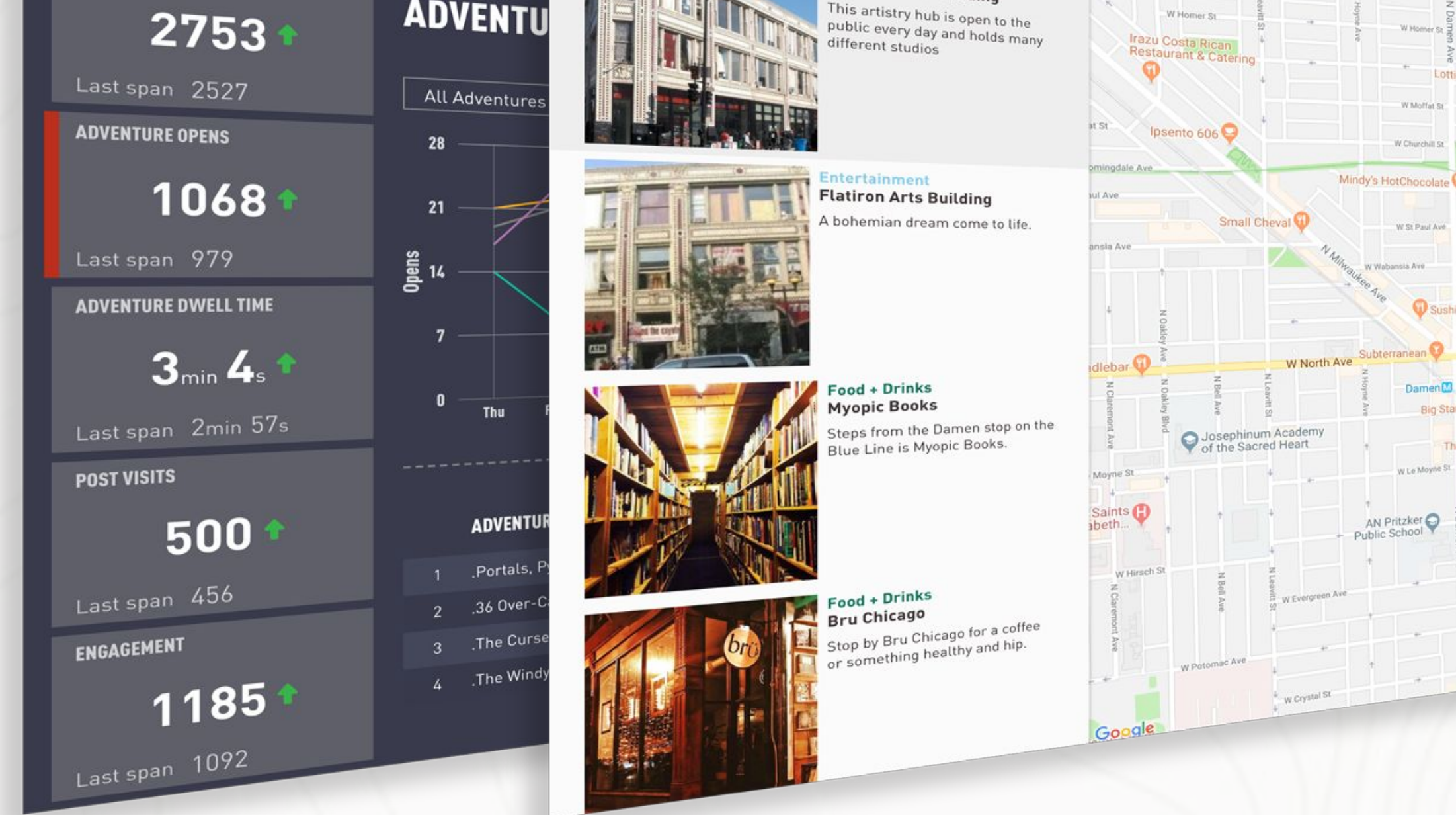
1 Deliver a best-in-class **visitor experience** using the technology visitors expect.

2 **FREE Technology benefits** that are needed by attractions and museums.



3 **Analytics on guest demographics, behaviors, and preferences.**

4 **Way-finding and location-based content deliver seamless visitor experiences anywhere they go.**



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## Content

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Dozens of interesting historic places in town  
Great collection of historic photos

## Activities

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Several walking tours with rich content  
developed over the past 20 years

## Audience

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Engaged audience that often requested ways  
to experience Yarmouth history more directly



## Content

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A way to combine our content into a more portable format

## Digital Tools

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Easy-to-use tool that could house our existing walking tours that could be edited & expanded

## Audience

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More access to and awareness of Yarmouth History!





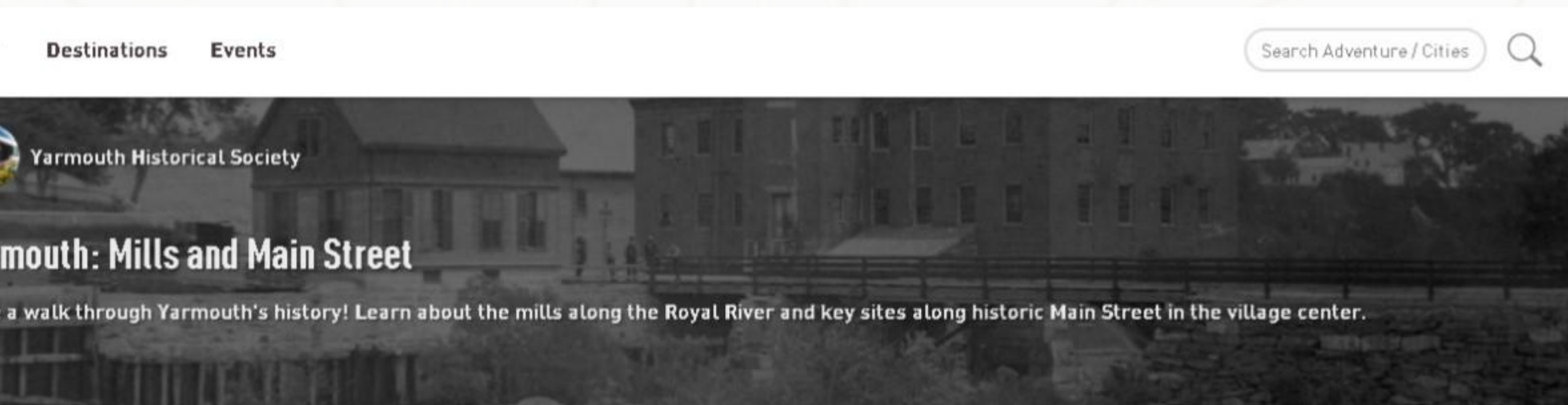
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- 1. Royal River Manufacturing Company**

Yarmouth's first cotton mill was built on the Royal River in 1848.  
[Read More](#)



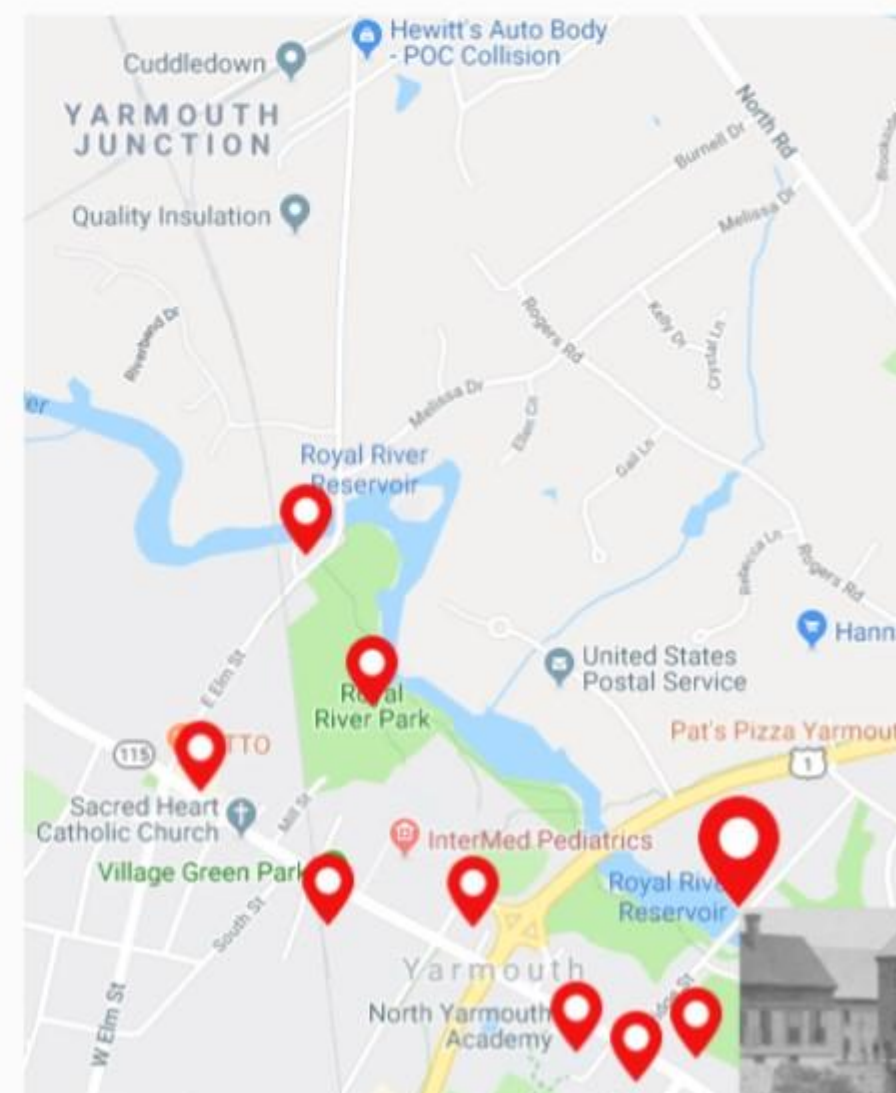
- 2. Yarmouth History Center**

Start here to learn about Yarmouth's past!  
[Read More](#)



- 3. Forest Paper Company at Third Falls**

Yarmouth's largest mill produced wood pulp for the paper industry.  
[Read More](#)



## Experience: Yarmouth: Mills and Main Street

Our first experience is based on one of our longest running walking tours (9 stops)

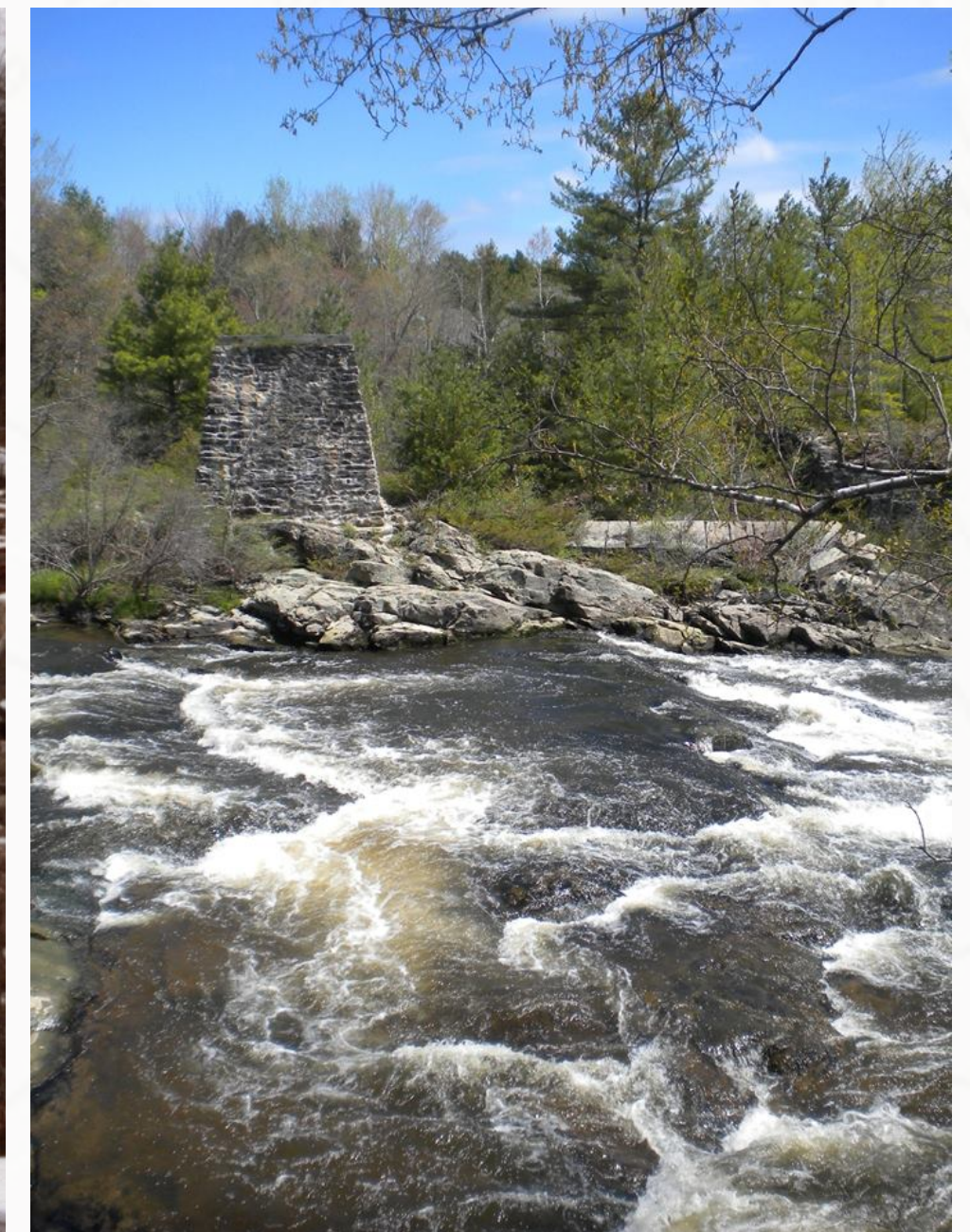
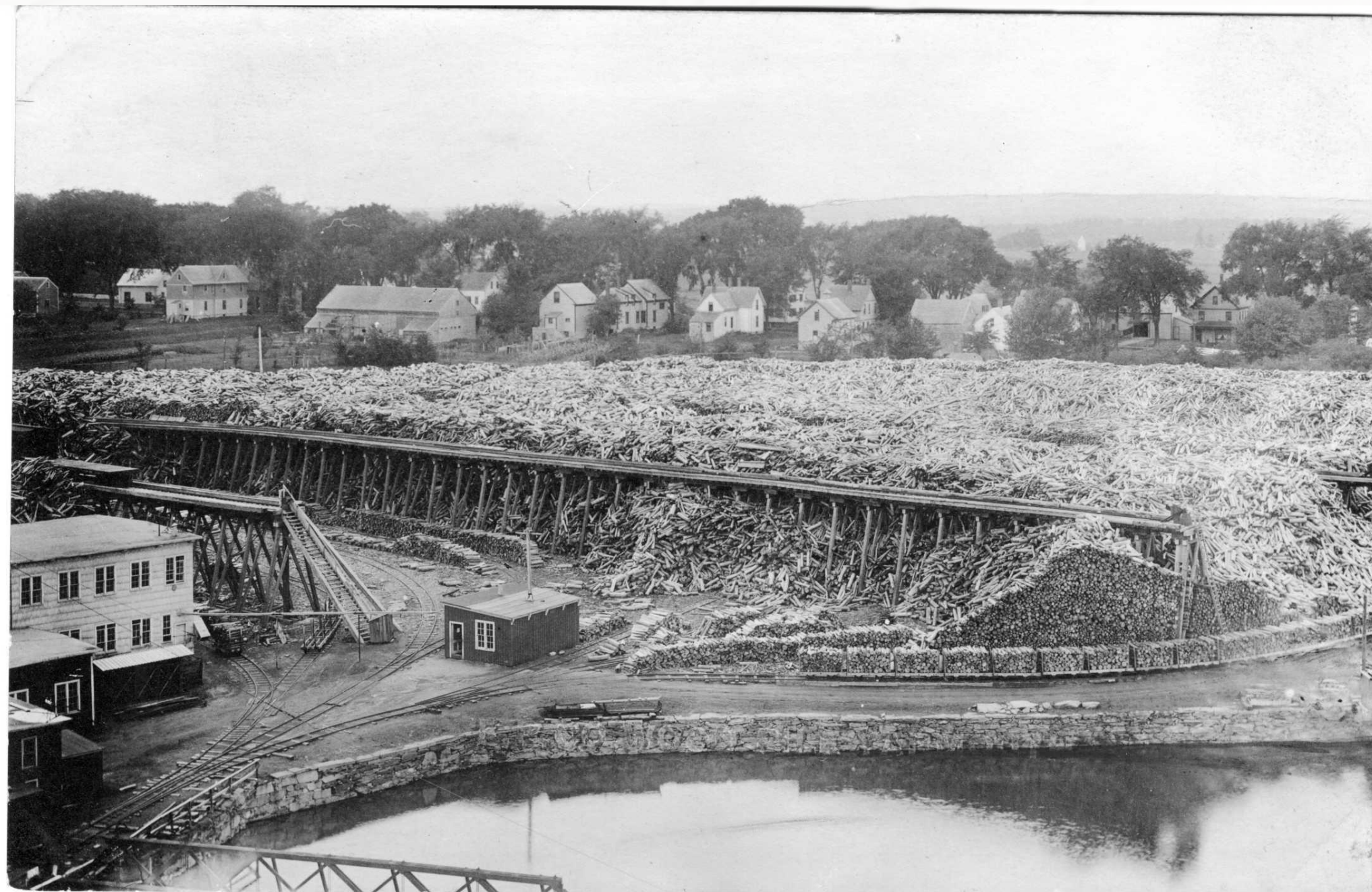
It loops from the History Center, along the Royal River, and back along Main Street

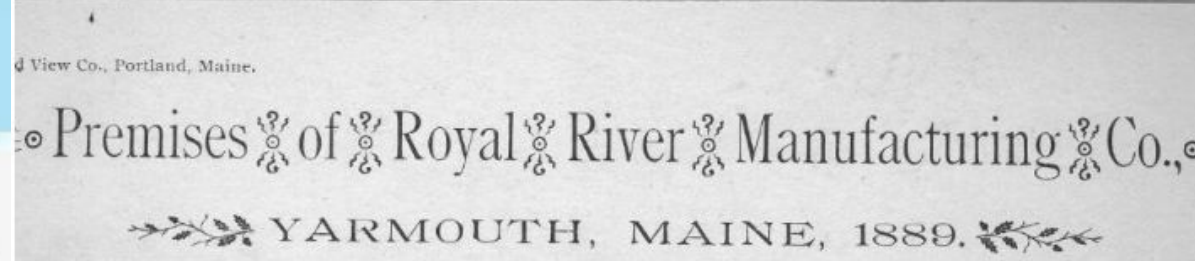
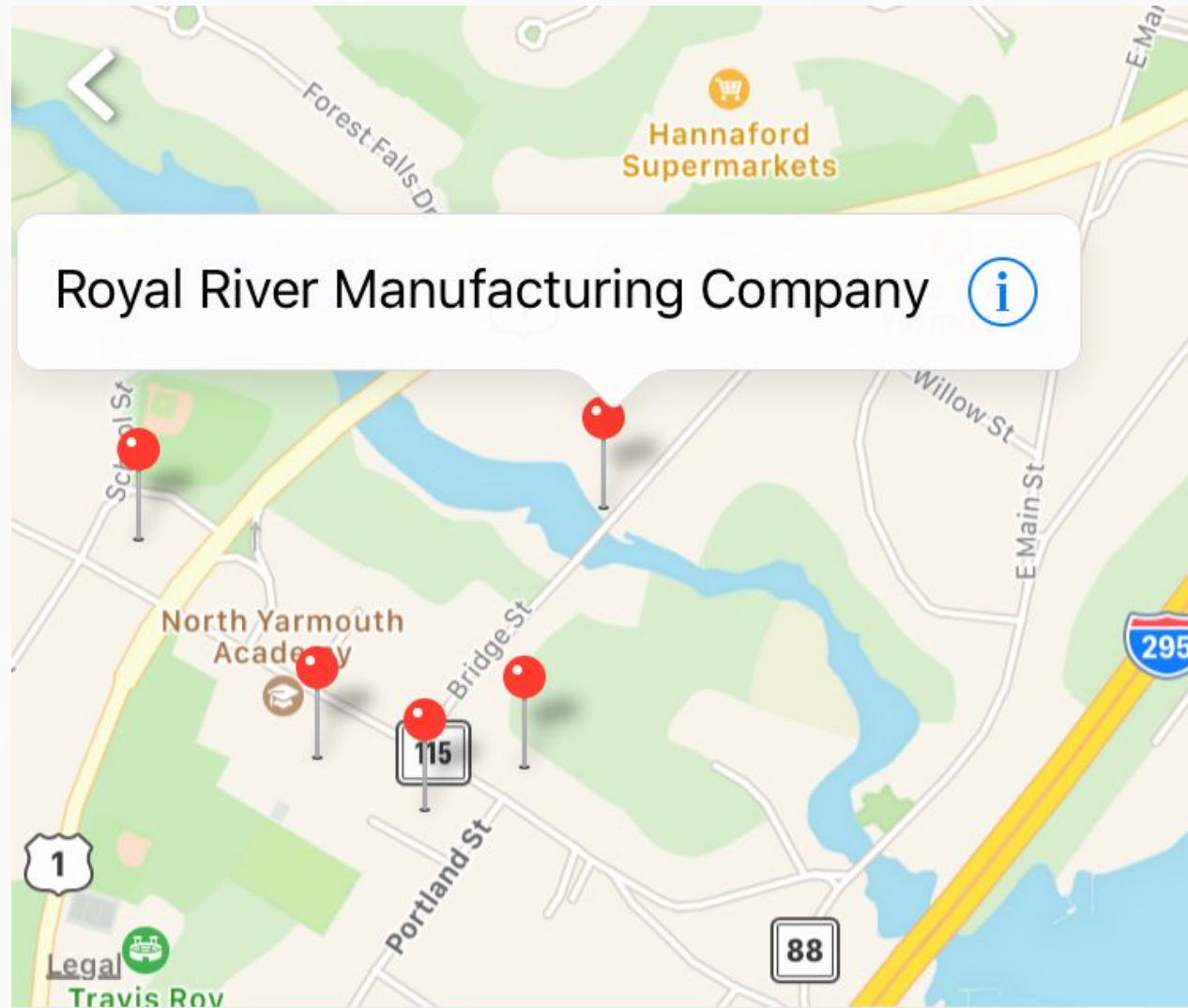
User chooses: do the whole walk or select pieces

## Experience: Yarmouth: Mills and Main Street

Area of significant change, now largely hidden

Photos convey scope of change throughout Yarmouth history





At its height, the Royal River Manufacturing Company employed 60 men, women, and children, many of whom came to Yarmouth from Prince Edward Island to work in the mill. In the late 19th century, a weaver at the mill could earn \$1.40 to \$1.50 per day, but the days were long with shifts running from 6:00 am until 6:00 pm, with a 45-minute lunch break.



### Central Parish Church

Now known as the First Universalist Church of Yarmouth, the Central Parish Church was built in 1860.



### Royal River Manufacturing Company

Yarmouth's first cotton mill was built on the Royal River in 1848.



## Experience: Yarmouth: Mills and Main Street

Full chronology of site

Photos from the past and present

Expands to include mill workers and neighborhood buildings

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## Easy to Share

Can quickly add a link to Facebook or share directly from VAMONDE to social media.

## Higher Engagement

Immediate positive response on Facebook. Users loved the tour and asked for more!

## Content

Easily accessible, no need to download an app



**Yarmouth Historical Society**

Published by Shelby Bryant (?) · 3 hrs ·

We're super excited to launch our Mills and Main Street walking tour on Vamonde! You can access the tour anywhere at any time. Click the link and enjoy the fall scenery as you explore!

<https://www.vamonde.com/.../yarmouth-mills-and-main-stre.../826/>



VAMONDE.COM

**Yarmouth: Mills and Main Street**

History - Yarmouth: Mills and Main Street, Take a walk through...

## Add more Content

Plenty more walking tours to upload

## Expansion

Expand based on current programs

## Content

Link to museum exhibit: tour within the museum or use VAMONDE to link to historic places referenced in our exhibits



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# MAM PILOT OVERVIEW



The VAMONDE team created a pilot guide with 3 MAM museum members that has been shared along with your conference guide. The next step is to invite other museums and archives to participate in growing this program.



## Immersive & Interactive Content

Museums had the chance to publish exciting digital content that is available on both web and mobile.



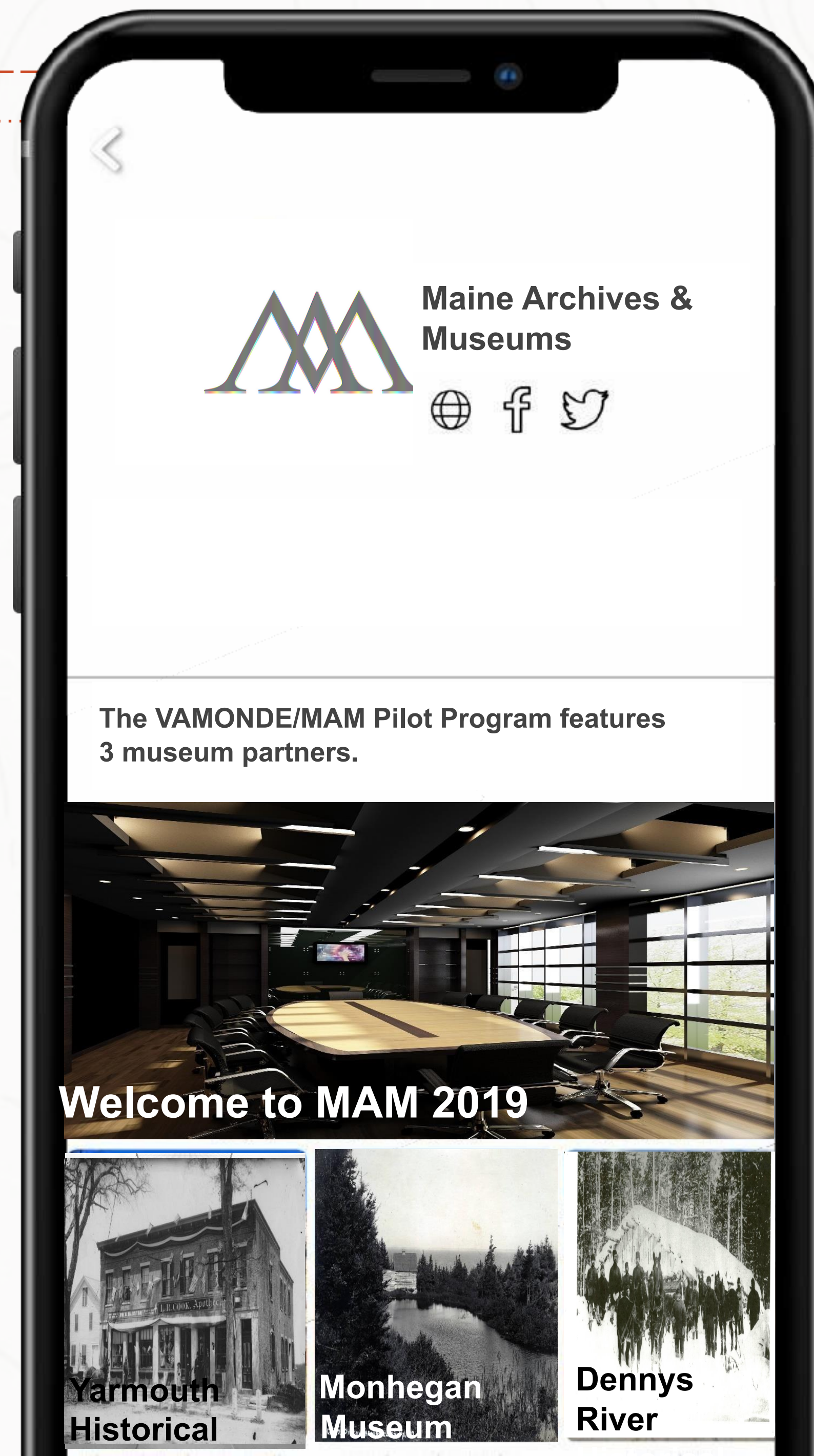
## Museum & Exhibit Guides

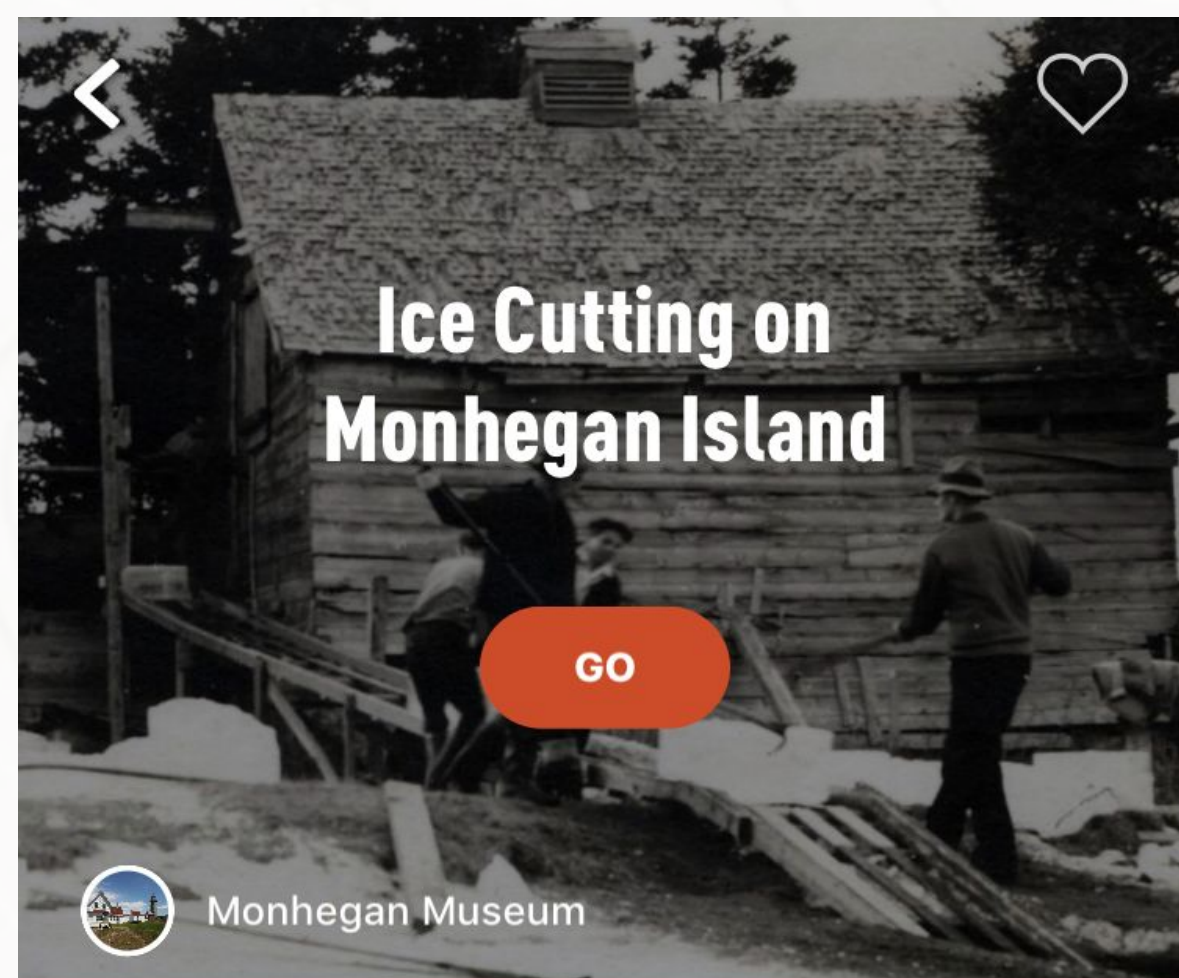
Museums had the chance to feature their museum guides, tours and exhibit highlights that enhance their visitor experience.



## Promotions/Marketing

Museums had the chance to promote their digital content to a wide audience.





For over 100 years, ice was harvested from the Ice Pond on Monhegan. The ice was used to preserve the fish caught by the island fishermen and to keep food fresh in the ice boxes of the island inns and homes.

In the late 1940s, over 275 tons of ice were cut per year and stored in sawdust in the ice house. By 1966, only 60 tons of ice were harvested as gas refrigeration was widely available.

Ice was cut for the last time in 1972.



Ice was sold and delivered to cottages and businesses at the Monhegan Store.

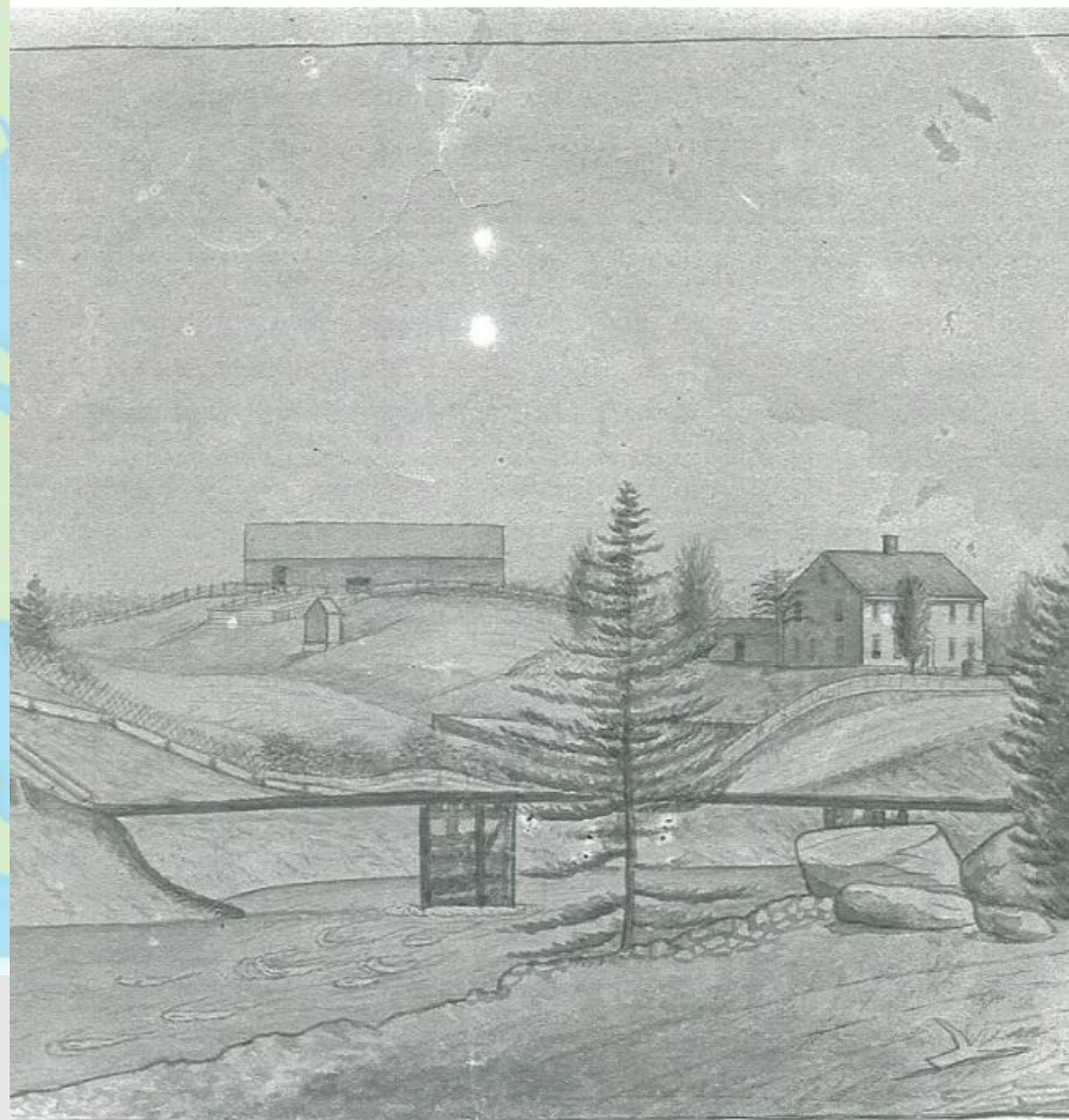


## Experience: Ice Cutting on Monhegan Island

Created by the Monhegan Museum

Use of historical photos to bring past to life

Map feature to showcase how this process connected many areas of the island



## N'tolonapemk

The head of Dennys River at Meddybemps Lake is a Passamaquoddy village site, over 9000 years old.

The first winter was spent in a communal log bin, on the banks of the Dennys River. The following year each man began work on a house of his own, selling the timber to the Lincolns to be sawed into long lumber, for shipment to the ribbean, Europe and elsewhere.



## A Doorway on Dennyville

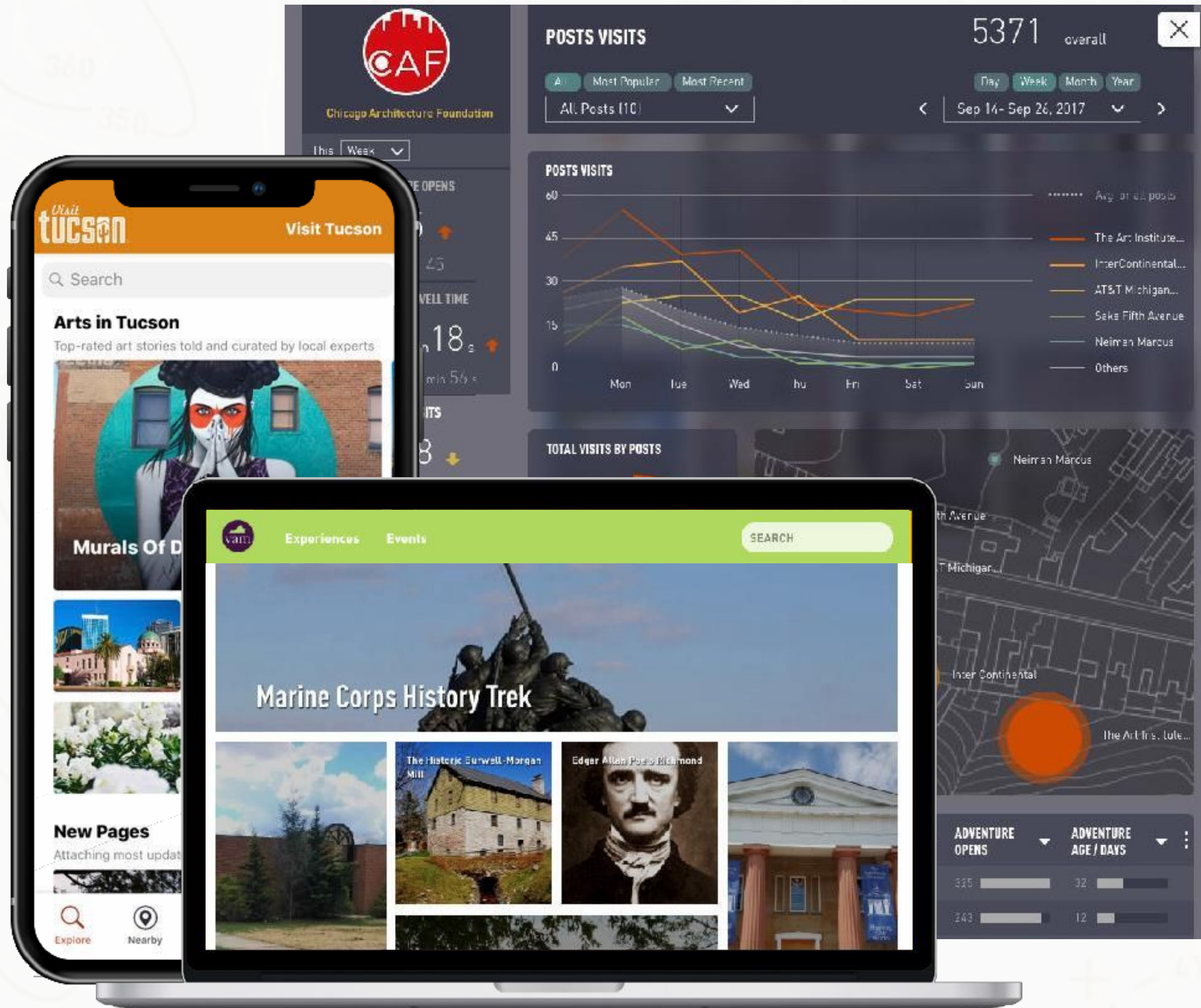
## Experience: History along the Dennys River

Created by the Dennys River Historical Society

Exploring how the Dennys River has impacted the history of Dennyville

Audio files to bring these locations to life including mills and waterfalls

# MUSEUM & ASSOCIATION BENEFITS



## Benefits that Hit the Mark

Provide the technology and marketing benefits that members desperately need to be digitally competitive.

## Roll the Red Carpet Across your State

Smart location-aware content guides visitors everywhere they go. Trusted content from museums provides the authentic experience visitors demand.

## Powerful Visitor Analytics & Insights

Understand how visitors interact with your content, locations, members, even weather patterns. Data that informs decisions and drives spend and satisfaction.

## Superpower your Website

VAMONDE can be branded and integrated with your website to deliver the immersive digital visitor experiences that visitors expect.



# Questions?

# THANK YOU FOR ATTENDING!



## Please remember to sign-in on the sheet!

More questions? Email [kartik@vamonde.com](mailto:kartik@vamonde.com).