



LIVE THE NEW FOREST FUTURE

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Creating Bold Possibilities that Give Rise to Vibrant Northern Forest Communities



2018 PROGRAM MAP

COMMUNITY REVITALIZATION

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Partnering with community leaders to implement projects that attract and retain residents who value quality of life and connections to the forest.

COMMUNITY FORESTS

Helping communities create locally-owned and managed forests that conserve forestland and generate economic and community benefits such as timber income, outdoor classrooms and recreational opportunities.

TAX CREDIT FINANCING

Facilitating use of New Markets Tax Credits to finance projects that can conserve working forests, increase use of renewable energy and strengthen the wood products manufacturing and tourism sectors.

FOREST ECONOMY

AUTOMATED WOOD HEAT

Catalyzing market demand for high-efficiency, automated wood heating systems to support the forest economy, reduce heating costs, reduce greenhouse gases, and generate positive economic impact in the region.

WOOD PRODUCTS

Assisting wood products manufacturers to implement innovation and advance worker training opportunities. These programs help businesses become more competitive, and help sustain and create living-wage jobs.

DESTINATION DEVELOPMENT

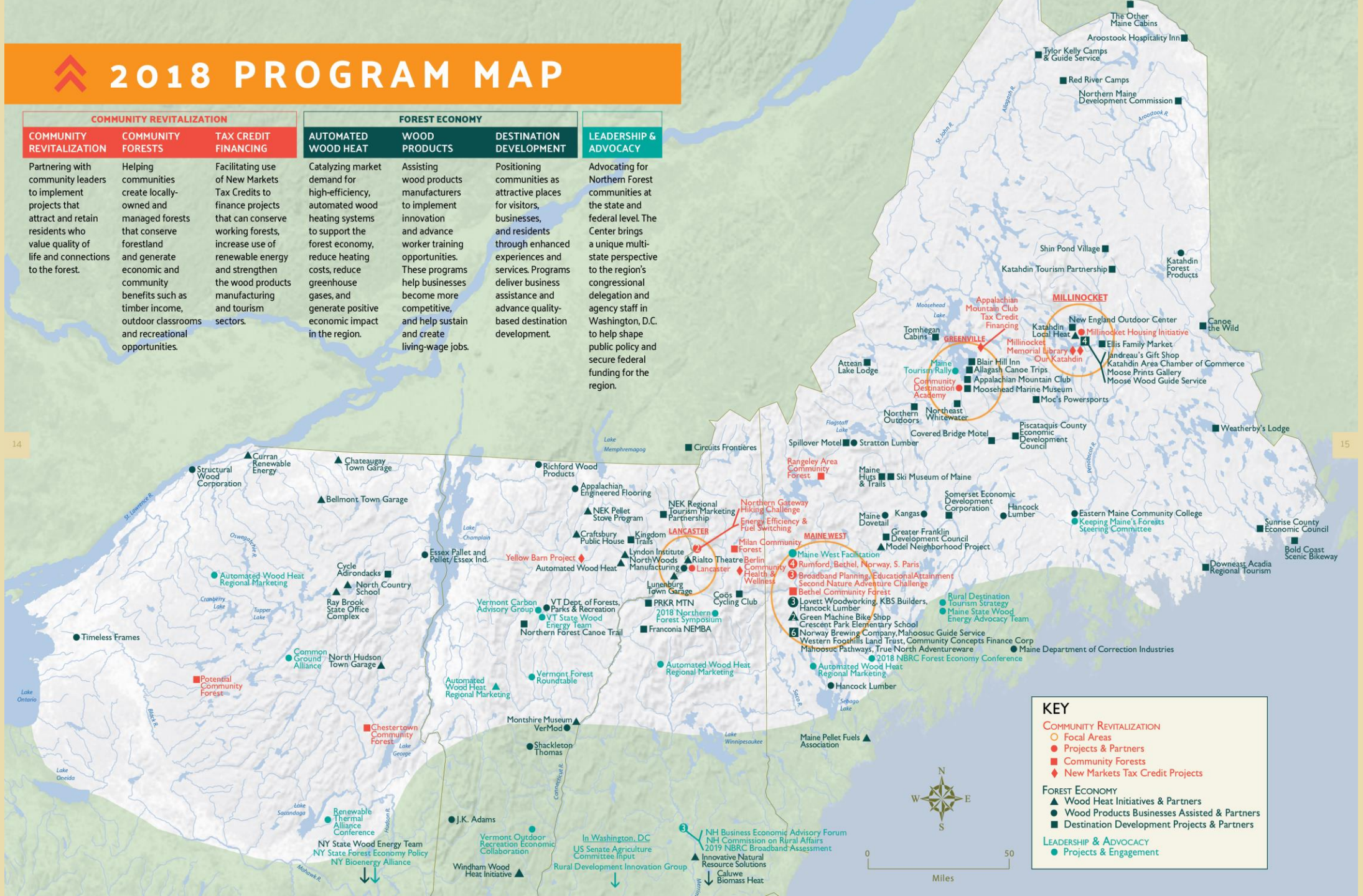
Positioning communities as attractive places for visitors, businesses, and residents through enhanced experiences and services. Programs deliver business assistance and advance quality-based destination development.

LEADERSHIP & ADVOCACY

Advocating for Northern Forest communities at the state and federal level. The Center brings a unique multi-state perspective to the region's congressional delegation and agency staff in Washington, D.C. to help shape public policy and secure federal funding for the region.

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KEY

- COMMUNITY REVITALIZATION
 - Focal Areas
 - Projects & Partners
 - Community Forests
 - ◆ New Markets Tax Credit Projects

- FOREST ECONOMY
 - ▲ Wood Heat Initiatives & Partners
 - Wood Products Businesses Assisted & Partners
 - Destination Development Projects & Partners

- LEADERSHIP & ADVOCACY
 - Projects & Engagement



0 50
Miles

⌄ The Maine Woods Consortium



Network of non-profits, state agencies and businesses working to build economic vitality in the Maine Woods through development of High Potential Rural Destination Areas.

⌄ Maine Woods Tourism Training

100+ training workshops
serving more than 300
businesses

Direct financial and
technical assistance to 50+
tourism businesses

WelcomeME online
customer service training
(www.maine tourism training.com)

⌄ Cooperative Marketing

Secured roughly \$2 million of public
relations and marketing through
Maine Woods Discovery:

- Social Media
- Thoreau-Wabanaki Tour
- Facing Waves

⌄ Network & Policy Development

5 Maine Woods Tourism Rallies:

- Robert Reid – Lonely Planet
- Harry Dahlgard – Travel Oregon
- David Beurle – Future iQ

Maine Office of Tourism Destination
Development Program

Future of Tourism in the Maine Woods

- Emerging Trends
- Potential Scenarios & Impacts

⬆ Rural Destination Development



Destination Development makes rural communities more appealing to visitors (and visitor spending) as well as new residents and businesses.

WHY

- Improve product quality to better compete and secure premium pricing
- Create new and better business and employment opportunities
- Turn visitors into new residents and business owners
- Diversify rural economies

HOW

- Coordinate business, municipal and non-profit activities
- Invest in tourism products and services, host community amenities, and visitor experiences
- Capitalize on rural Maine's quality of place and its extensive natural and recreational resources.

⌵ Economic Opportunity

⌵ Projected Economic Impact: Rural Destination Development in the Maine Woods Region

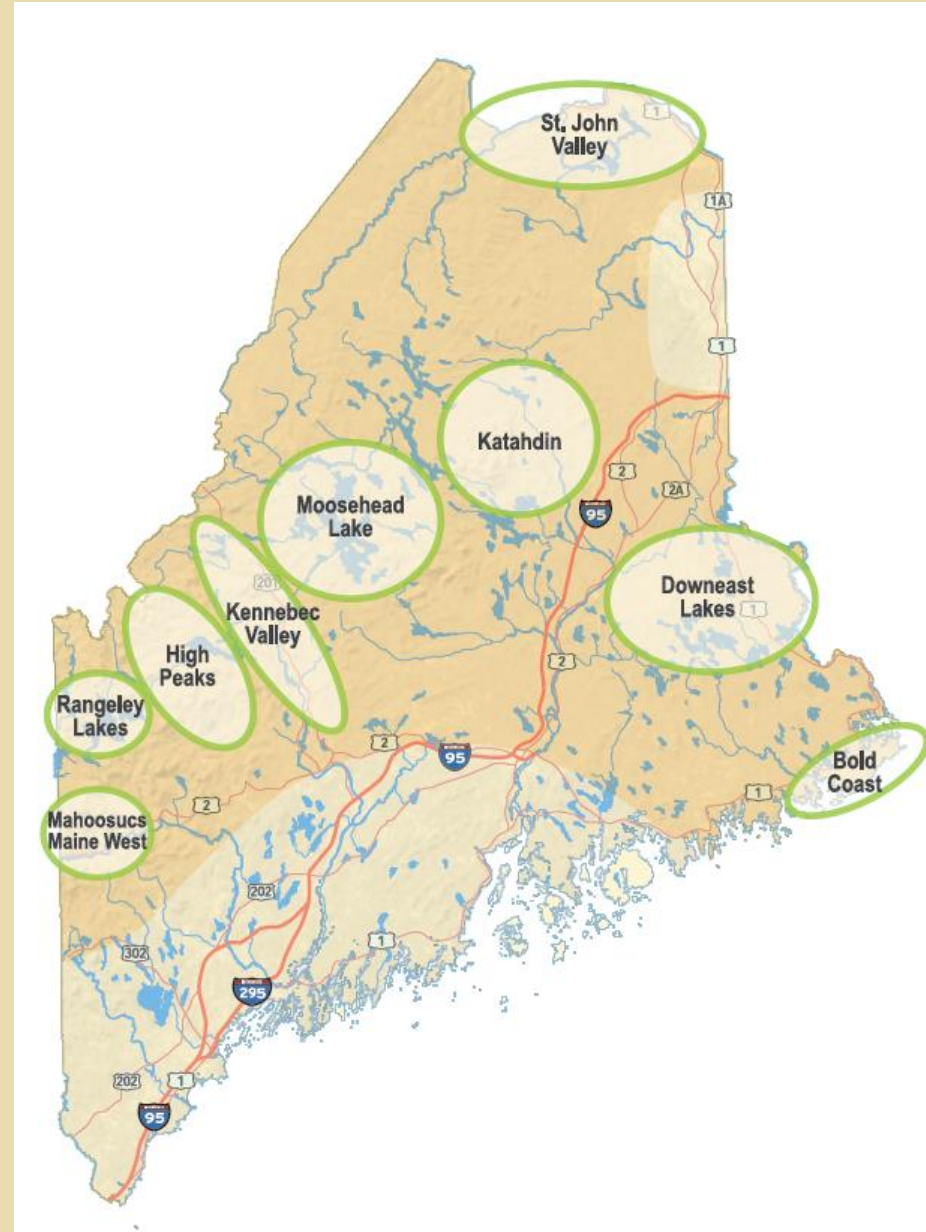


Source: Future IQ – The Maine Woods: Tourism Economic and Social Impact Study, Nov. 2018

* Study region includes areas extending beyond the core Maine Woods counties.

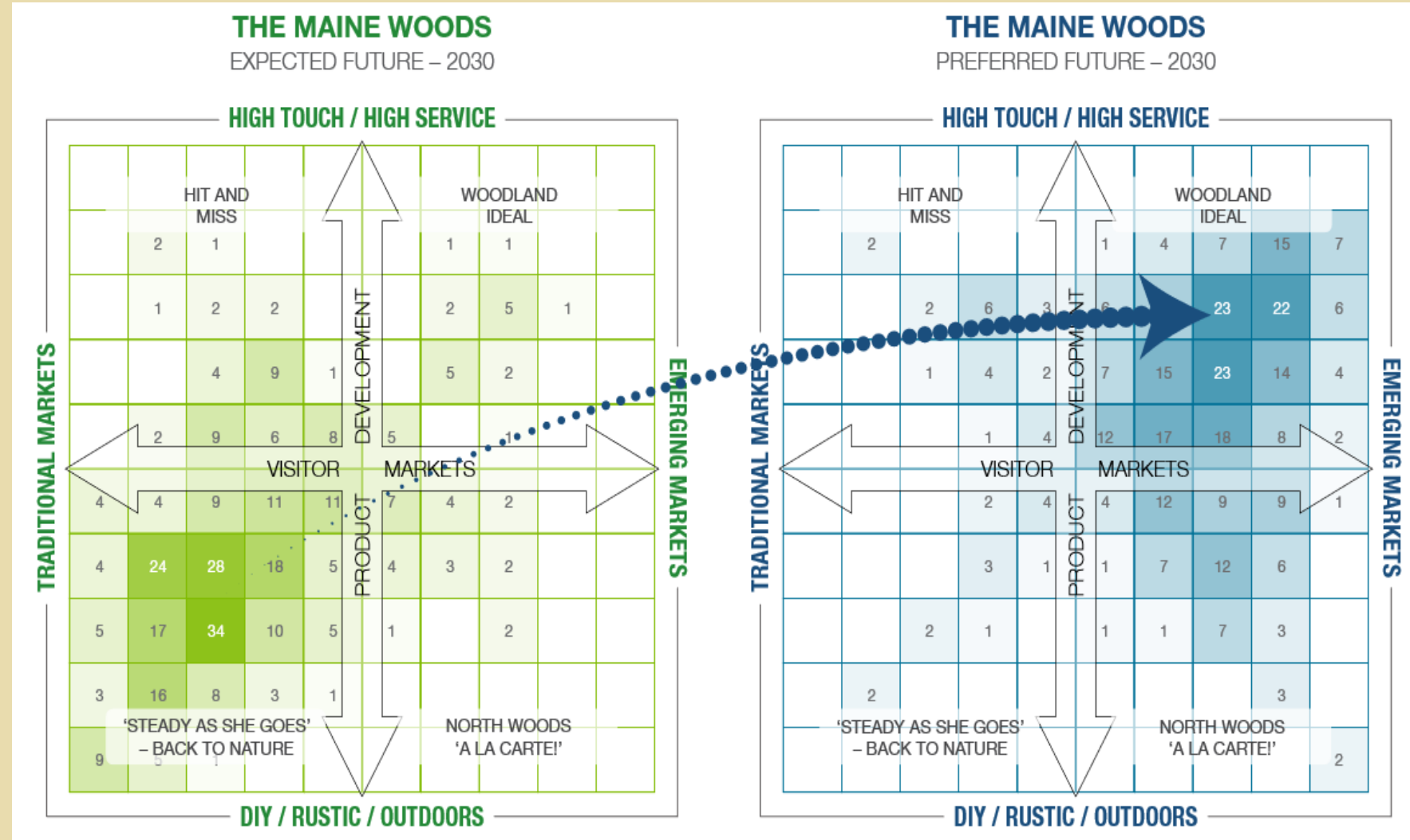
⌘ High Potential Rural Destination Areas

- ⌘ High Potential Rural Destination Areas:
Concentration of natural and cultural assets, local interest and capacity to emerge as drivers of the region's Destination Tourism economy



Future Scenarios

Future Scenarios:
Moving from the “expected” to a “preferred” future based on high-touch experiences and emerging markets



Future iQ: Strategic Recommendations

⌘ **Rural Destination Development:**
Planning for sustainable, long-term growth that delivers value to the Maine Woods region

STRATEGY

RECOMMENDED ACTIONS

Innovative Product Development



Work with High Potential Rural Destination Areas on unique **place-based product development**

Develop "**packages**" of highly curated **travel experiences**

Encourage **new accommodation types** and supply expansion

Marketing to Emerging Markets



Develop an overarching Maine Woods **marketing strategy**

Capture the Maine Woods' **unique character and appeal**

Local Leadership



Bring elected officials, businesses, non-profits, and municipal **leaders to the table**

Communicate tourism's **economic benefits** to the region's **residents**

Collaborative Regional Investment



Convene private and public funders to coordinate **tourism investments** in the Maine Woods region

Create **attractions** that will induce **more coastal visitors** to experience Maine Woods destinations

Sustainable Destination Management



Incorporate the principles of **sustainable destination development**

Protect the Maine Woods' **working forests and environmental treasures**



Next Steps

Community Destination Academy

Partnership between the Consortium and Maine Office of Tourism (MOT) combining professionally led workshops and training sessions with financial and technical assistance in participating Rural Destination Areas

- Working cohorts of business, non-profit, and municipal leaders
- Destination development skills and knowledge
- Technical and financial assistance for local project implementation
- Confidence and a track record of successful collaboration to support ongoing product development and marketing.



**Moosehead Lake Region
ANNUAL EVENTS**



Moosehead Lake Togue Derby with Ricky Craven
Weekend before Superbowl Sunday
NRECMoosehead.org or
Facebook NRECMoosehead

Thoreau-Wabanaki Trail Festival
Fourth week of July
mooseheadhistory.org

Forest Heritage Days
Second Thursday-Sunday in August
forestheritagedays.org or
Facebook Forest Heritage Days

Wilderness Sled Dog Race
First weekend in February
mooseheadhistory.org

Outdoor Recreation Destination Areas

Outdoor Recreation Drives Destination Development in the Maine Woods

- Tradition
- New Activities
- Learning Opportunities
- Health & Wellness
- Visitor Spending
- Quality of Life



⏶ For More Information:



www.mainewoodsconsortium.org

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↑ Northern Forest Center

NORTHERNFOREST.ORG