



VRC Outlook

A Voice for Sustainable Tourism Down East

#3, April 2010

In This Issue

[Nature-Based Tourism](#)

[Training Opportunity](#)

[DART Awards](#)

[Downeast Fisheries Trail](#)

[Bicycle and Pedestrian Access](#)

[Partner Profile](#)

[Green Tips](#)

From the Cockpit

(Notes from our Chair)

The wind out my window is blowing white caps on Frenchman Bay, but it is a warm wind, a sure sign of Spring! Care for some fresh, locally caught groundfish this spring? According to [Penobscot East Resource Center](#) out of Stonington, it has been more than a decade since a marketable amount of cod, redfish, cusk, and flounder were caught between Penobscot Bay and the Canadian border. But thanks to a new program with local fisherman to determine the status of this area's fish populations, Penobscot East is launching COMMUNITY FISH, a two month Community Supported Fishery. This means fresh, locally and sustainably caught weekly fish shares for you and maybe even your customers! Contact Penobscot East directly for details at (207) 367-2708. The program starts in early May. Enjoy this quarter's VRC Outlook Newsletter. Your content ideas and feedback are always welcome.

Safe Travels!

[Natalie Springuel](#)

[Maine Sea Grant](#) and [VRC](#) Chair

THIS WEEK!

Greening the Quietside

May 5th, 7PM
American Legion Hall,
Southwest Harbor

An evening to explore simple steps for businesses to be environmentally friendly and save money.

Southwest Harbor/Tremont Chamber: 244-9264.

The Made in Maine Market

Saturday June 19
9AM - 4PM at the Mill Mall on State Street,

Nature-Based Tourism Initiative

[Sunrise County Economic Council](#), contracted by the [Maine Office of Tourism](#), has completed the field work and summary report of the Nature-Based Tourism Initiative for Washington and Hancock counties. About 20 sites have been identified as meeting site assessment criteria for nature-based tourism. These sites range from [Farm Cove Community Forest](#) in Grand Lake Stream and [Devil's Head](#) in Calais, to [Lamoine State Park](#) and [Acadia National Park](#), with numerous sites in between.

At its April 1 meeting, the [VRC](#) (in its advisory capacity on this project) viewed and rated recommendations for promoting these sites. Priority next steps include developing interactive web content, building trip itineraries, working with site managers to encourage improvements and the inclusion of new sites, and seeking funding to establish a staff position to oversee the project going forward. More discussion on these topics will be on the agenda for the May 25 VRC meeting.

Nature-Based Tourism sites can be indicated by Maine's new Chickadee logo to help visitors identify these locations with ease. Thanks to the [Maine Bureau of Parks and Lands](#) and [MDOT](#), [Shackford](#)



Ellsworth
www.ellsworthchamber.org

2010 Birding Festivals!

[Wings, Waves and Woods](#)

May 21-23, 2010

[Down East Spring Birding Festival](#)

May 28-31, 2010

[Acadia Birding Festival](#)

June 10-13, 2010

National Trails Day
Acadia National Park
Saturday, June 5th.

Family Fun Day
Acadia National Park
Sunday, July 11th

For both events,
contact Terry Begley,
[Friends of Acadia](#) at
288-3340 or
terry@friendsofacadia.org

Quick Links

[Resource Guide for Sustainable Tourism](#)

[Down East RC&D](#)

[VRC website](#)

[Head State Park](#) and the [Cutler Coast Public Lands](#) are the first two sites in this region to have the Chickadee logo displayed. Look for more Chickadees in the months to come.

Training opportunity: Capturing More Dollars for Your Tourism Business

Everyone wants and needs more money for their business to be successful. This session will speak to owners and managers about some practical ways they can enhance their own bottom line simply without spending a lot of additional money.

As a result of this session you will better understand: Your customers' expectations; How good service is different from exceptional service; Who your customers are and what they want; Where your business focus lies; How to maintain an edge over your competition; How management benefits from training; How staff benefits from training; How training impacts your bottom line; Some ideas on how to create your own staff training program; And much more! Not a tourism related business but provide service to the public? This training is for you, too!

May 25, 8:45-noon at UMM in the Clipper Lounge! Call Jen (255-0983) or email scec@sunrisecounty.org for more information or to register. This training is part of the [Maine Woods Tourism Training Initiative](#) - a project supported by the [Maine Woods Consortium](#) with funding from the Betterment Fund and USDA Rural Development.

DART Awards Local Tourism Grants

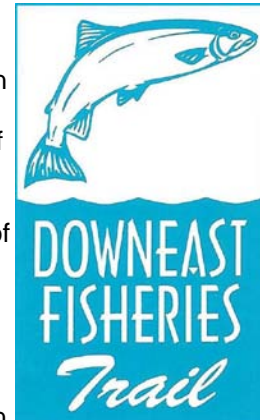
[Downeast and Acadia Regional Tourism](#) has allocated a portion of its 2010 [Maine Office of Tourism](#) funds (through the [Maine Tourism Marketing Partnership Program](#) Regional Program) to two local projects that are sure to draw experiential tourists to our region by highlighting assets that make Downeast Maine so appealing! The DownEast Acadia Garden and Scenic Landscape Project, coordinated by the [East Penobscot Bay Association](#) and partners, will receive \$4,685 to promote DownEast Acadia cultural tourism by creating a map depicting the gardens, scenic byways and outstanding landscape vistas of our region. The [Downeast Fisheries Trail](#), coordinated by [Maine Sea Grant](#) and [Sunrise County Economic Council](#), will receive \$5,000 to design, manufacture and install three new interpretive signs in eastern Washington County, with the help of the [Bureau of Parks and Lands](#) and other partners.

What Should be on the Downeast Fisheries Trail?

Do you care about Downeast Maine's fishing heritage? What aspects of our fisheries past and present should visitors to Maine and the next generation of Maine coastal residents know about? Take a [short survey](#) to share your thoughts about our region's fisheries heritage and the opportunities to link fisheries and tourism.

Help identify what should be highlighted on the [Downeast Fisheries Trail](#)!

The Downeast Fisheries Trail is an educational trail that showcases active and historic fisheries heritage sites (from museums to waterfronts) in an effort to educate residents and visitors about the importance of the region's fisheries and the role of all marine resources to the area's economy and culture. The Trail builds on these local resources to strengthen community life and the experience of visitors in Hancock and Washington Counties. Meetings have been held in Machias and Stonington to help identify what aspects of our fisheries past and present should be highlighted on the Trail. Upcoming meetings will be in Winter Harbor (May 4) and Bar Harbor (May 12). To learn more about the meetings, or get involved, contact [Natalie Springuel](#), [Maine Sea Grant](#) (288-2944 ext 5834). And take the [survey](#)!



Village Bicycle and Pedestrian Access Plans

[The Washington County Council of Governments](#) (WCCOG) has received [MaineDOT](#) funding to work with 6 communities (Cherryfield, Harrington, Columbia Falls, Whitneyville, East Machias, and Dennysville) along the [Down East Sunrise Trail](#) to develop Village Bicycle and Pedestrian Access Plans. Over the coming months WCCOG staff will meet with residents, school and community members to identify impediments to safe bicycle and pedestrian movement between villages and the trail and generate options to remove them.

WCCOG staff will create Bicycle and Pedestrian Inventory maps (and data tables) of the village areas identifying traffic origins and destinations, existing and proposed sidewalks, crosswalks, width of paved shoulders, and on-road bicycle and walking routes. Options for improvements will be generated with prioritized recommendations for sidewalks, paths, and crosswalks, signage and infrastructure, costs estimates, and potential funding sources for implementation. For more information contact Jeremy Gabrielson jgabrielson@wccog.net or 255-0983.

Partner Profile: Sunrise County Economic Council

[Sunrise County Economic Council](#) (SCEC) initiates and facilitates the creation of jobs and prosperity in Washington County, Maine, by working with a consortium of community-minded businesses, not-for-profit organizations, municipalities and citizens. Founded in 1993 by a group of business and community leaders, it has adopted a grassroots approach to economic and community development. By seeking common ground, working across traditional political, municipal and economic boundaries, Washington County residents are building a brighter future.

Because of the importance of tourism to economic development in the

region, SCEC is active on the [Vacationland Resources Committee](#) (VRC) and on the board of [DownEast & Acadia Regional Tourism](#) (DART). It has been working with Savory Bay Consulting on the Down East Nature Based Tourism Initiative identifying the nature based tourism "gems" in the area. Together with the VRC and [Maine Sea Grant](#), SCEC is working to expand and update the [Downeast Fisheries Trail](#) as well. SCEC has great tourism-related resources on its website too (www.sunrisecounty.org)

Green Tips from the Field

This issue's green ideas come from:

[Kendall Farm Cottages and The Red Sleigh](#), Perry

Renters at Kendall Farm Cottages are given small composting buckets and are asked to save peelings, egg shells, etc. and empty these into a fenced area next to the barn. Georgiana Kendall estimates this saves more than 12 bags of garbage per season. Kendall Farm Cottages' "tread lightly" philosophy (described on their website www.kendallfarmcottages.com) is spreading - two of their regular customers from the Boston area have even started composting at home themselves! The Red Sleigh, Georgiana's new business featuring local arts and edibles, uses recycled grocery bags for customers, a composting toilet, all CFL lightbulbs, recycled cardboard for business cards and recycled jewelry boxes for gift giving. Customers return their egg cartons when they buy fresh eggs. The shop also composts on site and uses antiques and household items for displays.

Do you have a green idea to share? [Let us know!](#)

The mission of the VRC is to promote sustainable tourism practices in Down East, Maine.

The VRC is a committee of [Down East Resource Conservation and Development Council](#). Meetings and membership are always open. For more information or to join the VRC, please [contact us!](#)

The VRC logo was designed locally by Deborah Bailey at [Barnstormer Design Group](#), 207-497-5446.