

# A Regional Approach to Destination Branding Community Assets & Themes *A Concept for Discussion*

## GREATER EAST GRAND REGION SIX COMMUNITY AREAS - 500,000 ACRES



*500,000 acres of rural, remote landscape with 6 geographically distinct community areas and 10 small communities bordering New Brunswick, Canada*

- 3 major watersheds – Baskahegan, Mattawamkeag, St Croix
- 60,000 acres public and conserved lands
- Highly forested – endowed with nearly 30,000 lakes and ponds and East Grand Lake
- Hundreds of thousands of acres of working forest open to the public for traditional outdoor recreation
- 400 miles of existing and planned recreational trails – Water, ATV, Snowmobile, Bike, Hiking
- Signature landmarks – Scenic Million Dollar View; Peak-a-boo Lookout, Danforth Town Hall
- A highly natural landscape with an embedded 32 lake neighborhoods; over 1200 cottages; 12 Lodges/Sporting Camps