

MEMORANDUM

Date: February 13, 2020

To: Greater East Grand Region Economic Planning Team

By: Elbridge

Re: **Tourism –Some Lessons to be Gleaned from Greenville/Moosehead Strategic Action Plan?**

<https://future-iq.com/wp-content/uploads/2016/09/Moosehead-Lake-Region-Strategic-Action-Plan.pdf>

Recommendation: Strengthen Regional Infrastructure

Key Proposed Actions: (Tweaked for application and reference to our Region)

- 1) Continue to build-out recreation access points. Continue to build-out access to the nature-based and water-based recreation. This will require the continued investments in essential infrastructure, to both stimulate and then manage increased visitation and use. Some of the suggested specific actions have included
 - Continue the build out and upgrades to the local trail systems including linkages with other regional, multi-state trails and support organizations.
 - Develop a major gathering spot for events and festivals
 - Develop “gateway entrances” to the region near major access points to establish a visual sense of entering a unique and special place
 - Improve and expand water access locations on lakes, ponds and rivers, including motorized and non-motorized boat launches, docks, beaches and waterside venues
2. Increase accommodation capacity and options to support visitation and residents.
 - A critical issue for growth of tourism (winter or other) is accommodations
 - Identify opportunities for developments that would improve available offerings
 - Conduct an accommodations inventory and an assessment of need for the Region:
 - Campgrounds (What class – primitive tenting to RV and Glamping)
 - A mid-range hotel
 - Cabins (Housekeeping and/or American Plan)
 - Higher-end eco-resort style development?
 - Test hypothesis: Any increase in visitation will quickly run into limitations for available accommodation.
3. Support efforts to redevelop currently underutilized and/or unavailable facilities.
 - Local facilities not in the hands of decision makers.
 - Neighboring facilities that fall into similar classification.
4. Encourage the ongoing revitalization of Danforth’s downtown.
 - The downtown area and service center is an anchor point for tourists.
 - The first entry point to the Region, is priceless.
 - The recent improvements, extensions, renovations and removals of condemned buildings, together with scheduled events and additions to be sustained and continue to grow.
5. *Involve all stakeholders within and outside of the Region of needs, progress and accomplishments.*

Note: A cursory review of average winter daily lodging rates for snowmobile country generally range from \$25 to \$50 per person and/or \$400 to \$600 per week. To be viable in those price ranges most facilities offer cabins and/or group accommodations of 4 to 10 people per unit. Higher end accommodations run from \$75 to \$150 per person based on 2 people per unit. (No meals included) Assume some special pricing for group packages and forward bookings.