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Nature-Based and Cultural-Heritage Tourism in Piscataquis County Community Forums Summary

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Nature-Based and Cultural-Heritage Tourism in Piscataquis County Community Forums Summary

INTRODUCTION

From April to July, 2004, researchers from the Margaret Chase Smith Policy Center and Department of Resource Economics and Policy at the University of Maine conducted surveys of residents and business owners in Piscataquis County to assess local attitudes toward nature-based and cultural-heritage tourism.

Following this process, UMaine researchers in partnership with the UMaine Cooperative Extension's community development specialist for Piscataquis County convened three public forums to share the results of the surveys with residents, and to elicit further dialogue on the topic.

These forums took place on December 2, 2005 in Milo, December 9, 2005 in Dover-Foxcroft, and December 15, 2005 in Greenville. Collectively, close to 100 residents participated in these meetings: approximately 30 residents mostly from Brownville attended the forum in Milo; approximately 20 local residents attended the forum in Dover-Foxcroft; approximately 50 residents attended the Greenville forum (participants were mainly from Greenville, but also from the smaller towns adjacent to Moosehead Lake). This report provides a summary of the respondents' comments and viewpoints.

FORUM STRUCTURE

Each forum was structured around a powerpoint presentation (see [Appendix A](#)). The facilitator presented the survey results to participants and, during the presentation of the slides, asked participants to elaborate on and/or to help interpret key findings. The forums were loosely structured in that the facilitator allowed participants to discuss topics of concern not directly suggested by the slides. As a result, each forum covered the same material, but evolved differently, due to varying emphases and concerns.

Prior to the first forum, the coordinating team developed a list of standard questions (see [Appendix B](#)) to ask participants. However, following the first forum, which took place in Milo, the second and third sets of questions (both pertaining to land use) were dropped. The collective judgment of the coordinating team was that participants were not ready to discuss specific planning-related topics; rather, they were focused on more general topics related to their overall feelings about tourism, preserving the rural character of the region, and issues of local control and management.

KEY FINDINGS

Six themes emerged across the three forums, although they were emphasized to varying degrees. These themes can be summarized as follows:

1. Across the region there is widespread **acceptance of tourism**, but varying levels of expectation regarding the benefits of tourism to residents.
2. There is a general **willingness to share** nature-based and cultural-heritage assets with visitors, **but a strong desire not to become commercialized**. Likewise, tourism promotion is “good” if it brings visitors from out-of-state/out-of-region; but tourism promotion is “bad” if it changes the wilderness character of the region.
3. Residents generally agree that greater focus needs to be placed on **identifying, preserving, and developing the region’s cultural-heritage assets**—particularly historically significant buildings.
4. Residents agree that some places in the region are too crowded with motorized recreation. There is strong consensus that greater focus should be placed on **developing non-motorized, nature-based experiences**.
5. There was some sense that **locally driven development** will improve the economic prospects of residents, whereas development by “outsiders” (e.g., large corporations, developers) will not create opportunities for residents to “make a good living.”
6. There is openness to **tourism planning**; and openness to at least talking about **land management strategies**, but differing views about how to proceed.

The remainder of this summary explores each of these themes in greater detail.

Theme 1: **Widespread acceptance of tourism**

The residents of Piscataquis County clearly believe that tourism is important to their future. According to the survey results, at least two-thirds of residents in all communities feel that tourism should play an important or very important role in the future of Piscataquis County. Greenville residents are by far the most supportive of tourism becoming an important feature of the county’s future. As one community forum participant commented, “that’s because Greenville’s manufacturing base disappeared first . . . we’ve had to rely on tourism for much longer, so we’re used to it. The survey reflects what’s already happening.”

Participants in all forums voiced widespread acceptance that tourism is an important aspect of the region’s economic future. However, across forums, participants varied in the degree to which they felt tourism would enhance their employment opportunities and quality of life. In general, participants from Brownville and Milo voiced the most caution about tourism. This is consistent with the survey results where 20% of respondents indicated they did not want Milo-Brownville to become a tourism destination at all.

As one resident of Brownville expressed, “we’ve kind of been coerced into accepting tourism in our future . . . we have to accept it . . . we were happy once, but now we’re

evolving . . . I have to accept flipping burgers.” On the other hand, another Brownville resident stated, “I’d rather see tourists than a big mill, because tourists come and go, and don’t pollute. . . . Tourism can bring in dollars to preserve our rural character, which might be a busy rural character, but still rural.”

Participants in Milo-Brownville expressed a desire to become a minor tourism destination and used phrases like “way it is now,” “status quo,” and “ready for adjustments not a revolution” to express their overall feelings about tourism. As one participant commented, “The survey results reflect how residents see the community and themselves today. . . . unlike Greenville where they’ve eaten the fruit and like it.”

Some of the participants in Dover-Foxcroft expressed surprise about the degree to which residents in the region were favorable to tourism. One woman asked whether a high proportion of the survey respondents were summer residents or new residents. She reacted with surprise to the information that, on average, survey respondents had lived in Piscataquis County for 37.4 years. Similar to participants in the Milo-Brownville forum, the participants from Dover-Foxcroft distinguished their future in tourism from that of Greenville’s: “Greenville has no manufacturing base . . . only services left. . . . more people in Greenville want to become a major tourism destination because they know what to expect. . . . [in Dover-Foxcroft] “our future is in tourism, but the future won’t be as good as our past.”

In contrast, there was almost no discussion in Greenville about whether residents accepted tourism. Implicitly, tourism was central to the region’s future. The participants were more focused on how to enhance tourism without eroding their rural character. Their comments on this topic are outlined in later sections.

Theme 2: Willingness to share, but fear of becoming commercialized

Across the forums, participants expressed favorable views about tourism promotion, but were unanimous in their desire to avoid becoming “commercialized.” Other regions in Maine, such as Ellsworth and Bar Harbor, and the White Mountains region in New Hampshire, were cited as examples of what Piscataquis County residents did *not* want to become. Likewise, tourism promotion was viewed as “good” if it brought visitors from out-of-state/out-of-region; but tourism promotion was viewed as “bad” if it changed the wilderness character of the region.

Accordingly, their views on what constitutes “promotion” encompassed promotional materials directed toward out-of-state / out-of-region visitors, but did not extend to local efforts (e.g., improved signage and parking) to improve awareness and access to local wilderness sites and corridors. For some participants, making the region’s assets more visible, was linked to other forms of development that were viewed negatively. As one participant said, we don’t want any water slides or double highways . . . too commercial will harm residents’ quality of life. . . . we want to promote wilderness—Maine, the way it is—we shouldn’t try to be New Hampshire, that’s not us.” Another participant related, “we don’t want to make it too easy, like where, you can get out of your car and you’re right there.” Still another participant said, “the more promotion changes the area, the less support for tourism there will be.”

Similar sentiments were voiced at the Dover-Foxcroft forum where participants equated tourism promotion with advertising that took place outside of the region (e.g., brochures at rest areas). One participant stated, “we want a better economy, but don’t want to sacrifice our wilderness.” Another participant observed, “promotion needs to be done before other improvements . . . but we need improvements so that visitors are satisfied when they visit . . . which comes first?”

Only in Greenville did participants engage in discussion about local promotion to local residents and business owners. One participant commented, “there is a challenge and value in educating students because most kids know very little about what’s around here . . . ‘there’s nothing to do here’ is very common.”

There was also a lot of discussion in Greenville about things that could be done to make the town friendlier and easier for tourists to understand and get around. One participant commented, “when the weather is bad, people shop. . . . the downtown needs simple infrastructure improvements like continuous sidewalks that are walkable in all weather and handicap accessible.” Another added, “it’s not a friendly, pretty, accessible tourist area. . . . we need staff training because there is rudeness by locals toward tourists.” Still another added, “we need a long-range plan. It goes back to what we want . . . businesses initially resisted the state-mandated sidewalks in Dover, but they’ve turned out to be a good thing.”

However, even in Greenville, participants appeared to like the idea that some of their better trail systems (particularly for non-motorized activities such as cross-country skiing), were not highly visible. As one participant said, “most locals don’t even know where that trail is, and that’s OK.” Similar to the forums in Milo-Brownville and Dover-Foxcroft, participants were willing to promote their assets, but not to the extent that the wilderness character of the region was harmed.

Theme 3: Need to identify, preserve and develop cultural-heritage assets

The survey presented residents with a list of cultural-heritage activities and asked them to indicate which they enjoy. The survey results showed that a strong majority of residents enjoy attending recreation and sporting events, visiting historic sites, attending art or craft fairs, attending live musical performances and visiting museums and galleries. However, residents are more likely to travel beyond their home community for cultural heritage activities. Not surprisingly, both residents and business owners indicated a desire for more cultural-heritage activities closer to home.

The forums reinforced this viewpoint, and brought into sharper focus what may be lacking in the region. As one participant in Milo-Brownville commented, “[cultural-heritage assets] run the gamut—they’re here but not made much of.” Participants in Milo-Brownville recounted the recent efforts to showcase some of the region’s unique features, such as the railroad, but observed that nothing has been made of other assets, such as the region’s slate quarries and history of slate extraction. Several participants commented that part of the problem is there’s no way to access these quarries. But the larger problem is that there’s little public awareness of these assets to even bring attention to them. And, as one participant observed, “little has been done to promote the region’s Finnish and Swedish cultures—which relates back to those who came to work in the slate quarries. . . . but we still have a Finnish Farmers Club and Finnish music.”

In Milo-Brownville and Dover-Foxcroft, forum participants also identified historically significant buildings that had been torn down. Brownville lost its Grange Hall, “a beautiful yellow building that no one had the money to restore.” In Dover-Foxcroft, an old building integral to the historic character of the downtown was torn down in order to build a Rite Aid. Participants at both forums hoped this would not continue to happen, but at the same time expressed the sentiment that “places are slipping away.”

Still other participants expressed optimism about the rebirth of Center Theater in downtown Dover-Foxcroft, and about the renewed discovery of the region’s poets, artists, and musicians. One participant in Dover-Foxcroft also noted that the agritourism is increasing in the region—more farmers were expressing interest and gaining visibility. Interestingly, there was no discussion of cultural-heritage tourism at the Greenville forum. As one participant in Greenville observed, “in Dover-Foxcroft and Milo a cultural-heritage [tourism] connection is playing out, but in Brownville and Greenville, a nature-based [tourism] connection is playing out.” This observation was borne out in the content and emphases of the respective forums.

Theme 4: Desire for more non-motorized nature-based assets

Hot spots for nature-based tourism already exist in Piscataquis County. For example, community forum participants in all three towns talked about the intensity with which the International Trail System in the Greenville area is used by snowmobilers from outside the region. The region’s lakes, particularly Moosehead Lake, experience heavy pressure in the summer months. Locales where the Appalachian Trail intersects with communities might also be considered hot spots, particularly where there are cultural-heritage assets to encourage stopovers.

Because tourism assets often enhance the quality of life for local residents, we asked residents how they would like to see recreation activities in the area change in coming years. Generally speaking, residents want non-motorized activities such as camping and hiking (59.2%), cross-country skiing (53.3%), and kayaking and canoeing (50.4%) to increase. On the other hand, they want the level of motorized activities either to stay the same or decrease. ATV riding is the only activity that a substantial proportion (39.3%) wants to see decrease.

There was a great deal of discussion about the region’s nature-based tourism assets at the Milo-Brownville and Greenville forums, but essentially none at the Dover-Foxcroft forum. There was a strong focus on snowmobiling at the Milo-Brownville forum, which was probably due to the fact that many of the participants self-identified as being members of the local snowmobiling club. Generally, these participants expressed a desire for growth, but managed growth in order to mitigate some of what’s gone “wrong” in Greenville. “Greenville is too crowded now,” remarked one participant. “Local sledders feel it’s too congested, which takes all the fun out of it. Greenville has reached capacity,” concluded another participant. Instead, these participants called for a mixture of “high-speed thoroughfares” and “family-oriented side trails” because the “problem with snowmobiling is not recreational users, but young people who use snowmobiles like cars.”

Despite the fact that the trails aren't advertised, sledders are "drifting toward Brownville," and participants at the Milo-Brownville forums said that "local clubs are in favor of more sledders, despite the fact that it means more grooming." However, as one participant lamented, "[the] good thing about sledders is they come, spend money, and go away . . . except there's nowhere for them to spend money in Brownville!"

In Greenville, the discussion broadened to focus on the region's future in non-motorized as well as motorized recreation. Many participants concurred with their counterparts in Milo-Brownville, that the quality of sledding on the area's International Trail System had eroded due to overuse, excessive speed and alcohol use. Participants also lamented the noise factor attributable to both snowmobiles and motorboats. ATVs were widely viewed as problematic and forum participants talked briefly about the need to develop a separate trail system for ATV use, until one participant reminded all others that the survey results found residents are generally in favor of decreasing ATV use in the region.

Participants in Greenville also commented on the dearth of well-organized and promoted non-motorized recreation opportunities in the area. One participant summed up this viewpoint by saying, "we have some [non-motorized recreation opportunities], but residents themselves don't even know about them, and because of this, we can't direct tourists to the trailhead." Others referenced some positive new developments, such as the Northern Forest Canoe Trail and the work of Fermata. In general, however, there was a strong, shared sense that non-motorized recreation opportunities are under-developed, not widely known about by local residents, not promoted widely, and hard for visitors to find once in the region. Participants expressed great hopes, but had questions about next steps.

Theme 5: Locally driven development seen as more beneficial than "outside" development

Across the forums there was some sense that locally driven development will improve the economic prospects of residents, whereas development by "outsiders" (e.g., large corporations, developers) will not create opportunities for residents to "make a good living." The survey results showed that some 30% of residents were opposed or strongly opposed to recruiting outside investors with experience in promoting tourism, and close to 44% of residents were opposed or strongly opposed to attracting outside investors to build a large resort or corporate conference center. Thus, the facilitator posed a specific question to forum participants asking them, "Why do you think so many oppose the idea of a large resort and/or corporate conference center? Is it because they think this type of facility is a bad idea in-and-of-itself, or is it because the question called for attracting "outside investors?"

Participants in Milo-Brownville reacted to both "outside" and "corporate" calling them "pretty bad words." When probed, participants responded that these terms are connected in their minds to becoming more commercialized. In addition, one participant shared, "if we develop, we have a chance of making a good living; but if development comes from outside, we are just a number. They don't care about us." Another participant said, "local people and investors tend to care." These sentiments were echoed in Dover-Foxcroft although less strongly.

In Greenville, forum participants shared similar sentiments with the comments, “we don’t want large development. . . . gets away from a small-town feel.” “Big resorts are self sufficient. . . . they don’t share locally.” “. . . want to see more businesses that take care of locals.”

On the other hand, participants were mixed in their reactions to seasonal home development. To illustrate with one example: one participant in Greenville first said, “seasonal homes drive up property values so we can’t afford to stay.” Later, this same participant shared that her family business had benefited greatly from the explosion of seasonal homes being built. Particularly in Greenville where development pressures are more acute, participants recognized and distinguished between the short-term gains and the long-term threats posed by “outside” development. To the degree any ambivalence was expressed, however, participants did not express a need to resolve it.

Theme 6: Openness to tourism planning and management

The survey results showed that a large majority of residents (73%) and business owners (67%) want tourism in Piscataquis County to be spread out as opposed to concentrated in just a few towns or sites. However, as mentioned earlier, the proportion of residents who do not want their community to become a tourism destination differs greatly across towns. So too, did the discussion across community forums.

Overall, there was strong consensus that the region needs places that are not commercialized, and that this could be accomplished through planning and management of the region’s assets.

Across all forums, participants observed that there are already places in the region where you “can’t get away.” Participants in all forums talked about the value of privacy and asked whether there should be areas that are “off-limits.”

There was widespread agreement that creating a “melting pot” of tourism experiences would require a lot of local input because the culture of recreation across the region was “family centered,” and there is huge variation across families.

Many participants expressed confusion about how to get started, and some expressed doubt about the viability of a regional plan versus local plans for the respective communities in the region.

In addition, discussion about tourism planning often became intertwined with concerns about land management, particularly enmeshed were issues of local control versus “outside” control versus private property rights.

In Milo-Brownville, participants clearly recognized the pressures on some of the region’s nature-based assets. “There are places outside of town limits that need to be protected and managed, like Gulf Hags,” remarked one participant. Other participants commented on the fact that Schoodic Lake was fully developed and camps have grown not just larger, but fancier. At the same time, almost all participants struggled with the idea of managing land use. One participant commented, “I don’t want to see management limit use . . . don’t want anything to stop us from using it!” Another participant asserted, “management is a fence and you’re fenced in or out.”

One participant in Brownville stated, “I want to see a plan that protects local character, emphasizes local control, and doesn’t turn the area into something else.” But many of the participants in Milo-Brownville expressed a belief that the tenor and pace of development were beyond their control. A few illustrative comments include: “the shutdown of trails is a new thing up here . . . where residents have traditionally had hunting and sledding access.” “Do local people really have much say about what goes on in the North Woods? Can they really affect management of the land?” “We don’t have control over the North Woods.” “We are losing our access to the land.” “We [private landowners] don’t want to ruin our privacy. . . . we border wilderness and we want to keep things the same, but they’re not the same. . . . and if I agree to manage someone else’s land, then I’ve given up some control over my land. . . . and, I don’t want anybody telling me what to do.”

Several participants commented directly about the large land purchases of Roxanne Quimby: “some lady wants a National Park up here. . . . if private purchases take up all the land between Brownville and Greenville then who knows what will happen. It’s a ‘Pandora’s Box’ . . . things are out of our hands!” Another participant said, “if people think about Quimby’s form of management [wilderness where there is large-scale shutoff of use/access] . . . if this is what is meant by management than local support for management and planning will disappear.”

In Milo-Brownville, these comments brought about vigorous discussion. Other viewpoints expressed illustrate the range of thinking on this topic. One participant voiced, “management may be a way to secure assets, like trails.” Still another commented on the value of a plan: “tourism in Milo-Brownville doesn’t have to be like Greenville. We don’t have to build new stuff. Imagine if even half of the local outfitters already doing business here reached 100% capacity . . . consider the local benefits.”

By contrast, participants in the Dover-Foxcroft forum seemed to accept the need for tourism planning and management and were more focused on how to get started. They noted the differences between strategies to attract first-time visitors and strategies to get people to return. One participant commented, “it would be disastrous to attract more people . . . because of the lack of facilities and motels.”

There was a shared sense that a plan needed to identify each community’s strengths, but needed to be regional in order to reduce competition among towns. A regional plan would also need to identify niche markets and what it would take to exploit them. As one participant commented, “\$100,000 for snowmobiling promotion would bring a lot more people, but \$100,000 to promote Grange Halls would bring in 4-5 people.” One participant felt that defeat of the county-wide bond would make regional planning difficult.

Dover-Foxcroft participants also expressed surprise at some of the land use and management strategies that received high levels of support in the survey. For example, one participant voiced surprise at the high percentage (47% of business owners, and 41% of residents) of survey respondents who indicated they would support outright purchases of land. “That scares the life out of me.”

They also felt that overall comfort levels with tools such as conservation easements and local zoning may be higher in Greenville than other regions of Piscataquis County,

simply because there had been more local education about them. Another participant observed, “the devil is in the details. . . . in general, zoning sounds good, but once the details are out there, there may be opposition.” Participants in Dover-Foxcroft agreed that tourism planning needed to broaden to focus on quality of life issues, particularly the assets and benefits that might get people to stay, move back, or relocate to Piscataquis County for the first time.

Finally, at the Greenville forum, a majority of the discussion was focused on planning and management issues. A couple of sub-themes on this topic emerged:

First, small indigenous development was preferred over large-scale development or franchises. As one participant voiced, “[we] don’t want to see Crystal City or Holiday Inns here . . . instead, we want small lodges and B&Bs . . . no big franchises because we want to maintain the personality of the region. Another participant concurred, “Rockwood is quieter. We’re happier with low-key amenities.” Many participants shared that they were “really happy” when the McDonalds in Greenville failed. “People come up here to get away from all that,” remarked one participant.

Second, participants collectively voiced support for a strong town management plan and zoning ordinances in order to avoid becoming “commercialized.” Some participants contrasted Freeport from Kittery as examples of, in the former case, a town with strong ordinances that is compact, walkable and friendly, and, in the latter case, one that has allowed development to run roughshod over the historic character of the community. Many expressed the need to preserve and promote Greenville’s identity through a plan and active management/zoning. But other participants shared that many residents are reluctant to support such things in public because they might appear “anti-business.”

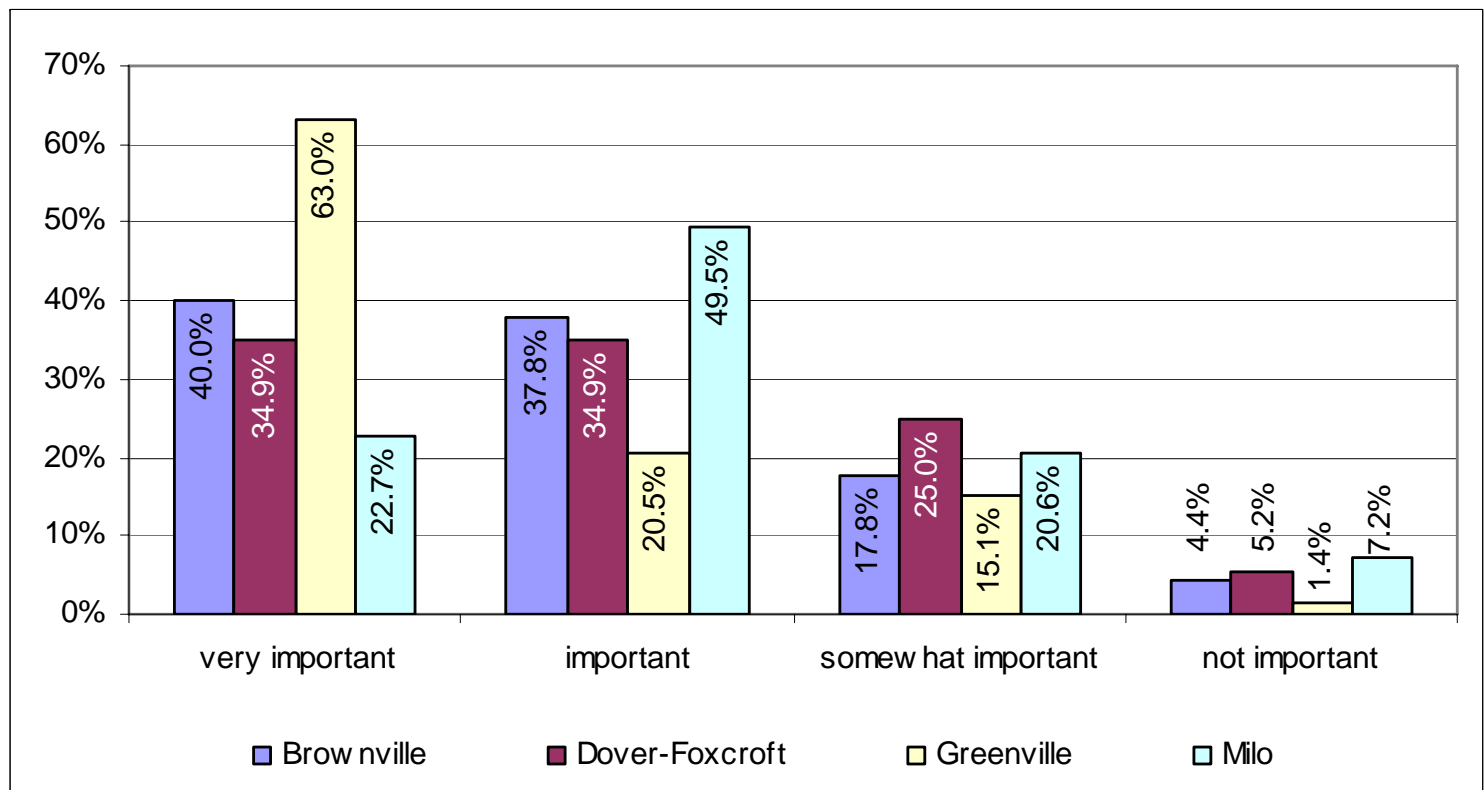
It was also clear, in the case of Greenville’s downtown, that there is not a shared sense of what should be preserved and promoted. For example, one participant suggested the sidewalks should be continuous, usable in all weather, and handicap accessible. Not all participants agreed. Another participant recalled that Greenville once painted moosetracks on the roads, which served as “quaint, backwoods” directionals. She concluded, “we don’t need signs everywhere . . . we need to stay away from commercialization.” Another participant recalled the 1980s boom when there was a collective effort to develop strong sign and land ordinances. Ultimately, this effort was dropped, and one participant suggested “. . . it will happen again only when someone puts up a big, ugly sign.”

In addition, some participants questioned whether a regional tourism plan was warranted. As one participant commented, “lumping together diverse communities makes no sense. Moosehead is a destination! Our needs are different.” Finally, one participant questioned whether Greenville’s Comprehensive Development Plan “spoke to tourism development”; the short answer provided by another participant—“no.” The Greenville forum concluded with a discussion about next steps in developing a tourism management plan. All agreed that further input was needed from a broader group of residents, including more business owners, town select, and other residents.

CONCLUSION

In sum, the forums confirmed many of the findings revealed by the UMaine surveys of residents and business owners. However, they shed additional light on differences across towns, and suggested specific issues related to tourism development in need of further attention. For all towns, these issues include the lack of perceived personal benefits to a stronger regional tourism industry, and the perception that promotion equates commercialization and is therefore to be avoided. The community forums also demonstrated strong differences across towns on the following dimensions: the perception of having little collective control over the region's land assets coupled with a mistrust of "management"; and, relatedly, a desire for greater control, but a lack of awareness and understanding about the array of land management tools available to increase the collective ability of residents and business owners to assert their vision on future development patterns in the region. These differences reflect the towns varying backgrounds and experiences in planning generally, and, more specifically, in tourism planning. Future efforts to engage the towns in developing a regional tourism plan should take into account these variations.

Overall, how important should tourism be to the future of Piscataquis County?



Which of the following outdoor recreation activities do you enjoy?

79.8% Walking	23.2% Cross-country skiing
52.2% Camping	21.7% ATV riding
51.3% Fishing	12.9% Downhill skiing
40.9% Hiking	10.9% Mountain biking
40.2% Bird watching	10.6% Backpacking
37.4% Kayaking/canoeing	8.3% Horseback riding
36.9% Hunting	3.8% Rock climbing
34.8% Snowmobiling	1.5% Dog sledding
33.3% Motor boating	
30.1% Ice fishing	
27.0% Snowshoeing	3.5% None of the above

Which of the following [cultural heritage] activities do you enjoy?

77.2%	Attending recreation or sporting events
66.8%	Visiting historic sites
59.1%	Attending art or craft fairs
58.9%	Attending live musical performances
50.0%	Visiting museums or galleries
36.5%	Attending auctions
35.0%	Visiting artist or crafter studios
31.5%	Attending public parades, festivals, county fairs, or holiday celebrations
3.8%	None of the above

Which of the following characteristics is important or very important to you in terms of where you choose to live?

(Rank is of 14 characteristics presented)	All Residents (n=399)	Brownvle (n=46)	Dover-Foxcroft (n=175)	Greenvle (n=75)	Milo (n=103)
1. Clean air and water	75.9%	87.0%	72.8%	78.7%	73.3%
2. Good place to raise a family	73.0%	69.6%	75.7%	65.8%	75.5%
3. Low crime rate	70.4%	67.4%	68.8%	71.2%	73.8%
9. Good outdoor recreation opportunities	44.4%	46.7%	41.1%	58.1%	38.8%
13. Strong local cultural heritage	20.2%	17.9%	21.8%	18.3%	24.1%
14. Good entertainment opportunities	11.9%	11.1%	14.8%	4.3%	12.6%

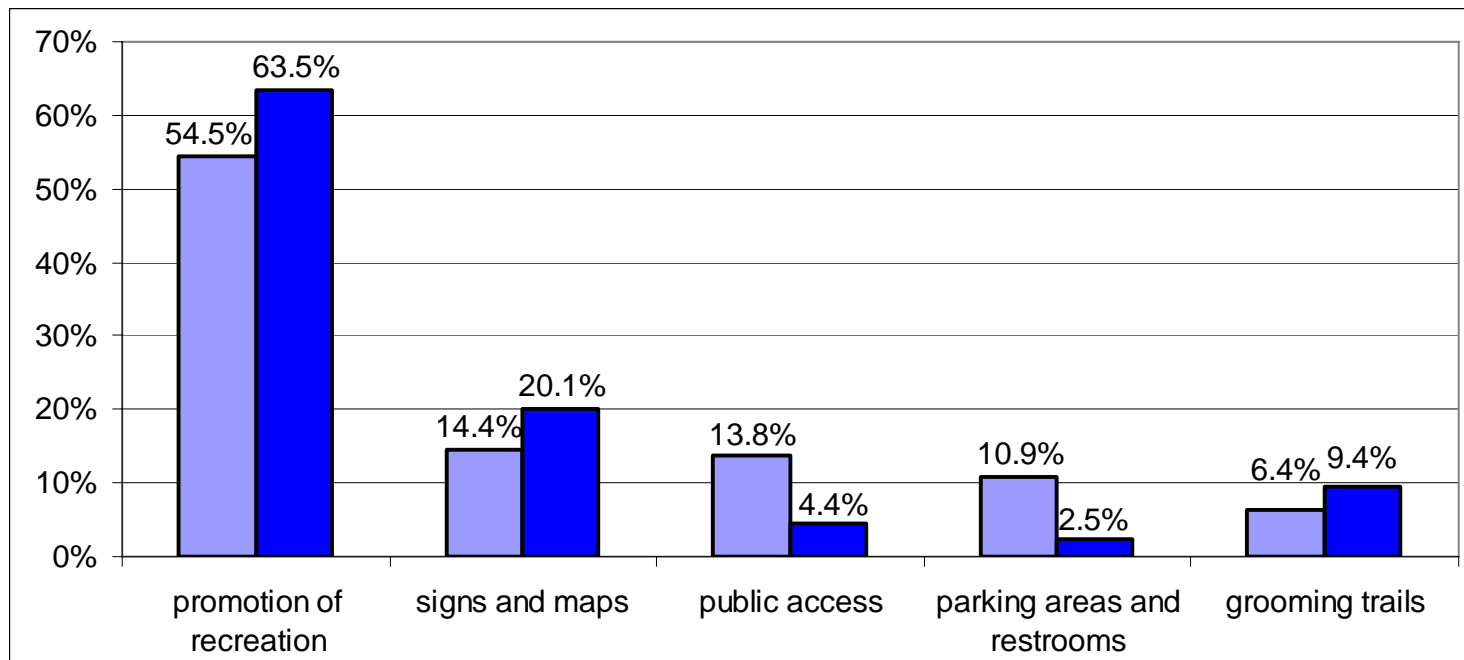
How would you like the current level of each recreation activity to change in coming years?

RESIDENT RESPONSES BUSINESS RESPONSES	increase	stay the same	decrease
Camping and hiking (n=375) (n=200)	59.2% 82.0%	32.5% 16.0%	0.8% 0.0%
Cross-country skiing (n=379) (n=199)	53.3% 77.0%	30.1% 20.0%	0.8% 0.0%
Kayaking and canoeing (n=371) (n=200)	50.4% 77.9%	36.1% 19.1%	2.2% 0.0%
Snowshoeing and dog sledding (n=370) (n=200)	42.4% 69.0%	39.2% 26.5%	2.2% 1.0%
Snowmobiling (n=375) (n=200)	25.6% 49.0%	49.3% 38.5%	15.7% 9.5%
ATV riding (n=377) (n=200)	18.0% 26.9%	30.5% 30.8%	39.3% 36.8%
Motor boating (n=375) (n=201)	16.3% 39.0%	53.1% 48.0%	18.7% 10.0%

How would you like the current level of local events to change in coming years?

RESIDENT RESPONSES BUSINESS RESPONSES	increase	stay the same	decrease
Live musical performances (n=381) (n=199)	66.4% 72.4%	21.0% 16.6%	2.1% 2.0%
Local festivals (n=378) (n=199)	54.2% 68.3%	36.5% 23.6%	2.1% 2.0%
Live theatre performances (n=368) (n=196)	51.6% 62.8%	29.6% 21.4%	2.7% 1.5%
Local sporting events (n=374) (n=199)	45.2% 59.8%	42.0% 31.2%	3.2% 1.5%
Arts and crafts fairs (n=374) (n=199)	40.4% 54.8%	50.0% 35.2%	1.9% 4.0%
Open houses at art and craft studios (n=374) (n=198)	38.2% 54.0%	46.3% 32.3%	2.4% 2.0%

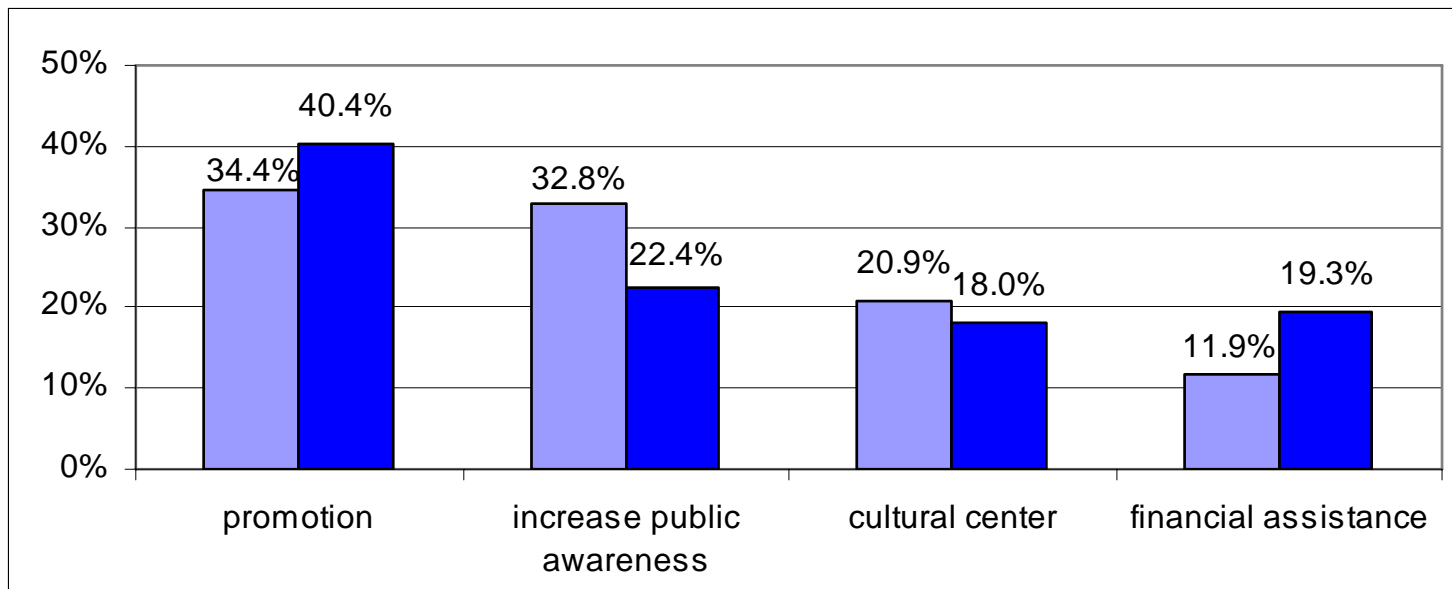
Which of the following [outdoor recreation] strategies to attract more visitors is most important to Piscataquis County?



RESIDENT RESPONSES

BUSINESS RESPONSES

Which of the following [cultural-heritage] strategies to attract more visitors is most important to Piscataquis County?



RESIDENT RESPONSES

BUSINESS RESPONSES

Percentage of respondents who “support” or “strongly support” managing residential and commercial development on land near to....

	Businesses (n=208)	Residents (n=399)	Brownvle (n=46)	Dover-Foxcroft (n=175)	Greenvle (n=75)	Milo (n=103)
Historic sites	62.2%	68.9%	70.0%	70.8%	70.1%	64.2%
Lakes and waterways	63.9%	67.8%	65.9%	72.7%	68.6%	59.8%
Hiking trails	59.0%	65.1%	70.0%	66.7%	68.7%	57.9%
Snowmobile trails	52.6%	53.0%	61.9%	53.1%	55.7%	46.9%

Percentage of respondents who “support” or “strongly support” protection of land for public recreation use through...

	Businesses (n=208)	Residents (n=399)	Brownvle (n=46)	Dover-Foxcroft (n=175)	Greenvle (n=75)	Milo (n=103)
Local zoning	51.8%	57.8%	59.5%	63.9%	51.5%	51.0%
Conservation easements	41.4%	46.4%	46.3%	46.5%	60.3%	36.2%
Outright purchases	47.4%	41.1%	43.9%	43.0%	51.5%	29.0%

Percentage of respondents who “support” or “strongly support” trail systems that are....

	Businesses (n=208)	Residents (n=399)	Brownvle (n=46)	Dover-Foxcroft (n=175)	Greenvle (n=75)	Milo (n=103)
Exclusively for non-motorized use	55.3%	56.6%	50.0%	56.3%	56.3%	54.3%
Mixed non-motorized and motorized use	52.6%	44.2%	42.5%	39.6%	47.9%	50.0%
Exclusively for motorized use	46.6%	39.2%	48.8%	39.9%	36.4%	35.9%

Percentage of respondents who “support” or “strongly support” protection of cultural-heritage resources through....

	Businesses (n=208)	Residents (n=399)	Brownvle (n=46)	Dover-Foxcroft (n=175)	Greenvle (n=75)	Milo (n=103)
Restoration of historic buildings	70.7%	74.3%	72.5%	76.4%	78.3%	69.1%
Historic zoning	52.6%	59.8%	61.9%	62.1%	59.1%	53.8%
Standards for new buildings	54.1%	55.0%	50.0%	57.4%	56.7%	51.6%

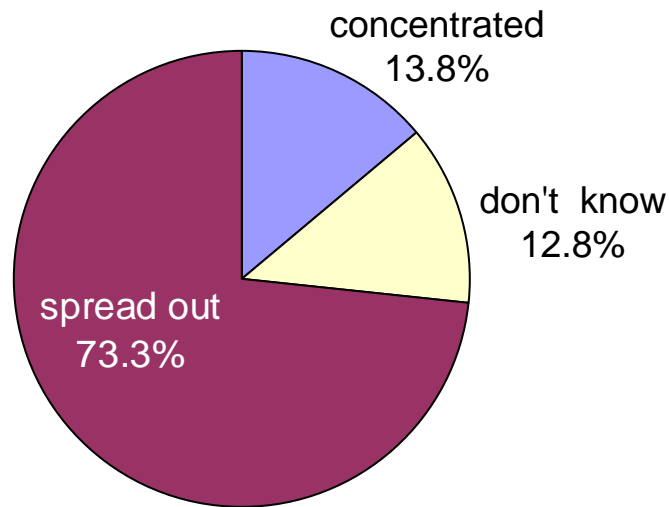
Regarding the impacts of tourism on local communities...

RESIDENT RESPONSES BUSINESS RESPONSES	agree/ strongly agree	neutral	disagree/ strongly disagree
Tourism provides services/activities we wouldn't otherwise have (n=383) (n=198)	62.4% 64.6%	16.4% 16.1%	15.4% 16.1%
Tourist attractions/facilities improve a community's appearance (n=378) (n=199)	62.7% 69.4%	20.6% 23.6%	12.2% 5.5%
Tourism makes the area more crowded and threatens privacy (n=381) (n=199)	38.5% 32.1%	23.4% 25.1%	34.3% 41.7%
Tourism reduces the quality of outdoor recreation opportunities due to overuse and crowding (n=382) (n=197)	31.2% 21.4%	22.3% 30.5%	40.6% 46.2%
Tourism facilities will restrict my access to area lakes, forests and open spaces (n=382) (n=200)	23.6% 20.5%	21.2% 21.0%	46.3% 54.0%
Environmental impacts from tourism are relatively minor (n=382) (n=199)	39.0% 45.5%	17.5% 18.6%	36.1% 32.1%

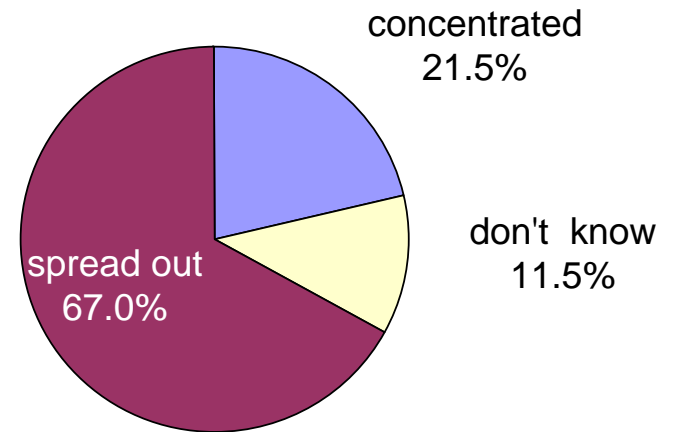
Regarding support for tourism based economic development strategies...

RESIDENT RESPONSES BUSINESS RESPONSES	support/ strongly support	neutral	oppose/ strongly oppose
Develop a county-wide tourism management plan (n=373) (n=197)	66.3% 74.6%	13.9% 14.2%	13.9% 9.1%
Plan more public events to attract tourists to the area (n=381) (n=200)	69.8% 77.0%	16.5% 16.0%	10.5% 6.0%
Provide assistance to local residents and businesses that sell goods and services to tourists (n=378) (n=198)	59.8% 60.6%	21.4% 22.7%	15.6% 15.1%
Offer adult education courses on hotel and restaurant management (n=375) (n=198)	51.4% 57.1%	27.5% 27.3%	14.6% 13.1%
Attract seasonal residents who purchase second homes in the area (n=380) (n=199)	49.5% 49.3%	20.0% 29.1%	26.1% 19.1%
Recruit outside investors who have experience promoting tourism (n=377) (n=199)	41.7% 32.7%	23.1% 26.6%	29.7% 25.6%
Attract outside investors to build a large resort and/or corporate conference center (n=380) (n=199)	27.6% 36.7%	19.5% 23.6%	43.7% 34.7%

Would you prefer tourism in Piscataquis County to be concentrated to a few towns and sites or spread out to many areas towns and sites?

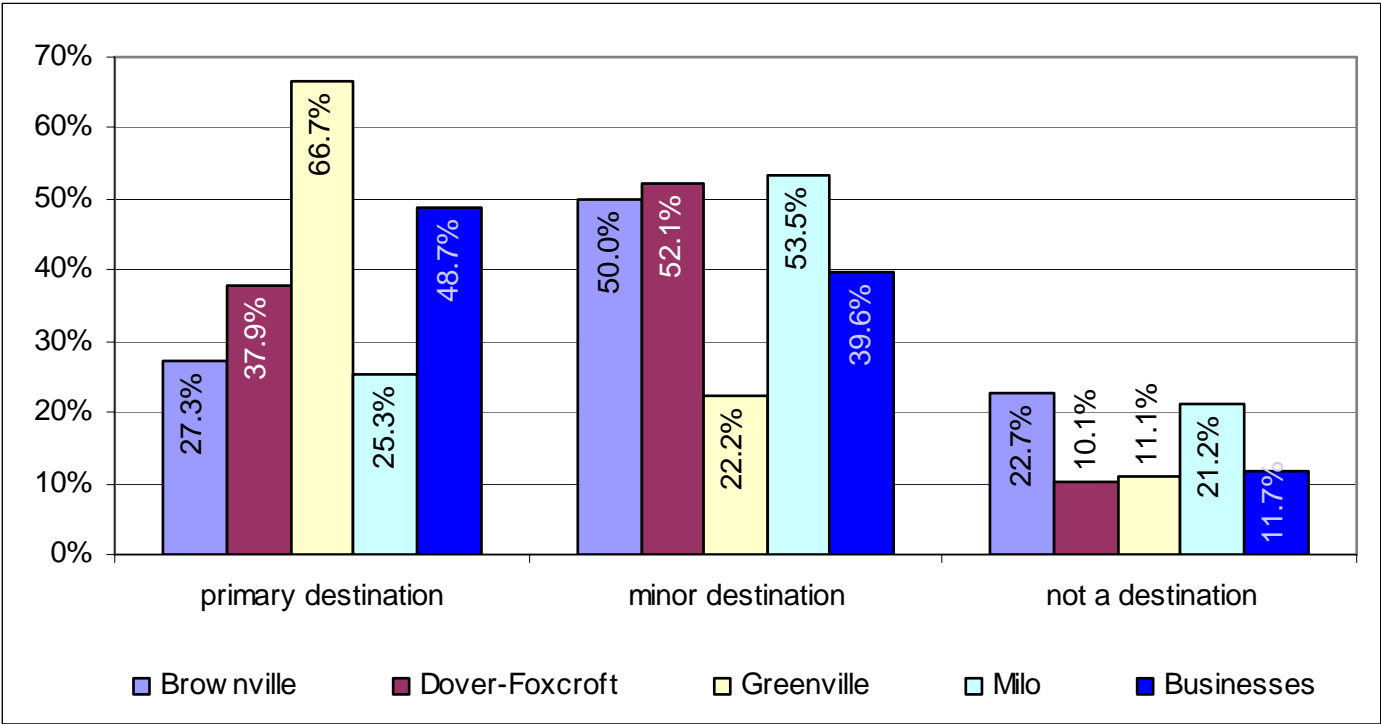


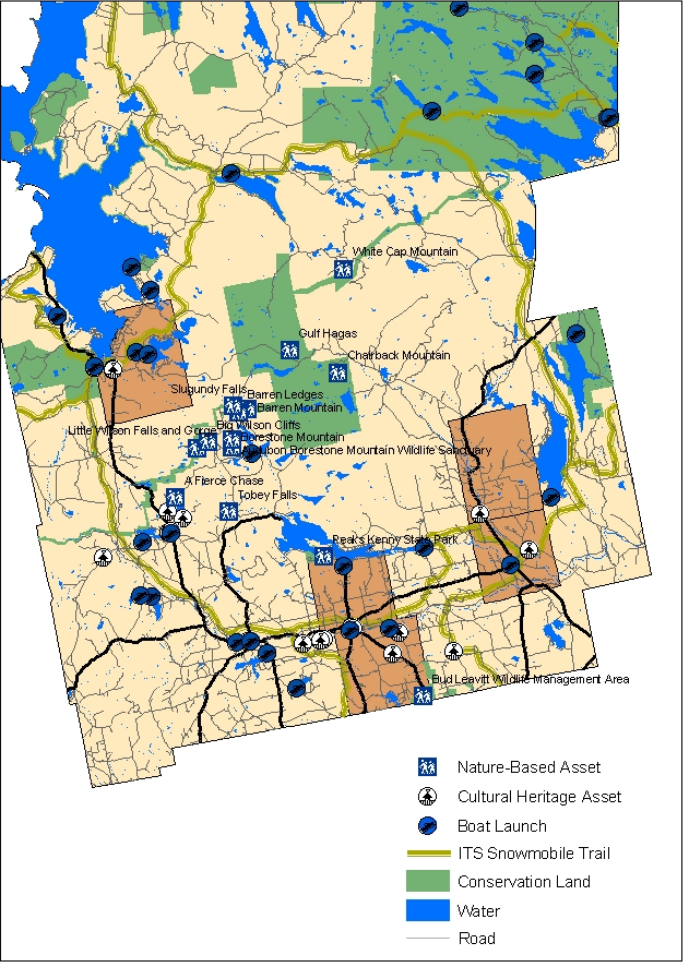
RESIDENT RESPONSES

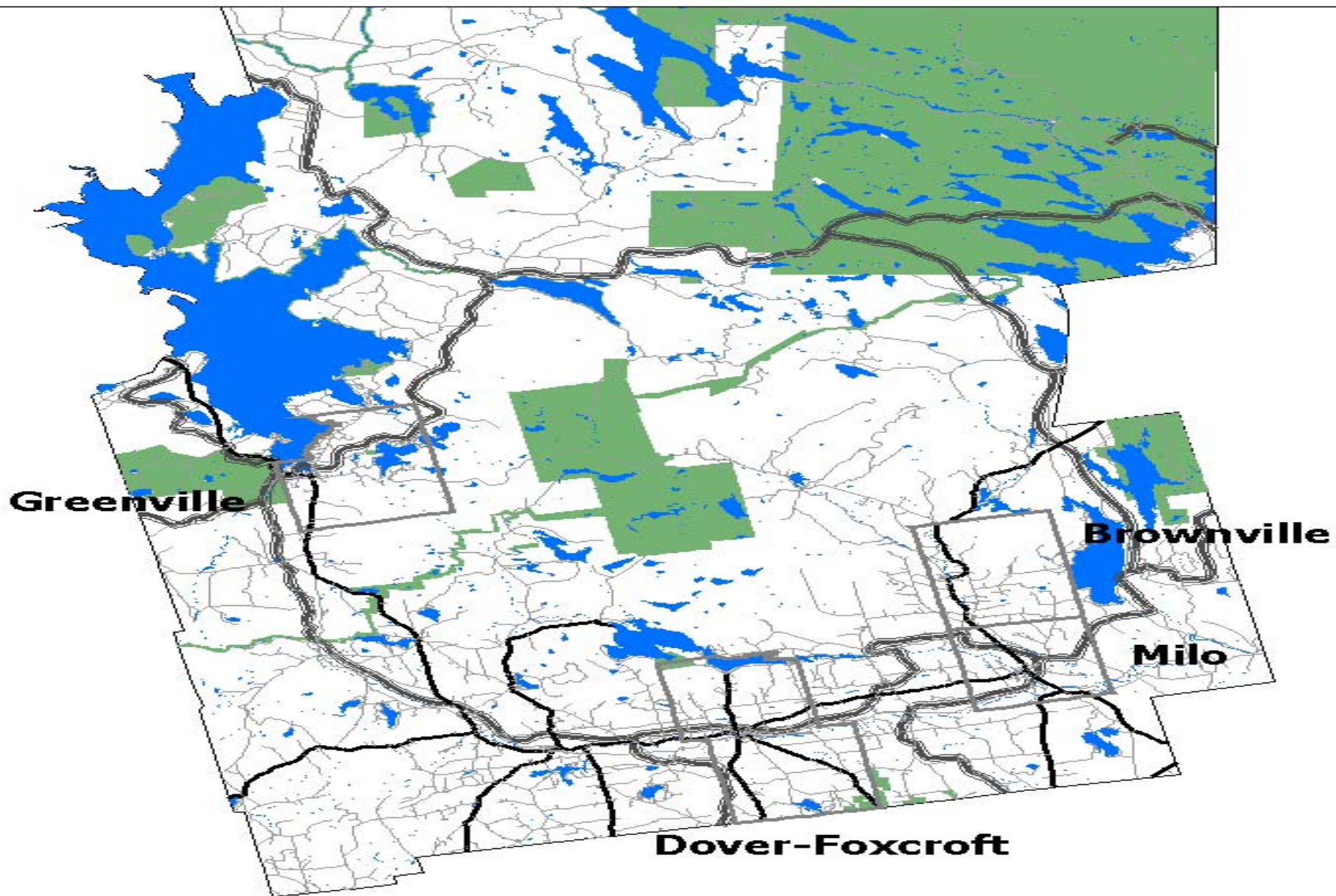


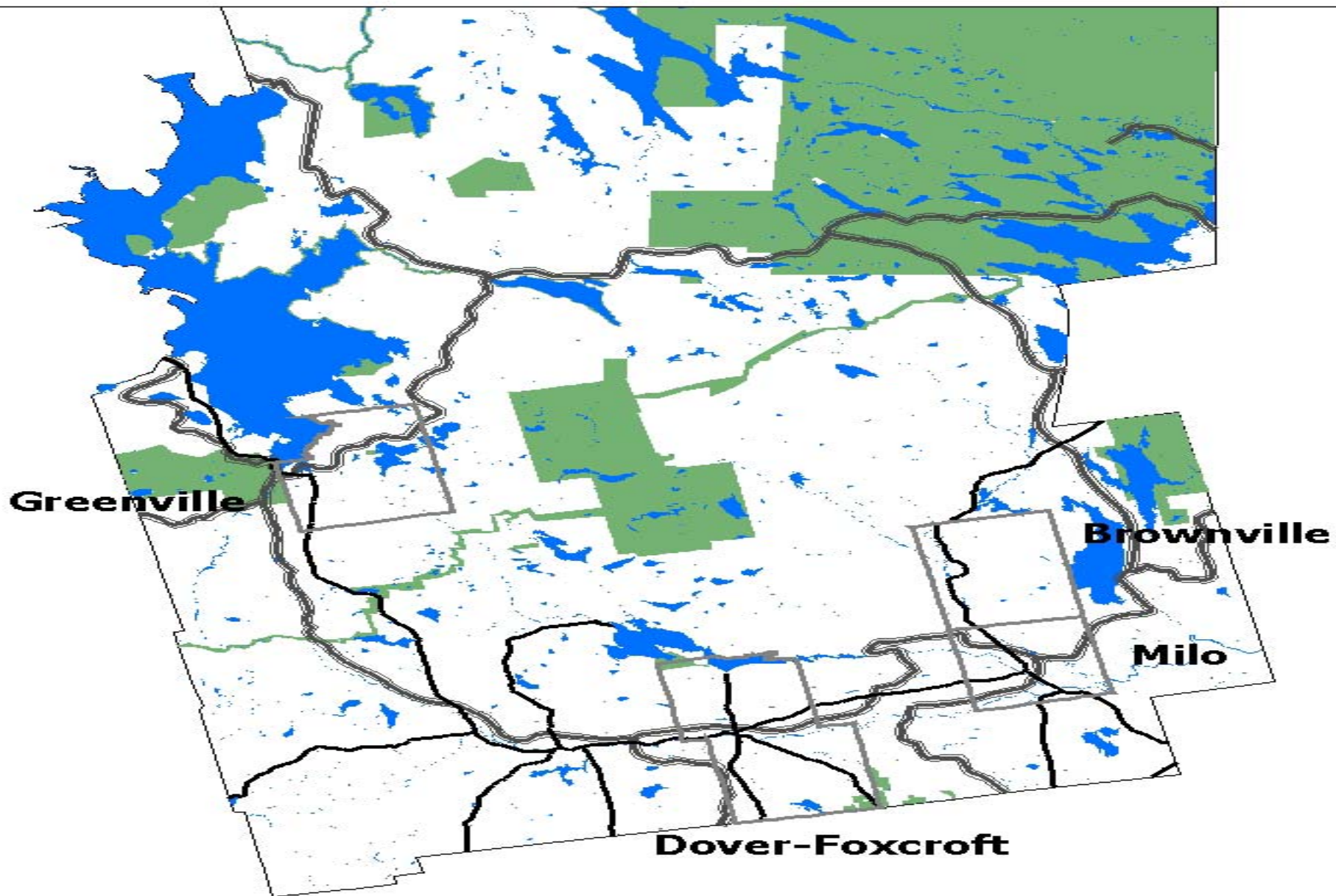
BUSINESS RESPONSES

Would you like your home community to become a primary, minor, or non tourism destination?

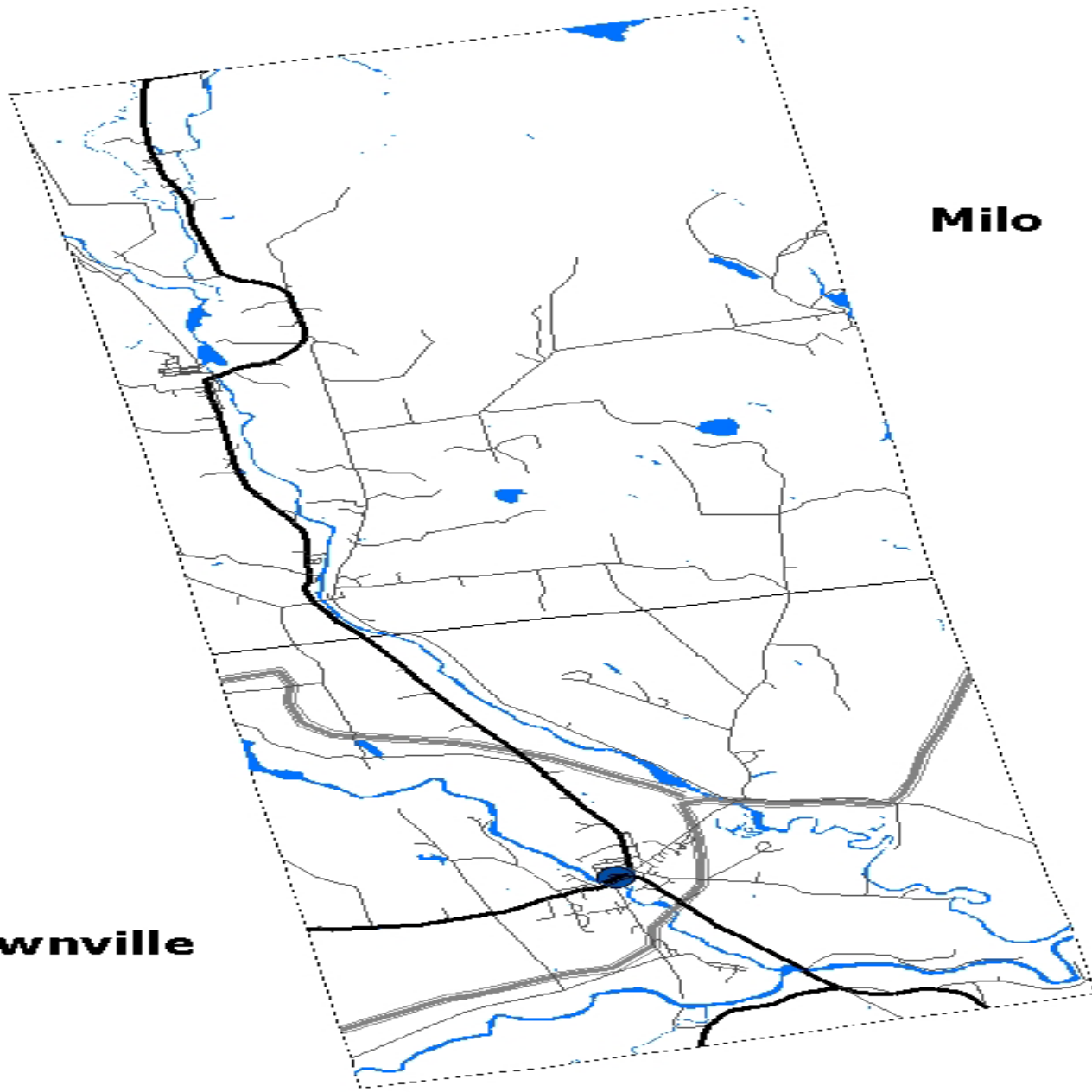




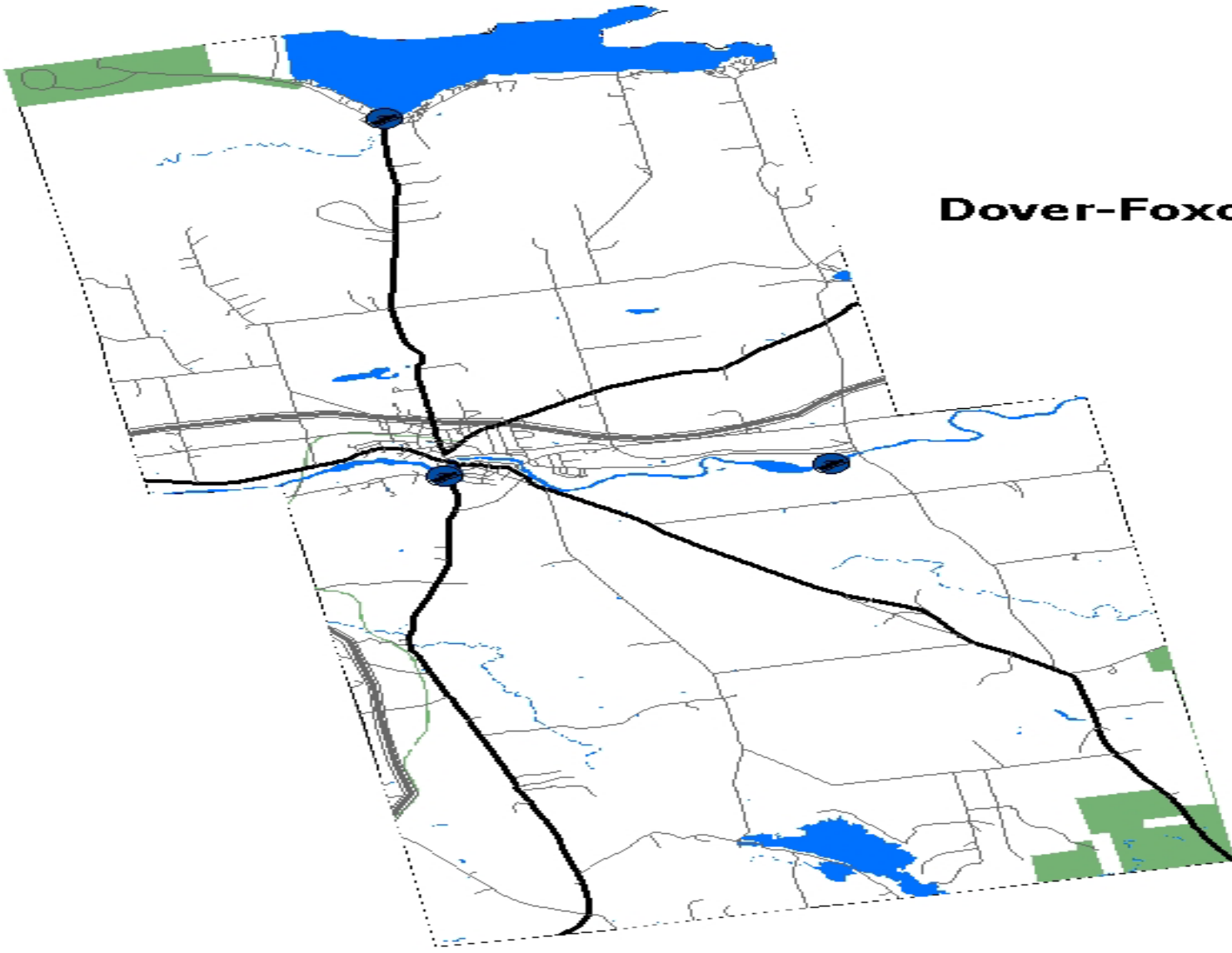




Brownville

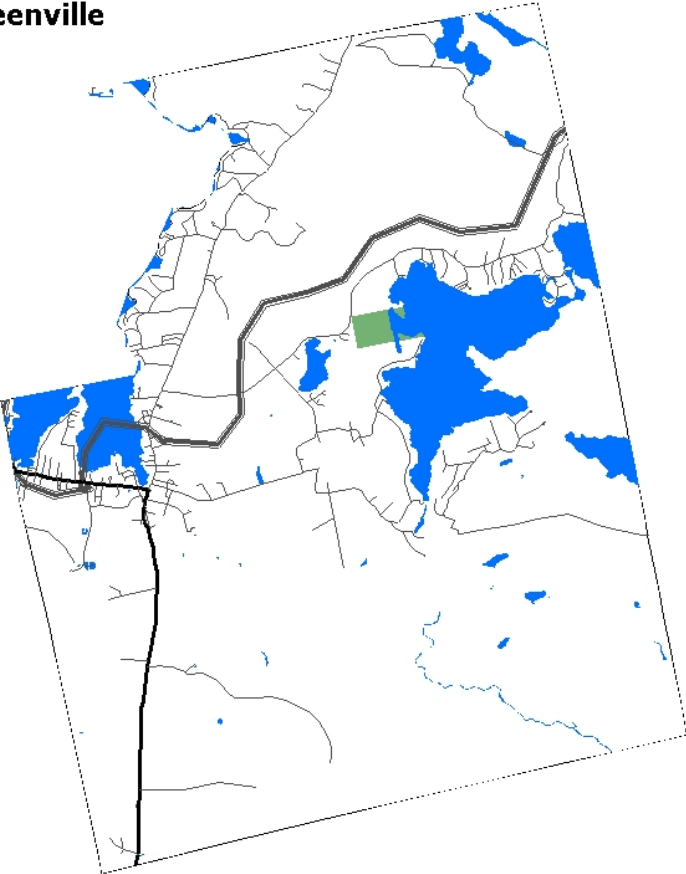


Milo



Dover-Foxcroft

Greenville



APPENDIX B

FORUM PROTOCOL

General questions

- What does the term “promotion” [of outdoor recreation/of cultural-heritage activities] mean to you?
- What does the term “cultural heritage” mean to you?
- To what degree do you think residents are aware of the cultural-heritage opportunities (assets) in the region?
- Where there is not consensus regarding perceptions about tourism, what is your view about that?
- In your view, what are [your community’s / the region’s] greatest outdoor-recreation assets?
- In your view, what are [your community’s / the region’s] major cultural-heritage assets?
- Why do you think so many oppose the idea of a large resort and/or corporate conference center? Is it because they think this type of facility is a bad idea in-and of-itself, or is it because the question called for attracting “outside investors?”

Land-use questions*

- What parcels of land would you support protecting through local zoning? ...conservation easements? ...outright purchases? What about in the unorganized territories?
- Are there places [in your community / in the region] that are already overused and/or too crowded?
- Are there existing trail networks that you think should be designated exclusively for non-motorized, mixed, and/or motorized use?
- Where do you think new trail systems should or could be developed for any of the above types of uses?
- What historic buildings or other sites should be restored or maintained?

Map-related questions*

- What areas do you believe could be better promoted as tourist destinations?
- What areas do you believe should NOT be promoted as tourist destinations?
- Where should development be encouraged (and what type)?
- Where should development be discouraged (and why)?

* This section of questions was not addressed in the Dover-Foxcroft or Greenville forums.