



DOWNEAST **FISHERIES TRAIL**

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The Downeast Fisheries Trail & You

How does a site benefit from being on the Downeast Fisheries Trail?

Promotion

All sites are being promoted via the map brochure and website produced in 2012. The brochure has been distributed to all sites, through dozens of events and organizations, and will be placed in Maine's official visitors centers this summer, with support from Downeast and Acadia Regional Tourism. Additional copies of the brochure are available upon request (until we run out). In 2013 and 2014, Maine Sea Grant will be working to publicize and promote the trail for the benefit of all sites.

Information

To date, five interpretive panels have been produced in partnership with site managers who have received or contributed additional funding for outreach and education. We are in the process of producing an additional series of panels with Roosevelt-Campobello International Park. Are you interested in creating educational materials for your site, such as interpretive signage, displays, or web-based information? We can help!

Events

Let us know about your events so we can help publicize them through the website events page, www.downeastfisheriestrail.org/events, and via Facebook. A Downeast Fisheries Trail display, with historical and contemporary images of Trail sites and fisheries heritage in general, is available for exhibit at events throughout the year and each site benefits from exposure at these events through the display. In addition, a fisheries heritage and Downeast Fisheries Trail lecture or presentation can be customized for your event or meeting.

Communication

In addition to individual pages and photo galleries for each site on the trail, the website has space for historical information. Sites can utilize as much or as little of the website as they wish. Space and photo gallery capacity are available if sites want to make changes to their existing page or expand what is currently available.

Funding assistance

The funds that helped launch the trail in 2012 are exhausted. But sites can leverage their inclusion on the Downeast Fisheries Trail when applying for grant funding for fisheries education and outreach activities. In other words, the Trail provides a visible, physical way for a site to demonstrate commitment to public outreach and education regarding their relationship with marine resources with a shared regional identity. We can partner with sites or simply provide letters of support for relevant grant applications. We can also help coordinate Trail-wide project and grant applications.



How can my site be more involved?

- Share your ideas or contacts relating to media and publicity.
- Let us know if you have an event you'd like listed on the website and cross-promoted.
- Work with us to develop interpretive material for your site.
- Contribute ideas for which sites might be added to the trail in the future.
- Ask your visitors if they have heard of the Downeast Fisheries Trail and tell them all about it and encourage them to visit other sites on the Trail.
- Track visitors who came to you because of the Downeast Fisheries Trail—and let us know.
- Put out Trail maps and promote the Trail at your events.
- “Like” the Downeast Fisheries Trail Facebook page.
- Enjoy the Downeast Fisheries Trail, go visit the other sites, meet the people who manage them, tell them who you are, and have fun on the Trail!

About the Downeast Fisheries Trail

The Downeast Fisheries Trail consists of 45 locations in Hancock and Washington counties, Maine, that showcase active and historic fisheries heritage sites, such as fish hatcheries, aquaculture facilities, fishing harbors, clam flats, processing plants, historical societies, community centers, and other related places. The Trail is an effort to raise awareness among residents and visitors of the importance of the region's maritime heritage and the role of marine resources to the area's economy. The Trail builds on these local resources to strengthen community life and the experience of visitors.

The Downeast Fisheries Trail was created in 2000 with the help of Sunrise County Economic Council, the Maine Aquaculture Innovation Center, Maine Coastal Program, Quebec-Labrador Foundation, and the Maine Community Foundation and included sites from Milbridge to Eastport in Washington County.

In 2012, the trail was expanded into Hancock County. New sites were selected with input from Downeast communities with funding from the Maine Community Foundation and DownEast and Acadia Regional Tourism, in partnership with the following organizations:

Maine Sea Grant College Program at the University of Maine
Sunrise County Economic Council
Penobscot Marine Museum
Lobster Institute
Diadromous Species Restoration Research Network
Maine Office of Tourism
DownEast & Acadia Regional Tourism
College of the Atlantic

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