



*“If a group of communities works together and promotes their whole region, they may be much more successful in both attracting visitors and convincing them to stay more than just for a day.*

*...Businesses that cooperate with each other in order to attract visitors are more likely to succeed than those businesses that decide to ‘go it alone’.*”

~ Julie Leones,  
“Tourism Trends and Rural Economic Impacts.”

# Maine Appalachian Trail Communities

## Collaboration, Branding and Community Vitality

Designated Appalachian Trail (A.T.) Communities in Maine (namely Rangeley, Monson and aspiring Millinocket) are working together to plan a regional workshop to share information, successes and ideas around the value of the Appalachian National Scenic Trail.

## SAVE THE DATE!

### April 19<sup>th</sup> from 9:00 am to 4:00 pm

## University of Maine in Farmington, ME

This one day workshop will explore ways that communities can collaborate and expand methods to promote the natural, scenic, recreational and cultural heritage resources while preserving the pristine beauty and unique aspects of the region.

The [Appalachian Trail Community™](#) program offers learning and engagement opportunities to enhance the connection between protecting natural resources and community vitality to develop economic growth.

### Key Topics:

- A.T. Community Successes
- Partner Resource Panel
- A.T. Branding /Social Media Promotion
- Collaborative Innovation
- Protecting natural, recreational and scenic assets to enhance community vitality and economies

### Cost:

**Free! Free! Free!** Lunch included

### Audience:

Community leaders, businesses and residents in Millinocket, Rangeley and Monson

### Where:

University of Maine, Farmington  
North Dining Hall section B, in Olsen Student Center at 111 South Street

### Questions and RSVP's:

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