Balancing Working Lands and Destination Development in Maine’s Moosehead Lake Region
The Moosehead Lake Region

1.25 million acres
- Bigger than some states
- Nearly half in conservation

Over 100 lakes and ponds
- Highlighted by 75,000 acre, 40 mile long Moosehead Lake
- Over another 60,000 acres of water

Population of 4,200 (2.5 persons per sq. mile)
- Greenville – 1,646 residents
- Rockwood – 320 residents
- Jackman – 718 residents
- Shirley – 183 residents
Maine and the Moosehead Lake Region

- The Moosehead Lake Region is located:
  - 4.5 hrs. north of Boston
  - 2.75 hrs. north of Portland
  - 1.5 hrs. north of Bangor
  - 3.25 hrs. south of Quebec City

- To put location in perspective:
  - Acadia National Park, the 9th most visited park with 2.4 million visitors annually, is 174 miles north of Portland

- To the North:
  - Nearly 8 million acres of forests including 2 million acres of conserved land from the Canadian border to Baxter State Park

- To the South:
  - The organized portion of the State
Rich and Storied Past

A History of Tourism/Recreation
- Henry David Thoreau
- The Grand Resort at Mount Kineo
- Skiing at Big Moose Mountain
- A hunting and fishing destination

A History of Logging
- Historically a dominant Moosehead industry
- Employed thousands statewide
- Supplied Maine’s wood & fiber industries
The Region Today

- **Challenges**
  - Demographics: aging and declining population; employment and income well below state and national levels
  - Economy: number of visitors has steadily declined; visitor capacity lower today than 100 years ago; changes in the forest products industry

- **Opportunities**
  - Permanent open space with guaranteed public access on hundreds of thousands of acres
  - An intact working forest
  - Abundancy of lakes, rivers, mountains and wildlife
  - Over 1,000 miles of trails (human powered and motorized)
The Story Starts in 1995
Scott Paper was the dominant landowner
Changes from 1995-2000
Changes from 2005 - 2010
Changes from 2010-2015
The Moosehead Region today
A Generation of Transformation!

- A dramatic shift in the “Balance”
  - An increase of land permanently conserved from 6% to 44%
  - Embraces the values and traditions of the region, protects the region’s natural resources, keeps the vast tracts of undeveloped working forests intact, and restricts new development to near where it already exists
  - Access now a right, rather than a privilege, on an area larger than the state of Rhode Island

- Regional foundation already exists - rich in history with proximity to a recreationally rich and beautiful landscape
The Path Forward – A Balancing Act

- Destination Development
  - Land permanently available for packaged nature based experiences appealing to multiple customers, residents and future residents
  - Easy separation of disparate recreational activities because of scale

- Working Lands
  - Vast swaths of timberland remain in commercial production
  - Mix of uses, access

- Coexistence the key
The Next 20 Years....

- **Opportunity: Bringing the Region back to prosperity**
  - Developing a year round, sustainable economy
    - Branding
    - Product Development

- **Challenge: Managing Expectations**
  - Sharing the natural assets

- **Path to Success: Collaboration and education are essential**
The Journey Begins!

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Thank You