



A Resource Guide for Sustainable Tourism

in
Down East Maine
and Southwest New Brunswick

*A Joint Project of Maine Sea Grant and
Vacationland Resource Committee of
Down East Resource Conservation and Development Council*

A Resource Guide for Sustainable Tourism in Down East Maine and Southwest New Brunswick

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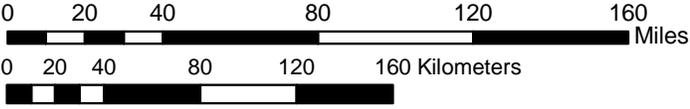
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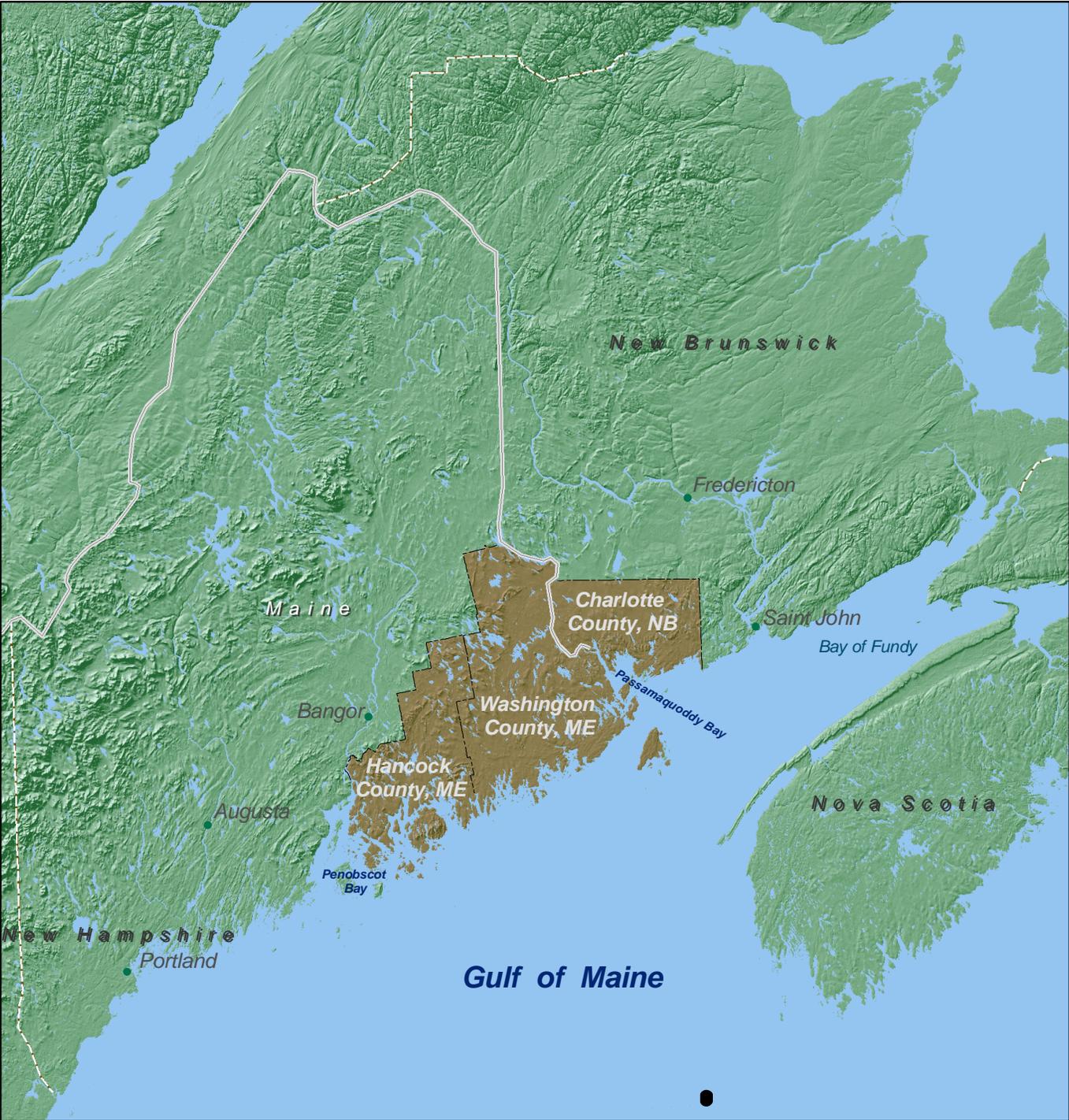
**Resource Guide for
Sustainable Tourism:
Location**



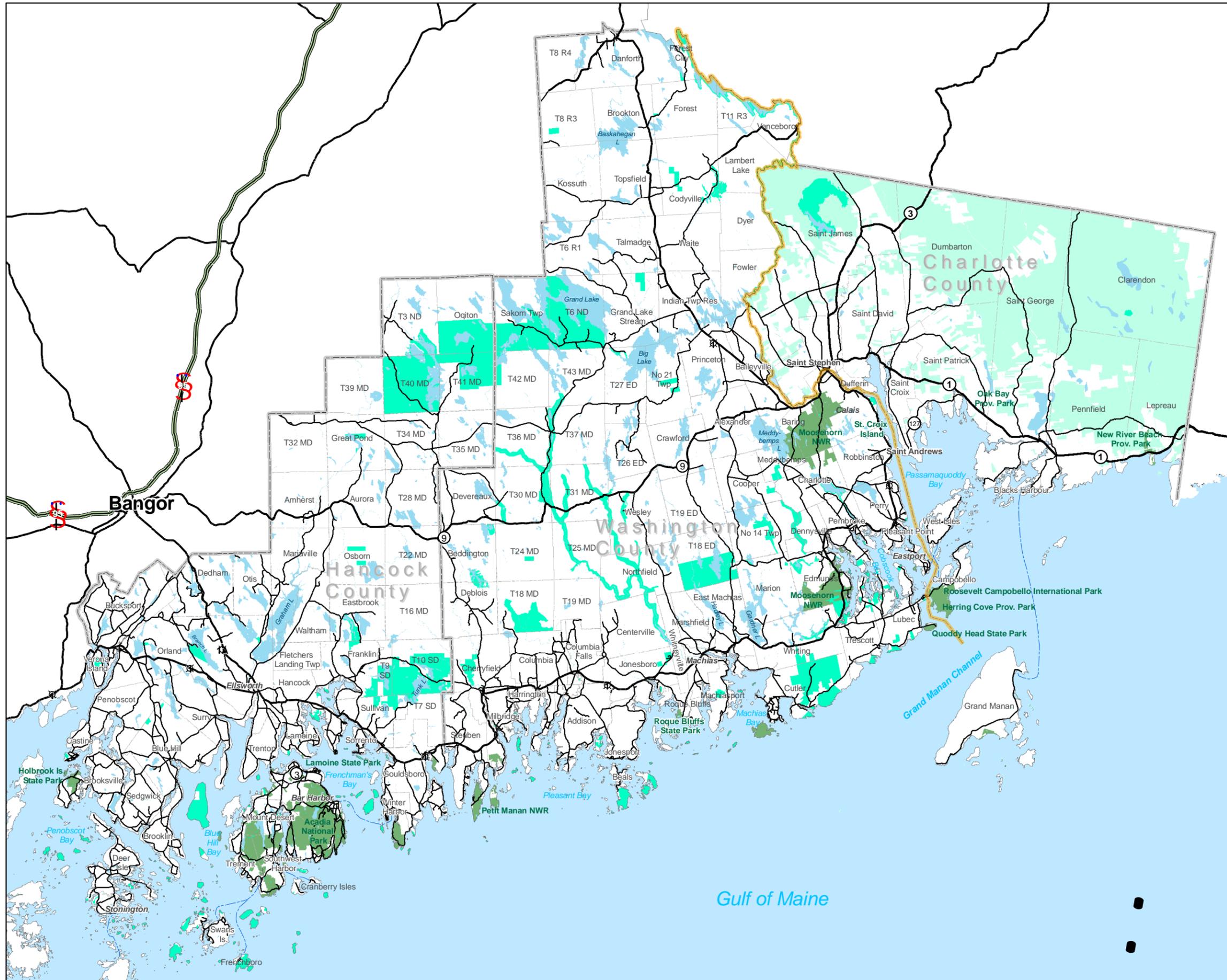
Map prepared by Jeremy Gabrielson, WCCOG
Data Source: ESRI, Maine Office of GIS



Gulf of Maine



Resource Guide for Sustainable Tourism: Down East Maine and Southwest New Brunswick

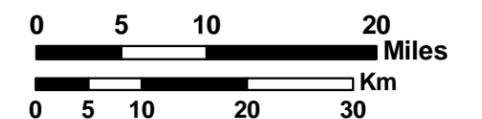


- Interstate Highway
- Primary Roads
- Other Roads
- Ferries (including seasonal)
- International Boundary
- County Boundaries
- Town Boundaries

Federal, State and Provincial Parks
Also including US National Wildlife Refuges (NWR), which are managed primarily to protect wildlife and wildlife habitat.

Conserved Land
Public and conserved lands data for the State of Maine comes from the Maine Conserved Lands coverage published by the Office of GIS. The data include land that is held directly by state, federal and local governments as well as land that is owned by land trusts. Land protected by easements are also included. Some parcels remain in private ownership; and do not include provision for public access. Conserved land data for New Brunswick from Service New Brunswick.

Crown Lands
Crown lands are publicly owned land that fall under either federal or provincial management. Most crown land in New Brunswick is privately managed under rental or lease agreement that do not necessarily make provisions for public access.



Map prepared by Jeremy Gabrielson, WCCOG
Source: ESRI, ME OGIS, Province of New Brunswick

Chapter 1. Introduction

A. Project Goal and Region of Focus

This guide is designed to provide tips and information resources about ways that tourism businesses can become more environmentally friendly and tap into economic/business development resources. The overall goal of the project is to encourage coastal and interior tourism businesses in the Gulf of Maine and Bay of Fundy region, specifically within Hancock and Washington counties, Maine, and Charlotte County, New Brunswick, to become more sustainable, help protect their region's abundant assets, and help distinguish the region as a top global destination for visitors looking for an environmentally friendly, culturally sensitive, and enjoyable experience.

Coastal and inland areas of the Gulf of Maine and Bay of Fundy teem with life. The geographic center of the Gulf of Maine – which spans from Massachusetts to Nova Scotia – lies at the mouth of the Bay of Fundy, along the border region of Down East, Maine and Southwest, New Brunswick, the focus area of this report (see maps pgs 1-2). This is an area of unparalleled beauty and diversity.

People want to come to places where they can enjoy beautiful beaches, rocky coastlines, forests and lakes, unique birds, and land and marine mammals. At day's end, they want to retire to a comfortable bed and a good meal. To serve these visitors, tourism businesses have developed extensively throughout this watershed. Today there are numerous lodgings, restaurants, guides, shops, and other activities dedicated to the natural-resources and cultural tourist.



Beals Island, Maine (J. East)

Tourism has become the most important industry in Maine, with domestic visitors to Maine in 2004 directly and indirectly generating \$13.6 billion in sales, employing 176,000 people, and creating a \$3.8 billion payroll (Source: Maine Office of Tourism, *Tap into Touri\$m, 2006 Resource Guide*, Machias: Sustainable and Experiential Tourism Workshop, March 17, 2006). Tourism is also very important to New Brunswick. The Government of New Brunswick, Department of Tourism and Parks, estimated that in 2005, the province received 1.74 million visitors who spent \$1.2 billion, generating \$558 million in direct, indirect, and induced taxes. The New Brunswick tourism industry also employed 31,000 people full-time and in seasonal positions (*New Brunswick Tourism Development Guidelines*, Parks and Tourism NB report).

With tourism generating such large revenues, employment numbers, and visitation statistics, it is important that the tourism industry preserves and improves the natural and cultural resources that draw people to the Gulf of Maine and Fundy Bay region.

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Deer Island, New Brunswick (N. Springuel)

The Vacationland Resources Committee (VRC) of the Down East Resource Conservation and Development Council is a group of business, environmental and planning professionals, extension agents, volunteers, and tourism providers working together on sustainable tourism projects in eastern Maine. One of the lead collaborators on this document, the VRC wrote a sustainable tourism plan, *DESTINY 2010*, for Hancock and Washington counties, Maine, and sponsored workshops and conferences to encourage businesses to incorporate and highlight their sustainable practices. Throughout this work, tourism businesses and destinations identified a need for better access to resources for greening their operations and incorporating

best practices in various aspects of sustainable tourism. Responding to this need, the VRC joined forces with Maine Sea Grant, the Sunrise County Economic Council, DownEast & Acadia Regional Tourism, and the Washington County Council of Governments to write and submit a grant to the Gulf of Maine Council on the Marine Environment to prepare this resource guide.

As the Gulf of Maine watershed is enormous, spanning 69,115 square miles (179,008 square kilometers) with coastline and inland watersheds straddling three states (Massachusetts, New Hampshire, and Maine) and two provinces (New Brunswick and Nova Scotia, though even waters from Québec flow into the Gulf of Maine), this report focuses on a smaller area, the border region between the United States and Canada. Specifically, this report focuses on Hancock and Washington counties in Maine, and Charlotte County, New Brunswick. By emphasizing the border region, the *Resource Guide for Sustainable Tourism* can enhance tourism networks across the international line and serve as a model for the whole Gulf of Maine region.

B. What is Sustainable Tourism?

Before tourism businesses can become “sustainable,” business owners must understand what this term means. The United Nation’s World Tourism Organization defines sustainable tourism by describing its fundamental concepts. Specifically, sustainable tourism should:

1) Make optimal use of environmental resources...maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. 3) Ensure viable, long-term economic operations providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (Source: www.unwto.org/sustainable/concepts.htm)

The World Tourism Organization’s conceptual definition also includes the ideas that all stakeholders must be informed and involved, there must be strong political leadership, tourists must be highly satisfied with their experiences, and negative tourism impacts must be continuously monitored, prevented, or addressed whenever unavoidable (www.unwto.org/sustainable/concepts.htm).

Parks Canada and the Tourism Industry Association of Canada have a more succinct definition of sustainable tourism:

Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

Canada's Code of Ethics & Guidelines for Sustainable Tourism – Parks Canada and Tourism Industry Association of Canada.

At the local level, the VRC adapted definitions of sustainable tourism to make them more meaningful to this specific region. In *DESTINY 2010, the Down East Sustainable Tourism Initiative Year 2010*, the VRC adopted the following vision statement for all its work, including this document:

With respect for our abundant natural resources and rich cultural heritage, the communities of Hancock and Washington counties seek appropriate, responsible, and sustainable development of cultural and nature-based tourism opportunities for regional economic prosperity. (Source: www.downeastrcd.com/DESTINY%202010%20Final.pdf)

As one can see, the definitions and visions may vary slightly, and the words selected may be complex, but the basic tenets of sustainable tourism are that the environment should be protected, economic benefits should be distributed widely, and the culture of a region should be preserved.

C. Is Sustainable Tourism an Economic Benefit or Burden?

It is said sometimes that becoming sustainable – selecting products and implementing practices that are environmentally beneficial and preserve local communities and culture – is an economic burden. This may appear to be the case because many of the environmental or social costs associated with running a tourism business are secondary and not reflected in present day market prices. For instance, if the secondary environmental costs of heating one's business with fuel oil (an irreplaceable fossil fuel that contributes to global warming) were included in the price of that fuel, then a tourism business might quickly look for a better environmental and economic alternative.

Because these secondary costs are not included in the market prices for many items, quite often it takes a conscious decision by a business owner to implement a sustainable action. However, the market for responsible travel in the world is growing and tourists are increasingly looking for businesses and destinations that distinguish themselves as leaders in the environmental and cultural fields.

Cadillac Mountain Sports: A Model Sustainable Retailer

Retail in the Gulf of Maine region can be economically and environmentally sustainable and have a positive impact on our local communities. Outdoor retailers Matt and Cheryl Curtis of Cadillac Mountain Sports in Bar Harbor and Ellsworth offer a good example. The Curtises have five core beliefs by which they operate their stores (summarized from www.cadillacmountain.com and interview with Matt Curtis): 1) offer quality outdoor products; 2) recognize the dual bottom line of economic profits and environmental/social responsibility; 3) develop mutually beneficial partnerships among employees, customers, and suppliers; 4) continually learn and improve all areas of the company; and 5) have their product purchasers also work the sales floor so there is a natural connection to the customer.

The Curtises have made many choices that have not only improved the environment, but also contributed to their economic gains, increased employee satisfaction, and developed customer loyalty. The Curtises have committed to opening their stores only in downtown areas and keeping them open year-round. This helps prevent sprawl, keep local people employed, and bring economic development to downtown areas even in the slower tourism months.

Within the stores themselves, the Curtises have implemented several actions that have saved money while benefiting the environment. Cadillac Mountain Sports offers a monthly drawing for a fleece jacket, open to any customer who refuses to take a bag. Cadillac Mountain Sports was also an early participant in the Efficiency Maine program, which helped the company install energy efficient lighting and thermostats, resulting in significant cost savings.

On the socially responsible side of the equation, the Curtises pay their employees for two hours of volunteer time each week at any organization of the employee's

choice. They have implemented an employee stock ownership plan, helping employees to become more financially stable and giving them a stake in the company's future. They grant 10% of their stores' profits to non-profit organizations. Mr. Curtis is also an active board member for the Maine Businesses for Social Responsibility, a membership-supported non-profit organization established to educate and encourage profitable and sustainable businesses in Maine.

Within the past few years, the Curtises have grown to expand into additional downtown storefronts with the merchandise in the smaller stores being from one brand (such as Patagonia or North Face). The benefits of this are occupying more year-round retail space in downtown areas, offering a wider variety of merchandise to shoppers, and expanding business without changing historic architecture in downtown areas. All in all, the Curtises have found that operating their businesses sustainably not only increases profits, but helps them develop a positive reputation for being an environmental and community partner. The Gulf of Maine benefits greatly.

The International Ecotourism Society (www.ecotourism.org) reports on their "Ecotourism Fact Sheet" that since 1990, ecotourism (defined as "responsible travel to natural areas that conserves the environment and improves the welfare of local people") has been growing at a rate of 20-34% per year. The Society also estimated that 38% of U.S. travelers (58.5 million people) would be willing to pay more for travel experiences that conserve the environment. A majority (61%) said they would pay 5-10% more. Similarly, the Society reports that 70% of British, Australian, and U.S. travelers surveyed would pay up to \$150 more to stay in a responsible hotel for two weeks, more than \$10 per day. Of British travelers, 87% said their vacation should be harmless to the environment, and 39% of those respondents said they would pay an extra 5% for those guarantees. Half of British travelers surveyed said that they would select companies that have written codes of ethics for environmental protection and local charity support.

Such support for environmentally friendly tourism experiences will help drive customers to businesses that highlight their sustainable practices. In order to assist businesses with becoming sustainable, national, state and provincial governments have implemented incentive programs, some highlighted in this report, that can make choosing environmentally friendly products or upgrading to better environmental practices easier. Although some environmentally friendly products on the market today require greater capital or initial investment than less sustainable alternatives, they pay off over the long run with energy savings. Where available, the authors of this document have included calculators and self-assessment tools to help businesses determine what the best environmental choices for their business might be.

D. How to Use this *Resource Guide*

This sustainable tourism resource guide is divided into **six sections** designed to characterize the region and provide information to help tourism businesses become environmentally friendly and economically strong.

- Chapter Two is an introduction to the tourism economy of Down East Maine and Charlotte County, New Brunswick – the focus area of the report.
- Chapter Three, the bulk of the guide, is dedicated to environmental sustainability – conservation tips and resources that will help businesses improve their operations.
- Chapter Four describes Green Purchasing opportunities and offers information on products and suppliers.
- Chapter Five provides information on hotel, restaurant, outfitter and other certification and membership programs.
- Chapter Six is dedicated to business development – the programs, resources, and tools that will help businesses grow and use their improved environmental friendliness to their advantage.

We are fortunate in this region to have many business owners who recognize the value of protecting our natural environment in the Gulf of Maine and have successfully incorporated this into their business plans.

Case studies of businesses in Hancock, Washington, and Charlotte counties that are already successfully implementing at least some of the recommendations of the report are peppered throughout the document. We highlight their successes and encourage networking among readers who wish to learn from their experiences.

This document is a work in progress.

Contributors researched best management practices and helpful websites and programs for businesses to consult in each topic area. We regret if there are programs, websites, or case studies that were missed. Also, the authors strived to cite websites, quotations, and statistics accurately and thoroughly, and we apologize if any citations were inadvertently omitted, misquoted or misrepresented. Programs, resources, and statistics change so frequently, we encourage the reader to explore the web for information beyond what is listed in this document.



Acadia National Park, Maine (Friends of Acadia)

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Finally, we want to thank the readers for seeking out information to make their tourism businesses more sustainable. Our lakes and rivers, bays and ocean are all valuable resources to protect, and the tourism industry is an important partner. We hope this guide is useful, and thank you for everything you do to foster enjoyment of the region while preserving all that it offers for future generations.

Chapter 2. The Tourism Economy of Down East, Maine and Southwest, New Brunswick

The goal of this chapter is to help businesses gain a generalized understanding of the current tourism market and how it fits into the regional economic picture. This chapter highlights only a few key data sets (for example, visitor interests, and lodging, traffic and visitation data), to help businesses plan for the future. There are many resources available that cover each aspect of the economic data in much more depth than is intended here. Sources listed throughout the chapter are available via the Web and from the various authors listed. Many additional business planning resources can be found in Chapter 6.

It is important to note that characterizing the tourism economy across the border, even at this cursory level, has proven quite challenging! Canada and the United States, New Brunswick and Maine, each track and analyze tourism numbers differently. In addition, this project benefited from funded staffing on the Maine side of the border but needed to rely on volunteer assistance on the New Brunswick side. The result is a characterization that more extensively covers Maine than New Brunswick – and for this, the authors of the report apologize to our New Brunswick readers!

A. Why do Tourists Visit this Region?

Hancock and Washington counties, Maine, and Charlotte County, New Brunswick, are a large geographic region in the Gulf of Maine and Bay of Fundy watershed (see maps pgs 1-2). These areas are largely rural; they have outstanding natural beauty and cultural resources that are worthy of protection. They also share a common border in the St. Croix River, and attract two-nation vacationers. They have a variety of well-known, as well as lesser known, attractions, destinations, and public lands.

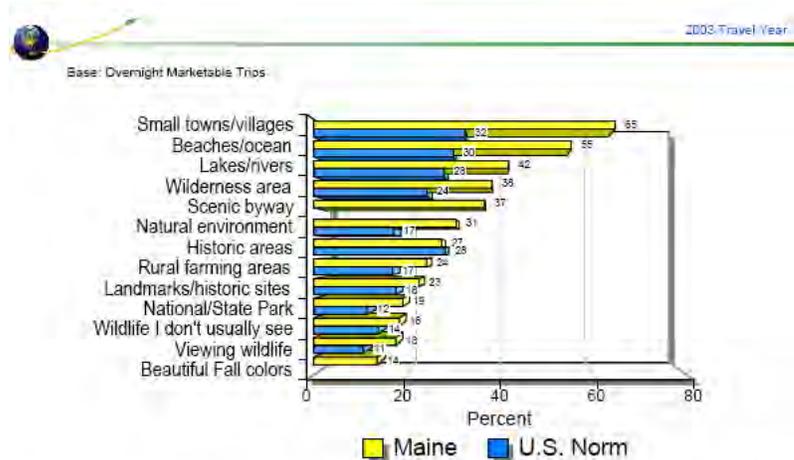
The natural resources of the region - its land, water, and creatures - are its primary tourism draw, along with culture and heritage. Historically, tourists have come for a variety of outdoor pursuits, from hunting to fishing to campers enjoying the scenic beauty. Many return to the same camp or lodge year after year.



*Lobster wharf, Passamaquoddy Bay, New Brunswick
(N. Springuel)*

There have been changes in the past 2 ½ decades. Though salmon fishing has ended, an increasing number of sportsmen (many of them now wealthier) come and return often to fish and hunt. Many stay in lodges which have been considerably upgraded and now command premium prices. Kayaking and whale watching are now popular activities, and town festivals occupy most weekends on the summer calendar. Bed and breakfast properties have proliferated - particularly in coastal towns, as have cottages that are rented by the week. Coastal tourism and shopping have grown by leaps and bounds.

Currently, three of the most popular reasons people visit Maine are to visit a small town, the beach, or the ocean; to eat lobster and other local foods; and to shop for gifts and souvenirs. (Longwoods International, 2004. *Travel and Tourism in Maine, The 2003 Visitor Study Management Report*). Likewise, in the Canadian Maritimes (which includes New Brunswick, Nova Scotia and Prince Edward Island), visiting national and provincial parks, camping and RVing, and attending theatre and concerts ranked among the top ten activities of interest. Additional statistics on tourists' interests when they visit this region can be viewed in tables 1 and 2.



Note: Where U.S. Norm is blank, the Norm is not available. 150
Table 1. Top activities for tourists on overnight trips to Maine. Data from Longwoods International, 2004. Travel and Tourism in Maine, The 2003 Visitor Study Management Report.

But some things have stayed the same. Camping is still popular with an increasing number of places catering to recreational vehicles. There are very few large chain motels in the entire region - tourists continue to come to visit wilderness areas, lakes, and rivers. The Longwoods research (cited above) reveals that trips to Maine are over three times more likely to be outdoors-oriented than the national average and trips to this region are no exception.

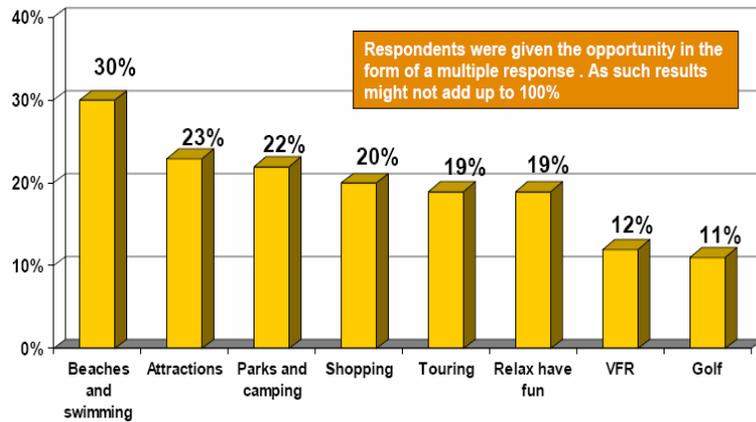


Table 2. Survey responses to the question: What do you want to do on a Maritime vacation? Source: Niche Interests, Motivators and Attitudes, 2004. Tourism and Parks Canada.

Natural resources will continue to be the region's primary tourism draw, with an increasingly upscale experience available to the visitor. Research by Fermata, Inc., indicates that the 140 million Americans interested in nature tourism and/or historical/cultural travel spend twice the average amount tourists typically spend in Maine (*Strategic Plan for Implementing the Maine Nature Tourism Initiative*, Fermata, Inc., 2005). It is this class of visitor who most appreciates, and will pay extra for, sustainable tourism. The people of the region share a common interest in protecting the environment and making this region a more sustainable tourism destination. Because of Down East Maine's and Charlotte County's natural beauty, relatively unspoiled environment, rich Acadian and Native American history, changing economy, and leadership in the tourism field, the region is a natural laboratory for implementing sustainable tourism practices.

B. Population and Economic Characterization of Region

The Down East Maine and Charlotte County, New Brunswick region are relatively rural and have a dispersed population. Charlotte County has approximately 28,646 people (Labor Market Analysis Branch, NB Department of Training and Employment Development. Fall 2002. *Profile of Enterprise Charlotte*) and a population density of 8 persons per square kilometer. Hancock County, Maine has 51,791 residents and a population density of 33 persons per square mile. Washington County has 33,941 people and a density of 13.2 persons per square mile, the fourth-lowest population density among Maine counties (2000 U.S. Census).

The economy of the Down East Maine region has traditionally relied on natural resources industries, such as fishing, forestry, and agriculture, specifically blueberries and cranberries. These industries have been steadily declining, and incomes in the region have lagged behind other regions of Maine. According to a recent Brookings Institution report, *A Profile of Down East Maine: Hancock and Washington Counties*



*West Quoddy Head Light, Lubec, Maine
(T. Gamache)*

(www.brookings.edu/metro/maine), in 2004, average annual wages in Hancock County were \$28,500 and \$25,200 in Washington County. Both figures lagged behind the Maine state average of \$31,900.

In Charlotte County, New Brunswick, the manufacturing industries are the largest employers with 24% of the labor force, followed by retail and fishing/trapping with 9% of the labor force each, and the food and beverage industry with 7% of the labor force (Labor Market Analysis Branch, New Brunswick Department of Training and Employment Development. Fall 2002. *Profile of Enterprise Charlotte*). The median household income is \$38,073 (Canadian dollar), just slightly below the New Brunswick average of \$39,951 (Canada 2001 Census).

Although the natural resources and manufacturing sectors are declining, tourism is becoming increasingly important to the region's economic future. The potential tourism market is large for the region; an estimated 70 million people live within a day's drive of the area and 120 million live within two days (Enterprise Charlotte, www.ent-charlotte.ca). The area is also well connected via ocean ports. Bar Harbor expects to receive 90 cruise ship visits in 2007 and Eastport is expecting its first two cruise ships in 2007.

C. Measures of the Tourism Economy of the Region

The tourism sector of the economy of the Down East Maine and Charlotte County region can be measured in a number of ways. One can look at surveys that estimate the number of visits the region receives; one can gauge tourism by examining the number of visitors received at the region's well known attractions; one could examine automobile traffic data; or one could look at the sales figures for the region. Each indicator gives a slightly different characterization of the tourism economy, but all are useful when making business plans, looking at potential market draw, and when planning to "stand out" through partnerships and sustainable activities.

Estimated Visits to the Region

The Maine Office of Tourism estimates that 39% or 694,200 of Maine's first time overnight visitors and 18% or 1.282 million repeat overnight visitors in 2004 were headed to the Down-East & Acadia Region (percentages were derived from 2001-2003 research and applied to 2004 figures). However, of the first time visitors, it's estimated that only 5% or 89,000 were headed some place in Hancock and Washington counties other than Bar Harbor and Acadia National Park. Similarly, only 2% or 142,400 repeat visitors were headed to other areas in Hancock and Washington counties. A challenge for the region, therefore, is to spread visitation more broadly to other areas interested in improving their tourism economy.

One way that Tourism and Parks NB, tracks visitor numbers is by the province's five driving routes or destination regions. Charlotte County lies at the western end of the Fundy Coastal Drive region which stretches east up the entire length of the Bay of Fundy to Sackville. Though it is sometimes difficult to tease out the specific Charlotte County data, we can get a picture of its regional context by looking at these numbers.

At least 60% of visitors in 2005 stayed at least one night in the Fundy Coastal Drive region. Furthermore, this region was the most visited of all of New Brunswick's tourism destinations. Visitors to the area spent an average of \$199 per travel party per day. The visitors to the Fundy region rated visitor attractions and nature/scenery even higher than general New Brunswick visitors, and they also came to Fundy to tour or "travel around" (*Fundy Coastal Drive 2005 Consumer Profile*, by Atlantic Canada Opportunities Agency, Tourism and Parks NB, and University of NB).

Estimated Visitation to Key Destinations

Several destinations in the Down East Maine and Charlotte County region keep track of visitors. A few examples highlighted here include Acadia, St. Croix Island, and Campobello, but certainly many additional destinations track visitor data as well. These statistics show tourism trends and can help businesses plan for the future.

In 2005, Acadia National Park in Hancock County, Maine received 2,051,484 visits (not distinct visitors), slightly down from the 2004 figures of 2,207,847 visits. The most recent high in visitation numbers occurred in 1995, when an estimated 2,845,378 visits were logged (www2.nature.nps.gov/stats/).

St. Croix Island International Historic Site, the location of a 1604 settlement by Pierre Dugua Sieur de Mons, among the first permanent European presence in North America, also tracks visitor numbers. Parks Canada and the U.S. National Park Service maintain visitor sites

Economic Impact of a Niche Market Event: Bird Watching

Sustainable tourism niche markets, such as birding, can significantly impact local economies, whether through an organized event or even by an informal wave of excitement generated within that interest group. The challenge for communities is often measuring the economic impact such a niche market has.

According to Mike McCabe, former President of the Cobscook Bay Area Chamber of Commerce, which, with several other groups has organized the Annual Down East Spring Birding Festival, "the economic impact of an event or activity (festival, state fair, and museum) typically includes three categories – direct, indirect and induced. The direct impact includes the initial expenditures made (and the jobs created). Examples would be the expenditures by participants on festival fees, accommodations, food, gifts and the like. These are 'measured expenses'." McCabe explains how they track their results. "In our case, we can measure the festival fees paid, and we survey the participants to see what they paid for accommodations, food and other expenses. So we have to estimate those expense totals based on the survey results. Thus, for us, the direct economic impact totals are estimated."

The Down East Spring Birding Festival, which takes place on Memorial Day weekend each year in and around Whiting, Maine, provides a "strong economic start to the Cobscook Bay area tourist season," according to a press release following the 2006 event. The event, with 90 participants this past year, "generated a total estimated direct economic impact to the area of over \$51,000."

"Indirect and induced impacts are the additional results from multiplier effects of the direct

impact expenditures. These are all estimates," McCabe adds. For many groups, these estimates and analyses are too complicated, but there is no doubt that the full economic impact of an event or activity exceeds the benefits calculated by direct economic impact surveys.

A similar economic impact case study on birding was performed by Jeannette and Derek Lovitch of The Wild Bird Center of Yarmouth for the community of Kittery, Maine, after a rare Western Reef-Heron (*Egretta gularis*) was spotted there on August 18, 2006². Their report states that this "was one really rare bird for North American 'birders'" and "as the word spread (via cell phone and Internet), birders from around the country began to make plans to travel to Kittery Point." Results from a survey conducted among the estimated 350 visitors "indicate a total of \$9,334.50 was spent in the Kittery area by birders seeking the Western Reef-Heron." The report goes on to state, "More importantly, since the vast majority of these people, especially from out-of-state, were not otherwise planning a trip to – and therefore spending money in – Kittery at this time, the Western Reef Heron produced a significant economic benefit for the community." The study focused solely on Kittery, but since the bird spent an additional two weeks in the Little Harbor area of New Hampshire as well, "it is likely that this one bird resulted in tens of thousands of dollars being spent in the Piscataqua River area of Maine and New Hampshire."

The report concludes that birders spend money but "since there is no dedicated tax or other means of specifically quantifying birders' expenditures, the economic

on either side of the St. Croix River from which St. Croix Island is visible. In 2005, the U.S. side received approximately 8,000 visitors from June 15th – September 15th (U.S. National Park Service).

Campobello Island, attached to the United States via a bridge to Lubec, Maine, is home to Herring Cove Provincial Park and the summer home of Franklin Delano and Eleanor Roosevelt. The Roosevelt Campobello International Park received 115,108 visitors in 2005 and 121,185 visitors in 2004 (Roosevelt –Campobello International Park). These figures show the same slight decline from 2004 to 2005 in tourism to the region that Acadia witnessed.

Border and Traffic Data

Border crossing and traffic data helps show the seasonality of the Down East Maine/Charlotte County tourism economy. These data can help businesses watch tourism trends and plan for growth.

The average number of passenger vehicles crossing at the Ferry Point and Mill Town (Calais/St. Stephen region) border stations per month from November to May, 2004 was 84,832. During the busy months, June through October, there is an average of 19,690 more cars per month crossing the border, or a total increase during the season of 98,450 (see Table 3). Assuming every car crosses the border twice, this would represent 49,225 trips, some coming into the US and some leaving the US. All of them would be driving in or through Washington and Hancock county, either on Route 9 or Route 1 or in Charlotte County on Route 1.

	Border Crossings (average number of passenger vehicles)		
	2002	2003	2004
JAN	61,842	72,676	80,664
FEB	64,705	68,087	85,639
MAR	71,443	75,556	86,622
APR	67,850	79,791	87,957
MAY	75,068	91,533	99,415
JUN	76,099	104,355	103,694
JUL	81,351	110,238	111,508
AUG	86,857	113,237	111,508
SEP	112,085	99,212	98,417
OCT	98,821	102,169	96,898
NOV	82,497	86,574	65,324
DEC	82,355	84,882	88,204
TOTAL	960,973	1,088,310	1,115,435

Table 3. Average number of passenger vehicles (per month) crossing the U.S./Canada Border at Calais/St. Stephen (2002-2004).

In addition to the international traffic data, measurements taken on specific roads can point to seasonal differences in traffic and show trends from year-to-year. It's important to note that travel on any of the region's roads includes both tourism and other traffic. Also one has to make several assumptions and qualifications when using traffic count data, so traffic data should only be used as general indication about travel

numbers. These data are stronger when used as evidence for seasonal variations and when showing travel trends over several years.

In Hancock and Washington counties, the average traffic rates increase significantly during the high tourism season, May – October. If you calculate the difference between the high months and the annual average (see Table 4), you find that in the tourist season compared to other months of the year:

- 75,952 more vehicles travel Route 1 in East Machias.
- 118,232 more vehicles travel Route 9 in eastern Hancock County
- 329,653 more vehicles travel Route 1 in the town of Hancock, and
- 114,221 more vehicles travel Route 182 in Hancock County.

These figures represent travel in both directions and include local and tourism traffic. However, using a conservative estimate that only 20% of this higher than average traffic is represented by visitors, that number would be close to 39,000 extra car trips by tourists in Washington County and 89,000 extra trips in Hancock County outside of the Bar Harbor/Mount Desert Island area.

If a tourism business is located on Route 1 or 182 in Maine, it's important to know that in the tourist season (June to October), traffic on these roads increases by close to 30%. On Route 9 this increase in traffic is closer to 60%. As there are very few businesses on Route 9 this increase represents a tourism market opportunity for Hancock and Washington counties only if the tourist can be convinced to stop along the way or to direct their travel toward the coast.

	Washington	Hancock County		
	Route 1 East Machias	Route 9 Township 22	Hancock Route 1	Hancock Route 182
Month	Average Daily Volume			
Jan	2599	1521	10048	3403
Feb	2676	1708	10440	3487
Mar	2757	1959	10737	3493
Apr	2935	2169	11827	4074
May	3128	2425	12997	4507
Jun	3564	2758	14541	4940
Jul	3766	3731	15447	5151
Aug	4016	3901	15756	5307
Sep	3442	2913	13467	4583
Oct	3022	2564	12329	4324
Nov	2861	2373	11614	4084
Dec	2831	1901	11299	3836
Average for YR	3133	2493	12542	4266

Table 4. Average Daily Traffic Statistics for locations in Hancock and Washington County. Note the seasonal differences of June –October vs. November – May. (Maine Department of Transportation, 2005)

impact of bird watching is often ignored. As demonstrated by this case study, birders make a significant contribution to local economies. Therefore, more efforts should be made in promoting birding opportunities, protecting critical habitats, maintaining public access to waterfronts, and other conservation initiatives.”

There is much economic potential in our area. In addition to the Down East Spring Birding Festival, headquartered in Whiting, and the Warblers and Wildflowers Festival in Bar Harbor, local nature-based tourism businesses and organizations are exploring ways to build this market. The area is rich in birding resources. Not only are there several state and federal wildlife preserves, Acadia National Park, the Grand Lake Stream area, Northeastern Coastal Maine, and the waters around Machias Seal Island have all been recognized as Globally Important Bird Areas by the American Bird Conservancy. In addition Bob Duchesne, of the Penobscot Valley Chapter of Maine Audubon, has prepared a web-based birding trail (www.mainebirdingtrail.com) to encourage birders to utilize these resources.³

¹ Down East Spring Birding Festival Website,

<http://www.downeastbirdfest.org/>

² Lovitch, Jeannette and Derek, The Wild Bird Center of Yarmouth,

The Economic Impact of the Western Reef-Heron (Egretta gularis) on the Town of Kittery,

Maine in August of 2006,

www.yarmouthbirds.com/pdf/W-reef-Heron-Economics-Report.pdf

or email wildbirdcenter@yarmouthbirds.com

³ Bangor Daily News, Monday September 11, 2006 and www.abcbirds.org

A similar peak in traffic occurs on Routes 1 and 3 in Charlotte County in the summer and early fall months (see Table 5). If you calculate the difference between the high months and the annual average, you find that in the tourist season compared to other months of the year: 22,400 more vehicles travel Route 3 in Brockway; and 151,052 more vehicles travel Route 1 in Oak Bay. Using the same set of assumptions as above, if we estimate conservatively that only 20% of this higher than average traffic is represented by visitors, that number would be almost 35,000 extra car trips by tourists in Charlotte County, NB.

Charlotte County, NB		
2006	Route 1 in Oak Bay between Route 755 and New Road	Route 3 in Brockway between Flume Ridge Road and Dean Water Brook Road
Month	Monthly Average Daily Volume - Passenger Vehicles	Average Daily Volume - Passenger Vehicles
Jan	4,044	553
Feb	4,287	601
Mar	4,973	681
Apr	5,181	725
May	5,607	615
Jun	5,831	856
Jul	7,024	1,089
Aug	7,125	1,146
Sep	6,051	928
Oct	5,671	839
Nov	5,404	770
Dec	4,903	683
Average for Year	5,509	807

*Table 5. Traffic Data in Charlotte County, New Brunswick
(New Brunswick Department of Transportation, 2007)*

Restaurant and Lodging Sales Data

Sales data can be used as another means to track the economic strength of the tourism sector from year-to-year. The Maine Department of Revenue Services tracks retail sales by year, for each Economic Summary Area (ESA). There are seven such ESAs in Hancock and Washington counties, Maine. Data are separated by several sectors including restaurant and lodging sales, as well as other kinds of retail business. By looking at these numbers, one can get a sense of how many people are coming to each area for overnight trips, either by estimating from the total sales, or as a percentage of the state's sales overall. Monthly sales are combined to create the quarterly figures. In some areas, when the ESA is so small that the contributing business could be identified by the figures, monthly sales are not released for reasons of confidentiality. Still, an overall picture can be produced by the data (see Table 6 and Figure next page)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Bar Harbor	\$2,411,600	\$22,385,100	\$75,951,400	\$14,320,100
Blue Hill**	Not available	\$1,989,400	\$8,673,200	\$1,645,600
Ellsworth	\$6,563,300	\$9,993,600	\$17,331,000	\$9,828,500
Hancock County Total	\$8,974,900	\$34,368,100	\$101,955,600	\$25,794,200
Jonesport**	\$292,900	\$740,800	\$1,365,500	\$1,291,600
Machias	\$1,424,500	\$2,095,600	\$2,895,100	\$2,039,700
Eastport**	\$362,300	\$1,024,300	\$1,990,900	\$964,600
Calais **	\$609,500	\$2,456,200	\$3,294,700	\$1,501,000
Washington County Total	\$2,689,200	\$6,316,900	\$9,546,200	\$5,796,900

Table 6. Quarterly Sales – Restaurant and Lodging in 2005. (Maine Revenue Services)

** Where monthly sales, from which Quarterly figures are derived, not consistently available, particularly in winter months.

Hancock and Washington counties and all Economic Summary Areas in the region experience wide seasonal fluctuations in sales with a concentration of sales in the 3rd quarter or the summer months. Even though Bar Harbor captures the vast majority of sales in the entire Down East Maine region it also experiences the severest seasonal fluctuations.

Quarterly Restaurant and Lodging Sales 2005 Economic Summary Areas in Hancock and Washington County

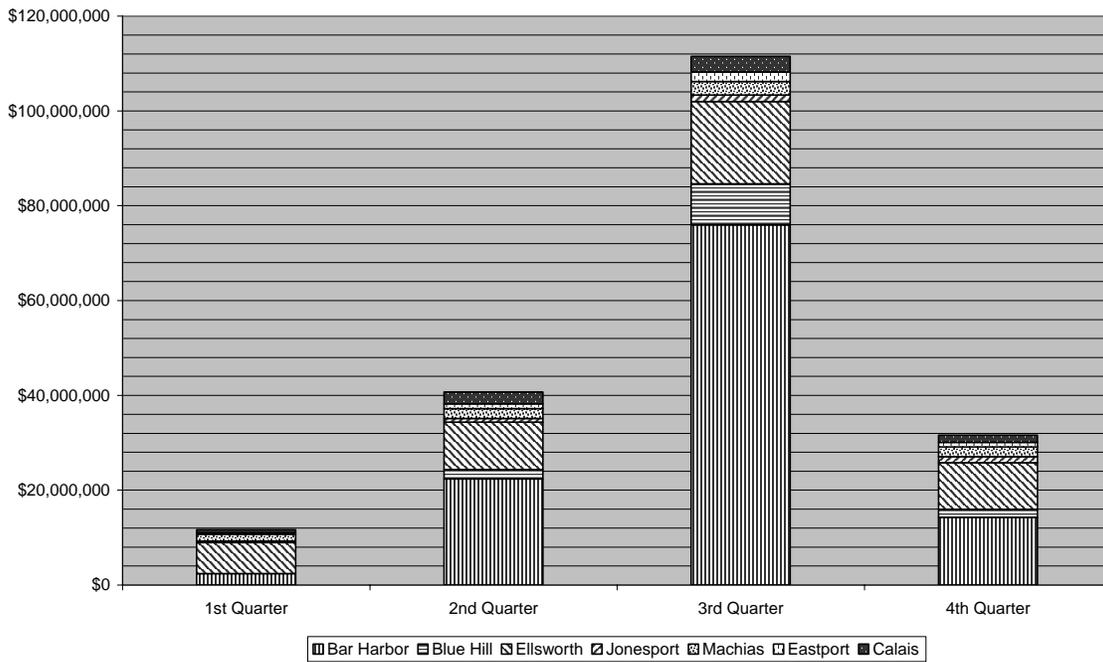


Figure: Quarterly Restaurant and Lodging Sales for the 2005 Economic Summary Areas in Hancock and Washington counties, Maine.

One can also examine lodging sales data to estimate the number of visitors to the region. For example, in 2005, total lodging sales in Washington County were \$5,441,000 (see Table 7). If the average room price is \$75, that's 72,546 overnight stays for the year. According to the research for the region, 75% of those overnight visitors (or over 54,409) were here for pleasure.

In Hancock County, outside of the Bar Harbor ESA, total lodging sales in 2005 were \$13,790,000. Again if the average room price is \$75 that is 183,867 overnight stays for the year with 75% of those visitors (or 137,900) here for pleasure.

	Lodging Sales		
	2003	2004	2005
State Total	\$ 516,396,000	\$ 525,274,000	\$557,025,000
Bar Harbor	\$57,642,000	\$58,858,000	\$61,714,000
Blue Hill	\$5,272,000	\$4,953,000	\$5,453,000
Ellsworth	\$7,475,000	\$7,300,000	\$8,337,000
Hancock County Total	\$70,389,000	\$71,111,000	\$75,504,000
Jonesport	\$253,000	\$323,000	\$1,110,000
Machias	\$1,014,000	\$989,000	\$1,027,000
Eastport	\$485,000	\$636,000	\$932,000
Calais	\$2,292,000	\$2,276,000	\$2,372,000
Washington County Total	\$4,044,000	\$4,224,000	\$5,441,000

*Table 7. Lodging Sales, Hancock and Washington Counties.
(Maine Revenue Services)*

Another way to analyze lodging data is to compare regional and statewide lodging sales. For instance Washington County's lodging sales represent 1% of the state's total sales. One percent of the state's overnight visitors is 89,000. Seventy-five percent of that number is 66,750, roughly comparable to the number identified by the lodging sales data in the region.

In Hancock County outside of Bar Harbor, lodging sales represent 2.5% of the state's total lodging sales, is 2,225,000 overnight visitors. Seventy-five percent of that number is 1,668,750. This number of visitors is substantially higher than the number of visitors indicated by the lodging sales (137,900) and may represent visitors who stay for longer periods of time and/or visitors who stay overnight outside of the Bar Harbor ESA and make day trips onto Mount Desert Island.

This inconsistency points out a potential flaw in the assumptions of this analysis. We have taken the total estimated visitors to the region and subtracted out the Acadia National Park visitors with the balance going elsewhere. It may not hold true that a visitor's stated destination of Acadia National Park was a visitor's exclusive destination. A percentage of the Acadia National Park visitors are extending their tours further Down East, either as day trips or overnight trips. There is also a gradual increase in the number of people who find lodging in Ellsworth, Bucksport, Bangor, etc. and make day trips onto Mount Desert Island. Towns like Bucksport are actively promoting the concept of setting up base and making daily trips to a variety of destinations. Alternatively, if visitors are going to multiple destinations, we may also be undercounting the number of visitors who travel further east. These new patterns of visitation complicate the task of measuring numbers of tourists and their economic impact.

Tourism and Parks NB's Research and Innovation Branch tracks *New Brunswick Roofed Accommodations Monthly Occupancy Rates (%) by Area and Year*. Though again, the data are not tracked by county, one can pull out the regions that apply to Charlotte County, though not exclusively (see Table 8).

Year	Area	Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Year to Date
2006	Campobello, Deer Island & Grand Manan	18	21	38	23	24	30	62	70	48	17	21	10	37
2006	St. Andrews (Town) to Saint John	11	29	25	35	27	53	59	67	64	48	26	37	45
2006	Harvey, McAdam, St. Stephen to St. Andrews	23	28	27	26	32	37	52	60	48	40	46	25	38
2006	PROVINCIAL	37	46	50	47	53	54	68	72	62	54	51	36	53

Table 8. New Brunswick Roofed Accommodations Monthly Occupancy Rates (%) 2006

For the full document, see www.gnb.ca/0397/documents/OccupancyRates_2006.pdf

As expected, the summer months receive the most visitors, but the shoulder seasons play an important roll as well. In 2002, the Enterprise Charlotte Community Economic Development Agency produced a graph that showed the average Tourism Occupancy between 1997-2001 (see Table 9). Though the numbers are dated, it is useful to note the seasonal changes and how the data apply to Charlotte County.

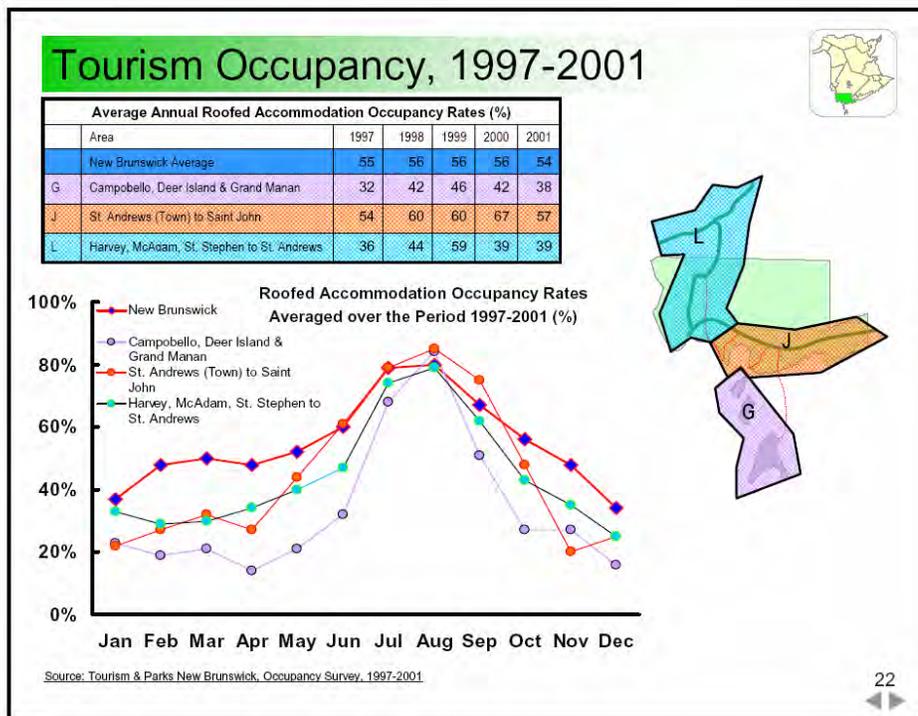


Table 9. Charlotte Economic and Demographic Profile, 2002 Edition with Charlotte Profile Data Tables, Enterprise Charlotte, Community Economic Development Agency. Produced for the Enterprise Network by George Fix 2002. Note that Charlotte County is green on the map above.

Conclusion

In Maine, a variety of tourism and other statistics reveal data for Washington and Hancock counties as a unit (the DownEast & Acadia Regional Tourism region). However, our analysis of Charlotte County tourism numbers is limited to data reported in the context of the Fundy Coast Drive, the Enterprise Charlotte Region, and the Government's tourism occupancy data, none of which exclusively addresses Charlotte County. In addition, we lack Charlotte County sales data related to dining, visitation to specific destinations, and traffic, thus any conclusions comparing Hancock/Washington counties in Maine with Charlotte County in New Brunswick would be tentative.

Nonetheless, there are similar trends in the region. Seasonal variations are the norm, as indicated by Washington County, Maine receiving an extra 40,000 to 65,000 visitors in the summer and areas of Hancock County outside Bar Harbor and Mt. Desert Island increasing by 85,000 to 138,000 or maybe even as many as 250,000. Automobile traffic also increases by as much as 25-60% in the summer, and the shoulder seasons are growing.

The three counties share two major tourism destinations. Charlotte County has St. Andrews by the Sea, Canada's oldest seaside resort town, that acts as a draw to the eastern side of the region. Hancock County has Bar Harbor and Acadia National Park, which draw people to the western side of the region. Washington County, however, lacks the anchor of a large attraction that draws people to its doorstep.

Overall, Hancock and Washington counties, Maine and Charlotte County, New Brunswick are destinations that receive visitation because of outstanding natural beauty, recreational opportunities, rich cultural heritage, and proximity to population areas. This region experiences significant growth seasonally, followed by lag periods. Implementing sustainable tourism and marketing the region and its attractions as a sustainable tourism destination will help not only with the still under-subscribed "in season" sales but will also likely increase tourism in the shoulder and off seasons, and help protect the environment that residents and visitors alike enjoy.

Sustainable Tourism Resources

- A. Section Overview
- B. The Marine Environment (p. 20)
- C. Water Conservation and Protection (p. 28)
- D. Building Design (p. 37)
- E. Energy Conservation (p. 42)
- F. Air Pollution (p. 48)
- G. Ecological Landscaping (p. 50)
- H. Waste Management and Recycling (p. 55)

A. Section Overview

Tourism businesses can do a lot to protect the environment of the Down East Maine and Southwest New Brunswick Region, while growing profits and investing in local communities. Any efforts that businesses make to improve the local environment and economy can be great opportunities for marketing and distinguishing oneself among competitors as an environmental and social leader.

This section of the guidebook is intended to provide tips and resources for businesses to use in becoming environmentally friendly and improving the resources of the Gulf of Maine. Subsections provide details where tourism businesses can change practices to make a difference in water conservation and protection, marine conservation, building design and energy conservation, ecological landscaping, and waste management and recycling. Each subsection is further divided into tips for different tourism sectors. For instance: water conservation tips may be different for a hotel vs. a restaurant. These tips are followed by a list of education resources, self-assessment tools, and other resources. Wherever possible, local resources have been listed in addition to national or state/provincial resources, such as the Maine State Energy Program. While this information was accurate at the time of publishing, readers are encouraged to visit the Web sites listed for the most recent information available. Finally, case studies throughout this chapter serve to highlight a few of the many businesses in our region who are already leading the way in sustainable tourism practices.

Note that there are a number of certification programs and membership-based organizations (Chapter 5), as well as green purchasing options (Chapter 4) listed in separate sections of this document.

View this document on the Web as a searchable PDF:
www.seagrant.umaine.edu/extension/coastcom/sustour.htm

Old Quarry Ocean Adventures: Greening an Experiential Operation

Old Quarry Ocean Adventures, of Deer Isle, Maine, is a campground with sailboat, bike, and kayak rentals, guided tours, a summer home rental, and lobster and charter boat tours.

Owner Captain Bill Baker says his “green” activities unfolded slowly. He has always been conscious of the world around him, and developed a sustainable, experiential tourism business while learning from books, articles and people around him how it could positively impact the world. He does some basic things (compact fluorescent bulbs, green cleaning supplies, recycling...); and has built tent platforms to reduce erosion, developed a lecture for his tours about the Gulf of Maine and fishing grounds, and removed all garbage and human waste from the islands his kayakers use on their trips. He promotes Leave No Trace, has close partnerships with Maine Coast Heritage Trust, Island Heritage Trust, Maine Island Trail Association, and many more community organizations.

He wishes he had installed solar electric power, an environmentally friendly septic system, and a solar water heater for the bathhouse. It’s pricey to change now, but the hot water heater may be a realistic goal. Captain Bill has some advice for folks starting out. When planning your business cash flow, double every expense, and cut the revenue in half. That is what it will really be like!

His big goal is to have the greenest campground in Maine and “maybe anywhere.” It’s a lofty goal, one he can’t accomplish overnight, but is something to work toward. In the meantime, he has some pretty impressive awards under his belt. Yankee Magazine named the business as their Editor’s Pick 2005, and the campground was named Maine’s Sustainable Tourism business in 2003. Until he won the award, Bill didn’t think of his business as sustainable or even really know what that meant. He was just operating his business as if he cared about the land and the ocean. And last, but certainly not least, Bill was featured in the “Lobstermen of Maine” calendar... just call him Mr. October!

B. The Marine Environment

Introduction

The marine environment is an important draw for a large percentage of tourists and recreationists in our region. From lobsters to lighthouses, seafood to sailing, tide pooling to island exploring, the coast and ocean represent a significant part of the region's heritage and culture. With whale watching, sea kayaking, a diverse array of boat tours, and proximity to the world's highest tides, the Northern New England and Canadian Maritime marine environment has become a world renowned destination for touring and nature-based travel. Visitors to our region want to experience a clean and healthy marine environment and they want to know how the businesses they frequent contribute to the protection of their location of operation. Improving environmental practices can not only contribute to the conservation of the marine environment, it can also contribute to the health of coastal communities and attract discerning visitors.

The practices employed by tour operators, restaurants, lodging establishments and all businesses involved in tourism have a bearing on the health of the Gulf of Maine and Bay of Fundy. Every location, every stream and river in Hancock, Washington, and Charlotte counties feed into the ocean. The ocean is the final resting place of our entire collective watershed. Therefore, nearly every decision made by business owners somehow affects the marine environment. Water conservation, building design, landscaping, energy consumption, waste management... all of these have a direct bearing on the Gulf of Maine and the Bay of Fundy.

"Every year in North America recreational boaters put more than 1 billion litres of hydrocarbon pollution into our waters - 15 times the Exxon Valdez spill!"

Atlantic Green Boating,
www.atlanticgreenboating.com

The recommendations, tips and resources offered in this section are specific to the coast and ocean. Be sure to look at the other sections of this document, too, as you will find resources that also have bearing on the marine environment (such as water conservation, waste management, etc.).

Best Practices for Marine and Boat-related Activities

Boat Maintenance

- When maintaining your boat's hull, regularly clean up paint chips and dust to avoid transportation of these chemicals. Clean the boat on an impervious surface, not in the water. Use a dustless vacuum sander if possible (they can capture up to 98% of the dust!). Label and dispose of waste properly. (Note, in many cases, some of your waste will be considered hazardous/toxic, see "Brightwork" resource listed below in "Education Resources" for details on how to handle it).



Sailing along the coast of Maine (N. Springuel)

- Using environmentally sensitive chemical paint strippers that are biodegradable, non-chlorinated, and have low volatility can eliminate much of the paint chips and dust associated with sandblasting.
- Prevent paint, solvents and spray drift from getting into the intertidal zone, water or air by working over an impervious surface and in enclosed spray areas (use approved respiratory equipment), using tarps and drop cloths as needed, and labeling/disposing of waste properly. Look for HVLP (High Velocity Low Pressure) and HELP (High Efficiency Low Pressure) spray guns which have much greater spray efficiency.
- For onshore engine maintenance and repair, work over an impervious surface, avoid hosing work area wastes down the drain, and label and collect all wastes for proper disposal, including oily waste collection. For on-water engine maintenance and repair, always use oil absorbent pads. Use non-hazardous cleaning solvents.

Waste and Sewage

- If you shrink-wrapped your boat for winter storage, talk with your local municipality to see if they can help you recycle the plastic.
- Reduce the amount of packaging you take aboard, use recycled paper products and encourage your customers to dispose of them properly by supplying well-secured recycling and trash receptacles. Establish boat rules that include no overboard dumping, including organics such as apple cores.
- Encourage passengers to use land-based restrooms before boarding.
- Use a marine sanitation device and holding tank to store sewage until you can get to a legal sewage pump out facility (see below for list of pumpout stations). Avoid using chemicals such as formaldehyde and ammonia to minimize odor in your sewage tank. They are considered toxic by Environment and Health Canada, and also kill bacteria needed for decomposition. Look instead for biological or environmentally friendly treatment products (see Chapter 4).
- If your business is on the water, consider installing a sewage pumpout system that your boating customers can use.
- For sea kayak outfitters, tour boat operators,



Bar Harbor Whale Watch: Partnering with Research

Bar Harbor Whale Watch is Maine's largest boating tour company, conducting whale watching, lighthouse, nature, and lobster fishing and seal watching tours. Annually, their staff of 12 naturalists has the opportunity to educate over 100,000 passengers. On all trips they strive to provide informative narration and a strong conservation message.

A successful partnership has developed with the Maine Coastal Islands National Wildlife Refuge. Together with Refuge staff and with faculty at College of the Atlantic, they hire a seabird researcher to conduct a pelagic seabird census on whale watching tours. During visits to Petit Manan Island to view puffins, passengers are able to ask questions about seabird ecology directly to refuge staff living onshore, via a hand held radio.

The company also has a close partnership with Allied Whale, the local marine mammal research group. During tours Allied Whale researchers collect photographs and scientific information of all whales encountered. Also, the company allows Allied Whale to operate the Bar Harbor Whale Museum and use profits to meet their research goals.

Onboard, the company features brochures from conservation organizations like the Cousteau Society, the Ocean Conservancy, and the Abbe Museum. They also hand out "adopt a whale" brochures to every passenger and sell buttons for \$2 to send local high school kids to college to study ocean life. Lead naturalist Zack Klyver adds, "We try to be on the front line of environmental education."

LEFT: Watching a humpback whale (Z. Klyver)

and other island users, “Carry off all solid human waste and dispose of it safely on the mainland.” (“Guide to Low Impact Principle-Leave No Trace on Maine’s Islands,” *Maine Island Trail Association Guidebook 2006*) www.mita.org

Fueling and Fuel Efficiency

- Use care when refueling, know how much your tank holds and don’t top off; avoid tank overflow.
- For small boats, refuel tanks on land, not on water.
- Have oil absorbent pads ready to catch any drips (see Chapter 4 on “Green Purchasing” for where you can buy these products).
- Keep your engine well-maintained to maximize fuel efficiency and minimize emissions.
- Keep your hull clean of barnacles for maximum efficiency.
- A damaged propeller can reduce efficiency, get it checked and fixed!
- Excess water in the boat can also minimize efficiency.
- When under way, allow your boat to come up on plane where it will be most efficient. Balance the load.
- Idling uses fuel, creates fumes, and makes noise. Keep idling to a minimum.
- Consider switching your boat’s fuel source to biodiesel. Maritime businesses that have already partially switched to biodiesel fuel (including the Rockland, ME schooner *American Eagle*, and Freeport, ME marina Strout’s Point Wharf Company) report very positive results including reduced exhaust odor, improved lubrication, and pleased customers. For more information, Biodiesel for Maine is at www.renewmaine.org/BFM2.htm.



Lion’s mane and other marine organisms are affected by chemicals discharged from boats. (N. Springuel)

Products

- In Canada, look for environmentally friendly marine products certified under the Environmental Choice Program. They certify hundreds of products in all sectors, including the marine environment, www.environmentalchoice.com



Tour boat passengers learn about aquaculture in Charlotte County, New Brunswick (N. Springuel)

- Look for energy efficient products when purchasing new engines and parts. A fuel flow meter can help you meet your maximum efficiency as you watch your fuel consumption.
- See Chapter 4 on Green Purchasing for sources of products.

General Best Practices

- The marine environment of the Gulf of Maine is rich in food sources you can serve your passengers and

customers. See Chapter 4 on Green Purchasing for some resources.

- Practice Leave No Trace boating (see side bar).
- Practice ethical whale watching (see side bar).
- Review other sections of this resource guide to find tips on other best practices that improve the quality of the marine environment (water conservation, green landscaping, recycling, etc.).
- For non-boating businesses (hotels, restaurants, etc.) who either contract with or send their customers to tour operators: research the operators before sending them business! Form partnerships with operators who share your environmental philosophy. Do they practice Leave No Trace? Do they have an environmental policy?

Education Resources

- **Brightwork: A Best Management Practices Manual for Maine's Marinas & Boatyards.** This manual from the Maine Department of Environmental Protection covers Best Management Practices (BMPs) to reduce pollution, environmental impact, and compliance with Maine's environmental regulations for marinas and boatyards. The manual includes chapters covering best practices for hull preparation, sandblasting, painting, boat washing, engine maintenance and repairs, stormwater and planning, fueling and fuel storage, sewage and pet waste, waste management, piers, docks, and floats. The manual is available for download by chapter in PDF format at: www.maine.gov/dep//blwq/docwatershed/marina/bmp.htm. To request a copy on CD-ROM, contact Pam Parker in writing or via e-mail at Maine DEP, 17 SHS, Augusta, ME 04333-0017, 207-287-7905.
- **The Maritime Clean Boating Guide**, produced by the Bluenose Coastal Action Foundation in Nova Scotia, covers details on maintenance, repair and winterizing, sewage, waste disposal and hazardous waste, fuel issues, sensitive areas and considerations for small craft., www.coastalaction.org/index_home.html.
- **Atlantic Green Boating** www.atlanticgreenboating.com/en/
- **Boat U.S. Foundation Clean Water Programs**, the website includes a large array of resources for clean boating, including maintenance and fuel issues, as well as invasive species and ethical angling. Also runs a grant program that helps groups promote clean water programs, www.boatus.com/foundation/cleanwater/default.asp.
- **The Maine Island Trail Association** and the Maine

Two Marine Codes of Ethics for Tour Operators

The Seven Principles of Leave No Trace

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly (Pack out all human waste)
4. Leave What You Find
5. Minimize Campfire Impacts (Kindle No Fires)
6. Respect Wildlife (Avoid nesting seabird islands from April 1-August 31; steer clear of seal haulouts and pupping ledges)
7. Be Considerate of Other Visitors

For more information on each of the seven principles as they relate to the marine environment of the Gulf of Maine, please visit www.mita.org.

The Bay of Fundy Code of Ethics for Whale Watching

Developed by whale watching vessels and marine mammal researchers, the Bay of Fundy Code of Ethics is a series of tenets to which most whale watch companies operating in the Bay of Fundy adhere. The purpose of this code is to foster an environment of co-operation and trust among marine tour operators for the protection and safety of the whales and other marine wildlife, and the safety and understanding of their passengers. For more information, please visit www.bayoffundytourism.com/environmental_leadership/code_of_ethics.php

**Coastal Livelihoods Trust:
Educating Tourists about Maritime
Heritage**

The Gulf of Maine, Bay of Fundy, and the coastal border region between Maine and New Brunswick are enriched by a long legacy of fishing that formed the backbone of settlement for centuries. From natives to Europeans, it was the fish and other marine critters that drew settlers to the islands and shores of this region, and it was the fish that kept them here for generations after. Though people diversified into salt-water farming, logging, ship building, quarrying, and any manner of more contemporary industries, our marine resource-based heritage has maintained a place of importance into the 21st century, providing an important economic boon to the region. For sure, that boon comes from the price of fish and lobster at the market, but it also comes in the form of tourists spending money to experience an authentic coastal heritage vacation. In Southwest New Brunswick, the experience that tourists have will undoubtedly be enhanced by the work of Coastal Livelihoods Trust.

As the fishing industry faces challenges throughout northern New England and the Canadian Maritimes, it lives on the tightrope between an active healthy industry and a compelling museum piece, both of which are important components of maritime heritage. According to Director Maria Recchia, St. Andrews-based Coastal Livelihoods Trust is dedicated to engaging people of coastal communities in the stewardship of their resource-based livelihoods, ensuring that the fisheries industry successfully makes it across that tightrope.

The organization, barely a year old (though building on years of work carried out by the principles involved), has already produced a brochure called "A Sense of Pride: Bay of Fundy Inshore Fisheries." This simple brochure is more than just a description of the fisheries themselves. It is an invitation for

Association of Sea Kayak Guides and Instructors have both adopted marine-specific Leave No Trace practices that apply to all boaters. See www.mita.org/leavenotrace.html for details.

- **A Sea Kayaker's Guide to Safety and Stewardship in Maine**, in-depth brochure covers Leave No Trace for coastal kayakers, coastal ethics, safety, a blank float plan, resources, and much more.



*Sea kayaking in Frenchman Bay, Maine
(N. Springuel)*

Produced by Maine Sea Grant, Maine

Association of Sea Kayak Guides and Instructors, and a host of outfitters, boating agencies and non-profits.

Download PDF from

www.seagrant.umaine.edu/documents/pdf/s2s03.pdf

or contact Natalie Springuel, Maine Sea Grant, nspringuel@coa.edu, 207-288-2944 ext.298) for hard copies.

- **Marine Tourism Best Management Practices, A Practical Guide for Puget Sound.** Though this guide is geared towards the waters of the Pacific Northwest, it will be useful for any marine-based tour operator. Report contains: stormwater and low impact development, environmentally preferable purchasing, kayaking, diving, pleasure tour vessels, whale watching, cruise ships, marinas, charter fishing, and additional resources, along with a series of case studies of how select businesses are already leaders in their field. Produced by People for Puget Sound and Washington Sea Grant, September 2005, www.wsg.washington.edu/publications/recent/index.html.

Evaluation and Assessment Tools, and Incentive Programs

- **The Maine Clean Marinas and Boatyards Program** is a voluntary, "beyond compliance" program dedicated to promoting best management

practices in boatyards and marinas. The Program focuses on five areas of concern for boatyards and marinas:

- Stormwater Management
- Boat Maintenance & Repair
- Fueling Activities/Petroleum Control
- Waste Recycling, Disposal & Storage
- Boat Pumpouts & Sewage

Participation in the program is voluntary. Facilities are certified following a process that includes taking a pledge, completing a self-assessment and submitting to an independent verification. Participating businesses must meet or exceed State and Federal standards of environmental compliance to achieve designation. Clean Marina designation is made at three different levels: *Bronze* (80% score in each of five areas), *Silver* (90% score in each of five areas), *Gold* (100% score in each of five areas). The program is sponsored by the Maine Marine Trade Association and is funded by the U.S. Department of Commerce, Office of Ocean and Coastal Resource Management, with administration by the Maine Coastal Program at the Maine State Planning Office. For more information, contact Susan Swanton, Maine Marine Trade Association, 207-773-8725 or swanton@mmtaonline.com, www.mmtaonline.com.

- **Managing Environmental Impacts in the Marine Sector, Self-Assessment Checklist and A Practical Guide to Good Practice.** Though this self-assessment checklist is geared towards coral reef environments, it is an excellent tool for any tour operator who wants to minimize impact on the places where they take their customers. Covers general touring, marine wildlife viewing, fishing, snorkeling, diving, and scuba. The accompanying “Practical Guide” offers information on how to green operations. The project is supported by the United Nations Environmental Program and produced by the Center for Environmental Leadership in Business, the Tour Operators’ Initiative for Sustainable Tourism Development, and the Coral Reef Alliance, www.uneptie.org/pc/tourism/library/Marine%20Guide.htm.

Resources

Marine Tourism Associations

- **Maine Windjammer Association**
www.sailmainecoast.com
- **Maine Association of Sea Kayak Guides and Instructors** www.maineaseakayakguides.com

tourists to actively get involved in the fisheries based culture, and how. Coastal Livelihoods Trust understands that many visitors to the region will see the fisheries through the eyes of tour operators and businesses, many of whom appreciate marine heritage but may not grasp its depth. So they produced a 30-page document full of fishing industry history, photos, and current status of issues, all in bite-sized chunks made easy for tour guides to share with their customers. Recently, Coastal Livelihoods Trust hosted a meeting between fishermen and tour boat captains. There are critical times when it is a problem for boats to visit the herring weirs that dot the Passamaquoddy Bay shores, because the boats may spook the fish and ruin the catch. But before and after those times, tour boats are welcome. It is all a matter of communication between the fishermen and tour operators, a process enhanced by Coastal Livelihoods Trust.

Coastal Livelihoods Trust works directly and primarily with the fishing industry, so providing information to the tourism industry is only a tiny fraction of what they do. What makes them unique is the strategic linking of two Gulf of Maine industries whose future livelihoods are intertwined.

NOTE: both publications produced with support from the Gulf of Maine Council on the Marine Environment.



Herring Weir in Passamaquoddy Bay, New Brunswick (N. Springuel)

**Pump-out Services in
Hancock and Washington
Counties, Maine, and
Charlotte County,
New Brunswick**

Maine

- ◆ Devereux Marine
Penobscot – 207-326-4800
- ◆ Billings Diesel and Marine
Service Stonington - 207-
367-2328
- ◆ Morris Yachts Tremont -
207-224-5509
- ◆ Up Harbor Marina Tremont
- 207-667-1382
- ◆ Up Harbor/Red Fern
Pumpout Boat Tremont -
207-667-1382
- ◆ Great Harbor Marina
Southwest Harbor - 207-
244-0117
- ◆ Hinkley Company
Southwest Harbor - 207-
244-5572
- ◆ Downeast Diesel Southwest
Harbor - 207-244-5145
- ◆ Southwest Boat & Service
Southwest Harbor - 207-
244-5525
- ◆ NE Harbor Municipal
Dock Northeast Harbor -
207-276-5737
- ◆ Clifton Dock Northeast
Harbor - 207-276-3752
- ◆ Bar Harbor Whale Watch
Bar Harbor - 207-288-3322
- ◆ Winter Harbor Marine
Winter Harbor - 207-963-
7449
- ◆ Town of Machiasport
Machiasport - 207-255-4516

New Brunswick

- ◆ St. Andrews Market Wharf -
506-529-5170

- **Association of Eastern Canadian Sea Kayaking Outfitters**
- **Ocean Conservation and Tourism Alliance** is a joint initiative of the International Council of Cruise Lines and Conservation International to protect biodiversity in top cruise destinations and promote industry practices that minimize the cruise industry's environmental impact, www.celb.org/xp/CELB/news-events/press_releases/12102003.xml.

Sewage and Marine Pump Out Services

There are many reasons to avoid dumping raw sewage overboard. According to Atlantic Green Boating, www.atlanticgreenboating.com/en/ “dumping sewage overboard depletes the amount of available oxygen in water, which makes it harder for fish to breath, encourages harmful algae blooms and decreases your recreational enjoyment.” In the United State, the Clean Water Act prohibits the untreated discharge of sewage within three miles of the coast. Vessels with an installed head must be equipped with a Coast Guard approved marine sanitation device (holding tank) or treat the sewage prior to discharge. In Canada, the Pleasure Craft Sewage Pollution Prevention Regulations, pursuant to the Canada Shipping Act, regulates sewage discharge in only certain designated bodies of water in the nation. For all other bodies of water, including all New Brunswick waters, there are currently no regulations preventing discharge. New Brunswick Department of Environment has developed **Guidelines for waste disposal from pleasure craft in New Brunswick**, which can be found at www.gnb.ca/0009/0372/0002/0001-e.asp . Whether it is legal or not, it is always a better idea to use designated sewage pump out stations than dumping into the ocean.



Barney Cove on Beals Island, Maine (J. East)

Ferry Service

Encouraging tourists to travel by ferry enables a true maritime experience while minimizing the use of fossil fuels. Ferries are an important transportation link in all three counties. The following list includes destinations that are accessible by ferry. Contact the operators directly for schedules and prices.

- Bass Harbor, ME – Swans Island, ME, also Frenchboro, ME: Maine State Ferry Service, www.state.me.us/mdot/opt/ferry/maine-ferry-service.php
- Bar Harbor, ME – Winter Harbor, ME: Downeast Windjammers Cruises and Ferries www.downeastwindjammer.com/BarHarborFerry/index.html
- Southwest Harbor/Manset, ME – Cranberry Islands: The Cranberry Cove Ferry (207-244-5882)
- Northeast Harbor, ME – Cranberry Islands: Beal and Bunker Cruises, www.cranberryisles.com/ferry.html
- Deer Isle/Stonington, ME – Isle au Haut, ME: Isle au Haut Mailboat, www.isleauhaut.com
- Blacks Harbor, NB – Grand Manan, NB, also White Head Island, NB: Coastal Transport Ltd, www.coastaltransport.ca/
- L'Etete, NB – Deer Island, NB: New Brunswick Dept of Transportation, www.gnb.ca/0113/ferries/ferries-e.asp#grand
- Deer Island, NB – Eastport, ME, and Deer Island, NB – Campobello, NB: East Coast Ferries Ltd, www.eastcoastferries.nb.ca/

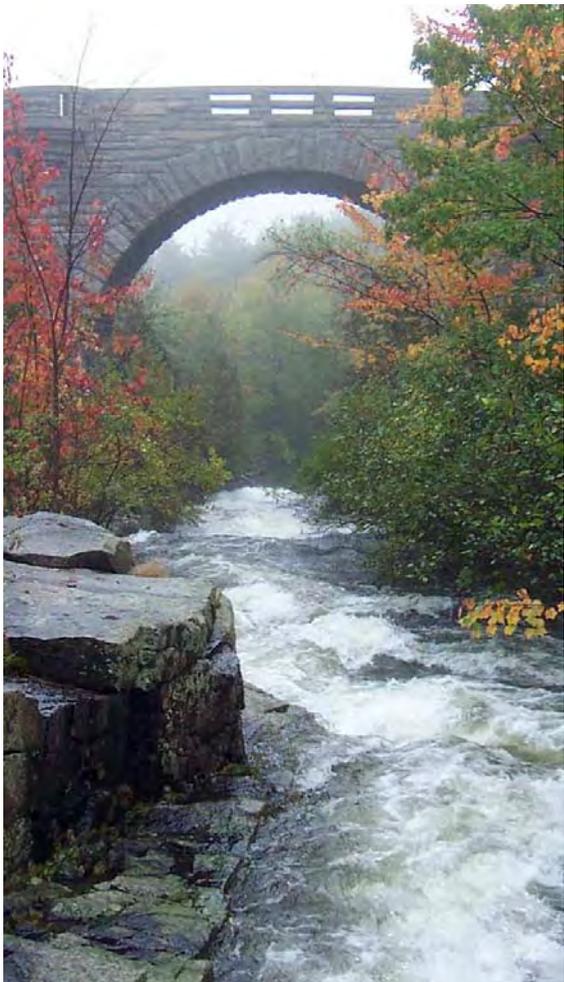
C. Water Conservation and Protection

Introduction

We all live within the Gulf of Maine watershed, which is defined as the land area that drains into the Gulf of Maine. From providing drinking water and waste disposal to millions of humans to providing habitat for freshwater and marine species, water is a vital resource without which we could not survive. This means that each of us, whether residents, tourism providers, or visitors, must be good stewards of the resource – conserving water resources and preventing pollution.

We are all familiar with pollution. While the term may conjure up images of drainpipes dumping foul-smelling sewage into a river, the majority of pollution affecting water quality in Maine and the Canadian Maritime provinces today comes from indirect sources. Each of us may be contributing to nonpoint source (NPS) pollution through our everyday land use activities.

According to the U.S. Environmental Protection Agency, NPS pollution is the number one threat to our waters (www.epa.gov/owow/nps). Every time it rains, stormwater runoff drains our driveways, parking lots, roofs, roads, construction areas, etc., carrying contaminants such as oil, road salt, and sand, to the



*Duck Brook, Acadia National Park, Maine
(Friends of Acadia)*

nearest stream, lakes, or ocean. Eventually, these contaminants can also reach down into our groundwater, a drinking water source in Maine and the Maritime Provinces. We have the power to control NPS pollution and to improve the resources of the Gulf of Maine through the land use management and water usage choices we make every day.

In recent decades, many industries and land management groups have responded to the threat of NPS pollution, developing best management practices (BMPs), for preventing water contamination by NPS pollutants. Many of these BMPs are applicable to tourism business establishments and provide another mechanism for these businesses to distinguish themselves as stewards of the Gulf of Maine. Similarly, water conservation is paramount to ensuring that freshwater resources exist for future generations to enjoy in the Gulf of Maine, and there are many resources to assist businesses with water conservation tips.

The following are some of the best management practices for tourism providers to consider when conserving water or preventing pollution. Note that many of the tips and resources elsewhere in this guide also contribute to water conservation and protection, and that marine-related topics are covered in more detail in the last section.

Best Practices

Best Practices for All Sectors

- Fix all plumbing leaks and toilets that run in between flushes.
- Replace all toilets, faucets, and shower heads with alternatives that use less water.
- Replace washing machines with Energy Star™ models that use less water.
- Use mulch around landscaping to hold water in the soil for longer periods of time
(www.epa.gov/ne/eco/drinkwater/water_conservation_schools.html).
- Minimize the amount of lawn that needs to be mown and watered. Water lawns during the evening or early morning hours to allow for more water to reach the roots rather than evaporating. Use water systems that direct water to the roots of individual plants rather than sprinkler systems which apply water more randomly
(www.epa.gov/ne/eco/drinkwater/water_conservation_schools.html).
- Use certified WaterSense irrigation professionals (www.epa.gov/owm/water-efficiency/pubs/irrprof.htm).
- If you have a swimming pool, consider lowering the water level to reduce the amount of water splashed out.
- Do not use water to clean surfaces like sidewalks, driveways, etc. Use a broom instead
(www.epa.gov/owm/water-efficiency/pubs/bus.htm).
- Hire contractors that are certified in erosion control.

The Azalea Gardens: Gardening as if Water Matters

The Azalea Gardens in Northeast Harbor, Maine are managed with water conservation in mind. Landscaping to prevent stream erosion is done by hand. Chemical fertilizers and pesticides are used only on rare occasions after other methods have not shown results and are used only on affected plants (as opposed to spraying the entire garden). The lawn in the Azalea Garden is almost completely organically maintained. The result of such efforts is that sensitive native species in the freshwater pond continue to thrive.

Best Practices for Lodging Establishments

- Notify visitors that they may choose not to have their linens and towels laundered every day, thereby saving water. Also give visitors water conservation tips, such as turning off the faucet while brushing teeth or turning off the shower while lathering with soap.

Best Practices for Restaurants

- Install automatic faucets (www.maine.gov/dep/oia/p2/restaurant.htm).
- Notify patrons that they will not be served water automatically, but can request it.

Education Resources

Understanding and Managing NPS Pollution

- **U.S. Department of Environmental Protection:** Visit the U.S. Department of Environmental Protection's (EPA) Wetlands, Oceans, and Watersheds (OWOW) Web page: www.epa.gov/owow/facts to view and download fact sheets highlighting potential sources of polluted runoff (or NPS pollution) from urban areas, households, forestry practices, boating and marinas, as well as management tips, increasing public involvement, and funding assistance programs.
- **The Maine Department of Environmental Protection (MDEP) Watershed Materials:** www.maine.gov/dep/blwq/docwatershed/materials.htm provides information about nonpoint

For information on erosion control laws and water quality protection legislation:

In Washington and Hancock Counties, Maine

Maine Department of Environmental Protection

106 Hogan Road
Bangor, ME 04401
(207)941-4570

www.maine.gov/dep

Maine Department of Conservation Land Use Regulation Commission (for regulations specific to unorganized townships):

7 Campbell Hill
Cherryfield, ME 04622
(207) 546-4405

www.state.me.us/doc/lurc/

Hancock County Soil and Water Conservation District

190 Bangor Road
Ellsworth, ME 04605
(207) 664-7496

ellsworthme.org/soilandwater/

Washington County Soil and Water Conservation District

51 Court Street
Machias, ME 04654
(207) 255-4659

www.downeastsoilwater.org

In Charlotte County, New Brunswick

New Brunswick Department of Environment

Marysville Place
20 McGloin Street
Fredericton, New Brunswick
E3A 5T8 Canada
(506) 453-2690

www.gnb.ca/0009/index-e.asp

source pollution, types of NPS pollution and their impacts on water quality, watershed protection, conservation practices and BMPs, and more.

- **Understanding the Law: A Guide to New Brunswick's Watershed Protected Area Designation Order:** This document serves as a plain-language guide to this legislation, including watershed areas receiving protection, land-use restrictions in the protected areas and how they may affect businesses and commercial operations, NPS pollution and erosion control methods, and more. Available on line in PDF format from the New Brunswick Department of Environment Web site: www.gnb.ca/0009/0371/0004/watershed-e.pdf

Land Use Planning

- **Nonpoint Education for Municipal Officials (NEMO),** a national educational program available in Maine for land use decision makers that addresses the relationship between land use and natural resource protection, with a focus on water resources, nonpoint source pollution, and stormwater runoff. While the program is geared toward municipal officials, the tips and principles offered for protecting water quality and management of NPS pollution and stormwater runoff may be applied by commercial and residential property owners and managers, www.mainenemo.org/.
- **Maine Resources Guide for Land Use Planning** This guide provides information regarding resources and assistance available to land owners and property managers interested in sustainable development, resource protection, and conservation options. www.mainenemo.org/publication/mrg.pdf
- **Environmental Management – A Guide for Town Officials:** While the program is geared toward municipal officials, the tips and principles offered for protecting water quality and management of NPS pollution and stormwater runoff may be applied by commercial and residential property owners and managers. Available in hard copy only. Contact your nearest Maine Department of Environmental Protection office, Soil and Water Conservation District, or local watershed council/group.
- **Local land trusts,** non-profit organizations working to protect lands of ecological importance and, at times, public access to recreational lands though acquisition or conservation easement, can provide information regarding land use planning options. The Maine Land Trust Network can connect you with a land trust organization serving your community. The network's Web site includes an organization database searchable by county or alphabetically by organization name, www.mltn.org.

Conservation Practices for Tourism Property Owners and Managers

- **The Green Home and Cottage** is a quick reference guide to 'green living' for shoreline property owners that developed by the New Brunswick Department of Environment to assist waterfront property owners with application of conservation practices to protect water quality and reduce soil erosion. Available on-line in PDF format: www.gnb.ca/0009/0013-e.pdf.
- **Show You Care: Green Garden and Lawn Care**, developed by the New Brunswick Department of Environment to provide property owners and managers with landscaping guidelines for water conservation and erosion control. Available on-line in PDF format: www.gnb.ca/0009/0010-e.pdf.
- **The American Water Works Association** has a searchable database (www.awwa.org/waterwiser/education/index.cfm) for educational tools for all ages related to water conservation. The site includes a listing for a water conservation kit from the Water Education Foundation designed to help homeowners save water around the house. It also has listings from the New Mexico Office of the State Engineer and the California Urban Water Conservation Council of booklets that describe common household water leaks and ways to prevent or fix them.

Erosion from dirt roads and other surfaces can run down towards the nearest stream and contribute to siltation.

Below: Road erosion

*Right: Cherryfield River Park, Maine
(T. Gamache)*



Protecting Water Quality for Property Owners: The following series of 20 fact sheets developed by the Maine Department of Environmental Protection (MDEP) and the Portland Water District profiles common conservation practices designed to help property owners and managers protect water quality. The fact sheets, geared toward homeowners, include detailed instructions, diagrams and color photos about installation and maintenance of specific conservation applications which may be adapted for business use throughout the Gulf of Maine and beyond. The sheets are available for individual download on-line (PDF format) at www.pwd.org/news/publications.php#Brochures.

1. Construction BMPs: Details design and installation of sediment barriers and mulching on construction sites as BMPs (Best Management Practices) to minimize flow of sediment and other pollutants from disturbed areas into nearby streams and lakes. Measures as directed in these guidelines will meet the requirements of the Maine Erosion and Sediment Control Law.

2. Roof Dripline Trenches: Designed for rooftops without gutter systems, these trenches collect roof runoff, store it until it soaks into the soil and minimize wear on siding by reducing backsplash.

3. Dry Wells: Designed to manage roof runoff for homes with gutter systems, drywells collect and infiltrate runoff at gutter downspouts and other places where large quantities of concentrated water flow off rooftops. Drywells help control erosion and runoff on your property, and "...reduce wear on your house by minimizing backsplash."

4. Erosion Control Mix: "A type of mulch made of partially composted bark, sand, gravel, stone and wood fragments..." Erosion Control Mix is used to reduce soil erosion. "Like other mulches, it retains moisture, controls weeds and improves the soil as it decomposes." It can be used on "paths, slopes and between plantings."

5. Infiltration trenches: Infiltration trenches collect and allow runoff from rooftops or paved driveways to infiltrate the soil. "Infiltration trenches work best in well-drained soils like sands and gravels."

6. Infiltration Steps (New Installations): Infiltration steps use crushed stone to slow down and allow runoff to infiltrate the soil. They are effective on moderate slopes (less than 45°).

7. Infiltration Steps (Retrofit): Infiltration steps use crushed stone to slow down and allow runoff to infiltrate the soil. "They are effective on moderate slopes (less than 45°)."

8. Open-Top (Box) Culvert: Open-top culverts are used to collect and divert water from seasonal camp roads and driveways that receive little or no winter plowing to a vegetated or other stable area. By getting stormwater off the road, open-top culverts reduce erosion of the road surface, while allowing easy movement of vehicles across the structure. Open-top culverts are inexpensive to build and relatively easy to install. They can be built from lumber with common hand tools.

9. Paths and Walkways: Properly designed pathways "...direct foot traffic, absorb water, reduce the rate of flow, and protect soil." Pathways can also reduce the potential for erosion and minimize the amount of pollutants flowing from your property into nearby streams and lakes.

10. Permitting: Information about Maine laws, permit requirements and town ordinances for activities adjacent to wetlands and water bodies.

11. Vegetated (Riparian) Buffers: Riparian buffers are vegetated zones between waterbodies and areas of human development. Ideally, buffers include a mix of trees, shrubs and groundcover plants that catch sediment and other pollution before it reaches lakes or streams. Trees and shrubs "...intercept raindrops and reduce their impact on the soil. Low growing plants and the "duff" layer on the ground filter runoff. Root systems hold soil in place and absorb water and nutrients." In addition, buffers can enhance privacy, filter noise and wind, and provide food and shelter for birds, butterflies, and other wildlife.

12-15. Native Plants Lists - part to full shade & dry, part to full shade & wet, part to full sun & dry, part to full sun & wet.

16. Rain Barrels: "Rain barrels provide an innovative way to capture rainwater from your roof and store it for later use." Water collected from rain barrels can be used to water lawns, gardens, and indoor plants. They can help to lower your water bill, conserve well water in the dry season, and reduce polluted stormwater runoff.

17. Rain Gardens: Rain gardens are "...attractive and functional landscaped areas designed to capture and filter stormwater from roofs, driveways, and other hard surfaces. They collect water in bowl-shaped, vegetated areas, and allow it to slowly soak into the ground." This reduces the potential for erosion and minimizes the amount of pollutants flowing from your lawn into a storm drain, and eventually into our streams and lakes.

18. Rubber Razors (Water bars): "Rubber Razors divert water off gravel driveways and camp roads into stable vegetated areas. These structures are well suited for seasonal roads that are not plowed."

19. Turn Outs: Turnouts return stormwater runoff as sheet flow to natural drainage areas. Often turnouts are simply extensions of ditches that redirect water into the woods and disperse runoff before it can cause erosion. "[Turnouts] reduce the speed of runoff, allowing soil particles to settle out instead of being transported to a stream, river, or lake. Water and nutrients can then be filtered and absorbed by the surrounding vegetation."

20. Water Bars: A water bar intercepts water traveling down "...moderately steep footpaths, trails and other areas with concentrated flow" and diverts it into stable vegetated areas.

Road Maintenance

- **A Guide to Forming Road Associations.** Resource manual for private road residents and commercial property owners, www.maine.gov/dep/blwq/doc/watershed/roadasssociety.htm.
- **BMP Guidelines for Roads in Atlantic Salmon Watersheds.** A guide developed in partnership through Project SHARE (Salmon Habitat and River Enhancement) for best practices to reduce erosion and sedimentation in Maine's eight federally-protected Atlantic salmon river watersheds, all of which are located in the Gulf of Maine, www.salmonhabitat.org.



A washed out camp road. (T. Gamache)

- **Camp Road Maintenance Manual -- A Guide for Landowners.** Developed by Kennebec County (ME) Soil and Water Conservation District; available in hardcopy and on the web: www.maine.gov/dep/blwq/docwatershed/camroad.pdf.

Septic System Maintenance

- “Septic System Inspection: Protect your investment by minimizing the risk of costly system replacement or repair” (www.maine.gov/dep/blwq/docwatershed/septic.pdf). Poorly maintained septic systems can affect groundwater quality. Groundwater is the primary drinking water source in the Gulf of Maine. This guide provides practical tips for keeping your septic system working safely and efficiently.

Evaluation and Assessment Tools, and Incentive Programs

- **LakeSmart**, an educational program implemented by MDEP in 2003, offers free workshops for lakefront property owners on how to manage runoff and erosion through application of BMPs and landscaping. For more info: www.maine.gov/dep/blwq/doclake/lakesmart/index.htm. From the LakeSmart Web site: “The LakeSmart evaluation process involves a site visit by a MDEP-certified Soil and Water Conservation District employee or an educator from MDEP who reviews landscape and management practices in the five following categories:
 - Road, Driveway, and Parking Areas
 - Structures and Septic System
 - Lawn, Recreation Areas, and Footpaths
 - Shorefront and Beach Areas
 - Undeveloped Land

Points based on established criteria are given in each category. If a property owner scores 67% or more points in a given category, he or she is recognized for their efforts in that category with an award certificate”...and a plaque for their property. “Often an evaluator will

make recommendations for improvements that will help the property qualify for the LakeSmart Award and protect water quality.” Property owners can receive a free LakeSmart evaluation of their property and receive recognition for their efforts through press, a certificate, and a plaque for their property.

- **The American Water Works Association** has a “Water Wiser Drip Calculator” tool (www.awwa.org/advocacy/learn/conserve/dripcalc.cfm) that estimates the amount of daily, monthly, and annual water losses creating by dripping faucets. The losses are estimated by counting the number of drips per minute and running the number through the calculator.
- **The California Urban Water Conservation Council** has a water budget calculator (www.waterbudgets.com/ConserVision/CUWCC/DataInput.htm) that can help home or tourism business owners calculate how much water they use based on items such as showerheads, water bills, and other figures.
- **The U.S. Environmental Protection Agency (EPA)** offers a program called, “Water Alliances for Voluntary Efficiency (WAVE)” (www.epa.gov/ne/eco/drinkwater/water_conservation.html) that encourages businesses to enter into voluntary partnerships with the EPA to install technologies and use techniques to reduce water consumption. Business owners receive free water management software and technical support. For more information, businesses should contact Barbara McGonagle at 617-918-1608.
- **The U.S. Environmental Protection Agency (EPA)** offers a “portfolio manager” that allows businesses to track their water consumption and compare to other businesses of similar size and usage (www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager).

Resources

• **Watershed Councils**

Throughout the Gulf of Maine, citizens concerned about the health of their local river, stream, or lake have formed volunteer watershed councils or coalitions dedicated to protecting water quality through educational outreach. For more information about a specific watershed, local river, lake or stream, contact your local watershed organization:

Charlotte County

St. Croix International Waterway Commission
#5 Route 1 Dufferin
St. Stephen, N. B. E3L 2Y8
www.stcroix.org

Hancock County

Branch Pond Association
P.O. Box 850
East Holden, Maine 04429
www.branchpond.org

Friends of Blue Hill Bay

P.O. Box 1633
Blue Hill, ME 04614
www.fobhb.org

MDI Water Quality Coalition

P.O. Box 911
Mount Desert, ME 04660
www.mdiwqc.org

Union River Watershed Coalition

105 Eden St.
Bar Harbor, ME 04609
www.unionriver.org

Washington County

Dennys River Watershed Council
347 Dixie Road
Trescott, ME 04652
www.mainesalmonrivers.org

East Machias River Watershed Council

P.O. Box 121
Machias, ME 04654
www.mainesalmonrivers.org

Friends of Tunk

P.O. Box 477
Cherryfield, ME 04622

Machias River Watershed Council

P.O. Box 121
Machias, ME 04654
www.mainesalmonrivers.org

Narraguagus River Watershed Council

P.O. Box 406
Cherryfield, ME 04622
www.narraguagusriver.org

Pleasant River Watershed Council

P.O. Box 201
Columbia Falls, ME 04623
Webpage under “Watersheds” at
www.mainesalmonrivers.org

St. Croix International Waterway Commission

P.O. Box 610
Calais, ME 04619
www.stcroix.org

- **Maine Congress of Lake Associations:** A statewide, non-profit, charitable organization that works to protect water quality and promote sustainable land use practices in Maine lakes watersheds. It is the only statewide network of individuals and lake associations devoted solely to the protection and preservation of our lakes. It also serves as an information clearinghouse and has a lake association contact list, www.mainecola.org.
- **LakeSmart Landscape Professionals Listing.** Companies and individuals listed here have completed LakeSmart training and agree to adhere to landscape development practices around lakes that help protect water quality and meet all MDEP erosion and sediment control laws, shoreland zoning requirements, and help the property owners qualify for the LakeSmart Award. For the most up-to-date list of landscapers who have completed LakeSmart training, see www.maine.gov/dep/blwq/doclake/lakesmart/landscapepro.htm.
- **Contractors Certified in Erosion Control Practices:** A certified contractor has completed an eight-hour training course in erosion control practices that is available through the Maine Nonpoint Source Training and Resource Center. This course provides instruction on erosion control planning and the proper installation of Best Management Practices for erosion and sediment control. After course completion, each certification candidate must have an evaluation of one of his or her construction sites completed, in order to determine if the candidate can adequately install and maintain erosion control practices. To received a list of contractors that have received

**The Lucerne Beach Club:
Managing Land to Protect
Water**

The Lucerne Beach Club on Phillips Lake in Lucerne-in-Maine was faced with an unvegetated, sloping hillside walkway that was eroding and causing sedimentation into the lake. The project started as an empty slope with no style and more importantly no substantial ground cover to protect the soil. They developed a hillside walkway and buffer system to stop the erosion and sedimentation (see photo). The walk was constructed to create a specific pathway for lake users in order stop the hillside from eroding and to familiarize them with useful buffer plants. Native plants were planted for their characteristics such as deep roots and ability to thrive in shade. The plants are protected with hemlock mulch and the pathway was built out of cedar. In addition to the erosion-control project, the group also created a rain garden, open-top culverts, streambed stabilization project, and several buffer strips designed to filter polluted water before it enters the lake. (Source and photo: T.Goodrich, UMaine Cooperative Extension)



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C. Water Conservation and Protection

erosion control certification, contact: Bill Laflamme, phone 207-287-7726, fax 207- 287-7191

- **The American Water Works Association** has a listing of articles and studies completed on water efficient appliances and fixtures (www.awwa.org/waterwiser/links/index.cfm?LinkCategoryID=6).
- **The Maine Department of Environmental Protection** lists several resources for purchasing water saving products, such as low-flow toilets (<http://www.maine.gov/dep/oia/p2/restaurant.htm>).
- **The U.S. Environmental Protection Agency**, beginning in 2007, is labeling toilets that have achieved high efficiency ratings in water savings. Look for the “WaterSense” label. According to the EPA, toilets are responsible for 30% of all household water consumption (www.epa.gov/owm/water-efficiency/pubs/het.htm).
- **Environment Canada** has good diagrams and information about retrofitting toilets, showerheads, and faucets (www.ec.gc.ca/water/en/manage/effic/e_retro.htm) to be more efficient in conserving water.
- **The Earth 911 website** (www.earth911.org/master.asp?s=lib&a=Water/WaterConservation/waterconservation.inc) lists a variety of tips to save water inside and outside the home and business.

D. Building Design

Introduction

Constructing or renovating a tourism business to more environmentally friendly standards can help save money, distinguish a business among competitors, and attract visitors who are interested in seeing the building. According to the organization, Global Green, “buildings in the United States account for 36% of total energy use, 65% of electricity consumption, 30% of greenhouse gas emissions, 30% of raw material usage, 30% of waste output, and 12% of potable water consumption.” Additionally, a 1,700 ft.² wood frame house requires approximately one acre of forest to be clear-cut. (www.globalgreen.org/gbrc/whygreen.htm). These are all good reasons to construct or renovate buildings to environmental standards.

Becoming a green building means maximizing energy efficiency, choosing renewable energy sources, being good water stewards, choosing environmentally friendly building materials, reducing waste, eliminating toxins, promoting healthy indoor environments, and paying attention to the principles of smart growth (see box). Every building or renovation project is different so it is difficult to prepare a standard list of building design and landscaping tips that will apply across all sectors. However, the following are several tips for either constructing or renovating a building and landscape that will be environmentally beneficial in the Gulf of Maine.

Best Practices for All Sectors

1. Use an architect or engineer to help you achieve Leadership in Energy Design (LEED) certification. The LEED certification is a nationally recognized standard for designing, constructing, and running green buildings. LEED certification is measured based on five factors related to “human and environmental health – sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality” (www.usgbc.org). In order to become a LEED certified building, the project must be registered and performance standards must be met throughout the construction and operation stages. Buildings are granted silver, gold, or platinum status depending on the number of standards that are met.
2. Plant native deciduous trees on the south side of your building and native evergreens on the north side of the building. The south side of the building is the sunniest side and therefore will benefit from shade in summer and the sun’s warmth in winter.
3. Choose recycled materials or use environmentally certified products, such as “FSC” wood that meets the criteria for

Ten Principles of Smart Growth

GrowSmart Maine

(www.growsmartmaine.org/), a statewide non-profit organization working to promote sustainable prosperity and to protect the state's distinctive character and quality places by educating people about sprawl and alternative approaches to development.

The Smart Growth Network

(www.smartgrowth.org/), formed to create new ways to grow that boost the economy, protect the environment, and enhance community vitality. Includes environmental groups, historic preservation and professional organizations, developers, real estate interests, government, and the Environmental Protection Agency. The network promotes **the 10 Principles of Smart Growth:**

1. Create Range of Housing Opportunities and Choices
2. Create Walkable Neighborhoods
3. Encourage Community and Stakeholder Collaboration
4. Foster Distinctive, Attractive Communities with a Strong Sense of Place
5. Make Development Decisions Predictable, Fair and Cost Effective
6. Mix Land Uses
7. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas
8. Provide a Variety of Transportation Choices
9. Strengthen and Direct Development Towards Existing Communities
10. Take Advantage of Compact Building Design

- sustainable forestry from the Forest Stewardship Council (www.fsc.org/en/).
4. Use stormwater holding ponds, grassy swales, or other stormwater control devices to prevent toxics from entering waterbodies.
 5. Choose building locations that meet the needs of your customers and prevent sprawl.
 6. Use energy efficient fixtures and design buildings to maximize natural light. See the Energy Conservation section, p. 42, for more information and resources.
 7. Use landscaping techniques and design buildings to conserve water resources and prevent non-point source pollution. See the ecological landscaping section, p. 50, for more information and resources.

Education Resources

1. The U.S. Green Building Council (www.usgbc.org) offers a number of courses related to LEED certification. These courses vary from an introduction to LEED certification, to accreditation programs for professionals, to using LEED on existing buildings and historic properties. The U.S. Green Building Council also offers a newsletter, an annual conference, on-line courses, and a searchable database for certified architects, engineers, and designers. Most significantly, the Council offers a LEED resource guide and a technical manual for sustainable building design.
2. The American Institute for Architects (www.aia.org) provides at least one on-line course on green building design. The Institute also has mentoring and scholarship programs for students.
3. The Royal Architectural Institute of Canada (www.raic.org/raic/professional_development/courses/index_e.htm) offers many courses on sustainable building design – everything from incorporating photovoltaic systems to LEED certification. The Institute also offers a newsletter, on-line courses, and a searchable database for Canadian architects and affiliate members.
4. Land Use Planning: Many communities in the Down East region of Maine do not have any zoning requirements beyond the state-managed shoreland zoning guidelines and, for those that do, there often is much variation from town to town. Therefore, if you are planning a change of use



Renovations to the former Calais Middle School include capitalizing on solar exposure, new thermal pane windows and a state of the art heating system.
(J. East)

for buildings on the site where your business is located, it is best to first check with your municipal office to find out if the intended use is allowed and what type of documentation must be provided, if any. For general information related to land use planning, there are great resources posted on the Web site of the State Planning Office (www.maine.gov/spo/), the Hancock County Planning Commission (www.hcpcme.org) and the Washington County Council of Governments (www.wccog.net). Residents of the Unorganized Territories must contact the Land Use Regulation Commission (LURC) to find out what is required: (207) 287-2631.

Self Assessment Tools:

The Building and Fire Research Laboratory of the National Institute of Standards and Technology has prepared software to assist builders with selecting the most cost effective, environmentally friendly materials for any proposed projects. The software is free and available at <http://www.bfrl.nist.gov/oae/software/bees.html>.

Resources

- 1) The U. S. Green Building Council (www.usgbc.org) is a membership organization that brings together builders, suppliers, financiers, managers, insurers, nonprofit organizations, agencies and others that share a common desire to further sustainable building practices and buildings that are healthy, environmentally friendly places to live and work. The Maine Chapter's Web site is www.maineusgbc.org, and the local contact is Richard Graves of WBRC Architects-Engineers. The Web site for the Maine chapter lists events of interest around the state and members in the Hancock/Washington County Region. The members for this area include:
 - a. Erica Atherton Libby, New Form Building Systems, 32 Lee St., Bucksport ME 04416; 207-469-2711; elibbhy@newformbuilding.com
 - b. John Atkinson, Atkinson Builders, Inc., P.O. Box 122, Hulls Cove, ME 04644; 207-288-9979; 207-288-9462 (fax); atkinsonbuilders@prexar.com
 - c. Garret Bertolini, A.W. Hastings & Co LLS; 57 Millbrook Ln, P.O. Box 16, Blue Hill, ME 04614; 207-266-4684; 207-374-5424 (fax); rconterio@awhastings.com
 - d. Kenneth Shea, E.L. Shea, Inc., 23 Church St., Ellsworth ME 04605; 207-667-4598; 207-667-5647 (fax); kenshea@elshea.com
 - e. Elizabeth Wastler Bruno; Bruno Architecture, 36 Main St., PO Box 975, Blue Hill, ME 04614; 207-374-5574; 207-374-5258 (fax); eliz@brunoarchitecture.com

For a complete list of the members of the Maine Chapter of the U.S. Green Building Council, visit www.maineusgbc.org. For a complete list of the members of the national U.S. Green Building Council, visit www.usgbc.org. Additionally, the following businesses were listed as members on the national Web site for the U.S. Green Building Council, but were not on the Maine Chapter Web site:

- a. Sam Coplon, Coplon Associates Landscape Architects, 112 Cottage St., Bar Harbor, ME 04609; 207-288-4122; scoplon@acadia.net
- b. Ayola Greene, Designer, Eric A. Chase Architecture, 5 Black Bear Rd., Brooksville, ME 04617; 207-326-9339; ayola@eacarchitecture.com

The Windsor House of St. Andrews: Working Towards Sustainable Goals

During the 2004 Gulf of Maine Summit, members of the Gulf of Maine Council on the Marine Environment's Sustainable Tourism Task Force toured four St. Andrews, New Brunswick, businesses that embodied some aspect of sustainable tourism ideals. Jay Remer was invited to host the group for a stop at his historic inn, the Windsor House of St. Andrews. The funny thing was, Remer didn't particularly think of himself as being part of a movement towards sustainability, he just poured his heart into what he cared about most: running a high quality establishment in an exquisitely renovated grand old Georgian home, offering the finest of food and catering as much to discerning travelers in the summer as to his neighbors in the winter. And along the way, if Remer could make some business decisions that were in line with his care for the environment and community, then that could only benefit the business in the long run.

Rare for the resort town of St. Andrews, the Windsor House is open year round and is an active business member of the year round community. As Remer says, if you want the local vendors to stay in business, you need to support them. They buy liquor locally, use the downtown supermarket for incidentals and local vendors for meat and produce as much as possible. The soaps provided to customers are locally made, and much of the vegetables come from their own farm (whose compost heap, fed by 2000 pounds of potato peels from the inn's restaurant, nourishes the vegetable gardens). In most cases, seafood is harvested by local fishermen from the waters of the Bay of Fundy, Gulf of Maine, and Canadian

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- c. Phil Bailey, Consultant, 86 Jellison Cove Rd., Hancock, ME 04640; (207) 422-3218; pbsustain@aol.com
- d. Bob Poole, Poole Fallow and Company, 705 The Shore Road, Castine, ME 04421; 207-326-9596; bob@poolefallow.com

Maritimes. Likewise, Remer adds, if he wants to stay open year round, he needs to support local needs. Where summer visitors see fine dining and gourmet food, the winter menu appeals to the local lunch crowd, many of them regulars.

Remer is constantly experimenting ways to make the right environmental choice. For example, he may not have yet found an organic laundry detergent that cleans his linens well enough, but using one quarter the recommended amount of store-bought Tide detergent does the trick, thereby drastically reducing the amount of soap residue he pumps into the water system.

Though the Windsor House was renovated with a commitment to the building's heritage and style dating back to the early 1800's, the approach to dealing with energy and building design is modern. Among the changes they have made: the insulation is state of the art, storm windows are installed, and conscious decisions are made about which rooms to heat when. Remer is the first to say they still have a lot of work to do to make their building truly green, but he is plugging away step by step. For this reason, they were delighted to have the eco-efficiency auditors from the Bay of Fundy Tourism Partnership (See p. 73) evaluate their practices (and stay for free at the Windsor House while they were in town evaluating other businesses). Now, the Windsor House is actively working on the recommendations, one step at a time.

- 2) The Canada Green Building Council (www.cabgc.com) is a coalition that exists to further the design and construction of green buildings in Canada. The Web site lists workshops and seminars, news and events, information on the LEED registration and certification program in Canada, and information on chapters throughout the country.
- 3) The Royal Architectural Institute of Canada is a voluntary association of architects in Canada. It has a page on its Web site (www.raic.org/raic/green_architecture/sustainability_e.htm) that is dedicated to sustainability in building design including information on LEED certification, model national energy codes, life cycle costing to building design, waste reduction, and more.
- 4) The Rainforest Alliance has prepared a guide to wood sources for cabinets, decking, doors/windows, engineering needs (e.g., beams), flooring, siding, lumber, panels, etc. (http://www.rainforest-alliance.org/programs/forestry/trees/activities/pdfs/green_building.pdf). A quick search of the guide did not appear to have any sources in Maine, but the guide does list companies across the country.
- 5) BuildingGreen.com (www.buildinggreen.com) offers two important resources for environmentally friendly construction. It publishes a monthly newsletter, *Environmental Building News*, that covers diverse topics that relate to creating an environmentally friendly building. Example topics include indoor air quality, recycled building materials, energy efficiency, and land use planning. Additionally, the editors of *Environmental Building News* have compiled a guidebook to over 1,600 green building products. There is also a searchable database of green building projects that could serve as models. The Building Green Web site has a bibliography of topics related to green building – policies and certifications, land use, process for LEED certification, energy, materials, indoors, and site and water use.
- 6) The U.S. Environmental Protection Agency (www.epa.gov/greenbuilding/) lists resources for green buildings according to building type, but more importantly lists funding opportunities for green building construction.

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- 7) GreenerBuildings.com (www.greenerbuildings.com/) contains resources, case studies, a free monthly e-newsletter, and a searchable bookstore. Topics covered include architecture and design, energy consumption, building materials, facility management, waste management, interiors, land use, and water use.
- 8) R-2000 is an initiative of Natural Resources Canada (<http://oee.nrcan.gc.ca/residential/business/participants-networks/r-2000/join.cfm?attr=12>) that certifies a builder as qualified to construct energy efficient buildings. The builder must go through a two-day classroom course that leads to construction of an R-2000 energy efficient home. Natural Resources Canada offers support, technical updates, and marketing assistance to R-2000 qualified builders.
- 9) The Canada Mortgage and Housing Association (<http://www.cmhc-schl.gc.ca/>) also offers a 10% refund on its mortgage loan insurance premium if the building is R-2000 certified.
- 10) Canada has a property tax abatement program for restoration of heritage properties. This program (<http://www.gnb.ca/0131/historicplaces/Programs/PTA/index-e.asp>) allows property owners to be forgiven for four years for a portion of the property tax increases that are anticipated as a result of the restoration of the historic property.
- 11) In the United States, information about tax incentives and funding programs for preservation of historic buildings can be found at the National Trust for Historic Preservation (www.nationaltrust.org).

E. Energy Conservation

Introduction

Saving energy is an environmentally friendly decision and should result in cost savings for tourism businesses. Additionally, selecting appropriate energy sources and reducing energy waste can be a prime marketing tool for businesses to set themselves apart from competitors in attracting sustainable tourism business. The following are several tips for tourism businesses to consider as a means of conserving energy:

Best Practices

Best Practices for All Sectors

Information summarized from Efficiency Maine's Web site, www.energymaine.com, unless otherwise indicated.

- Turn off lights and other equipment when not in use.
- Make best use of daylight for lighting and passive solar heating.
- Install thermostats with timers to ensure automatic temperature decreases at times when they are regularly not in use.



The propane-powered Island Explorer bus has carried almost 2.2 million passengers around Acadia National Park in eight seasons of operations and has eliminated almost 814 thousand private vehicle trips. (Friends of Acadia)

- Replace incandescent bulbs with compact fluorescents (CFL's) because they use much less energy and last 10-12 times as long.
- Wrap hot water heaters with insulation.
- Replace incandescent and fluorescent exit signs with light emitting diodes (LEDs) that use a tenth of the energy and can run for 100,000 hours.
- Schedule cleaning services during the day.
- Replace T-12 fluorescent fixtures with energy saving T-8 fixtures and electronic ballasts.
- Use motion sensors, timers, and photoelectric sensors to control when exterior lighting comes on.
- Tune-up your heating, ventilating, and air conditioning systems and check them every year.
- Purchase office equipment, appliances, and electronics that have the ENERGY STAR™ label, which indicates that the equipment is energy efficient.
- "Use ENERGY STAR™ ceiling fans to circulate air and room fans, which use less energy than air conditioning." (www.energymaine.com)
- Set thermostats higher in summer and lower in winter.
- Reduce the settings on your hot water heater. It can be set at 120°F or lower if just for general purposes. Booster heaters can be installed if needed for higher temperatures.
- Install proper insulation and caulk or add weatherstripping to doors, windows, ducts, and other places where heat can escape.

Best Practices for Lodging Establishments

Information summarized from Efficiency Maine's Web site, www.energymaine.com, unless otherwise indicated

- Use motion sensors on lights in areas that are not frequently used, such as closets and storage areas to prevent electricity waste when people forget to turn off the lights.
- If using room air conditioners, be sure to seal all air leaks around the units, and cover them in winter with an insulated cover.
- Clean air conditioner filters regularly.
- Allow guests to choose whether to have their linens laundered every day.
- Only do loads of laundry when the washing machine is full and use lower temperatures, including cold for rinses.
- Clean dryer vents after each use to aid with air flow.
- Install low-flow shower heads and toilets to save energy.
- Repair all plumbing leaks because they cause the water pump to come on more frequently, thereby wasting energy.

Best Practices for Restaurants

Information summarized from Efficiency Maine's Web site, www.energymaine.com, unless otherwise indicated.

- "Purchase high efficiency equipment. Refrigeration options like hot gas defrost and evaporative condensers can yield returns of as much as 50 percent." (www.energymaine.com)
- Check gaskets and closing mechanisms on refrigerator and oven doors frequently. Close a dollar bill in the refrigerator door, and then pull. If it comes out easily, check for worn gaskets or out-of-adjustment closing mechanisms.
- Place a lit flashlight inside the oven or refrigerator, and if you see light around the gasket, it's time to replace the gasket." (www.energymaine.com)
- Use exhaust fans while cooking to vent hot air. The costs of running the fan are less than air conditioning costs.
- Clean refrigerator coils often.

Best Practices for Outfitters/Guides

- Purchase hybrid electric vehicles or, where possible, use biodiesel to help cut down on costs of transportation. In 2006 and maybe 2007, federal tax credits are available to businesses that purchase hybrid electric vehicles for their business. These tax credits are available on a limited basis and only for certain hybrids. See the Alliance to Save Energy (www.ase.org) for more information.

The Craig Brook National Fish Hatchery: Saving Energy while Restoring Fish

For 131 years, a hatchery at Craig Brook in East Orland, Maine, has produced fish for anglers. A federal national fish hatchery since 1889, Craig Brook National Fish Hatchery now hatches Atlantic salmon to replenish seven Maine rivers. It also offers educational exhibits for adult visitors and school children alike, including a stream model with running water and live young salmon.

Perhaps more behind the scenes is what the Craig Brook Hatchery does to keep its energy usage under control. Some of the things they are doing are things anyone can do, others require some thought and planning. They keep the temperature a little low in winter (68°F) to keep fuel usage low, and a little high (72°F) in summer to keep electric usage low. They use low-wattage fluorescent light bulbs and minimal lighting levels, again, to save electricity, and use a propane heating system instead of oil or electric.

They have insulated the building well and have double entrance doors, to keep the inside air in and the outside air out, saving on energy costs. They use a gravity flow water system whenever water levels are high enough, to avoid pumping. They even have a propane-fueled forklift.

Some of the more complicated efforts concern the treatment of the water. They use sand filtration, UV disinfection, N2 reduction, and O2 injection. Their future plans include constructing a wastewater treatment plant.

Education Resources

1. Clean Energy Maine (www.maine.gov/msep/cleanenergymaine/) is a statewide campaign being run by the Maine State Energy Program and the Maine State Energy Investment Corporation to inform Maine residents and businesses about the benefits of environmentally friendly energy options, how they are produced, and how to sign up for them.
2. Efficiency Maine offers several courses on energy auditing and building operator certification at several levels.

The Maine State Energy Program offers the following education resources:

- A guide to insulation recommendations for good energy efficiency in Maine (mainegov-images.informe.org/msep/pdf/Energy_Conservation_Insulation_Facts.pdf).
- A guide to accepted practices for energy efficient residential home construction (mainegov-images.informe.org/msep/pdf/map.pdf).
- The Maine Solar Energy Primer offers descriptions and instructions for building passive solar heating and cooking systems (mainegov-images.informe.org/msep/pdf/TheMaineSolarPrimer.pdf).
- A guide to starting up small wind energy projects, such as the installation of a private small wind turbine (www.nrel.gov/docs/fy03osti/34342.pdf).

Tax Credits/Incentives

There are several tax credits or incentives that may assist tourism businesses with saving money while implementing practices to save energy or using energy efficient projects. The following is a list of several of these credits/incentives. Tax laws and programs change frequently, so tourism businesses should check regularly for updated information.

- Tax credits are available in the United States for the purchase of some gasoline-electric hybrid vehicles. See the Alliance to Save Energy Web site www.ase.org for more information.
 - Energy efficient commercial buildings in the U.S. may be eligible for tax incentives. See www.energytaxincentives.org for more information.
 - In the U.S., people can receive a one-time tax credit of \$500 for home energy-efficiency improvements such as adding insulation, energy efficient windows and doors, ENERGY STAR™ pigmented metal roofs, and appropriate heating and cooling equipment (www.ase.org). In order to receive this credit, the homeowner must fill out the appropriate Internal Revenue Service (IRS) form to accompany annual taxes, and they must keep proof of the ENERGY STAR™ certifications and the purchase receipts for all the equipment. See www.irs.gov/pub/irs-drop/n-06-26.pdf for more information.
- U.S. businesses can receive federal tax credits in 2006 for using solar technology for lighting and hot water. These credits are 30% of the price for systems put in place in 2006, but may revert to only 10% in 2007. The Solar Energy Industries Association has more information at their Web site (www.seia.org/getpdf.php?iid=21)
 - The Alliance to Save Energy (www.ase.org) has excellent information about tax credits that are available to businesses and homeowners for the installation of energy efficient products and purchase of hybrid electric vehicles.

Evaluation and Assessment Tools

- 1) Efficiency Maine offers self-survey tools for businesses to assess ways to save electricity costs. They have cost savings calculation worksheets for life cycle costing, exit lights, fluorescent lamps and ballasts, tankless hot water systems, programmable thermostats, and roof-top systems.

- 2) The Alliance to Save Energy includes home energy audit checklists, including a program for children (www.ase.org).
- 3) The ENERGY STAR™ Web site (www.energystar.gov/index.cfm?c=guidelines.guidelines_index) lists a program, “Guidelines for Energy Management” that takes a business from the commitment phase through implementation and evaluation of increasing energy efficiency. The ENERGY STAR™ Web site (www.energystar.gov) also has a self-assessment tool for homeowners to use in comparing their energy efficiency to comparable homes. The self-assessment will give tips on improving efficiency. Homeowners must have 12-months worth of energy bills or an energy summary from their utility company. In Canada, information about ENERGY STAR™ can be found at <http://oee.nrcan.gc.ca/energystar/english/consumers/index.cfm>
- 4) The Environmental Energy Technologies Division at Lawrence Berkley National Laboratory has developed a home-based energy audit system (hes.lbl.gov/) that will help homeowners determine the best ways for residents to reduce energy costs in their homes.
- 5) Natural Resources Canada has an “Interactive Energy Cost Calculator” (oee.nrcan.gc.ca/Equipment/english/index.cfm?PrintView=N&Text=N) that helps consumers calculate the secondary energy costs associated with operating their old appliances and/or purchasing a new appliance (i.e. it’s not just the purchase price, but the operating costs of that appliance that should figure into the purchase or disposal decision).

Resources

- 1) Efficiency Maine (www.energymaine.com) offers information, training programs, self-evaluation tools, energy efficiency supplier information, and cash incentives to Maine businesses, non-profit organizations, schools, colleges, governments, farms, airports, water and wastewater facilities, and quasi-governmental and regional systems. Maine businesses can receive up to \$100,000 in cash incentives in a year. Efficiency Maine also offers a quarterly newsletter for which Maine businesses can sign up on-line.
- 2) Efficiency New Brunswick (www.energynb.ca/index-e.asp) has four programs that offer loans and grants for energy efficiency upgrades for existing homes, new homes, small apartment buildings, and low income households in New Brunswick. These grants and incentives could be applicable to home-based tourism businesses. The offerings range from free energy audits and grants up to \$4,500 for low income households to a \$100 coupon on energy audits and a \$2,000 grant or \$10,000 interest free loan for existing households that decide to implement the recommendations of the energy audit. The incentives are changing in 2007, so tourism businesses are recommended to check with the Efficiency New Brunswick or Natural Resources Canada Web site.



***Encouraging visitors to bicycle rather than drive saves energy and is a great way to see the local attractions.
(Friends of Acadia)***

- 3) Natural Resources Canada's Office of Energy Efficiency program, "EnerGuide for Existing Buildings" was designed to create incentives for existing businesses to renovate and retrofit to save energy. The program was fully subscribed in 2006, so additional funding does not seem to be available, but tourism businesses should continue to monitor the Web site <http://oee.nrcan.gc.ca/commercial/existing.cfm?attr=20> for more information. The Office of Energy Efficiency also publishes the "Heads Up Energy Efficiency" newsletter (<http://oee.nrcan.gc.ca/commercial/technical-info/reference/existing-library.cfm?attr=20>) with information on programs, funding opportunities, and best management practices.
- 4) The Maine Green Power Connection (www.maine.greenpower.org) is set up to help people select environmentally friendly power choices in Maine. The Web site includes all the power options that are commercially available to residences and businesses in Maine, including options that rely on small hydroelectric dams, wind power, biomass, and others. The menu lists the prices for each of these options. There is also a "buying wizard" on the site that will match you to the best option for you based on your environmental choices. Additionally, the Web site has a pollution calculator

Certified Energy Auditors and Installers in the Region

Maine

For a complete list of certified energy auditors in Maine, visit the Maine State Energy Web site at: www.state.me.us/msep/certifications.htm.

New Brunswick

To find a certified energy auditor in Charlotte County, New Brunswick, visit the Natural Resources Canada Web site (www.oee.nrcan.gc.ca/residential/personal/new-home-improvement/contact-advisors.cfm?attr=4) and enter the first three digits of your postal code.

Efficiency New Brunswick also lists contractors who have gone through Energy Efficient Renovation courses sponsored by the Canadian Home Builders Association (www.energycynb.ca/contractorcontacts-e.asp).

that estimates your current pollutant emissions based on your present power choices and then estimates emission reductions based on your new choices.

- 5) The Maine State Energy Program (www.maine.gov/msep/small_business_program.htm) offers energy audits and low-interest loans (up to \$35,000 at 3% interest) for businesses to follow up on the recommendations provided through the energy audit. To qualify, businesses must have fewer than 50 employees, sales less than \$5 million, and no in-house engineers. For more information, consult the Maine State Energy Program Web site or Shirley Bartlett at the Maine Public Utilities Commission at (207) 287-3318.
- 6) ENERGY STAR™ (www.energystar.gov) is a government program designed to help businesses and homeowners save energy and money. The ENERGY STAR™ label is placed on energy efficient appliances, which should help save money for tourism businesses. Whole buildings can also receive the ENERGY STAR™ label, which can be a marketing advantage in the tourism business. The ENERGY STAR™ Web site has a searchable database to help businesses and homeowners find retailers of energy efficient products across the United States. The Web site also has a database to find builders, lenders, building certifiers, and utilities or sponsors that specialize or can assist with pursuit of the ENERGY STAR™ classification for a building.
- 7) Natural Resources Canada also has an ENERGY STAR™ Web site (<http://oee.nrcan.gc.ca/energystar/english/consumers/products.cfm?attr=12>) with listings of appliances, office equipment, and other products that meet energy efficiency guidelines.
- 8) Natural Resources Canada has an "EnerGuide" program (<http://oee.nrcan.gc.ca/Equipment/english/index.cfm?Print>

- [View=N&Text=N](#)) that assists consumers with choosing the most energy efficient and cost effective choices for appliances and heating and cooling systems.
- 9) Natural Resources Canada lists the most fuel efficient vehicles for purchase (<http://oee.nrcan.gc.ca/transportation/personal-vehicles-initiative.cfm?text=N&printview=N>). The agency also has published a fuel consumption calculator (http://oee.nrcan.gc.ca/publications/transportation/fuel-calculator/gasoline_calcul_e.pdf) to enable drivers to estimate how much fuel they've burned and how much greenhouse gas they've emitted.
 - 10) The Canada Solar Industries Association offers much information to help businesses and homeowners decide whether solar is appropriate for their power needs. Additionally, the Association offers a Canadian Solar Industry Directory that is helpful in considering and finding appropriate contractors (www.cansia.ca/directory/).
 - 11) If a business is interested in installing a small wind turbine to generate power, the Canadian Wind Energy Association has a Web site (www.smallwindenergy.ca/en/SmallWind.html) dedicated to helping individuals make that decision. The Web site includes cost calculators, information on zoning considerations, manufacturers and dealers, and other pertinent facts.
 - 12) As part of the 2001 agreement between the New England Governors and the Premiers of the Eastern Canadian Provinces to reduce greenhouse gases, Maine's Governor John Baldacci began a "Carbon Challenge Initiative" (www.state.me.us/dep/oc/carbon.htm). Businesses and organizations can sign up to be part of the initiative and agree to reducing their mobile (e.g. automobile) and stationary (e.g. furnace) greenhouse gas emissions by the standards set by the Governors and Premiers. Being a part of this initiative will help distinguish the environmental commitment of tourism businesses.
 - 13) Bangor Hydro (www.bhe.com) is the electricity transmission and delivery service for much of the Down East region. Bangor Hydro offers a selection of renewable power supplies. They also offer the ability to contribute monthly (or one-time donation on the Web site) to the Maine Renewable Resource Fund, a research and technology fund that invests in community and university research that will contribute to renewable energy technologies.
 - 14) Eastern Maine Electric Co-op (EMEC) is the not-for-profit electric cooperative delivering power to Calais and 3,000 surrounding square miles. The Co-op offers free electric hot water heater blankets and low-flow shower heads. As a Touchstone Energy Cooperative, EMEC also partners with over 600 other electric co-ops nationwide to provide energy-saving information and programs. Extensive information about energy savings, including an energy use calculator and home energy audit, is available through a link at www.emec.com.

F. Air Pollution

Introduction

Air pollution is a very real concern in coastal Maine and New Brunswick with the threat of sea level rise associated with global warming and the damage to human health and the environment from mercury and ground level ozone pollution (basically smog). Despite this fact, however, much of the air pollution in this region is blown here from points to the south and west. This means that some of the most successful efforts to prevent air pollution in Down East Maine and Atlantic Canada involve investments in clean power plants and public transportation in places upwind, such as Boston, New York, Toronto, and Ohio.

Any improvements to air quality in Maine, however, can make a difference elsewhere in Canada. All tourism businesses can improve air quality by encouraging their visitors to reduce energy consumption, take public transportation where available, bicycle or walk to destinations, and take part in programs to offset the carbon emissions created by visitor travel to the region. The following are some tips and resources for tourism businesses to use to reduce air pollution.

Best Practices for All Sectors

- Use energy efficient lighting, appliances, and heating. See the Energy Conservation section page 42 or tips on where to find these items.
- Research public transportation options in your region. See the resources section below for a listing of some of the public transportation options in Down East Maine and Charlotte County, New Brunswick. Feature these options on a “How to get here” page on your Web site.
- Make your establishments friendly to bicyclists. Offer bicycle racks for parking and locked storage if the bicyclists will be staying overnight.
- Use environmentally friendly paints and solvents that have low volatile organic compound (VOC) content. When VOCs are released to the atmosphere, they become one of the components of ground level ozone.
- Drive less and purchase fuel efficient cars with low emissions. This will help prevent the release of carbon dioxide, which is one of the greenhouse gases causing global warming.
- Encourage visitors to offset their carbon emissions associated with their trip. There are many companies and organizations that will help visitors calculate the amount of greenhouse gases that they caused during their flights or vehicle travel times. Visitors can then pay these companies and organizations to invest in renewable energy projects proportionate to the amount of greenhouse gas emissions that

College of the Atlantic: Net-Zero Greenhouse Gas Emissions

Since its very first year of classes in 1972, when students were instrumental in launching Maine's groundbreaking bottle recycling bill, College of the Atlantic in Bar Harbor has been a leader in promoting environmental sustainability. In 2004, COA became the first institution of higher learning to sign a multiple-year contract to offset 100% of the emissions generated from its electricity use. In 2005, the college held the nation's first known zero-waste graduation, a time of such focus on trash reduction that the week's general campus operations, along with commencement and a reception for 800 people, netted no more than five pounds of waste.

COA's 2006 commitment to become a "net-zero" campus for greenhouse gas emissions is even more far-reaching. Believing that specific environmental initiatives are necessary to protect the atmosphere, the college has pledged to avoid, reduce or offset all contributions to global warming that are associated with any of the college's activities, including travel by students to and from campus. All of COA's annual emissions, including electricity, heating, commuting – even all travel to and from the college for last fall's inauguration – will be offset by funds to be invested in projects that reduce the college's greenhouse gas emissions to "net zero."

the visitor created. Link to some of these companies and organizations on your Web site and encourage visitors to take action. See the Resources section below for a location to find these Web sites.

Education Resources

- Clean Air-Cool Planet (www.cleanair-coolplanet.org) has a good, basic introduction into what global warming is and how to get involved to combat it.

Evaluation and Assessment Tools

- Clean Air-Cool Planet (www.cleanair-coolplanet.org/action/footprint.php) offers several calculators designed to help one calculate his/her “carbon footprint” or the amount of greenhouse gases that he/she produces in regular activities.

Resources

- Clean Air-Cool Planet published, “A Consumers’ Guide to Retail Carbon Offset Providers” (www.cleanair-coolplanet.org/ConsumersGuidetoCarbonOffsets.pdf) in December 2006. The guide lists the top ten carbon offset programs including three in the U.S. – Climate Trust, Native Energy, and Sustainable Travel/My Climate™.
- The Maine Department of Transportation maintains the “Explore Maine” Web site (www.exploremaine.org) that lists transportation options by air, bike, bus, car, ferry, and train.
- In Hancock County visitors can fly commercially to the Bar Harbor/Hancock County airport and use the Island Explorer bus service (www.exploreacadia.com) to reach many destinations on Mount Desert Island and in Acadia National Park. There are several other small airports in the region at which visitors can land in private planes. And, visitors can fly to Bangor, which has several commercial airlines and connect to the Down East and Canadian Maritime region via bus service.
- In addition to the Island Explorer, there are many bus companies traveling through the region. Visitors can take Down East Transportation’s regular bus service (www.maine.gov/mdot/opt/transit/dti.php) to Bangor or to Ellsworth from many Hancock County towns. In Bangor or Ellsworth, visitors can connect with West’s Transportation (www.westbusservice.com) that travels through Down East Maine stopping in many towns. Pleasant Point Indian Reservation (207-853-2600) also offers a public bus that runs between the reservation and downtown Calais five days a week. Visitors can even connect to Charlotte County, New Brunswick by catching the Acadian bus lines (www.acadianbus.com) from the Greyound Bus Terminal in Bangor. From Bangor, passengers have many travel options including commercial bus service to Boston by either Greyhound/Vermont Transit (www.vermonttransit.com) or Concord Trailways (www.concordtrailways.com), which also has a coastal route that stops in Searsport, Maine en route to Boston from Bangor.
- There are several ferry operations in Down East Maine and Charlotte County, New Brunswick. For a complete list, see page 27 (in the Marine Environments section).

G. Ecological Landscaping

Introduction

An important aspect of any tourism business is to ensure that the grounds and landscaping are attractive and welcoming to visitors. Good landscaping choices and practices can also have positive environmental benefits. Selecting native plant species helps create valuable habitat for wildlife species that reside in or



visit the Gulf of Maine.

Similarly, constructing roads and parking lots with erosion controls and designing ecologically sensitive lawns and gardens can reduce the amount of sand and silt that enters waterways, reduces water quality, and degrades habitat.

The following are important tips that tourism businesses and residents should consider when designing and maintaining landscaping. Also, please note many additional resources and tips in the Water Conservation section (page 26).

*The Lubec Cemetery and its magnificent Camperdown Elm, at sunset
(J. East)*

Best Practices for All Sectors

Gardens and built features, such as sidewalks and driveways, need to multi-task. Your landscape needs to look good and be inviting to customers. But it can also direct customer traffic, enhance the environment, control runoff, protect from cold, and hide unsightly work areas. The following are several ways to make landscape multi-task in an ecologically friendly way:

- Place gardens and walkways so that they slow runoff and absorb water-soluble nutrients.
- Cut down on heavy feeders like lawns that may require additional feeding. This will reduce the need to fertilize thereby lowering costs and pollutants.
- Make use of native material. Many native plants survive in our area because they don't need extra care and are not susceptible to local pests.
- Use your landscapes to hide work areas. Fences and plantings can hide trash bins and catch loose debris keeping it from entering public areas.
- Plan the placement of trees and evergreens to cut down on heating and cooling costs.
 - A deciduous tree planted on the west side of a building can cut down on cooling costs in the summer and allow welcomed afternoon sun in the winter.
 - Plant evergreen trees to block the north wind in the winter or evergreen shrubs to protect northern foundations.

Landscaping can also be used to attract or support local wildlife. Educate yourself on wildlife needs in your area and evaluate your needs.

- You and your guests may enjoy birds or butterflies but if your landscape attracts deer or bear this could become a health or safety concern.
- Use low voltage lighting. Aim lights down and use long wave length lights (above 580 NM). The three criteria that MUST be met for a fixture to be deemed “Wildlife Friendly Lighting” under the U.S. Fish and Wildlife Service Official Marine Turtle Lighting Course are: a) Keep it low (Fixtures should be mounted as low as practicable for the task); b) Keep it shielded and downward directed [Use only full cut-off fixtures (FCOs) or fixtures with the bulb/lamp/lens shielded from line-of-sight of the beach]; and, c) Keep it long [Use longer wavelength light sources such as red or amber light emitting diodes (LEDs), yellow “bug” lights, true red neon or filtering which filters short wavelengths and minimizes light scatter in the atmosphere. This is typically 580 nm or longer].
- As an overall practice, make sure the people you hire to maintain your landscape are qualified and understand your priorities. A great deal of planning and effort can be wiped away by unskilled or uninformed help.

Education Resources

University of Maine Cooperative Extension (UMCE)

- **Master Gardner trainings:** UMCE trains master gardeners, offers business marketing education and information regarding local food sources. The organization regularly holds educational opportunities available the general public. In Hancock County, Cooperative Extension offers at least one course on ecological landscaping -- using native plants, enhancing wildlife habitat, insect ecology, and integrated pest management. For more information contact the Hancock County Cooperative Extension Office, at (207) 667-8212 or in Maine 1-800-287-1479. Similar courses are offered in Washington County (call (207) 255-3345 or 1-800-287-1542 in Maine) and can be accessed via the Cooperative Extension Web site. (www.umext.maine.edu)

Kingsbrae Garden: Ecological Landscaping at its Finest

With land donated by a garden-loving benefactor, the 27-acre Kingsbrae Garden was founded on three old estates to honor St. Andrews' long heritage of beautiful gardens. Most of the construction and large projects are done by wheel barrow and hoe rather than heavy, soil compacting machinery. Right from the beginning, says Maureen McIlwain of Kingsbrae, being green was a priority. A garden this size needs a lot of compost to keep building up soil, so Kingsbrae struck a deal with the neighboring Fairmont Algonquin Hotel to relieve them of their kitchen refuse in exchange for helping build up the Garden's compost supply. With small exceptions (such as the Rose Garden), very few pesticides are used on the grounds. Gravel, creeping thyme and bark mulches are used in most garden areas, to minimize evaporation and watering.

St. Andrews by-the-Sea, as the name implies, is reliant on the sea, and Kingsbrae Garden is no exception. The Garden's fertilizers are chock full of seaweed from the Bay, and recently, the Garden started working with local salmon aquaculture operators to turn their fish farm refuse into fertilizers. They will use the fertilizer on their own gardens and also make it accessible to the public through their Garden Center where customers can purchase a large variety of perennials and seasonal plants.

Kingsbrae Garden also created a Therapy Garden

next door to a nursing home, with benches, level walkways, and free golf cart tours for residents. The Scents and Sensitivity Garden, where all plant labels are in Braille, has waist high raised beds with plants chosen specifically for the enjoyment of the visually impaired. At Christmas time, Kingsbrae Garden is a central feature of the town's Winter Festival, with an incredible display of Christmas lights and music. A voluntary donation goes to the food bank, in lieu of admission.

Kingsbrae Garden was the first in its class in New Brunswick to become a "Certified Audubon Cooperative Sanctuary." Their Bird and Butterfly Garden, with special flora, shallow drinking troughs and other features certainly contributed to the award, but the staff also demonstrated they were maintaining a high degree of quality in environmental planning, wildlife habitat management, resource conservation, waste management outreach and education. The Fairmont Algonquin Golf Course also received this designation so a good part of St. Andrews is landscaped with local ecosystems in mind. Kingsbrae Garden has also met the standards to become a Fundy Recommended Experience (see page 73).

Gardening/landscaping publications: UMCE also maintains an on-line Web site for publications regarding native plant landscaping (<http://extesnionpubs.umext.maine.edu>). Publications of interest may include the following:

- **Gardening to Conserve Maine's Native Landscape: Plants to Use and Plants to Avoid:** Nonnative plants choke out native vegetation, reduce the food plants available for wildlife, and alter the behavior of native pollinators, plant-eating insects and fruit-eating birds. Learn how you can help preserve Maine's many habitats with this exhaustive chart of trees, shrubs, vines, ground covers, flowering perennials and ferns. 2003.
- **Native Plants: A 2002 Maine Source List:** How Maine will look 50 years from now depends greatly on what we choose to plant today. This bulletin contains a list of Maine nurseries and garden centers that sell native plants. All of these companies sell propagated native plants only, not plants dug from the wild. 2002.
- **Principles for Creating a Backyard Habitat:** This 8-page fact sheet explains nine principles for creating landscapes beneficial to wildlife and humans alike. Includes list of backyard wildlife species common in Maine. 2000.
- **Invasive Plants Threaten Maine's Natural Treasures:** This brochure introduces and promotes the 22-part "Maine Invasive Plants" series (item 2503). Describes the difference between "weeds" and "invasive plants"; explains where invasive plants come from and why they are a problem. Includes prevention steps you can take and a list of resources. Color photos, 2 pages, 2005.
- **Designing Your Landscape for Maine:** Tips on establishing a garden that is Maine-friendly using native plants, wildlife attractants, and erosion controls. University of Maine Cooperative Extension Bulletin #2701: www.umext.maine.edu/onlinepubs/htmpubs/2701.htm.

Resources

- **Planning:** Information related to vegetative clearing in the shoreland zone has been adapted from standards outlined in a guide titled "Issue Profile – Clearing Vegetation in the Shoreland Zone" (2003) and can be found at www.maine.gov/dep/blwq/docstand/ip-szveg.htm. Again, because there is much variation between what each community regulates, stricter standards may apply and it is best to check with your municipal officials during the planning stage. Residents of the

Unorganized Territories must contact the Land Use Regulatory Commission (LURC) to find out what is required: (207) 287-2631.

- **Demonstration sites** listed by the University of Maine Cooperative Extension and Hancock/Washington County Soil and Water Conservation Districts illustrate the use of native plants

and best management practices to avoid erosion and nonpoint source pollution and to protect water resources.

1. Eastern Maine Native Plant Arboretum (UM Cooperative Extension) located at 307 Maine Avenue in Bangor. An outdoor classroom for the study of native tree and shrub species best suited for managed landscapes. For more information contact Marjorie Peronto, Hancock County Cooperative Extension Office in Ellsworth. 667-8212.
2. Demonstration Garden at the Hancock County Cooperative Extension Office, 63 Boggy Brook Road, Ellsworth, ME. The latest addition to this unique outdoor classroom is a Native Plants for Wildlife Garden, designed with eight different types of fruiting shrubs that provide food and cover for birds and small mammals. There are also extensive perennial gardens, raised bed vegetable gardens and a hoop house for Master Gardener projects.
3. Branch Pond Erosion Control Demonstration Sites. Six sites around Branch Pond in Ellsworth that demonstrate best management practices (BMPs) for controlling erosion and improving water quality. Each site demonstrates methods of construction that support and enhance the natural surroundings, use natural materials, are sustainable and maintainable and which eventually blend back into the natural landscape. For a brochure and more information contact Hancock County Soil and Water District, (207) 664-7496.
4. Several new businesses in Washington County have worked with Washington County Soil and Water Conservation District to develop strategies for effectively dealing with building/driveway runoff and native plant landscaping. For more information contact: Nathan Pennell, District Manager, (207) 255-4659 or (207) 255-3995 e-mail nate.pennell@verizon.net.
5. University of Maine Rain Garden at 495 College Ave, Orono. Research shows that rain gardens are remarkably effective at treating phosphorus from stormwater runoff - on an individual or larger commercial scale. This rain garden includes plantings of trees, shrubs, perennials, and groundcover to stabilize eroding slopes, a rock-lined trench to carry water from paved areas, and a rain garden to capture and filter runoff. For more information visit: www.raingardens.org and www.umaine.edu/waterquality/landscapes.htm.
6. Lucerne Beach Club on Phillips Lake, Lucerne-in-Maine: step-by-step instructions and illustrations for putting in a rain garden, streambed stabilization, and strip buffers on a lake in Down East Maine www.umaine.edu/waterquality/LEAP/Beach%20Club.pdf (see case study on page 35).

- **Growing Concern Farm and Nursery:** Landscaping, Design and Maintenance - Richard East, Horticulturist and Owner. 207-454-0183 PO Box 1328 Calais, ME 04619 Lic.# NUR0000002629 www.growingconcern-maine.com
- **The Native Plant Information Network** (www.wildflower2.org/) has a goal to assemble and



*Landscaping with local plants adds color and a local feel. Top: Blueberries (B. Cassidy)
Bottom: Seaside Rose (T. Gamache)*

disseminate information that will encourage the cultivation, conservation, and preservation of wildflowers and other native flora throughout North America. The network is a program of the Lady Bird Johnson Wildflower Center whose mission is to increase the sustainable use and conservation of native wildflowers, plants, and landscapes. The Wildflower Center is a botanical garden in Austin, Texas, dedicated to native plants, with a vision to preserve and restore the natural beauty and biological richness of North America by inspiring people to love the land. The Wildflower Center (www.wildflower.org) describes programs for Landscape Restoration, Plant Conservation, Horticulture, and Education, and, of greatest utility to businesses doing landscaping, they provide “regional factpacks” (<http://wildflower.utexas.edu/clearinghouse/factpacks.php>) that recommend native plant material, native plant and seed suppliers and landscapers in individual regions.

- **Agritourism World** is a national online clearinghouse of information related to developing and promoting an agritourism business. Agritourism world invites qualified businesses to list their Web site at no cost; there currently are no farms listed from the State of Maine.
www.agritourismworld.com
- **Local and Organic farms:** This *Resource Guide's* chapter on Green Purchasing (page 67) includes listings for local and organic farming resources.

H. Waste Management and Recycling

Introduction

People operating businesses in our region tend to be thrifty by nature and often are quite familiar with the concept of recycling or reusing materials, but there is so much more that can be done to manage waste! Recycling, composting and properly handling hazardous waste are not only good for the environment, but represent another opportunity to tap into an increasingly choosy clientele. Ultimately, proper disposal of all types of waste creates an increased interest in your business, helps promote the local availability of recycled products, and saves money.

Proper waste management takes a bit of planning and this section is intended to help you wade through the options, types, and regulations. Because there is so much variation in the management of different types of materials between municipalities and regions, it is important to contact your municipality with your recycling and waste-management questions. Use of regional facilities often is limited to certain member municipalities and there may be many changes in services and/or regulations over the course of a year; therefore, check with them often.



*A table on page 61 outlines the location of all recycling centers in our region, including what materials they accept.
(S. Churchill)*

Kendall Farm Cottages: Reducing Waste and Pollution

Kendall Farm cottages are located on a 5th generation farm on Boyden Lake in Perry. There is a 200-year-old farmhouse, a large barn, and two old family cemeteries on the property. The farm is a wonderful piece of history, treasured by family and visitors alike. So it is no surprise that the Kendall family is working to maintain the pristine quality of the farm and the lake, which are the main attractions of the cottages.

They use only environmentally friendly cleaning products, compost, and recycle everything. They sell environmentally friendly bath, body, and kitchen products from the local natural food store, promote locally made arts and crafts, and sell homemade fruit and vegetable preserves. They grow their own vegetables, buy locally grown vegetables and meat as much as possible, and buy many items in bulk. This all helps keep packaged products to a minimum, thereby reducing waste.

They do not allow motorboats on the lake from their cottages, but do have human powered boats available for visitor's use. They do not use a clothes dryer, but use a clothesline. They use fans and the Maine air for cooling in summer; wood stove for heating when the Maine air is a little too cool.

They encourage bathing in the lake or sauna, and drive energy efficient vehicles. At Kendall Farm Cottages, they are doing their part to reduce waste and pollution and to keep the world around them green and healthy.

Comparing Waste Management Requirements across the Border

There are many categories of waste and the laws vary greatly depending on the quantity of material produced, whether you are a business or homeowner, and where you are located. Although there are some similarities across the border, the rules can be quite confusing at times. The following table highlights the general definitions and management guidelines for each region.

Type of Material	Appropriate Management	
	Maine	New Brunswick
Municipal Solid Waste (MSW): Non-hazardous waste produced at household level in relatively small quantities.	Management decisions made at the municipal level.	Management decisions made at the municipal level.
Universal Waste (UW): Commonly used items that contain a relatively small amount of hazardous material such as fluorescent light bulbs, rechargeable batteries, and mercury thermometers.	Recycling required of homeowners and businesses. Municipalities required to provide options to homeowners only.	Not currently mandatory but strongly encouraged.
Electronic Waste (e-waste): Common electronic items, such as computers and televisions.	Recycling computer and TV monitors required of homeowners and businesses. Municipalities required to provide options to homeowners only.	Not currently mandatory but strongly encouraged.
Household Hazardous Waste (HHW): Any material considered to be toxic, flammable, corrosive or reactive such as pesticides, cleaning materials, pool chemicals, non-latex paint.	Required of businesses but voluntary for households; often through regionally-held HHW collections which may or may not be supported by individual municipalities.	Not currently mandatory but strongly encouraged. Permanent HHW depots are located in various regions throughout the entire province.
Recyclables: Items that can be converted into raw materials, including glass, cardboard, newspapers and magazines, metals, and plastic.	Management decisions made at municipal level. Municipal and regional facilities scattered throughout the region. Businesses with 15+ employees required to recycle cardboard and office paper.	Recycling Depots located in various regions where residents may drop off recyclable materials. Recycling is strongly encouraged but not mandatory.
Compost: Capturing organic materials such as kitchen scraps or lawn clippings.	Voluntary backyard composting strongly encouraged.	Voluntary backyard composting encouraged.

Best Practices

Best Practices for All Sectors

Recycling Hierarchy: Reduce, Reuse, Recycle

- Reduce the amount and toxicity of trash discarded.
- Reuse containers and products; repair what is broken or give it to someone who can repair it.
- Recycle as much as possible; purchase products with recycled content.

Handling Household Hazardous Waste

- Buy only the quantities you need.
- Keep products in original containers and store them according to label directions.
- Avoid skin contact and vapors.
- Never mix different products as they can lead to violent chemical reactions.
- Never transport materials in the passenger compartment of your vehicle.



Using Non-Hazardous Cleaning Products

- Baking soda: Cleans, deodorizes, softens water, scours.
- Soap: Unscented soap in liquid form, flakes, powders or bars is biodegradable. Avoid petroleum distillates.
- Borax (sodium borate) cleans, deodorizes, disinfects, softens water, cleans wallpaper, painted walls and floors.
- White vinegar: Cuts grease, removes mildew, odors, some stains and wax build-up.
- Isopropyl Alcohol: An excellent disinfectant.
- Cornstarch: Can be used to clean windows, polish furniture, shampoo carpets and rugs.
- Citrus solvent: Cleans paintbrushes, oil and grease, and some stains.

*Household Hazardous Waste collection in Ellsworth, Maine
(S. Churchill)*

Septic Tank Management

Many rural businesses rely on septic tanks for water-waste disposal, yet owners are not aware of the sensitive relationship between material going down the drain and our friendly processors down below! A healthy septic system effectively treats water by separating solids from liquids and then draining the remaining effluent into the ground while bacterial decomposition of larger particles takes place. A failed septic system can lead to the introduction of untreated wastewater and sewage into groundwater or nearby streams and water bodies. For more information, see: “Septic System Inspection: Protect your investment by minimizing the risk of costly system replacement or repair”

www.maine.gov/dep/blwq/docwatershed/septic.pdf.

The Department of Environmental Protection publishes a Septic System Maintenance brochure with the (www.mainerealtors.com/DocumentsYouAskFor/DEP%20Brochure.pdf) with useful maintenance tips such as:

- Know the exact location of your leach field, and keep it free from root growth and parked vehicles.
- Have your septic tank pumped out EVERY 3-5 years or more frequently for larger families.
- Conserve Water! Too much water in a septic system may cause solid wastes to flow into and clog leach fields.
- Stagger laundry days. Too much water can shock-load your system and cause a premature failure.
- Don't use a garbage disposal.
- Never dispose of chemicals like paint or petroleum products through drains or toilets.
- Collect cooking grease in a can and toss the grease in the trash, NEVER down the drain.
- Limit the use and disposal of bleach, disinfectants, and other harsh chemicals.
- Don't use septic system cleaners.
- Plan parties and gatherings to include a temporary portable toilet.

Gardening related

See below on page 62 for tips on composting and dealing with lawn and garden pesticides.

Best Practices for Restaurants

- **Restaurant Guide to Waste Reduction and Recycling.** This publication, created by the California Integrated Waste Management Board is full of information applicable to restaurants in any location, including purchasing tips. www.ciwmb.ca.gov/Publications/BizWaste/44198016.pdf
- **Best Management Practices for Fats, Oils, and Grease.** Published by the North Carolina Department of Environmental and Natural Resources useful for restaurants and other food-related establishments, www.p2pays.org/ref/05/04281.pdf.



Providing visitors with easy and safe recycling and waste collection systems adds value to the experience you offer. (Friends of Acadia)

Education Resources

General Education Resources

- **EPA Educational Resources for Teachers.** Activities to engage students in recycling and waste management, www.epa.gov/epaoswer/education/teachers.htm.
- **Staples Recycling for Education.** Staples will pay participating schools \$3 for printer toner cartridges to raise money for school-related programs, <https://staplesrecycleford.com/>.
- **Chewonki Foundation:** Provides environmental education programs and publishes free curriculum, on K-12 waste management (fits Maine Learning Results) www.chewonki.org/pathways_waste.asp.

Useful Organizations

The following organizations all providing some level of waste management or recycling-related technical information.

- **State Planning Office (SPO) Department of Waste Management and Recycling:** The SPO's Department of Waste Management and Recycling offers recycling and waste management assistance to help improve recycling rates throughout the State. Services offered include (but are not limited to) technical training, school education programs, hazardous and special waste collection assistance, and locating capital investment resources. The Department organizes "Maine Recycles Week" in November of each year, engaging school children in year-round recycling education initiatives. SPO encourages businesses to attend workshops or contact them with inquiries about improving their waste management and recycling strategies. Among the great amount of information available found on their Web site is recycling data for each Maine community, www.state.me.us/spo/recycle/.
- **Department of Environmental Protection (DEP) Bureau of Remediation and Waste Management:** The DEP oversees enforcement and compliance related to hazardous, special, and municipal waste, but also offers training programs and provides information related to motor vehicle recycling, waste oil management, lead abatement, brownfields, asbestos removal, and many other types of waste-related issues. They will respond to emergency spills or respond to inquiries about proper disposal practices. Their Web site includes applicable laws, waste management strategies, and various other disposal resources, www.maine.gov/dep/rwm/.
- **Maine Resource Recovery Association (MRRA):** The MRRA is non-profit organization that provides recycling marketing assistance and educational programs for Maine municipalities, businesses and individuals. Multiple education programs are held each year on topics such as composting, safety, marketing strategies, innovative recycling strategies, and re-use opportunities. Programs are open to anyone from the general public. More information can be found at www.mrra.net.
- **Hancock County Planning Commission (HCPC):** In recent years, grants from the US Department of Agriculture Rural Utilities Services Program have allowed the HCPC to offer waste management and recycling-related technical assistance to Hancock County member municipalities, businesses, and individuals. When funding permits, the agency offers community education programs, compost assistance, and regularly organizes annual household hazardous waste collections on behalf of participating municipalities for the greater Ellsworth region in collaboration with the University of Maine Cooperative Extension and the greater Mount Desert Island region, www.hcpcme.org.
- **Washington County Council of Governments (WCCOG):** WCCOG offers planning-related assistance to members located throughout Washington County. The WCCOG organized the first household hazardous waste collection in Washington County in 2005 and hopes to secure funds to provide another collection in the future, www.wccog.net.
- **South West Solid Waste Commission (SWSWC), New Brunswick:** The SWSWC, located at the Hemlock Knoll Sanitary Landfill in Lawrence Station, serves the South West region of New Brunswick, www.sswsc.com/index.html.

Solid Waste Management Hierarchy

The US EPA has developed a four-tiered solid waste management hierarchy, ranking the most preferable ways of addressing solid waste. Source reduction or waste prevention, including reuse, is the preferred approach (tier 1), followed by recycling (tier 2). Waste that cannot be prevented or recycled can be combusted with energy recovery (tier 3). Tier 4 is landfilling or incineration without energy recovery.

More information can be found on the EPA Web site at www.epa.gov/epaoswer/non-hw/muncpl/faq.htm#1.

- **Hospitality, Leisure, Sport and Tourism Network.** This is a British Web site with links to several publications specific to sustainable waste management in the hospitality, leisure, sport and tourism industries, www.hlst.heacademy.ac.uk/resources/guides/waste.html.

Evaluation and Assessment Tools

- The State Planning Office Waste Management & Recycling Program can provide technical assistance, including waste audits, to businesses wishing to start a recycling program. For more information, contact them toll-free at 1-800-662-4545.
- Business Guide for Reducing Solid Waste. This EPA published document includes waste audit forms and other related information, www.epa.gov/p2/pubs/assist/sbg.htm.
- Waste audit guide created by the Resource Recovery Fund Board (RRFB), based in Halifax. The guide can be downloaded at www.rrfb.com/pages/Secondary%20pages/WAudit.html.
- Environmental Product Environmental Assessment Tool (EPEAT) is a system to help evaluate, compare and select desktop computers, notebooks and monitors based on their environmental attributes. It provides a consistent set of performance criteria for the design of products, and provides an opportunity for manufacturers to secure market recognition for efforts to reduce the environmental impact of its products, www.epeat.net/.

Resources

Waste management in general

- **National Waste Prevention Coalition.** Junk mail reduction campaign and the computer disk recovery project – extensive links to waste reduction and waste reuse sites, www.metrokc.govnwpc/.
- **Restaurant waste reduction.** A fact sheet published by the North Carolina Department of Natural Resources Division of Pollution Prevention and Environmental Assistance, www.owr.ehr.state.nc.us/ref/03/02790.pdf.



*Bulky items recycling (dishwashers, refrigerators etc)
(S. Churchill)*

- **The Waste Management Services Directory** is a comprehensive list of companies providing recycling services in the State of Maine, http://portalx.bisoex.state.me.us/pls/spo_wm/spwmdev.directory.main_page.
- **Best Management Practices Guidebook for Special Event-Generated Waste in Rural Communities.** This guidebook was produced by the Northeast Recycling Council, Inc. in 2006 with funding from the US Dept. of Agriculture Rural Development Solid Waste Management Program, www.nerc.org/adobe/Special_Event_BMPs_FINAL.pdf.

Recycling

- **For a complete list of recycling facilities in the three counties**, please refer to the table at the end of this section on page 64.
- **Northeast Recycling Council.** Ten states united for recycling market development. Many programs throughout the Northeast, including electronics and newsprint initiatives. Produces a recycling business assistance guide which provides technical and financial resources for recycling market development. www.nerc.org
- **Freecycle** (www.freecycle.com) is a Web-based resource for those who want to advertise recycled items free for the taking (i.e., furniture, baby items, building materials) rather than throw them away. Regional groups can be found at the following Web locations:
 - Washington County: www.groups.yahoo.com/group/calaisrecycle/
 - Hancock County: www.groups.yahoo.com/group/freecyclehancock/
 - Edmunston, New Brunswick: www.groups.yahoo.com/group/edmundstonfreecycle/
 - Moncton, New Brunswick: www.groups.yahoo.com/group/MonctonFreecycle/
- **Waste Exchanges.** Comprehensive listing of national and state-specific waste exchanges. www.epa.gov/jtr/comm/excstat.htm
- **Global Recycling Network**, a global clearinghouse for recyclable materials, includes everything from old tires and computers to natural materials. www.grn.com
- **Institution Recycling Network**, works with over 125 colleges and universities, hospitals, and other institutions throughout New England to improve the performance and economics of their recycling programs. www.ir-network.com
- **Uncle Henry's.** This weekly publication from Northern New England lists mostly second-hand items people advertise for swap, buy, or sell. It includes a section titled "Free for the taking."
www.unclehenrys.com/Common/Content/Articles/MaineLiving.aspx
- **Craig's List.** Craig's List is an international community with links to jobs, apartments, and other resources such as second-hand items available for sale or free. <http://maine.craigslist.org/> and <http://newbrunswick.craigslist.org/>



*First ever Washington County Household Hazardous Waste Collection – Calais 2005
(J. East)*

Hazardous Waste

- **The Environmental Depot, Maine.** Maine's first permanent Household Hazardous Waste drop-off facility located in Lewiston, is open (first and third Saturdays of each month between April and November) to all Maine residents for a fee. www.envdepot.com/
- **Lawrence Station, New Brunswick.** A permanent Household Hazardous Waste depot is available at the Hemlock Knoll Landfill Site in Lawrence Station on the last Saturday of each month between the hours of 8:00 to 12:00 or by appointment. There is no cost for homeowners to drop off HHW; industrial and commercial waste is not accepted. Items *not* accepted at the site include: radioactive materials, explosives, fireworks, pathological/biological waste, unknown

materials, ammunition, 25+ liters of motor oil, and medications or prescriptions. The Hemlock Knoll Sanitary Landfill Site is located at 5749, Route #3 - Lawrence Station.



PERC (Penobscot Energy Recovery Co.) in Orrington is the primary disposal facility Hancock and Washington counties. (S. Churchill)

Electronics and Cell Phone Recycling:

- **Maine Department of Environmental Protection:** This link takes you to more links with information relating to cell phone recycling resources throughout the State.
www.maine.gov/dep/rwm/recycle/cellphones.htm
- **Rechargeable Battery Recycling Program** collects rechargeable batteries and cell phones at no cost.
www.rbrc.org/call2recycle/
- **Electronic Industries Alliance:** A consumer education initiative that directs users to local charities, schools, neighborhood and community groups, and other local and national recycling programs that collect used electronics. www.eiae.org

Composting

Composting can be active or passive and just about any type of organic material can be used in the process. Some people prefer fancy bins that can be purchased at your local garden store; others simply dig a pit or use inexpensive materials to build their own. These basic steps will help speed up the amount of time until you have a finished product that can be used in your garden or lawn:

- Feed your pile with about 25 parts carbon-containing material (brown materials such as dried leaves, wood chips or straw) to 1 part nitrogen (green materials such as fresh grass clippings, seaweed, animal manure).
- Mix materials to evenly distribute the micro-organisms and allow a healthy carbon-nitrogen balance
- Your pile should allow for some type of air flow to let it “breathe.”
- Water your pile each time you add more material or mix the pile.

Composting Resources

- **Coast of Maine Organic Products, Inc.** operates a composting facility in Washington County. They work with salmon and blueberry processors and others in both Maine and New Brunswick to create organically certified plant food and compost-based soil. Kelp, shrimp, crab, and lobster are all part of the ingredients. For more information, see: www.coastofmaine.com/
- **Maine Master Gardeners.** Conference, publications, and training programs, www.umext.maine.edu/mgmaine/welcome.htm.
- **The Maine Composting School.** Located in Monmouth, this school offers comprehensive and intensive composting programs, this is a collaboration of the Maine State Planning Office, Department of Environmental Protection, University of Maine Cooperative Extension, and the Department of Agriculture, Food and Rural Resources, www.composting.org/.
- **The US Composting Council** is involved in research, education, and expanding compost markets, www.compostingcouncil.org/index.cfm.
- **Composting Council of Canada** serves as the central resource and network for the composting industry in Canada and, through its members, contributes to the environmental sustainability of the communities in which they operate, www.compost.org.
- **Humosphere:** links composting and sustainable communities, www.composter.com.

- **Worm Digest.** Contains many articles related to the value of “vermicomposting”, or composting with worms, www.wormdigest.org.

Lawn and Garden Pesticides

Laws related to the purchase and disposal of pesticides vary according to the type of material and user. For more information, see the following:

- **Maine Board of Pesticide Control.** Information on Maine pesticide standards (including obsolete pesticide disposal or any pesticide material), who to contact in case of poisoning, integrated pest management strategies, standards for indoor application, and more. www.maine.gov/agriculture/pesticides/.
- **University of Maine Cooperative Extension** for the latest information on pests and pest control recommendations. www.umext.maine.edu/topics/pest.htm
- **Maine Department of Environmental Protection.** Pesticide and other hazardous materials spill response. www.maine.gov/dep/rmw/index.htm or (800) 452-4664.
- **Poison Control Center:** 24-hour hotline for information on poisoning, (800) 222-1222.
- **Maine Department of Agriculture.** The Obsolete Pesticide Program is a free program established in the State of Maine to help homeowners safely dispose of obsolete pesticides. www.maine.gov/agriculture/pesticides/public/obsolete.htm.

Until you are able to take advantage of the collection program, sound storage practice remains the best—and only—way to prevent an environmental or health crisis from occurring in your backyard. Some good practices for storage, transport and use of these products follows:

Handling Pesticides		
Storage	Transport	Use
<ul style="list-style-type: none"> • Keep pesticides high, dry and locked up away from children and pets. • Dry materials should be free of moisture, wrapped in heavy duty plastic bags. • Liquid materials in glass bottles in good condition require no special attention other than to store beyond reach of children. • Rusting metal cans must be wrapped in plastic bags and placed into rubber or plastic trash containers. Surround wrapped pesticides with kitty litter, newspaper, vermiculite or other absorbent material. Be sure secondary containers have labels identifying contents. • If a bottle, bag or other container leaks, call the Department of Environmental Protection for advice on proper cleanup. 	<ul style="list-style-type: none"> • Wrap dry materials in plastic bags and place in cardboard cartons or plastic buckets. Liquids must be put into plastic containers with newspaper. • Never transport pesticides in cab or interior of vehicle. Use truck’s bed or car’s trunk. • Attach labels to containers. Unlabeled materials will not be accepted at the collection site. • Brace items in your vehicle’s bed or trunk to prevent shifting while en route. • Cover loads in open trucks in case of rain. • Sign both copies of “shipping papers.” Keep one copy in vehicle and the other on yourself in case an accident requires you leave vehicle to inform authorities. Note phone numbers for fire and police. • Drive directly to pesticide collection site after you load your vehicle. • Drive carefully, please! You are responsible for any spills and their subsequent clean up and restoration costs. 	<ul style="list-style-type: none"> • Buy the right product only in quantities needed to do a given job. • Know your pest. Not sure? Call the University of Maine Cooperative Extension’s Pest Management Office, 1-800-287-0279. • Make sure the product you buy controls the pest. If the pest is not listed on a product’s label, the product’s not for you! • Avoid volume and buy-one-get-one-free promotions. The dollar or two saved today can cost hundreds later in hazardous waste disposal costs. Surplus pesticides can be a storage problem as well. • Keep products in good condition. Don’t let liquids freeze or moisture damage dry materials. • Give recently purchased pesticides you no longer need to someone who does. The best way to dispose of a pesticide is to use it according to its labeled directions.

**Waste Management Section Addendum:
Recycling Centers**

With no base of funding to support waste management programs, efforts to address particular waste issues are largely grant driven. For instance, in Washington County, technical assistance was provided to municipalities to set up mandatory Universal Waste collection systems through US Department of Agriculture grants received by the Eastern Maine Development Corporation. As well, the first ever Household Hazardous Waste Collection was held in two locations, Calais and Machias, through the efforts of the Washington County Council of Governments and funds provided by participating towns and the State Planning Office.

There are no countywide waste management programs in the region. However there are many regional waste, recycling and transfer stations as listed below (for Maine, these are identified by the Maine State Planning Office Waste Management and Recycling Department).

<i>Charlotte County, New Brunswick: Recycling Facilities</i>	
<p>Recycling depots in the region collect paper, cardboard and #1 and #2 plastic. With the exception of Fundy High School, recycling depots located in local schools is for their use only. According to the South West Solid Waste Commission's (SWSWC) Web site (http://www.swswc.com/html/about.html), recycling depots may be found in the following locations throughout Charlotte County, New Brunswick:</p> <ul style="list-style-type: none"> • St. Stephen - Price Chopper on King St.; Super Store • Milltown - across from St. Stephen's Roman Catholic Church • St. Andrews - Behind WC.O'Neill arena in parking lot • St. George - Fundy High School • Pennfield - Fire Hall • Deer Island - Ferry Landing • Blacks Harbour – Keith's Building Supplies • Campobello - Co-Op parking lot • Chamcook - Opposite Atlantic Salmon Federation 	<p>The Following depots are also served by the SWSWC in New Brunswick:</p> <ul style="list-style-type: none"> • Harvey - behind Post Office • McAdam - opposite Lions Club • Canterbury - Horseshoe pit • Meductic - By ball field <p>For more information, SWSWC can be contacted at: P.O. Box 70 St. Stephen, NB E3L 2W9 crww@nbnet.nb.ca (506) 466-7830 (800) 561-5615 - toll free (506) 466-7833 (fax)</p>

Key for Maine Facilities Tables (on next page)

MUNICIPAL OFFICIALS

- TM**=Town Manager
- AA**=Admin. Ass't
- RC**=Recycling Coord.
- C**=Solid Waste or Recycling Coord.
- PW**=Public Works Department
- S**=Selectmen
- P**=Town Planner
- TS**=Transfer Station Attendant
- SW**=Solid Waste Manager
- DOM**=Dir. of Operations & Maintenance;
- GM**=General Manager
- ED**=Executive Director
- TC**=Town Clerk
- D**=Director
- TA**=Town Administrator
- SC**=Secretary
- M**=Manager
- SP**=Superintendent

CM=City Manager

MATERIALS

- OP**=Office Paper
- OCC**=Corrugated Cardboard
- ONP**=Newspapers
- OMG**=Magazines
- RMP**=Residential Mixed Paper
- PCP**=Polycoated Paper
- GLSS**=Three colors of Glass, Mixed Glass or Clear Glass
- MET**=Metal
- ALUM**=Aluminum
- UBC**=Used Beverage Containers (aluminum)
- TIN**=Tin Cans
- HDPE**=High Density Polyethylene Plastic
- PET**=Polyethylene Teraphthelate Plastic

PLAS=Plastics

- OM**=Other Materials
- CPOST**=Yard Waste Composting
- FOOD**=Food Waste, Animal Feed or Composting
- BB**=Bargain Barn/Exchange Centers
- TIRES**=Tires
- CDD**=Construction/Demolition Debris
- WW**=Wood Waste
- BY**=Backyard Composting Program
- OC**=Other Compost
- OIL**=Motor Oil
- PVC**=PVC Plastic
- TBKS**=Telephone Books

Chapter 3. Sustainable Tourism Resources
H. Waste Management

Hancock County, Maine: Regional Centers

<p>Blue Hill Region (6,605) Towns: Blue Hill, Brooklin, Brooksville, Sedgwick, Surry Contact: John Bannister, S P.O. Box 412, Blue Hill, ME 04614 Phone: 374-5458 Facility: Blue Hill/Surry Town Line – Rt. 172 Materials: OCC, ONP, OMG, HDPE, MET, TIRES, CDD, WW, BB</p> <p>Bucksport (7,750) Towns: Bucksport, Orland Contact: Roger Raymond, TM P.O. Box X, Bucksport, ME 04416 Phone: 469-7368 Email: bucksport@acadia.net Facility: Central St. (9-5) Materials: OCC, ONP, RMP, GLSS, MET, TIN, HDPE, PET, OM, FOOD, BB, CDD, WW</p> <p>Coastal Recycling (8,803) Towns: Franklin, Gouldsboro, Hancock, Harrington, Sorrento, Sullivan, Winter Harbor Contact: Joyce Levesque, GM Phone: 422-6766 Facility: W (7-4); Th (8-4) Sat (8-4) Materials: OCC, ONP, RMP, HDPE, PLAS, GLSS, ALUM, OP, PET, TIN, MET</p>	<p>EMR Region (4,865) Towns: Southwest Harbor, Tremont, Trenton Contact: Ben Worcester III, M P.O. Box 787, Southwest Harbor, ME 04679 Phone: 244-9033 Email: bcw@midmaine.net Facility: M-F (8-5); Sat (8-3) Materials: OCC, RMP, GLSS, MET, ALUM, TIN, HDPE, FOOD, CPOST, BB, CDD, WW</p> <p>Union River Joint Solid Waster Management District (773) Towns: Aurora, Amherst, Great Pond, Osborn, Waltham Contact: Steve Jordon, RC Phone: 584-5581 Materials: MET, OM</p> <p>It should be noted that the Acadia Disposal District (ADD) is a quasi-municipal association that currently is exploring opportunities for increased waste management and recycling efficiencies. The association does not own a facility or have a joint contact for waste or recycling management services. As of January, 2007, members of the ADD include the towns of Cranberry Isles, Mount Desert, Tremont, Trenton, and Southwest Harbor. The committee Chairman, Tony Smith, can be contacted at 276-5743.</p>
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Hancock County, Maine: Municipal Programs

<p>Town: Bar Harbor Contact: Chip Reeves, D 135 Ledgelawn Ave. Bar Harbor, ME 04609 Phone: 288-4681 Email: pwdirector@barharbormaine.gov Facility: Ledgelawn Ave; W (8:30-4) Materials: OCC, RMP, GLSS, MET, HDPE, BY</p> <p>Town: Castine Contact: Dale Abernethy, TM P.O. Box 204, Castine, ME 04421 Phone: 326-4502 Email: dale.abernethy-castine@verizon.net Facility: Mon (7-3); Tues – Fri (12-1); Sun (12-3) Materials: OCC, ONP, GLSS, MET, TIN, HDPE</p> <p>Town: Cranberry Isles Contact: Ben Worcester III, M P.O. Box 787, Southwest Harbor, ME 04679 Phone: 244-9033 Email: emr@midmaine.net Materials: OCC, RPM, GLSS, MET, ALUM, TIN, HDPE, BB, CDD, WW, OM</p> <p>Town: Dedham Contact: Barbara Cox, FD 2073 Main Rd., #A, Dedham, ME 04429 Phone: 843-6217 Email: treasurer@dedhamme.us Materials: OCC, RMP, GLSS, MET, TIN, PET, OM, TIRES, BY</p> <p>Town: Deer Isle Contact: Neville Hardy, S P.O. Box 627, Deer Isle, ME 04627 Phone: 348-2324 Materials: OCC, ONP, MET, TIN, PET, TIRES</p> <p>Town: Eastbrook Contact: Charles Yeo, S RR#1, Box 458-B, Eastbrook, ME 04634 Phone: 565-3307 Materials: OCC, ALUM, CPOST, FOOD, MET</p>	<p>Town: Ellsworth Contact: Tammy Mote, T P.O. Box 586. Ellsworth, ME 04605 Phone: 667-2563 Email: tmote@cityofellsworthme.org Materials: OCC, ONP, GLSS, TIN, MET, TIRES, CDD, WW</p> <p>Town: Lamoine Contact: Stu Marckoon 606 Douglas Hwy, Lamoine, ME 04605 Phone: 667-2242 Email: town@lamoine-me.gov Facility: (Rte. 184): Fri/Sat (8-5) Materials: OP, OCC, ONP, OMG, GLSS, MET, TIN, HDPE, BB, CDD, WW</p> <p>Town: Mariaville 1686 Mariaville Rd, Mariaville, ME 04605 Phone: 537-2107 Email: townofmariaville@rivah.net Facility: Rte. 181, Sat (8-4) Materials: OCC, ONP, GLSS, MET, TIN, HDPE, TIRES, OM, WW</p> <p>Town: Stonington P.O. Box 9, Stonington, ME 04037 Phone: 367-2351 Materials: OCC, ONP, GLSS, TIN, HDPE</p> <p>Town: Swans Island Contact: Dexter Lee, S P.O. Box 11, Swans Island, ME 04685 Phone: 526-4279 Email: swanisle@midmaine.com Materials: MET</p> <p>Town: Otis Contact: David Cook, AA Phone: 537-221</p>
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H. Waste Management

Washington County, Maine: Regional Centers

<p>Baileville Region (3,131) Towns: Alexander, Baileyville, Baring, Brookton, Crawford, Talmadge, Topsfield, Waite, <i>Forest City, Grand Lake Stream, Township 6 & 27</i> Contact: James McLaughlin, RC 50 Town Rd., Baileyville, ME 04694 Phone: 427-8330 Email: jamesmc@midmaine.com Facility: Materials: OCC, ONP, RMP, MET, ALUM, HDPE, TIRES, CDD, WW</p> <p>Cherryfield Region (1,235) Towns: Beddington, Cherryfield, Deblois, <i>Twp 10</i> Contact: Robert Morse PO Box 58, Cherryfield, ME 04622 Phone: 546-2941 Email: cheryto@midmaine.com Facility: Rte. 193, Cherryfield: Wed-Sun (8-4) Materials: OCC, ONP, RMP, GLSS, MET, TIN, PLAS, TIRES, CDD, WW, OM</p> <p>Coastal Recycling (8,803) Towns: Franklin, Gouldsboro, Hancock, Harrington, Sorrento, Sullivan, Winter Harbor Contact: Sally Robbins, AA PO Box 142, Harrington, ME 04643 Phone: 483-2061 Email: townofharrington@midmaine.com Facility: Rte. 182, Hancock: Tues-Sat (8-4) Materials: OP, OCC, ONP, RMP, TIN, HDPE, PET, PLAS, OM</p> <p>Machias Region (3,373) Towns: Machias, Marshfield, Roque Bluffs, Whitneyville Contact: Henry Chausse, M</p>	<p>Northfield Rd., Machias, ME 04654 Bill DeRoss, D Northfield Rd., Machias, ME 04654 Phone: 255-8292 Email: Facility: Bay Area Transfer Station; Rte.192, Machias; Tues, Thurs, Sat & Sun Materials: OP, OCC, ONP, MET, TIN, HDPE, OM, TIRES, CDD, WW</p> <p>Marion Township (6,946) Towns: Charlotte, Cooper, Cutler, Dennysville, East Machias, Machiasport, Meddybemps, Northfield, Pembroke, Perry, Robbinston, Wesley, Whiting, <i>Edmonds, Marion, No. 14 Twp, Trescott, T19 ED BPP, T18 ED BPP</i> Contact: Milan Jamieson, M PO Box 223, Pembroke, ME 04666 Phone: 726-4242 Email: milanjamieson@hotmail.com Facility: Materials: OCC, RMP, TIN, OM, BB, MET, TIRES, WW, CDD</p> <p>Pleasant River Solid Waste Disposal District (8,475) Towns: Addison, Beals, Centerville, Columbia, Columbia Falls, Jonesboro, Jonesport Contact: Billy Majors, M 376 Kansas Rd., Milbridge, ME 04658 Phone: 546-9737 Email: majors@guagusriverinn.com Facility: Rt.1, Columbia Falls: Wed/Sat (8-6) Materials: OCC, ONP, RMP, MET, TIN, OM, HDPE, PET, PLAS, BB, TIRES, CDD, WW</p>
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Washington County, Maine: Municipal Programs

<p>Calais Jim Porter, CM PO Box 413, Calais, ME 04619 Phone: 454-2521 ext:10 Email: economicdevelopment@calaismaine.org Facility: Calais Transfer Station – South St Materials: OCC, ONP, MET, TIRES, OM</p> <p>Danforth Tammy Bonner, TM PO Box 117, Danforth, ME 04424 Phone: 448-2321 Facility: Tues/Thurs (12-4); Sat (8-4) Materials: OCC, ONP, GLSS, MET, TIN, PLAS</p> <p>Eastport George Finch, CM 78 High St., Eastport, ME 04631 Phone: 853-2300 Email: eastport-mgr@ptc-me.net Materials: OP, OCC, ONP, OMG, RMP, GLSS, TIN, OM</p> <p>Indian Township Tribal Government George Stevens Jr., D PO Box 301, Princeton, ME 04668 Phone: 796-5263 Email: publicworks@passamaquoddy.com</p>	<p>Lubec Maureen Glidden, AA 40 School St, Lubec, ME 04652 Phone: 733-2341 Email: lubecadmin@wwsisp.com Facility: Thurs (9-12) Sat/Sun (10-4) Materials: OP, OCC, RMP</p> <p>Milbridge Lewis Pinkham, TM PO Box 66, Milbridge, ME 04658 Phone: 546-2422 Email: milbridge@prexar.com Materials: OCC, ONP, TIN, MET, HDPE, PET</p> <p>Princeton Jacquelyn O'Neill, T PO Box 408, Princeton, ME 04668 Phone: 796-2744 Email: princetonme@verizon.net Facility: Transfer Station: Sundays (8-4) Materials: OP, OCC, ONP, OMG, RMP, MET, WW</p> <p>Steuben Tom Richmond, TM 294 US Route 1., Steuben, ME 04680 Phone: 546-7209 Email: steuben@townofsteuben.org Facility: Town Office (24 hrs) Materials: OP, OCC, ONP, OMG, GLSS, MET, ALUM, TIN, HDPE</p>
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Chapter 4. Green Purchasing

Introduction: Why buy local, why buy green?

In this world of big box stores and “low, low prices” it is easy to forget how important it is to spend your dollar locally. However, the reality of the matter is that a sustainable, viable community includes small business. That means yours, and it means your neighbor’s. By supporting a local business, your dollar stays within the community, supports your neighbor, the local workers, and local activities, such as little league and scouts, food pantries and libraries; it supports what is important to your community. And eventually, it comes back around to support you in your business.

Having an economy with a strong variety of locally owned business steadies the community when the economy fluctuates. Generally speaking, locally owned businesses must be innovative and creative in order to compete. They often create more jobs that pay better and can offer more room for advancement than is available through large retailers. They are more likely to locate within an existing and workable downtown and thereby reduce sprawl, habitat loss and other negative impacts of “greenfield” development, or development in open space green areas.

Locally owned businesses are more able to supply products that meet the needs of the community, rather than fluctuate at the whim of national sales marketing campaigns. Locally owned businesses must provide better customer service in order to



Buying from local farmers markets shows your customers you care about providing them with quality products.

(J. East)

Rupununi: A Restaurant ahead of its Time

Michael Boland's first restaurant, Rupununi, was opened in 1995 when there were few people in the mainstream restaurant industry talking about sustainable business practices. Boland decided early on that his establishment would avoid things like farm-raised shrimp and Gulf of Mexico shrimp. Instead he opts, for example, to purchase seafood from EcoFish because of the company's sustainability and conservation goals. The restaurant also uses a large amount of locally and organically-grown foods and participates in the GE (genetically engineered) Free Maine program. Solar panels were recently installed on the roof of Rupununi to heat hot water. Though the initial outlay might have been significant, oil prices have been increasing dramatically and Boland expects that the panels will be paid off entirely within five years, at which time he will no longer have to pay anything to heat the considerable amount of water needed for the restaurant.

Boland has since started several other businesses in the area, continuing to infuse a sustainable business ethic. He is pleased to see other business around him begin to adopt sustainable business practices and sees this as a positive overall shift in culture. He strongly believes that if business owners looked at the investment vs. the savings they would realize, ironically, that many of the things they could do to “green” their business are actually very wise financial decisions. According to Boland, there are so many other rewards of owning a sustainable business - such as the self satisfaction, public relations, and the motivation co-workers and staff feel when they see their workplace is interested in more than the bottom line.

compete against the big box stores, and can do so with such things as free delivery, and hours of operation that meet the needs of the community.

Another way that you can make a difference is in the products that you buy. An amazing number of “regular” everyday household items cause air pollution (e.g., paint, carpeting, candles, new upholstery etc). A few minor changes in buying habits of local businesses can make a huge difference in the world around us, making it a safer, healthier, cleaner place to live.

This chapter outlines a number of sources where you can buy green products for your business. There is a growing global market for green products though you will notice that a vast majority of the ones listed here are still NOT locally available. This is where the power of local businesses may come in. Talk to the local supplier about the products you choose to use and not to use and why. It may be that you can convince him or her to begin to stock the products you need and prefer, the local products that are sustainably manufactured and are kind to the environment. A big benefit of working with local business owners is the potential for them to be very responsive to their customer’s needs. If more local and green products are made available, other businesses will also buy them. Customers also notice the products used by businesses during their travel and more and more want local and green products.

General Resource for Green Purchasing

- For more information on why and how to buy locally, check out the Institute for Local Self-reliance at www.newrules.org or Maine Business for Social Responsibility at www.mebsr.org.
- For more information on the products that pollute and how to avoid them, look at www.earth911.org, www.ecomall.com, www.eartheasy.com.
- Listing of environmentally responsible meeting planners, hosts, and suppliers, www.bluegreenmeetings.org.



*St. Andrews, New Brunswick in November; as more businesses purchase local products, more can stay open year round.
(N. Springuel)*

- **Canada’s Environmental Choice Program and EcoLogo** is intended to encourage the demand and supply of environmentally responsible products and services. In addition to being a certification program, the Web site lists hundreds of green products in a variety of clearly organized categories ranging from cleaning to building

to packaging to marine and much more. www.environmentalchoice.com/

- **The Green Store** in Belfast, Maine offers a full range of products for an environmentally sustainable lifestyle, including: organic cotton clothing, energy conserving lighting, recycled and tree-free paper, waterless toilets, non-toxic paints, air and water filters, items for camps and much more, www.greenstore.com/.

Products for the Home and Office

- **Environmentally Preferred Purchasing:** www.maine.gov/dep/oia/p2/consumerepp.htm.
- **“Reduce Hazardous Products and Cleaners in Your Home”** The U.S. Environmental Protection Agency’s (EPA) guide to commonly used, hazardous household products and proper handling techniques, www.epa.gov/seahome/housewaste/house/house.htm.
- **GreenSeal** Non-profit organization providing standards and recommendations for some products and services, www.greenseal.org.
- **Ecomall Cleaners,** www.ecomall.com/biz/cleaning.htm.
- **Environmental Home Center,** www.environmentalhomecenter.com.
- **Green Earth Office Supply,** store.yahoo.com/greenearthofficesupply/.
- **The Green Guide** Tips for healthy living, eco-friendly product reviews, and more. thegreenguide.com.
- **Green Home,** www.greenhome.com/.
- **The Green Marketplace,** www.gaiam.com/greenmarket/.
- **Paints,** www.metrokc.gov/procure/green/paint2.htm#4.

Chet’s Camp: Small Changes Net Big Savings

Sue and Al LaPlante have operated Chet’s Camp for about five seasons now. This past spring, they decided to make some improvements. They installed a new hot tub, and were a bit nervous about what that would do to the electric bill. Around that same time, they wrapped all five of the cabin hot water heaters, and they replaced all of the interior bulbs with compact fluorescent ones. Guess what? The electric bill went down instead of up – substantially down, according to Sue!

Energy and Water Conservation products

- The Maine Department of Environmental Protection lists several resources for purchasing water saving products, such as low-flow toilets, www.maine.gov/dep/oia/p2/restaurant.htm.
- **Energy Star™** (www.energystar.gov/index.cfm?fuseaction=find_a_product.) lists products including clothes washers and dish washers that have secured the Energy Star™ label because they use less energy and are friendlier to the environment. In Canada, the Energy Star™ list can be found at <http://oee.nrcan.gc.ca/energystar/english/consumers/appliance.cfm?text=N&printview=N>
- Beginning in 2007, the U.S. Environmental Protection Agency is labeling toilets that have achieved high efficiency ratings in water savings. Look for the “WaterSense” label. According to the EPA, toilets are responsible for 30% of all household water consumption www.epa.gov/owm/water-efficiency/pubs/het.htm.

Pollution Prevention

- The US EPA’s Vendor Information (VendInfo) search page is a repository of more than 1200 listings of pollution prevention equipment, products, or services, <http://es.epa.gov/vendors>.

Marine Suppliers

Environmentally friendly products for working in the marine environment: cleaning agents, paints, absorbents, filters, waste water treatment/tanks, fuel handling, and more (this list is partially taken from the “Environmental Resource Guide,” a compendium to *Brightwork: A Best Management Practices Manual for Maine’s Marinas & Boatyards*, available at www.maine.gov/dep//blwq/docwatershed/marina/bmp.htm).

- Bactain Environmental Products, www.bactain.com.
- Bio-Kleen Products, www.biokleen.com.
- Captain John’s Boat Brite “Meets EPA National Clean Marina Guidelines,” www.captainjohnsboatbrite.com.
- Fluid Environmental Services, Inc., www.fluidenvironmental.com.
- Tri Synergy Inc. “Pioneering Evolutions in Environmental Solutions,” <http://trisyn.com/>.
- WORX Environmental Products Inc. “Green Seal Certified,” www.worx.com.
- Solvent Kleene, Inc., www.solventkleene.com.
- E Paint Company, www.epaint.net.
- The Paint Project, Inc., www.paintproject.com.
- A&A Industrial Supply “Safety and Environmental Solutions,” www.spillkit.com.
- Ben Meadows Co. “Serving Outdoor Professionals,” www.benmeadows.com.
- DAWG “The Spill Control People,” www.dawginc.com.
- Enviro Marine Inc. “Innovative solutions for preventing marine pollutions,” www.enviromarine.com.
- New Pig Corporation “Your partner for a clean and safe workplace,” www.newpig.com.
- Spill 911 www.spill911.com.
- Spilldam, Inc. “Providing Environmental Protection Systems,” www.spilldam.com.
- Highland Tank, www.highlandtank.com.
- W.H. Shurtleff Company “Stormwater solutions, Environmental Products and Systems,” www.whshurtleff.com.



Using green products protects the waters of the Gulf of Maine, maintaining a healthy environment and fishing and tourism-based economy.
(N. Springuel)

- Stormdrain Solutions, www.stormdrains.com.
- Contech Stormwater Solutions, www.contech-cpi.com/stormwater/13.
- Martin Walter Co., Inc., www.walterco.com.
- Pan America Environmental, www.panamenv.com.
- Parker Hannifin Corporation, www.parker.com/racor/fas.html.

In addition, local and national marine stores sell many environmentally friendly products

- Hamilton Marine, <http://hamiltonmarine.com>.
- Lewis Marine Supply of Maine, www.lewismarine.com.

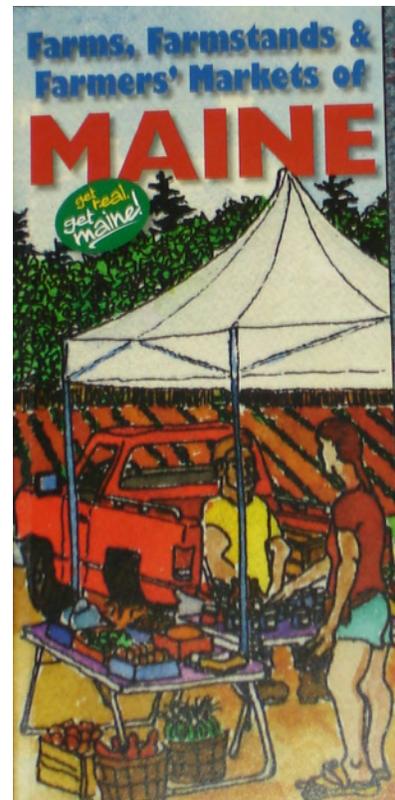
Composting

- **Coast of Maine Organic Products, Inc.** operates a composting facility in Washington County. They work with salmon and blueberry processors and others in both Maine and New Brunswick to create organically certified plant food and compost-based soil. Kelp, shrimp, crab and lobster are all part of the ingredients. For more information, see: www.coastofmaine.com/.
- Composting pet waste (consider these options if your customers travel with pets)
 - Composters.com www.composters.com (including pet waste digesters)
 - LIPA USA, Inc., www.dogtoilet.com.
 - Pet Street Mall, www.petstreetmall.com.

Food

Tourism businesses are in the unique position of being able to showcase the best agriculture and fisheries products from the region. The following is a partial list of food products available for purchase in the region:

- **The Maine Organic Farmers and Gardeners Association** Web site includes a searchable database that includes approximately 20 organic farms in Hancock County, ME and 16 in Washington County, ME., www.mofga.org.
- **Get Real Get Maine** is a program run by the Maine Department of Agriculture that “celebrates the rich bounty of Maine-grown, Maine-caught, Maine-made and Maine-raised products. From fresh fruits and vegetables to farm-raised salmon, venison and lamb, to unique and high-quality specialty foods. Our land also yields products that add beauty to our lives, such as wool, flowers and Christmas trees.” The Web site also has a searchable database to help you find farm stands and other resources throughout the state, www.getrealmaine.com/index.shtml.
- **Ecofish** provides seafood from what the organization considers sustainable fisheries and promotes marine conservation and biodiversity. A portion of the proceeds



Maine Dep't of Agriculture, Food and Natural Resources, Division of Market and Production Development; 144 pgs, organized by County, 2003
www.getrealmaine.com/buy/farmers_markets.htm

goes to marine conservation and education work, www.ecofish.com.

- **The Monterey Bay Aquarium Seafood Watch** has educational tools available for restaurants to use with chefs and staffs regarding sustainable fisheries and alternative choices for fish selections that are endangered, www.montereybayaquarium.org/cr/seafoodwatch.asp.
- **Local seafood** is something many visitors to the region want to sample during their visit. This ranges from lobster and the many fish species caught in our waters to locally harvested seaweed and shellfish. Many local tourism businesses work directly with the harvesters for a supply of their product. Also, fish markets can be found in various towns throughout the region. Check for the source of the product before you purchase and try to buy local fish.

Meetings

Tourism businesses can become part of a larger movement to become green destinations for meetings and conferences.

- The Oceans Blue Foundation offers a Web site, “Blue Green Meetings” (www.bluegreenmeetings.org) that provides environmentally friendly tips and resources for both meeting planners and suppliers, including how to prepare to host groups that are interested in holding a conference/event with fewer negative environmental impacts.
- Environment Canada (www.ns.ec.gc.ca/greenman/help.html) and the US Environmental Protection Agency (www.greenbiz.com/toolbox/reports_third.cfm?LinkAdvID=2392) also offer downloadable guidebooks or reports on greening meetings.

Chapter 5. Certification and Membership Programs

Introduction

Certification programs are a great way for businesses to distinguish their environmental credibility among their competitors in the greater market for tourism. Some of these programs are national certifications according to tourism sector, while others are state or locally driven.

Membership programs allow businesses to show support for environmental and social goals, but do not necessarily rate their achievements. Membership programs benefit businesses because Web sites for these organizations often offer searchable databases that allow a customer to search for businesses in a geographic location that support goals of which they approve.

In addition to securing certifications and memberships, it is always a good idea for businesses to develop an overall environmental policy and flesh it out on their Web sites. This will help consumers see exactly what environmental practices tourism businesses are using to accomplish their goals.

Please note that the membership programs listed below are only those that are specifically targeted toward environmental and social responsibility.



*Bay of Fundy
Recommended
Experience Logo*



On the Maine side, guides can join the Maine Association of Sea Kayak Guides and Instructors which has high standards of safety and stewardship. On the New Brunswick side, several sea kayak outfitters have qualified as Bay of Fundy Recommended Experiences. (www.Ardea-EcoExpeditions.com)

Bay of Fundy Tourism Partnership: A Local Model for the Whole Gulf of Maine?

The Bay of Fundy Tourism Partnership started in 1998 in an effort to bring two provincial governments, New Brunswick and Nova Scotia, together for the first time to develop joint marketing opportunities. The goals included enhancing the visitor experience and producing better operators. According to Terri McCulloch, Manager of the Partnership, the idea was to unify the visitor experience on both sides of the vast Bay of Fundy, a coastal area of international significance.

Of the 1,000 or so businesses that operate in the Bay of Fundy region, about 70 have met the partnership's voluntary standard and received the label *Bay of Fundy Recommended Experience*, a dozen of them in the Fundy Isles/Charlotte County region. From a marketing perspective, the businesses are listed on Partnership brochures and the popular Web site www.bayoffundytourism.com, and they can use the *Recommended Experience* logo on any of their own materials, to help potential customers see how their business stands out from the crowd.

To become a *Recommended Experience*, two on-site business mentoring sessions result in product and marketing recommendations. Businesses seeking the designation also participate in an intensive five-day best practices tour of their fellow *Recommended Experiences* throughout the Bay of Fundy. According to McCulloch, even operators who grew up here are wowed by the experience of seeing it from a visitor's perspective. They make great connections with others in the tourism industry, and come home with a much richer perspective to share with their customers. To ensure long-term quality, the Partnership sends a "mystery shopper," (trained volunteer), to the business every few years, to quietly

evaluate everything from customer service to product delivery while posing as Joe tourist.

The Partnership's brochures state they are "dedicated to sustainable tourism and quality travel experiences in Canada's phenomenal Bay of Fundy." But McCulloch admits that the sustainability goal, now core to the Partnership, grew with time, and from participating businesses' commitment to the ecological importance of the Bay of Fundy. Not to mention that in today's tourism market, businesses with an honest commitment to sustainability have a marketing edge, something clearly not lost on the Partnership. It was time to walk the talk.

Enter a new collaboration with Dalhousie University and the Eco-Efficiency Centre out of Nova Scotia (<http://eco-efficiency.management.dal.ca>).

With participation of the Tourism Industry Associations of New Brunswick and Nova Scotia, the Partnership created the Eco-Business Program aimed at raising awareness about waste reduction, resource conservation and the benefits of making the right environmental choices. Several businesses in Charlotte County took advantage of the Partnership's new eco-efficiency evaluation in 2006. Evaluators walk with the business owner through all aspects of the business's infrastructure, from lighting to heating and everything in between, and compile an in depth report on the operation's eco-efficiency. The most important part of the report lies in the concrete recommendations made by the evaluators, including where they can find the necessary resources and quite literally **how to** green their operations.

It's no wonder that Parks Canada and the Tourism Industry Association of Canada recently awarded the Bay of Fundy Tourism Partnership with the Award for Sustainable Tourism! As the program grows in the years to come, perhaps it can be expanded across the border and become an international model for sustainable tourism in the whole Gulf of Maine?

Hotel Certification and Membership programs:

- 1) **Maine's Environmental Leader program** is a green lodging certification program that allows a self assessment of environmental practices. If the property accumulates 100 points that are verified by the Maine Department of Environmental Protection during a site visit, the property receives marketing advantage rewards including use of the Environmental Leader logo, special listings on the Maine Innkeeper's Association Web site and in brochures at the Maine State Visitor Centers, and extra advertising through public service announcements about the Environmental Leaders program, www.maine.gov/dep/oia/p2/hotels.htm.
- 2) **Audubon International and Terra Choice Marketing** offers the Audubon Green Leaf[™] Program which includes two stages for hotel involvement: educating hotels and lodging establishments about efficiencies and marketing advantages; and a rating and certification program, www.terrachoice.ca/hotelwebsite/indexcanada.htm.
- 3) **Green Seal** is an organization dedicated to promoting the use of certified sustainable products and practices. For the lodging industry, this includes use of less toxic products and furnishings, as well as practices that reduce waste and chemical use. Green Seal certifies lodging properties that meet their environmental standards, www.greenseal.org.
- 4) **Green Globe 21** is a "worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities." Businesses may receive Green Globe certification and can use the associated brand symbol after they have gone through the assessment program. In addition to the lodging industry, Green Globe also has standards for construction, communities, companies, and ecotourism operations, www.greenglobe21.com.
- 5) **The Green Hotels Association** is a membership organization that offers a catalogue of environmental products and tips for lodging establishments. Most notably, the Association offers standard cards and towel rack hangers for lodging establishments to encourage guest not to have their sheets and towels laundered every day. The site also has a searchable database of members for the public to search, www.greenhotels.com.
- 6) **Ceres** has developed mechanisms for lodging establishments to communicate their environmental performance including surveys, guest request cards, and tips, www.ceres.org/industryprograms/ghi.php.



Restaurant Certification and Membership Programs:

- 1) **The Green Restaurant Association** (www.dinegreen.com) is a non-profit organization aimed at making the restaurant industry more ecologically stable. It is a membership organization that offers research, consulting, education, marketing and community organizing services. It has environmental guidelines for restaurants related to energy efficiency and conservation; water efficiency and conservation; recycling and composting; sustainable food; pollution prevention; recycled, tree-free, biodegradable, and organic products; chlorine-free paper products; non-toxic cleaning and chemical products; green power; green building and construction; and, employee education. The Association also has a self-assessment quiz for restaurants to determine their environmental efficiencies. It has certified a number of environmentally friendly products, and lists them on the Web site. To become a member of the Green Restaurant Association, businesses must employ a comprehensive recycling program, commit to not using Styrofoam products, commit to completing four environmental steps per year within the environmental guidelines listed by the organization, and commit to accomplishing one additional environmental guideline after joining the association. The Association has a searchable database of green restaurants, coffee shops, pubs, bakeries, resorts, and schools/universities.
- 2) **The Maine Organic Farmers and Gardeners' Association** (www.mofga.org) certifies organic farms and growers. The Web site includes a searchable database for organic farms and products by county and has lists of resources for farms and growers that are working toward achieving organic certification. Additionally, the Maine Department of Agriculture (www.getrealgetmaine.com/) maintains searchable resource guides and listings of local farms, orchards, farmers markets, and community supported agriculture operations. The site also contains a searchable database aimed at wholesale buyers.
- 3) **Maine Department of Environmental Protection** maintains an online listing of Maine restaurants that support sustainable agriculture and local producers, www.maine.gov/dep/oia/p2/restaurant.htm.

Outfitter and Marina Certifications and Membership Programs:

- 1) **Guide licensing:** In Maine, any person who receives any form of remuneration for his services in accompanying or assisting any person in the fields, forests, or on the waters or ice within the jurisdiction of the state while hunting, fishing,

Maine Environmental Leaders: Blue Hill Peninsula Goes Green

Five businesses in the Blue Hill/Deer Isle/Stonington area have done what it takes to become "Certified Environmental Leaders" through Maine's Department of Environmental Protection. Pilgrim's Inn of Deer Isle, the Orland House B and B and Alamoosook Inn, both in Orland, the Blue Hill Inn, and the Brass Fox located in Penobscot are proud to display the flag on their website.

"We were already doing many of the things required for green certification," Gerry Freeman at the Brass Fox said. "The biggest step was to change over to 0% emission energy." Did it wind up costing him a lot each month? "No, because our usage went down so much with all the other changes that we made. Our bill remains about the same, but we can feel so much better about the world we are leaving to our children and grandchildren."

Simple changes for the inns included towel and sheets reuse cards, switching to compact fluorescent light bulbs, increasing composting, and using low phosphate cleaners. More extensive changes involved new heating systems and plumbing fixtures, buying Energy Star appliances, and locating eco-friendly replacements for standard supplies such as plastic kitchen containers.

All businesses have written and publicized an environmental policy and most of their websites talk about the steps that they are taking to help preserve and conserve the world around them. Alvion Kimball at Orland House Bed and Breakfast said that this program is "a snowball rolling the right way... it's an educational process, and the state has incentives that move us along." If Alvion and others have their way, it won't just be the Blue Hill Peninsula going green it will be the whole state.

trapping, boating, snowmobiling or camping at a primitive camping area, must be a licensed Maine Guide. For more information on becoming a Maine Guide, contact that Maine Department of Inland Fisheries & Wildlife, 207-287-8000 or www.state.me.us/ifw/licreg/guide.htm. Maine Guides can also apply for “Master” certification. Information is also available through www.maine-guides.com an independent Web site. The Maine Guides Web site offers a searchable database for consumers to find an appropriate registered guide within the field of interest.

- 2) **The Leave No Trace (LNT)** organization (www.lnt.org) is a nationally recognized program that provides guidelines and principles for participating in outdoor recreational activities with minimal environmental impact. The program is open to any individual to receive LNT certification at the Trainer and Master level. The Leave No Trace Center provides customized trainings for groups, organizations, and businesses involved in outdoor recreational activities or equipment sales, as well as on-line teaching tools. Several organizations in Maine provide trainings and can be contacted through the Leave No Trace organization. Members receive a 10% discount on merchandise and educational materials.



*Bird Watching on the Bold Coast of Maine
(N. Springuel)*

- 3) **The National Association for Interpretation** (www.interpret.com) is an organization dedicated to furthering professional heritage interpretation. The organization offers certification programs for the Interpretive Planner, Interpretive Manager, Heritage Interpreter, Interpretive Trainer, Interpretive Guide, and Interpretive Host. There are multiple trainers in Maine and Canada. The Web site also contains resources, conference and event listings, and publications for interpreters.
- 4) **Maine Professional Guides Association (MPGA)**, started in 1979, is composed of Registered Maine Guides who strive to enhance the standards of the guiding industry. They are professional guides dedicated to promoting a quality, ethical and legal outdoor experience for all, www.maine-guides.com/.
- 5) **Maine Association of Sea Kayak Guides and Instructors (MASKGI)** is a non-profit organization of sea kayak guides, outfitters, and instructors dedicated to raising professional standards for guiding and teaching sea kayaking on the Maine coast and who embrace the highest of professional business practices and conduct. Members pledge to practice and promote safe and responsible sea kayaking along the coast of Maine, and practice and promote low impact travel and camping techniques, www.maine-seakayakguides.com/.
- 6) **Maine Wilderness Guides Association (MWGA)**, a new organization of guides and sporting camp owners founded in 2004, seeks to provide a unified voice for the profession of wilderness guiding while maintaining the highest ethical, educational, environmental standards, and to advocate for the preservation of remote woods and waters. Through cooperation with landowners and land managers, both public and private, MWGO is striving to establish a reputation of inclusiveness and integrity.

- 7) **ATV Maine (Alliance of Trail Vehicles of Maine)** (www.maineatv.org) ATV Maine is a network of participating ATV riding clubs and organizations that promote responsible riding and the development and maintenance of trails to minimize environmental impact and protect water quality. Business members receive recognition in the organization’s newsletters and a plaque to display at their place of business.
- 8) **The Maine Snowmobile Association** (www.mesnow.com) is an organization designed to promote snowmobiling as a safe, fun, winter outdoor sport. Many of the affiliated clubs also secure landowner permission for trails and take on the responsibility for trail maintenance, grooming, and bridge building.
- 9) **The Maine Marine Trade Association** (www.mmtaonline.com/) sponsors the Maine Clean Marina’s and Boatyards Program, which is a voluntary, "beyond compliance" program dedicated to promoting best management practices in boatyards and marinas. The Program focuses on five areas of concern for boatyards and marinas: Stormwater Management, Boat Maintenance & repair, Fueling Activities/Petroleum Control, Waste Recycling, Disposal & Storage and Boat Pumpouts & Sewage. Facilities are certified following a process that includes taking a pledge, completing a self-assessment and submitting to an independent verification.

Overall Membership and Certification Programs:

- 1) **The Maine Department of Environmental Protection offers the Maine Smart Tracks for Exceptional Performers and Upward Performers or “STEP-UP” program** (<http://www.maine.gov/dep/oc/stepup/index.htm>). The program offers three tracks for businesses to incorporate environmentally friendly practices into their business operations, become leaders in their fields, and then share their successes to the public and other businesses. The benefits to the business include recognition from the state, technical assistance from the Maine Department of Environmental Protection, and mentoring from other environmental leaders.
- 2) **The New Brunswick Environmental Leadership Award program:** Sponsored by the New Brunswick Department of the Environment since 2001, citizens may nominate New Brunswick

individuals, businesses, communities, or organizations that have “demonstrated outstanding commitment, contribution and leadership to the enhancement and/or protection of the environment” for the New Brunswick Environmental Leadership Award; designed to promote long-term, voluntary commitment to environmental stewardship in New Brunswick. The program recognizes six categories: Lifetime Achievement, Youth (individual, group, class or school), Individual Citizen, Business, Communities, Groups, and Organizations, and Media.. Available online in PDF format www.gnb.ca/0009/0369/0006/EL_A-E.pdf.



Most whale watching businesses in the Bay of Fundy and Gulf of Maine support strict standards to avoid disturbing marine mammals. Island Quest in St. Andrews, New Brunswick, runs trips focused on natural and human history. (N. Springuel)

- 3) **Maine Businesses for Social Responsibility** (www.mebsr.org) “is an association of businesses committed to creating a new business climate that recognizes that long-term, sustainable profitability is directly linked to acting in a socially responsible, ethical and compassionate manner.” The organization has a searchable database for best management practices according to industry type or behavior category and a searchable database of members. MEBSR also has a workplace self assessment tool to enable businesses to improve social conditions at the workplace.
- 4) **The Earthcheck** organization (www.earthcheck.org) has developed widely accepted standards and assessment tools for the following industries to use in assessing their environmental sustainability: accommodations (which is required to achieve Green Globe status), administration offices, adventure activities, airports, coach and bus companies, cruise vessels, ferries, greenhouses, manufacturing, communities and destinations, railroads, resorts, restaurants, transportation, vehicle rentals, and vineyards and wineries.
- 5) **Sustainable Tourism International** (www.ecocertification.org) has put together a Sustainable Tourism Eco-Certification Program (STEP) with NSF International, a public health and safety corporation. The program establishes four steps for tourism providers to go through to achieve certification. This certification is open to tour operators, accommodations, attractions (such as museums), transportation service providers, and community-based tourism groups. Tourism providers who achieve eco-certification either by completing the self assessment or by being professionally audited can use the STEP logo in accordance with established policies.
- 6) **The International Ecotourism Society** (www.ecotourism.org) is a “global network of [tourism] industry practitioners, institutions and individuals helping to integrate environmental and socially responsible principles into practice.” The organization has facts and information about ecotourism, provides educational opportunities for members, lists expert speakers, and includes a searchable database of lodging, tour operators, and travel services that have signed a code of ethics related to responsible travel.
- 7) **The Environmental Choice Program in Canada** (www.environmentalchoice.com/English/ECP%20Home/) certifies environmental leaders among products in over 300 categories. These products are given the EcoLogo™ trademark. The Web site describes the criteria and process for achieving the EcoLogo™ trademark.
- 8) **A Simple User’s Guide to Certification for Sustainable Tourism and Ecotourism**, by Amos Bien, the International Ecotourism Society, 2004. “This guide to certification is designed for those who have heard about certifying sustainable tourism and ecotourism and want to understand how it works or how to begin the process.” 24 page booklet can be ordered on the following Web site www.ecotourism.org/.

Chapter 6. Business Planning for Sustainable Tourism

Introduction

It is important to note right from the outset that this chapter is NOT intended to be a primer or guide to business development. There are many excellent resources in the region that are dedicated to providing technical expertise to help you best tap into your market and business potential, to help you write a business plan, and to help you get to the next level of business development. What this chapter will do instead is help you sort through the maze of organizations and resources out there, and provide some introductory tips and concepts to consider as you embark on making your sustainable business goals an economic success story. The chapter is organized into four sections as follows:

- **Business Planning:** There is a diverse array of resources at the state, provincial and federal level, as well as numerous local economic development agencies and non-profit organizations such as Rotary clubs, all dedicated to helping businesses thrive. This section will help you navigate who is who and what they can provide you.
- **Marketing Resources:** This section will offer some basic marketing tips and marketing resources available to businesses in the region.
- **Partnerships and Packaging:** Businesses that partner to provide tourism opportunities can save money and increase their visibility. This section outlines some key resources for working with other businesses, including legal and insurance issues.
- **The Role of Customer Service:** The value of customer service, from the gas station attendant to the professional guide, cannot be overstated. This section lists customer training opportunities through local organizations and at the academic level.

Note that many business and marketing advantages can be gained through membership organizations and by meeting certification standards. These opportunities are outlined in Chapter 5.

As businesses in the Maine/New Brunswick border region and the greater Gulf of Maine increasingly respond to the tourism demand for greener options, there is a tremendous opportunity to merge environmental goals with business savvy. This chapter should point you to some of the business resources that can help you along the way.

Ardea EcoExpeditions: A Sustainable Tourism Start-Up Company

Many of us have dreamt of being research scientists working on a mission to save an endangered species or have watched a television documentary about wildlife research and thought about how rewarding it would feel to be doing such fundamental, important work.

Darrin Kelly, owner and Master Maine Guide of Ardea EcoExpeditions, has tapped into this market by taking his own life-long interests in outdoor exploration, biology and conservation and melding them into an adventure tourism company specializing in “voluntourism” where participants actively learn about and positively influence the environment they are visiting. The programs for this hands-on expedition market are geared to fewer than 6 participants to minimize the environmental impact and maximize the personalized experience.

As a start-up in a niche market, there are challenges. Ardea EcoExpeditions works hard to increase exposure and build awareness both locally and among adventure travelers worldwide. Getting onto regional and statewide promotional Web sites (i.e. www.visitmaine.com or www.downeastacadia.com), cross-marketing with lodging establishments or with renowned research organizations are all part of getting the word out. To assist with cash flow, they lead full and half day sea kayaking Acadia Ecotours which include a “Sunrise Tour for Birders” and multi-day sea kayaking and backpacking Custom Overnight Programs that feature organic ingredients from local farms and fishermen.

Networking throughout the area is another key component in their marketing strategy. Ardea offers educational programs for kids, such as the “Downeast Ecology Program” where local home school youngsters learn about their backyard in

the Schoodic section of Acadia National Park. Ardea's presentations at local chambers of commerce and libraries educate the general public about its work and the environmental efforts that are going on in the area. Additionally, Ardea supports local conservation efforts by donating the equivalent of 1% of its sales to local non-profit programs.

Collaborative programs with established experts also contribute to increased visibility for a start up. An example of this type of collaboration is the Winter Seabird Conservation Program: "In a unique collaboration with researchers from Maine Natural History Observatory (National Geographic, "Harlequin Ducks", October 1994), this winter Ardea EcoExpeditions is leading full day research expeditions to directly assist conservation projects to protect endangered winter seabirds on Isle au Haut. Participants assist in radio tracking elusive Purple Sandpipers and resighting Harlequin Ducks by hiking along the spectacular coast of Isle au Haut – the home of one of the largest concentration of wintering harlequin ducks in the world (over 1000 individuals in the vicinity!). Itineraries can be based around different activity levels, and will offer opportunities to view many species of birds."

Similarly, Ardea will offer "a rare opportunity for an early spring inshore pelagic trip with Captain Bill Baker of Old Quarry Ocean Adventures [another sustainable tourism leader in our area] on board the *Nigh Duck*, a 38 foot lobster boat." Such cooperative programs increase visibility for all parties while "...directly supporting underfunded wildlife conservation projects in Maine in exchange for a life changing outdoor learning adventure."

Their web site defines 'Ardea' as "the genus name of the Great Blue Heron and the Great Egret, whose grace and patience in its watery environs inspires naturalists around the world." As a start-up in this market, the well-named Ardea EcoExpeditions is a living example of sustainability and of its own philosophy to "create a new tourism model that combines the best of ecotourism/voluntourism/traveler philanthropy programs with socially responsible business practices."

Business Planning

This section is designed to help you begin to think about your business plan and to explore resources for moving your business ahead. There are many resources already in existence at the state, provincial and federal level, as well as numerous local economic development agencies and non-profit organizations such as Rotary clubs, all dedicated to helping businesses thrive. This section will help you navigate who is who and what they can provide you, from technical assistance to financing. This section will also offer some marketing tips and resources available to businesses in the region.

Government Agencies and Departments

There are many agencies at the state and provincial level in Maine and New Brunswick that are heavily involved in some aspect of tourism. The following list is intended to help business owners understand and determine the appropriate agency for their needs.

- **Maine Department of Economic and Community Development (DECD).** Dedicated to building strong communities and directing businesses towards emerging new industries, DECD serves as the umbrella organization to the offices of Tourism, Business Development, the International Trade Center, Community Development, Film and Innovation and Science, and Made in Maine program, which is recognized worldwide for its quality and integrity. DECD can be found at www.econdevmaine.com and Made in Maine at www.mainemade.com.
- **Maine Office of Tourism,** of the Maine Department of Economic and Community Development. The Maine Office of Tourism objectives are to promote, manage and develop tourism in Maine, to attract first time visitors to the state, and to support and encourage regional tourism development and promotion. The Office of Tourism was established to administer a program to support and expand the tourism industry and promote the state as a tourist destination. The office includes the Maine Tourism Commission and the Maine State Film Commission. The office's official tourism Web site is www.visitmaine.com.
- **Maine Tourism Commission** was established to "assist and advise the Office of Tourism" to achieve its purpose as described above. The Commission consists of 24 voting members appointed by the Governor. Specific to Natural Resource-based industries: "In September of 2005, the Maine Tourism Commission adopted a set of guiding principles for experiential; tourism development. Developed by the Commission's Natural Resource Committee, the principles are designed to be a reference document for state, regional, and local stakeholders

involved in tourism development” (from Nov 2005 Progress Report and Scorecard of the Governor’s Steering Committee on Maine’s Natural Resource-based Industry p39). The local representative to the commission is Fred Cook: jeanfredc@earthlink.net.

- **Governor’s Steering Committee on Maine’s Natural Resource-based Industry:** After the 2003 Blaine House Conference on Maine’s Natural Resource-based Industry (including tourism, fisheries, aquaculture, forestry and agriculture), Governor Baldacci created a permanent steering committee to oversee and monitor progress of the conference’s recommendations. The committee publishes a newsletter three times a year which can be viewed at: www.maine.gov/spo/natural/gov.
- **Governor’s Task Force on Nature-based Tourism.** Governor Baldacci created a task force to expand tourism opportunities in rural Maine whose first priority is to develop themed travel itineraries in the three regions. Another focus is infrastructure enhancements such as road widening for biking, parking area development and enhancement of observation areas. The creation of the Task Force comes from the *Strategic Plan for Implementing the Maine Nature Tourism Initiative, September 2005*, available at www.businessinmaine.com/resources. This report was put together by Fermata Inc., a tourism development consulting firm that the Maine Department of Economic and Community Development, with support of the Maine Tourism Commission, retained to assess Maine’s opportunities in nature-based tourism in the Western Mountains, the Highlands and Down East.
- **Atlantic Canada Opportunities Agency (ACOA)** is the federal government department responsible for helping build local economies in the Atlantic provinces by working with people in their communities, through their institutions and businesses to innovate, trade and add value in order to create jobs and enhance earned incomes. The Agency provides funding in support of commercial and non-commercial projects. ACOA supports projects and initiatives designed to provide Atlantic entrepreneurs with the skills and tools needed to succeed. ACOA serves as the managing partner for the Canada/New Brunswick Business Service Centre. For more on ACOA: www.acoa-apeca.gc.ca/e/en/index.asp.
- **New Brunswick Department of Tourism and Parks** promotes and markets the province. The Communications branch informs the public of tourism activities in the province through ongoing relations with the media and the public; Tourism Development focuses on research and product development; The Marketing Division is responsible for creating demand for New Brunswick as a year-round destination, as well as generating business for the tourism industry. The government’s Web site is www.gnb.ca/0397/index-e.asp. Tourism and Parks also operates Visitor Information Centres and the official tourism Web site of the province at www.tourismnewbrunswick.ca.



Quality interpretation is an important part of any tourism experience, such as at Saint Croix Island International Historic Site, Calais, ME. (U.S. National Park Service)

**Seascope Kayak Tours:
Committed to Place**

Seascope Kayak Tours, based in Deer Island, New Brunswick, has built a reputation on its commitment to sustainability. That commitment is reflected in all aspects of the business. Owner Bruce Smith explains that “as a tour operator, we have a unique opportunity to provide visitors with an understanding and awareness of special marine environments. This will lead to participants helping protect these special places. This is the ultimate goal of sustainable tourism. A healthy marine ecosystem will lead to healthy, vibrant coastal communities.”

In 2005, Seascope developed a series of sustainable tourism guidelines which steer all aspects of their operations. Traditional green operating principles related to recycling, energy, and green products are only just the beginning. They also cover principles of sustainability at the community level, including contact with local people, natural and cultural interpretation, supporting local conservation programs, and committing to fair trade products.

Smith serves on the Gulf of Maine Council on the Marine Environment's Sustainable Tourism Task Force. He believes that the people of a place are just as important to the tourist experience as the wildlife, the tides, and the scenery, and he works hard to forge positive relationships with fisheries and aquaculture businesses in the region.

There is a herring weir located on the edge of Seascope's beachfront base of operations. It is a chance for tourists to learn about maritime heritage in action. Seascope immerses its participants directly into the natural and human environment, helping them see and feel for themselves what this place, the Bay of Fundy, the Gulf of Maine, really is. And maybe after their experience, they will be compelled to act to protect it.

- **New Brunswick Visitor Information Centres:** Seven Provincial Information Centres and 60 Municipal Visitor Information Centres are scattered throughout the province. The Provincial centres provide maps, tourism publications, events, business brochures, internet service, and activity reservations. At the visitor center in St. Stephen, currency service is available.
- **Business New Brunswick (BNB)** is the provincial government's economic development department. BNB partners with businesses and stakeholders to develop opportunities for growth, innovation and globalization. BNB encourages investment, improvements of the competitiveness of New Brunswick companies and attracts new citizens to the province. Services includes business consulting, resources and tools, industry contacts, and exporting assistance, www.gnb.ca/0398/index-e.asp.
- **Provincial Department of Post-Secondary Education and Training** conducts regional labour market profiles, supports community and regional planning and workforce development, www.gnb.ca/0105/index-e.asp.

Business Planning Resources

Where can you go for business assistance?

- **Wacobiz.com** is an extensive resource and business development directory for small businesses. Though it is geared towards Washington County (thus the name), the resources are applicable for small businesses anywhere and includes information on starting a business, business plan templates, writing a business plan, small business financing sources, or local business consulting, www.wacobiz.com/.
- **Public Sources of Commercial Financing and Technical Assistance for Washington County Businesses.** Sunrise County Economic Council has compiled an up-to-date (October 2006) listing including federal (US), state (ME), regional and local commercial loan programs, venture capitol programs and business support organizations, www.sunrisecounty.org.
- **Business Answers** is a great service for people looking for information about regulations within the state of Maine, www.maine.gov/businessanswers/.
- **The Census Bureau** tracks everyone: where we work, where we live, what we do which is useful for marketing purposes. For the US: www.census.gov. For Canada: www12.statcan.ca/english/census/Index.cfm.
- **Small Business Innovation Research Program (SBIR)**

is a federal (US) program to encourage small businesses to explore technological potential. Grants are available to businesses in the two phases, covering feasibility studies, R and D, and marketability studies. Everything business, including sample business plans and articles on managing your business, as well as contact information for counselors in your area. www.sba.gov

- **Developing Naturally, Enhancing Communities.** A community tourism planning approach uniting the themes of social development and ecological sustainability, Travel ecology is based upon six broadly conceived principles: discovery, mutuality, locality, historicity, potentiality, and enhancement. The site offers free materials for download, including “Nature-based Tourism Enterprises – Guidelines for Success”. The publications come in several languages, www.strom.clemson.edu/publications/Potts/.
- **The Eco-Efficiency Centre** is a nonprofit agency helping small and medium sized businesses make the right environmental choices for both ecological and economical advantage. The Centre focuses on providing information in an integrated fashion on eco-efficiency/pollution prevention, resource conservation and economic efficiency, <http://eco-efficiency.management.dal.ca/aboutus.html>.
- **Smallbiz-enviroweb.org** links to specific environmental best management practices for small businesses, including bakery, food service, furniture finishing, health care, hotel, landscaping, machine shop, marina, retail store, and service station, www.smallbiz-enviroweb.org/pollution/BMPs.html.

Economic/Community Development Organizations

The following organizations provide a wide diversity of technical assistance (including consultation for business start-ups and expansions), as well as direct assistance (including financial assistance to businesses) in Hancock, Washington, and Charlotte Counties.

Hancock and Washington Counties, Maine	
(Thanks to Sunrise County Economic Council at www.washingtoncountymaine.com for helping compile the WC information.)	
<p>Sunrise County Economic Council PO Box 679, 1 Stackpole Road Machias, Maine 04654 Tel (207) 255-0983 www.sunrisecounty.org/</p>	<p>Sunrise County Economic Council (SCEC) is a private, non-profit 501(c) 3 organization focused on initiating and facilitating the creation of jobs and prosperity in Washington County. SCEC’s mission covers three overarching components that include assisting existing, emerging, and start-up businesses; assisting communities with locally initiated, capacity building and community development projects that position them to take advantage of opportunities when they arise; and building strong, capable leadership empowering the people of the region.</p>
<p>Maine Products Marketing Program, Dept. of Economic and Community Development #59 State House Station Augusta, Maine 04333-0059 Tel (207) 624-9804 www.mainemade.com</p>	<p>The Maine Products Marketing Program builds recognition for hundreds of exceptional Maine made products, their producers, and Maine’s industries in general. MPMP is also very proud to provide marketing assistance and to discover and create new and expanded market opportunities for Maine’s many producers.</p>

<p>Maine Department of Economic & Comm. Dev./Eastern Maine Development Corp. (EMDC) PO Box 45 Jonesboro, Maine 04648 Contact: Janet Toth (jtoth@emdc.org) www.emdc.org</p>	<p>(EMDC) is a non-profit organization dedicated to helping businesses and communities in Eastern Maine develop and grow. Direct assistance/technical assistance to programs and resources at DECD/EMDC, brokering of resources within the county and outside the county. Associate Business Counselor for Maine Small Business Development Center.</p>
<p>Maine Small Business Development Center Contact: Steve Richard, sjr@ceimaine.org www.mainesbdc.org 125 High Street, Suite 1 Ellsworth, Maine 04605 OR C/O Sunrise County Economic Council PO Box 679, 1 Stackpole Road Machias, Maine 04654 www.sunrisecounty.org/</p>	<p>The focus of the Maine SBDC is to assist in the creation and maintenance of viable micro, small and technology-based businesses and the jobs these businesses provide. Business counseling for start ups and existing businesses.</p>
<p>University of Maine Cooperative Extension Hancock County Cooperative Extension 63 Boggy Brook Road Ellsworth, ME 04605-9540 ceshmk@umext.maine.edu OR Washington County Cooperative Extension 34 Center Street Machias, Maine 04654 lbassano@umext.maine.edu</p>	<p>Annual Small Business Workshop Series; Business Clinics; Annual Washington County Business Conference and Expo; Value Added Network. Calendar: www.umext.maine.edu/smallbiz/ Publications: www.umext.maine.edu/pubs/bizpubs.htm Virtual Resource Library: www.umext.maine.edu/hbbsite/html/home.htm</p>
<p>Coastal Enterprises, Inc. www.ceimaine.org/</p>	<p>CEI is a private, nonprofit Community Development Corporation and Community Development Financial Institution that provides financing and support in the development of job-creating small businesses, natural resources industries, community facilities, and affordable housing.</p>
<p>Washington Hancock Community Agency Down East Business Alliance One College Drive Calais, Maine 04619 www.whcacap.org</p>	<p>WHCA helps create jobs in eastern Maine by helping people start and grow small businesses.</p>
<p>Down East Business Alliance (DBA) Part of the Washington Hancock Community Agency (see above for contact)</p>	<p>DBA provides Micro-Entrepreneur business planning, technical assistance, training, networking and a loan program.</p>

<p>Coastal Acadia Development Corporation. www.acadia.net/cadc</p>	<p>CADC’s mission is to foster economic development and prosperity in the Acadia region by providing research and facilitation to economic development decision-makers and by enhancing a business friendly image; and to encourage diversity of economic activity and improvement of the economic development infrastructure while advocating for the environmental quality of the region.</p>
<p>Hancock County Planning Commission www.hcpcme.org</p>	<p>(HCPC) is a partner with local, county, and state government to “protect our heritage and resources, plan for the future, and promote a sound economy for the people of Hancock County.”</p>
<p>Women, Work and Community www.womenworkandcommunity.org Hancock County Higher Education Center 248 State Street, Suite 1 Ellsworth, ME 04605 Email: glenon.friedmann@maine.edu OR Calais, Maine 04619 Contact: Georgiana Kendall gkendall@maine.edu</p>	<p>Committed to improving the economic lives of Maine women and their families. Offer career planning; leadership development; money management training; personal development; business start-up training.</p>
<p>Washington County Council of Governments. www.wccog.net PO Box 631 Calais ME 04619 jceast@wccog.net</p>	<p>The mission of the WCCOG is to provide local and regional land use planning and technical assistance to municipalities in Washington County. Executive Director Judy East serves as Chair of the Vacationland Resources Committee, and is a contributing author to DESTINY 2010 and this document.</p>
<p>Charlotte County, New Brunswick</p>	
<p>Enterprise Charlotte, Community Economic Development Agency www.ent-charlotte.ca info@enterprisecharlotte.ca 1-49 King Street St Andrews, NB E5B 1X6</p>	<p>Enterprise Charlotte, as part of the 15 New Brunswick agencies in the Enterprise Network, provides leadership to ensure a prosperous and outstanding place to live and work, by facilitating sustainable economic growth that respects our unique environment. Services include small business counseling, human resource management counseling and development, youth entrepreneurship and skills development, and business management workshops. Enterprise Charlotte helped found and support the Charlotte County Tourism Association.</p>
<p>Connect Charlotte Part of Enterprise Charlotte www.ent-charlotte.ca</p>	<p>Business retention and expansion assistance with a unique approach that combines the initiative of community businesses with a systematic</p>

	interview process, using community leaders and citizens to make it work for effective and well managed economic development that promotes job growth.
Charlotte Community Business Development Corporation http://www.cbdc.ca/	Charlotte's CBDC is part of a network of autonomous, nonprofit organizations that work with all levels of government and the private sector to meet the needs of small business. They offer financial assistance, self-employment benefit, start-up or expansion loans, business counseling and more.

General Tourism Industry Associations

Tourism associations provide a unified voice to a tourism sector or geographic region. They pool marketing resources and can serve as a voice on important political issues.

- **Maine Tourism Association (MTA)**, www.maintourism.com/, representing more than 1,700 members, is a non-profit organization, established in 1921, which publishes the state's official travel planner, *Maine Invites You*, for the State of Maine. This travel planner is distributed worldwide to 350,000 potential visitors. MTA helped start a grass-roots effort to educate the legislature and general public of the importance of tourism funding. MTA also manages a series of visitor centers throughout the state, where their members can, for an annual fee, display their brochures. The following table gives a sense of the volume of traffic traveling through the centers.

Center	Location	Number of Visitors 2006 Calendar Year
Calais	39 Union Street Calais, ME	19,392
Fryeburg (Seasonal)	US Rt. 302, Fryeburg, ME	1,794
Hamden North	1-95 N mile marker 175	87,891
Hamden South	I-95 S mile marker 179	90,493
Houlton	28 Ludlow Rd. Houlton, Me	22,586
Kittery	US Rt. 1; I-95	503,540
Yarmouth	US Rt. 1 I-295 Exit 17	187,412
Total Visitors		911,414

- **Maine Merchants Association's** primary focus areas are business advocacy and government affairs. Member services include a self-funded workers' compensation trust, freight transportation and business insurance referral programs; and phone and credit card processing services.
- **Tourism Industry Association of New Brunswick**, as a voice for all sectors of tourism and hospitality in New Brunswick, is committed to being a representative, industry-driven organization. Through cooperation, experience, and industry insight, TIANB is dedicated to providing leadership and direction, making tourism and hospitality the leading and most viably sustainable industry in New Brunswick. TIANB offers tourism business trainings, relationship building visits, lobbying on behalf of the tourism industry, and more, www.tianb.com/index.php.
- **Charlotte County Tourism Association (CCTA)** was created about three years ago when results of a study conducted by Enterprise Charlotte showed that there was widespread interest among municipalities and the tourism industry to work together to augment tourism in Southwest New Brunswick. The Association focuses on developing marketing products and has been building a

broad base of support across the region in developing promotional materials. For now, CCTA is housed under the auspices of Enterprise Charlotte, www.ent-charlotte.ca/about-us/.

Industry Specific Tourism Associations

- **Maine Professional Guides Association (MPGA)** is composed of Registered Maine Guides who strive to enhance the standards of the guiding industry. They are professional guides dedicated to promoting a quality, ethical, and legal outdoor experience for all, www.maineguides.com/.
- **Maine Association of Sea Kayak Guides and Instructors (MASKGI)** is a non-profit organization of dedicated to raising professional standards for guiding and teaching sea kayaking on the Maine Coast and who embrace the highest of professional business practices and conduct. Members pledge to practice and promote safe and responsible sea kayaking, and practice and promote low impact travel and camping techniques, www.maineakayaguides.com/.
- **Maine Wilderness Guides Association (MWGA)**, a new organization of guides and sporting camp owners founded in 2004, seeks to provide a unified voice for the profession of wilderness guiding while maintaining the highest ethical, educational, environmental standards, and to advocate for the preservation of remote woods and waters. Through cooperation with landowners and land managers, both public and private, MWGO is striving to establish a reputation of inclusiveness and integrity.
- **Maine Windjammers Association** represents Maine's historic windjammer fleet. www.sailmainecoast.com/
- **Maine Innkeepers Association** represents 650 lodging properties of all sizes and types across Maine. Their mission is to improve, promote and protect the welfare of the lodging industry in Maine, through communication, education, promotion and government affairs, www.maineinns.com/.
- **Maine Campground Owners Association (MECOA)** represents 230 plus private campgrounds and acts as an advocate at both Legislatures in Augusta and Washington D.C. It provides educational workshops, member benefits such as cooperative printing programs, and discounts on items such as insurance, telephone and banking, www.campmaine.com/.
- **Maine Restaurant Association's** mission is to "represent, promote and educate the food service industry of Maine," www.mainerestaurant.com.



*A schooner moored at St. Andrews, New Brunswick.
(N. Springuel)*

Chambers of Commerce in the Washington/Hancock/Charlotte Counties Region

Chambers of commerce are generally membership-based, business development organizations that has a mission and focus uniquely tailored to the particular area and to the interest of its businesses and citizens. Some chambers prepare tourism guidebooks to the region, operate visitor centers, operate visitor information phone lines, and offer cooperative marketing for members. Other chambers focus more on business recruitment, skills development, and networking.

Hancock County

Blue Hill Peninsula COC
28 Water Street, P.O. Box 520
Blue Hill, Maine 04614
207-374-3242
www.bluehillpeninsula.org/

Bar Harbor COC
1502 Bar Harbor Road
Trenton, ME 04605
Phone: 207-288-5103
800-288-5103
www.barharborinfo.com

Bucksport COC
52 Main Street, P.O. Box 1880
Bucksport, Maine 04416
www.bucksportchamber.org

Deer Isle-Stonington COC
P.O. Box 490
Deer Isle, ME 04627
207-348-6124
www.deerisle.com/

Ellsworth Area COC
High Street, P.O. Box 267
Ellsworth, Maine 04605
207-667-5584
www.ellsworthchamber.org

Mount Desert COC
P.O. Box 675
Northeast Harbor, ME 04662
www.mountdesertchamber.org/

MDI Regional COC
P.O. Box 396
Bar Harbor, ME 04609
207-288-3411

Schoodic Area COC
P. O. Box 381
Winter Harbor, ME 04693
(207) 963-7658
www.acadia-schoodic.org/

Southwest Harbor / Tremont COC
P.O. Box 1143
Southwest Harbor, ME 04679
1-800-423-9264 or 207-244-9264
Fax: 207-244-4185
www.acadiachamber.com/

Trenton COC
1007 Bar Harbor Road #102
Trenton, ME 04605
207-667-1259
www.trentonmaine.com/

Winter Harbor COC and
Schoodic Peninsula COC
P.O. Box 381
Winter Harbor, ME 04693
800-231-3008
207-963-7658
www.acadia-schoodic.org/

Washington County

Cobscook Bay Area COC
P.O. Box 42
Whiting, ME 04691
207-733-2201
www.cobscookbay.com

Eastport COC
P.O. Box 254
Eastport, ME 04631
www.eastport.net

Eastport for Pride
Box 122
93 Water Street
Eastport, ME 04631
207-853-2400
director@eastportforpride.org
www.eastportforpride.org

Grand Lake Stream COC
P.O. Box 124
Grand Lake Stream, ME 04637
www.grandlakestream.com

Greater East Grand Lake Area
COC
P. O. Box 159
Danforth, ME 04424
207-448-7381
www.eastgrandlake.net

Machias Bay Area COCPO Box 606
Machias, ME 04654
207-255-4402
www.machiaschamber.org

St. Croix Valley COC
P.O. Box 368

Calais, ME 04619
207-454-2308
www.visitcalais.com

Other Maine

Maine COC
7 University Drive
Augusta, ME 04330
207-623-4568
www.mainechamber.org

Bangor COC
519 Main Street
Bangor, ME 04402
207-947-0307
www.bangorregion.com

Bangor Convention & Visitors
Bureau
115 Main Street
Bangor, ME 04401
207-947-5205
1-800-91-MOOSE
www.bangorcvb.org

Charlotte County

Atlantic Provinces COC
506-857-3980

Campobello Island COC
506-752-2231

Eastern Charlotte COC
21 Main Street, Unit 2
St. George, NB, E5C 3H9
506-755-3202,

Grand Manan COC and Tourism
Association
Route 776
Grand Manan, NB, E5G 4K9
506-662-8552, 130

St. Andrews COC
46 Reed Avenue
St. Andrews, NB, E5B 1A1
506-529-3555

St. Stephen Area COC
PO Box 457
4 Milltown Boulevard
St. Stephen, NB, E3L 2X3
506-466-7703

Rotary Clubs in the Washington/Hancock/Charlotte Counties Region

“Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world.” (www.rotary.org) There are several Rotary organizations that meet in the Down East region. Please check the www.rotary.org Web site for the most up-to-date club locator information.

Rotary Club	Meeting Time	Meeting Location	Club Contact
Calais, Maine	Wednesdays at 12:15 P.M.	Calais Methodist Homes	(207) 454-2211
Ellsworth, Maine	Tuesdays at 6:00 P.M.	China Hill Restaurant	(207) 667-8501
Machias, Maine	Tuesdays at 5:30 P.M.	Blue Bird Family Restaurant	(207) 255-4747
Milbridge/Cherryfield, Maine	Thursdays at 6:15 P.M.	Red Barn Restaurant, Milbridge	(207) 546-2955
Mt. Desert Island/Bar Harbor, Maine	Wednesdays at noon	Atlantic Oakes Hotel (also Thursday at 7:00 A.M. at Tapley’s Grill)	(207) 288-5103
Grand Manan Island, New Brunswick	Thursdays at 7:00 A.M.	Fundy House	(506) 662-3856
St. Stephen-Milltown, New Brunswick	Mondays at 12:10 P.M.	Carman’s Diner, St. Stephen	(506) 466-3528

Marketing Resources

The Four P’s of Marketing: Product, Pricing, Placement, and Promotion

Product

The sustainable tourism product that you offer, be it eco-friendly tours or locally produced vegetables, is unique and appealing to a particular market. You need a marketing plan that tells your potential customer about your product, why it is unique, and why they need it. Assuming that your business does not have a Fortune 500 marketing budget, you need to figure out exactly to whom does your product appeal? Which market segment is going to use your product the most, and therefore provide you with the biggest return on your marketing dollars? See the resources listed below to help you research tourism markets for this region. Marketing research that identifies customers early in the planning process will need to be done more than once, if only to check and see if the results are still true.



An important part of marketing is letting visitors know how your product is unique. (N. Springuel)

Maine Artists Collaborate on Marketing

There is no doubt that Sedgwick, Maine, is off the beaten path, and that things are quiet down there. But in amongst all that quiet is a group of artists who want to show their work in the summer tourist season. They have banded together to create and promote the "Sedgwick Village Art Loop," a locally advertised map listing their galleries. Total cost per gallery: \$68. The group then came up with the "Taste of Sedgwick" and found that food made all the difference. One member counted 80 people coming into her gallery for the event, and she sold over \$1,000 worth of inventory. All the artists reported much more traffic through their galleries as the summer and advertising progressed, many folks coming in with the map in hand, so the results of the project were visible.

Artists in Stonington too see the value in collaborating. This group decided to open up on the first Friday evening of each month for the summer season, offering hors d'oeuvres and beverages to patrons, and encouraging people to tour all of their galleries. They found a big increase in gallery traffic and sales over the months. It was so successful that it caught the eye of another entrepreneur - a local taxi driver. Linda Pattie realized that with a tight parking situation in Stonington, it would make good business sense to make herself available to move patrons from one gallery to the next throughout the evening. Thus, she too has seen an increase in business as a result of the gallery owners' successful collaboration.

Pricing

Ask yourself the following questions about product price (what you charge customers) to make sure you are in the right range: Does it cover your costs? Does it allow you and your family to survive? Does it allow for profit? Does it allow for expansion or retrofitting with green alternatives? Is there a segment of your target market that will pay this price? Does this narrow your target market, making it easier to find them, or narrow it too much, making it too small a segment to support your business? Does it allow your business to be involved in community initiatives?

Placement

Take a look at the competition and remember that there is a reason that your product is unique. At first glance, it might not seem so. After all, there are lots of places that have rooms to let, sell lobster dinners, offer excursions, rent kayaks, etc. What makes your business different? How is this difference going to be conveyed to the buying public, which might be forgiven for thinking that one lobster dinner is the same as another? Your market share will determine if your business survives, and there are many ways to gather market share. Don't be afraid to collaborate with your competition. Figure out a way to work together so that you all benefit. Highlight your values, your efforts to go green... This is your opportunity to use your sustainability, your ecological policies, and your environmental beliefs as a marketing tool. This makes you different from everyone else and that is the difference that more and more travelers seek.

Promotion

Once you figure out to whom you are trying to appeal, your problem becomes finding them and catching their interest, making them see that your product is unique, desirable and attainable. This is the part of the marketing plan that everyone thinks of first - promotion! It is more than advertising, although, advertising certainly plays a part in promotion. Promotion is the most strategic investment of your time and money after you have completed all of your market research. It is the 10- to 30-second introduction of your business, its supporting local conservation efforts, its creative advertising, that highlight your green practices... Promotion is all that you do to inform people about your business, who you are, and what you do. For the sustainable tourism traveler, a business's approach to promotion reveals much about the business's ethics and values, so it is important to carry your core message consistently throughout all

of your promotion efforts.

Marketing Resources

- **Maine Office of Tourism** (www.visitmaine.com) The Web site is primarily designed to promote the region, as is the Down East/Acadia site (see below). You can also use the information on their sites to learn who else is in business, get some ideas for possible partnerships that can generate traffic for you, and determine if there is an as yet unmet need that you could fill. Information is also available on these sites about the state and the region, as is the State's strategic plan for tourism www.econdevmaine.com/resources/tourism/strat_5_yr_plan.pdf.
- **DownEast & Acadia Regional Tourism** (DART at www.downeastacadia.com) promotes, supports and manages regional tourism and tourism development, while protecting and preserving the natural resources, historic integrity and cultural character of the Region; as well as enhancing the economic vitality of Hancock and Washington Counties. DART also represents the interests of this region with the Maine Office of Tourism in Augusta. DART's Web site offers a free marketing opportunity for all tourism businesses located in Hancock and Washington Counties. Specifically DART offers:
 - **Business Listing** - To take advantage of this opportunity, go to the site and enter your business information and submit the information.
 - **Event Listing** - Be sure to do the same with any events you are organizing to be sure they appear free of charge on the events calendar.
 - With the **technology share program** being implemented in 2007, an entry on DART's site will simultaneously enter you on the Maine Office of Tourism's (MOT) site (www.visitmaine.com) as well.
 - **Environmental Leaders** - If you are one of the Maine DEP's designated "Environmental Leaders" be sure to check this box when you enter your information on the DART and MOT sites to let the world know you are officially a sustainable tourism business. For information on the certification program, see page 74.
 - **DART's Strategic Marketing Plan** gives background on the region, its competitive advantages, an analysis of the market and suggestions for positioning statements for its target markets. It provides insight into the goals and objectives of the area's marketing and outlines strategies and activities to meet those objectives. Branding themes and strategies are also included and may be useful for many



*Visitors enjoy the Bar Harbor waterfront.
(N. Springuel)*

tourism businesses in their own marketing efforts,
www.downeastrcd.com/DART%20Marketing%20Plan.pdf.

- **Free Stay Maine** was designed to encourage cruise ship passengers who are visiting on a cruise to return to Maine for an extended land-based vacation. For more on this program: www.econdevmaine.com/resources/tourism/free_stay_maine_business_FAQs.pdf.
- **Charlotte County Tourism Association** is developing a comprehensive marketing plan for Southwest New Brunswick, www.ent-charlotte.ca/about-us/.
- **Tourism New Brunswick**, the provincial Web site, offers extensive marketing opportunities, www.tourismnewbrunswick.ca/en-ca/hnhome.htm.
- **New Brunswick Tourism and Parks marketing opportunities**, including online and print, rack cards and special ads, are all outlined with rates and guidelines at www.gnb.ca/0397/industry_links-e.asp.
- **New Brunswick Innovation and Leadership Series** is a professional development program designed to address the specific needs of New Brunswick's tourism industry to further improve its business practices, enhance knowledge and skills of managers and develop quality tourism products. Topics include marketing, management, customer service, the bottom line, product development and leadership. Workshops sponsored by Tourism Industry Association of New Brunswick (TIANB), Department of Tourism and Parks, Atlantic Canada Opportunities Agency, Training and Employment Development, Regional Development Corporation and Canadian Tourism Commission, www.innovation-leadership.ca.
- **The Canadian Tourism Commission** is a marketing organization that promotes the growth and profitability of the Canadian tourism industry by marketing Canada as a desirable travel destination; and providing timely, accurate information to the Canadian tourism industry to empower decision-making, www.corporate.canada.travel/en/ca/index.html.
- **Atlantic Canada Tourism Partnership (ACTP)** brings together Atlantic Canada Opportunities Agency (ACOA), the provincial departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island and the four provincial tourism industry associations. ACTP's mission is to grow the tourism industry in Atlantic Canada, which today represents \$3.175 billion annually for the region's economy and employs over 110,000 people, including research-driven marketing campaigns, www.actp-ptca.ca/
- **Business Marketplace Online Directory Service** contains over 1,100 business listings including large industrial manufacturers to small home-based businesses within the region of Charlotte, New Brunswick. "This is the region's largest and most complete online directory of organizations, businesses, schools, tourist attractions, churches, and government offices." www.ylm.ca/charlotte/.
- **Other general marketing information**
 - www.wilsonweb.com - This site has tons of information and articles about marketing your business on the Web. They also have a free e-newsletter, and promise no additional spam if you sign up for the newsletter.
 - www.gmarketing.com - Guerrilla Marketing is where it is at – the original creative how-to-do-it-yourself marketing guru, Jay Conrad Levinson, sells books, schedules talks, gives info through this site.
 - www.cleavesmarketing.com - a for-profit business whose owner has a love of eastern Maine. There is a monthly tips newsletter available.

Partnerships and Packaging

Partnerships Improve Exposure

Partnerships can greatly increase a tourism business' exposure and financial success. The form that these partnerships take can vary from informal cooperation, such as a recommendation from one business to another, to official legal arrangements and contracts, such as packaged bus tours where the customer pays one fee to the bus company, which has contracted with various natural and cultural destinations, lodging, and restaurants to provide services to the visitors. There are opportunities to leverage marketing opportunities through cooperative agreements within regional organizations that make advertising more affordable for individual businesses. For example, local Chambers often have group co-op discounts on ads with area publications. DownEast & Acadia Regional Tourism (DART) has also helped to subsidize co-op ads in *Maine Invites You*, the state's official travel planner publication. Additionally, it is important for tourism providers and their employees to learn more about the entire Down East Maine region so that they can make recommendations for other activities and places that visitors might enjoy.

Different Levels of Partnering

The most basic form of collaboration among tourism businesses is the recommendation provided to visitors. The best way for business owners to strengthen their presence in the community is to get the word out about what they do and to network with other businesses. There are multiple Chambers of Commerce in the region (see 88 for a list) that market with Web sites and guidebooks. Some chambers also offer group purchasing programs for propane, fuel oil, and other services, as well as host networking functions like business after hours or public affairs breakfasts. There are also other professional service organizations, such as Rotary or the Lions Clubs, that present opportunities to socialize as a business representative.

But perhaps the best way to network in the community is to invite others to your business and demonstrate what you do. This can be done through open house events or offering free services if you can afford it. For example, the Bed and Breakfast Association in Bar Harbor organizes B&B Open House days during the slow tourism season. The public can purchase tickets to tour the inns, which have decorated for Christmas, serve tea, or provide some other special service, and the benefits go to a local charity. Some chambers also offer discount cards for locals or for seasonal employees to encourage them to come try their member businesses. In the absence of programs like these, however, businesses could take their own initiative to strategically offer free samples to those who might be likely to recommend their business. For instance, a kayak company might want to drop off free tickets to a local inn or restaurant to enable the owners or front line

FundyCulture and The Ross Memorial Museum: Why Join a Network?

Sustainability is about protecting the environment for future generations, that seems clear. But sustainability is also about valuing the cultural heritage of a place, from architecture to artifacts, from language to literature, and highlighting the very qualities that make its human history come alive. At the business level, sustainability is also about valuing and highlighting the expertise held by members of a network.

In southwest New Brunswick, where the shores and isles of the Bay of Fundy are rich with the legacies of centuries of European settlement, a dozen heritage-related destinations (all from Charlotte County except the Maine-based Downeast Heritage Museum) have come together to celebrate the region's culture, with support from the provincial government's Heritage Branch. Locals and visitors alike make use of www.FundyCulture.ca, the group's Web site, to find links and information about museums and institutions, archives, a nature center, gardens, and more. Coupled with brochures, word of mouth, and attractive placemats distributed for free to restaurants who love a more aesthetic alternative to the traditional bland placemat, FundyCulture is an effective marketing tool. But it is much more than marketing: the combined effect is the feeling that these businesses care a great deal about the heritage of the Fundy region, and by virtue of their active community involvement, so do the residents.

The Ross Memorial Museum is just one example. Housed in a red brick Georgian mansion built in 1824, the museum pays tribute to one of St. Andrews' many historic and architecturally significant buildings. The museum houses the collections

of Henry Phipps and Sarah Juliette Ross, an American couple who first came to the area in 1902 and summered here for the next forty years. The Rosses later purchased the mansion that is now the museum, explicitly to make their collections available for the community to enjoy. The Rosses were part of that great tradition of philanthropy, and formed a trust for the long-term management of the museum and creation of the community library next door. As museum director Margot Sackett explains, that community commitment continues. Though the majority of summer visitors are tourists, the Ross Memorial Museum is an integral part of the St. Andrews community, providing programs for local school children, an open house for FundyCulture members, a community speaker series, and a wildly successful Christmas program that is powered by hundreds of local volunteers over the years.

Sackett is actively involved in FundyCulture, one of several such networks in New Brunswick, explaining that all members benefit greatly from the collaboration. It is not so easy for small-budgeted non-profits to compete in today's tourism market, she explains. Having this network to tap into, and the support it receives from the province, helps with many aspects of joint marketing and PR, and it helps with diverse needs, such as translation costs to make businesses more accessible to French speaking Canadians. But most of all, Sackett says, it increases business collaboration while saving the costs of hiring outside consultants. The expertise needed is right here, within the group, and that is the value of this network.

staff to try a tour. Similarly, a store that sells local products might want to send a gift basket to local inn owners along with brochures to be displayed in some fashion. And an artist may want to ask if he/she could display his/her art in a restaurant or hotel lobby in exchange for the business receiving a commission on any sales.

Businesses can team up to offer geographic or day-long thematic tours. For example farms have gotten together across the state for an Open Farm Day each summer that is coordinated by the State of Maine. Similarly, artists on the Blue Hill Peninsula, Mt. Desert Island, and Eastern Washington County (“Tucked Away Downeast”) have each coordinated on art tours or maps that direct visitors to open studios.

And finally, when businesses feel confident in their services and relationships, they can enter the field of formal package tours. These arrangements typically require very specific liability insurance, legal contracts, and reservation and payment arrangements (for more information on these, see page 97). There are specific travel agents and bus tour companies that specialize in arranging group tours. See the Resources list below for information on organizations that represent the travel agents, tour operators, and bus tour groups.

The Maine Office of Tourism is also a good source if you are cooperating with other businesses in an overnight package program. You can add your package to the list of Maine Getaways on the www.visitmaine.com site. Download the .pdf for packaging tips www.econdevmaine.com/resources/tourism/mainegetaways_2004_tips.pdf or contact Mark Turek from the Maine Office of Tourism for more information at (207) 624-9826.

Thematic Itineraries in Hancock and Washington Counties

In the summer of 2005, the Vacationland Resources Committee of Down East Resource Conservation and Development (DERC&D) hired an intern, Linda Marie Golier, a master's degree candidate in cultural anthropology at Northern Arizona State University, to investigate tourism opportunities in Hancock and Washington counties, find examples of businesses engaged in sustainable tourism activities, survey these businesses, and put together several itineraries that feature these businesses. The itineraries included tours of Grand Lake Stream, Mt. Desert Island, the Blue Hill Peninsula, the St. Croix River Valley (U.S. side) and Bold Coast, and “A Taste of Downeast Maine.”

While the itineraries were not developed to the stage of actual

package tours, any of the businesses on the routes could collaborate to develop a more formal version of the tour. The itineraries could also be marketed to travel agents and tourism information offices in the region, and they should be accessible to all tourism businesses in Hancock and Washington counties so that front line service staff can provide information to the visiting public. Shortened two-day itineraries and “surf and turf” tours for each county be developed and the region could encourage more volunteer vacations, where visitors spend part of their time volunteering on projects, and that public transportation and bicycle journeys be fostered. To view the draft itineraries, please contact Down East Resource Conservation and Development at (207) 546-2368.

Resources for Group Travel and Tourism

- Discover New England (www.discovernewengland.org/travelpress.html) is an organization representing all New England states that is targeted toward generating international visitation to the region. The organization has several options for businesses to join, learn about international marketing, and distribute materials to Europe.
- The Canadian Tourism Commission (www.corporate.canada.travel/en/ca/about_ctc/index.html) is a marketing organization generally dedicated to bringing international visitors to Canada. The organization has a newsletter and information about international travel to Canada.
- The Travel Industry Association of America (www.tia.org/home.asp) is an organization dedicated to “promote and facilitate increased travel to and within the United States.” The organization represents the travel industry before Congress, organizes trade shows, offers educational opportunities and a job bank, and publishes a newsletter.
- The Tourism Industry Association of Canada (www.tiac-aitc.ca) is a membership organization that is the national advocate and information clearinghouse for the tourism industry in Canada. It offers several trade shows and tourism summits.
- The American Society of Travel Agents (www.astanet.com) represents U.S. travel agents and suppliers. The organization offers training programs, familiarization tours for travel agents, a code of ethics, news briefs, and representation before Congress.
- The National Tour Association (NTA) (www.ntaonline.com) is “an organization of North American tourism professionals focused on the development, promotion, and increased use of tour operator packaged travel. NTA requires all its members to abide by a strict code of ethics that protects members, travel agents, and the traveling public. NTA has a membership of nearly 4,000 packaged travel professionals.” (Information from Maine



Tour buses require a certain level of infrastructure such as facilities that can accommodate larger groups.
(N. Springuel)

**Collaboration Down East
Pays the Bills**

The owner of Lubec Rental Properties, Jody Grimes, recently contacted area businesses asking if they would donate some of their products to go into welcome baskets to be placed in the cottages and houses that she manages. She convinced 6 area business owners to donate products for 100 welcome baskets. In return, she provided her customers with a description of each business, where to find it, what else they have and how to get them on the Web. In each basket, she included a welcome note with a paragraph about the fragile economy of the area.

Quoddy Mist Sea Salt saw a large demand for factory tours, which they credited to the welcome baskets, since they have no signs for the business or for factory tours. After a tour, owner Clayton Lank, who has no retail space at the factory, sent folks down the street to Bayside Chocolates which carries multiple local products, including Quoddy Mist Sea Salt. Bayside Chocolates was one of the other merchants who donated product for the baskets. After the summer was over, owner Eugene Greenlaw said "that was the cheapest advertising I ever did, and it yielded a big return!" Not only did more people come to his store, but he found that his lobster business got a boost too (like many in the region, Greenlaw wears more than one hat). Many customers from Lubec Rental Properties were looking to buy lobster, so Greenlaw held some orders out from his daily catch and offer customers both lobster dinner and chocolate dessert in one shot. In the end, one simple idea netted added income for multiple businesses.

Office of Tourism's presentation at the Sustainable and Experiential Tourism Workshop, March 17, 2006).

- The American Bus Association (ABA) (www.buses.org) "represents approximately 800 motorcoach and tour companies in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations, and contract services (commuter, school, transit). Another 2,300 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motorcoach industry. ABA has a total membership of more than 3,000." (Information from Maine Office of Tourism's presentation at the Sustainable and Experiential Tourism Workshop, March 17, 2006.) There are also several regional motor coach associations in New York, Maryland, North Carolina, Ontario, Pennsylvania, Quebec, Virginia, and Ohio.
- The United States Tour Operators Association (www.ustoa.com) is a professional organization representing companies that put together tours and packages all over the world, but based from the United States.
- The Receptive Services Association (www.rsana.com) is a membership organization that represents tourism businesses and operators that handle package tours coming into the United States. The Association offers legislative advocacy, networking opportunities, educational opportunities, a newsletter, legal advice, and some marketing opportunities.
- Inside Travel (www.insidetravel.ca/) is a directory of Canada's travel industry that lists tour operators, airports, hotels, etc. and provides a searchable database by tourism activity or by country of destination.
- The Maine Tourism Association (www.mainetourism.com) is a membership organization that produces a travel guide for the state, represents state tourism interests before the legislature, and provides a searchable database for visitors to use when planning trips to Maine.
- Tourism New Brunswick (www.tourismnewbrunswick.ca/index.htm) is the official New Brunswick tourism Web site that has a searchable database for visitors to plan their trips and includes sample itineraries, as well as information for convention planners, group tour operators, and cruise operators.

Legal and Insurance Issues for partnering businesses

The following information (through page 99) was presented at the March 17, 2006 workshop, Sustainable and Experiential Tourism in DownEast and Acadia by Peter Klein, formerly of Eaton Peabody Consulting Group, LLC, PO Box 1210, Bangor ME 04402.

The example contracts provided in that presentation are available in Appendix A, and are provided for illustrative purposes only. There is no substitute for legal advice that is specific to the individual circumstances of a business or group venture. The authors provide this as an overview of the contractual, insurance, and statutory issues but strongly encourage that individual businesses obtain their own legal advice.

Commercial Package Tours – Practical Legal Issues

Legal Nature of Collaborative Tourism – Relationships between tour operators, service providers, and customers:

- 1) Contractual relationships between tour operators and service providers.
 - a) Tour operators typically negotiate a wholesale agreement with a service provider, in which the operator received a discounted rate for a set number of bookings for a particular service.
 - b) The discount given by the service provider varies by company, industry, geographic area, and season, but is typically between 20 and 40 percent. Keep in mind, the greater the discount obtained from the service provider, the greater their incentive will be to breach the agreement.
 - c) The agreement between tour operator and service provider (see example contracts).
 - i) The paramount concern in the agreement between tour operator and service provider is enforceability. The tour operator is contracting with customers and counting on the performance of the service provider for its ability to perform and must be absolutely sure that the service provider will perform.
 - ii) Booking procedures need to be specifically defined and in writing (email or faxes will suffice).
 - iii) Tour operators need to work with reliable service providers and have mechanisms in place to insure that, if the service provider fails to perform, they will have advance notice.
 - iv) The tour operator should develop a contingency plan in the event that the service provider fails to perform.
 - v) Any issues which affect a service provider's ability to perform should be disclosed to customers. An example would be bad weather preventing fishing tours. The tour operator should discuss with the service provider what the potential contingencies are.
 - d) What happens if the service provider breaches at the last minute? You will have angry customers unless you have a great contingency plan. Pursuing legal action against the service provider can be effective, but may not solve the problem (the liability of the service provider is likely less than the operator's liability to the customers).
- 2) Contractual relationships between service providers and customers.
 - a) Strictly speaking, service providers have no direct contractual relationship with the customers (privity). Breach of contract claims by customers against service providers would be difficult to maintain.
 - b) Even so, service providers may have implied legal duties to the customers. Service providers may also be liable to customers for instances of negligence.
 - c) The lack of privity also prevents service providers from seeking recourse against customers in the event that the operator breaches the agreement to pay.

- 3) Contractual relationships between customers and tour operators:
 - a) As mentioned above, tour operators will be contracting directly with customers at least in part for the services provided by third parties (the service providers). For this reason, the customers have recourse against the tour operator for any failure to perform by the service providers.
 - b) Customers typically are considered consumers and are subject to greater legal protection than business people.
 - c) Forming contacts with customers. (see examples – Freewheeling Adventures Tour Agreement; Statutory Instrument 1992 example).
 - i) Good business practice (and some of the laws described later) requires a written contract between the tour operator and customer.
 - ii) When dealing with parties from away, there are some difficulties in forming a contract. The legal definition of a contract requires an offer and acceptance supported by consideration. In Maine, the contract is formed by a meeting of the minds between an offeror and offeree, in which both parties manifest an intent to be bound by certain terms. In other words, get a signature.
- 4) Insurance issues. Tour operators should carefully review their policies and work with their insurance agent to make sure that they are covered for losses which occur when customers are in the care of service providers. Service providers should not rely on their general liability coverage nor the coverage of the tour operator, but should work with their agent to make sure they are covered for covered for the customers.

Governmental Regulation – specific and general governing legislation:

- 1) United States federal legislation – there is no specific legislation other than a regulation which requires marine operators of boats in excess of 100 tons to make certain disclosures. However, the Federal Trade Commission does prosecute tour operators who defraud customers.
- 2) Maine legislation – again no specific legislation governing tour operators. Maine has a comprehensive consumer protection law designed to cover a broad range of conduct by businesses in their dealings with consumers.
- 3) European community directives. Tour operators dealing with residents of European Union countries should be aware of the broad EU directives governing tour operators. To date, we have found no cases in which American tour operators have been held liable under the EU directives. However, to the extent that American tour operators work with European tour operators, the American tour operators would do well in the relationship with European tour operators to have a working knowledge of the EU directives.
- 4) In addition to the contractual issues noted above some examples from the United Kingdom (below) also provide good reminders about the kinds of things to be included in brochures that advertise your packaged offerings. (Statutory Instrument 1992 No. 3288):

Information to be included (in addition to the price) in package brochures

- The destination and the means, characteristics, and categories of transport used.
- The type of accommodation, its location, category or degree of comfort, main features and where the accommodation is to be provided in a member State, its approval or tourist classification under the rules of that member State.
- The meals which are included in the package.
- The itinerary.

- General information about passport and visa requirements which apply for foreign citizens and health formalities required for the journey and the stay.
- Either the monetary amount or the percentage of the price which is to be paid on account and the timetable for payment of the balance.
- Whether a minimum number of persons is required for the package to take place and, if so, the deadline for informing the consumer in the event of cancellation.
- The arrangements (if any) which apply if consumers are delayed at the outward or homeward points of departure.
- The arrangements for security for money paid over and for the repatriation of the consumer in the event of insolvency.

Elements to be included in the contract if relevant to the particular package

- The travel destination(s) and, where periods of stay are involved, the relevant periods, with dates.
- The means, characteristics and categories of transport to be used and the dates, times and points of departure and return.
- Where the package includes accommodation, its location, its tourist category or degree of comfort, its main features and, where the accommodation is to be provided in a member State, its compliance with the rules of that member State.
- The meals which are included in the package.
- Whether a minimum number of persons is required for the package to take place and, if so, the deadline for informing the consumer in the event of cancellation.
- The itinerary.
- Visits, excursions or other services which are included in the total price agreed for the package.
- The name and address of the organizer, the retailer and, where appropriate, the insurer.
- The price of the package, if the price may be revised in accordance with the term which may be included in the contract under regulation 11, an indication of the possibility of such price revisions, and an indication of any dues, taxes or fees chargeable for certain services (landing, embarkation or disembarkation fees at ports and airports and tourist taxes) where such costs are not included in the package.
- The payment schedule and method of payment.
- Special requirements which the consumer has communicated to the organizer or retailer when making the booking and which both have accepted.
- The periods within which the consumer must make any complaint about the failure to perform or the inadequate performance of the contract.

Tour Agreements

Many example tour and package tour agreements were provided in the March 2006 workshop, some of which are reproduced in the Appendices. Use the following links for additional examples of contracts from a wide variety of package tours.

Tour Agreements:

- www.endlessindo.com/tour_agreement.pdf
- <http://hiddentrails.com/conditions.htm>
- www.vantagetravel.com/PDFs/T&Cweb62005.pdf
- www.co.multnomah.or.us/sheriff/jailtour.htm
- <http://voyager.dvc.edu/~slin/StudyTour.PDF>
- www.gradcity.com/documentation/HS_Tour_Agreement.pdf
- www.caravantours.com/pages/termsoftravel.html
- www.holidaze.com/cgi-bin/index.cgi?current=5&subcurrent=5&site=holidaze
- www.itb.co.jp/society/institution/aamas2006/summary.html
- <http://tours.ricksteves.com/tours06/tourap.pdf>

Tour Operator Associations:

- www.ntaonline.com
- www.ustoa.com

European Community Directive on Package Tours

- www.opsi.gov.uk/si/si1992/uksi_19923288_en_1.htm

Finally, in our region, www.wacobiz.com/legal has more information and samples.

The Role of Customer Service

Did you ever travel somewhere, stop and ask a store clerk or gas station attendant where you could get a meal or what there was to do in the area? There are usually two kinds of responses. One that we hope to never hear: “there is nothing going on in this town,” and another that makes us glad we stopped because we hear that “yes, there are a lot of things to do, and if I were here for only one day, I would not want to miss...”

How do you make sure that tourists coming through the area get the preferred response? You can train your employees, or even make it a criterion for employment, to be enthusiastic and knowledgeable about the area, and to convey that enthusiasm when they speak to your customers. But how can you make the employees of other businesses answer the same way? Make sure that they know that you are open for business, and what sort of business you have. Drop off flyers. Talk to the owners, and work to educate them on the importance of front line staff having an appropriate response to tourist questions. Or work in partnership with other businesses or chamber groups on training employees or learning about each other’s businesses. Conduct or attend customer service/hospitality workshops for front line employees at local businesses in your area.



*An important part of customer service includes knowing about the attractions available in the area.
(J. East)*

Help these employees see the impact that they have on other businesses in town, and that they are an important part of the economic life of the community. Make sure that they know that there really is something to do around here, and what and where it is.

That way, when a tourist passing through stops for gas and asks “where is there a good place to eat around here?” they get such a good response that they not only stop for lunch, but they also spend the rest of their day in the area, and plan to come back for a vacation.

Hospitality and Other Tourism Related Training

- **DownEast & Acadia Regional Tourism (DART)** - Periodically DART also offers Marketing Training sessions at local chamber meetings or other community events, including training programs that provide regional information on local activities and attractions. Contact DART for the latest information (207) 546-3600. Contact DART for information on any upcoming trainings at info@downeastacadia.com or by phone: 207-546-3600. DART Web site www.downeastacadia.com.
- **Customer Service Flyer** – DART developed a basic informational brochure on the elements of customer service. This coupled with DART’s area brochures provides a reference for any business in the area that serves tourists including restaurants or lodging facilities, and gas stations, convenience stores, gift shops, etc. Information in the flyer is

helpful to serve any customer, visitor and resident alike. Contact DART for a copy of the flyer and or a supply of the destination brochures, (207) 546-3600.

- **Washington County Business Conference** – The University of Maine Cooperative Extension organizes this conference in the spring of each year which provides seminars on many different topics of interest for businesses in the area. For information visit the Web site at <http://wcbcm.org/> or the Cooperative Extension’s site at <http://www.umext.maine.edu/counties/washingt.htm>.
- **Business and Industry Training Center Eastern Maine Community College**, Michael Ballesteros (207) 974-4869 provides training for a fee, mballesteros@emcc.edu.
- **Local Chambers of Commerce** often provide marketing training or other customer training sessions. Be sure to keep in the loop locally for information on these opportunities (Contact information for chambers are listed on page 88).
- **Business and Convention centers** – often these organizations will offer hospitality training to groups. Check with your nearest one to see if they can bring the training to you. Bangor convention and visitors bureau can be reached through their Web site www.Bangorcvb.org. In New Brunswick, the Saint John Visitors and Convention Center can be reached at 888-364-4444.
- **Tourism Hospitality Institute**. Provides hospitality, customer service and destination training for a fee. Contact Bangor Convention and Visitor’s Bureau. 207-942-6309 or 1-800-91-MOOSE
- **The Education Committee of the Maine Tourism Commission**. The committee will soon be offering a pamphlet highlighting how tourism needs to grow through training current staff, improving customer service, developing new strategies, partnerships with complimentary businesses, understanding visitor needs and developing new entrepreneurs. It lists where training workshops are available and which colleges offer courses that have certificate programs, associate degrees and bachelor degrees in tourism. This piece is now in the process of final development and appropriate channels of distribution are being determined.
- **The “FISH! Philosophy”** at www.Charthouse.com, is a method of getting the best customer service from employees. The FISH! Philosophy is an interactive philosophy that gets people thinking about how they look to the outside world. There is a video, a lecture series, and a book series.

**Raye’s Mustard:
Where Heritage and
Customer Service Merge**

Raye’s Mustard Mill, an important part of the regional heritage, is North America’s last remaining traditional stone-ground mustard mill. Four generations of the Raye family have been grinding mustard on the rock-bound coast of Maine since 1900, when the son of a sea captain founded the company to produce mustard for Maine’s burgeoning sardine industry. In 1903, the mill moved to Eastport, Maine, allowing mustard to be shipped by rail and by steamship.

Today, the trains, steamships and all but one of Maine’s sardine canneries are gone, but Raye’s historic old stone mill, now a working museum, stands as a lasting testament to the quality and authenticity of a bygone era. The tenacious commitment of the Raye family has preserved that quality and authenticity even while adapting to the preferences of a changing world.

While most modern mustards are cooked or ground by high speed technology, Raye’s maintains the traditional cold grind process that preserves the volatile taste qualities of the whole seeds, natural herbs and spices.

Winner of the Maine Tourism Association’s 2006 Down East and Acadia Regional Tourism Award, the authentic mill charms young and old visitors alike. The Pantry Store, located at the front of the mill, is a well-stocked gift shop featuring the full range of mustards, as well as many Maine-made products.

Both the mill and store are open year-round, and visitors are always welcome. The owners and their friendly staff provide tours of the mill and invite visitors to sample each of their mustard flavors. Raye’s Mustard is a model of where heritage and customer service blend for an

Colleges and Universities

- **The University of Maine System**
 - **The Center for Tourism Research and Outreach (CenTRO)** is an effort by the University of Maine System to bring educational research and resources to the task of sustaining a healthy and growing tourism industry in Maine. CenTRO grew out of recommendations from the Blaine House Conference on Maine's Natural Resource Industry and the increased recognition of the economic, social, and environmental impact of tourism in Maine and the importance of recreation to the quality of life in Maine. CenTRO coordinates the efforts of faculty across numerous disciplines on all campuses in the state. CenTRO's mission is to strengthen Maine tourism through research as well as outreach to the industry, state and its communities, www.umaine.edu/centro/.
 - **University of Maine, Orono:** Parks, Recreation & Tourism
 - **University of Maine at Machias:** Recreation Management, Tourism & Hospitality
 - **University of Maine's Hutchinson Center:** Tourism Certificate
- **Community Colleges**
 - **Washington County Community College:** Adventure Recreation and Tourism, Culinary and Baking Certificate
 - **Eastern Maine Community College:** Restaurant & Food Management
 - **New Brunswick Community College in St. Andrews:** Hospitality and Tourism, Adventure Recreation
- **Other Colleges**
 - **College of the Atlantic:** one degree in human ecology with possible concentrations in green and/or sustainable businesses and ecological entrepreneurship.
 - **Husson College:** Business Administration with a concentration in Hospitality Management.



Hancock and Washington Counties, Maine, and Charlotte County, New Brunswick, offer an endless suite of options for locals and visitors alike. Sustainable tourism can help ensure the region stays as appealing for generations to come.
(N. Springuel)

Appendix A: Three Samples of Legal Contract

Note: The following samples were presented at the March 17, 2006 workshop: Sustainable and Experiential Tourism in DownEast and Acadia by Peter Klein, formerly of Eaton Peabody Consulting Group, LLC, PO Box 1210, Bangor ME 04402.

B&B Charters Inc. Worldwide Fishing Adventures Terms & Conditions

1. Acceptance of the Contract

Upon purchase of the tour package, the terms and conditions set forth herein become a binding contract between the Purchaser and B&B Charters. Acceptance of this contract occurs when deposit is received by B&B Charters at its office. Purchaser represents by tender of payment that the itinerary has been reviewed and that it meets Purchaser's expectations and request.

2. Definitions

a. The Tour Package purchased by the Purchaser from B&B Charters consists of the itinerary prepared by B&B Charters or its affiliates and the vouchers for pre-paid travel services. The itinerary is the written travel schedule listing scheduled daily activities and travel services purchased. In the event of a difference between information contained in the brochure and that contained in the itinerary, the language of the itinerary shall control. Vouchers are coupons which constitute evidence of pre-payment by Purchaser for various travel services. B&B Charters is bounded by only the terms and conditions contained on the vouchers it delivers to the Purchaser.

b. Confirmation of travel arrangements. Travel Arrangements are not confirmed until B&B Charters has received the required deposits and Purchaser has received formal confirmation from B&B Charters.

c. Hotel/lodge accommodations. It is anticipated that the hotel accommodations shown in the brochure will be utilized; however, comparably classified accommodations may be substituted at the time the specific itinerary is prepared. Hotel accommodation classification standards used at the location involved do not refer to standards used at any other location.

d. Transfer refers to transportation from one location to another, generally between and hotel and, unless otherwise stated on itinerary, refers to a seat on a bus, van, car or other vehicle. Determination of the appropriateness of vehicle shall be determined by the provider of the service.

3. Reservations and Payment

To reserve space on any trip, we require a deposit of \$200-\$3,000 per person, depending on the specific tour program. Deposits are due no later than 10 days from the date of the reservation. Early reservations are essential to guarantee your accommodations on the date you wish to travel. Reservations made within 60 days of the departure require full payment, plus any additional charges for expenses incurred due to special mailing, fax charges, etc. Final payment is due 60 days prior to departure. If this final installment is not paid when due, B&B Charters reserves the right to treat the reservation as canceled.

4. Participation

Purchaser is responsible for selecting a trip appropriate to his or her health, physical abilities and interests. The right is reserved to decline to accept or retain a person as a tour member for any reason which affects the operation of the tour or the rights and welfare or enjoyment of the other tour members.

5. Price of Tour Package

The Tour Package price includes all the pre-paid travel services represented by the vouchers provided to the Purchaser, together with the charges by B&B Charters for its services in preparing the itinerary.

a. All prices are accurate and available at the time of publication, and include charges for planning, operation and servicing the package. Prices do not include airfare unless otherwise stated.

b. Until full payment is received from Purchaser, prices are subject to change, due to fluctuations in tariffs, exchange rates and other factors beyond B&B Charters' control. If the group falls below the minimum passenger requirement, the trip is subject to cancellation or repricing.

c. B&B Charters has no obligation to provide Purchaser with any information concerning the costs utilized in establishing the price of the tour package, either before, during or after the tour is completed.

d. Price does not include charges for passports, visas, inoculations, excess baggage charges, trip cancellation or interruption, accident and baggage insurance, or transportation not included in the itinerary, optional tours, items of a personal nature, items not specifically listed as included and international departure taxes.

6. Cancellation Policy

All cancellations are pursuant to the client's scheduled lodge cancellation policy. Refunds, if any, are given solely at the discretion of and by the particular lodge you were scheduled with. B&B Charters fees are non-refundable. We strongly ENCOURAGE you to purchase trip CANCELLATION insurance soon after registering for a trip. In the event that you must cancel your trip due to illness, family crisis or other emergency, this insurance reimburses you for the non-refundable trip costs. This insurance also provides for limited accident and baggage coverage. You may purchase trip insurance through your travel agent or obtain insurance forms directly from B&B Charters.

7. Refunds

No refunds are given for any unused pre-paid services included in the tour package or any changes made in the itinerary while enroute, including changes in hotel accommodations, excursions, and transportation services. Charges included for services provided by B&B Charters are not subject to refund.

8. Changes in Itinerary by B&B Charters

B&B Charters reserves the right to:

a. Make changes or cancellations in services where such changes are made necessary by circumstances beyond B&B Charters' control, including changing carriers and substituting similar hotel accommodations for those designated in the itinerary.

b. Cancel any trip due to inadequate sign-up which makes the trip economically infeasible to operate. In such cases, a full refund of the cancelled trip cost is the limit of B&B Charters' liability.

Appendix A: Three Samples of Legal Contracts

9. Warranty Disclaimer

No guarantees or warranties express or implied, are made that the tour package will meet all of the traveler's expectations, specifically regarding weather or fishing/hunting conditions or productiveness.

10. Airfare Considerations

B&B Charters cannot be responsible for any part of the fishing or hunting package that might be missed because of the cancellations or delays of commercial airlines. B&B Charters will make reasonable effort to assist the Purchaser in transferring to the fishing/hunting destination, but Purchaser is responsible for any additional expenses incurred in making this transfer.

11. Release

B&B Charters, its affiliates and all cooperating airlines and agencies act only in the capacity as agents in all matters of transportation and tour operation, and their liability is limited to the terms of the airline tickets and land accommodation contracts. Group organizers, travelers and tour participants, individually and jointly, release B&B Charters from any and all liability and responsibility, known or unknown, present or future, for any and all loss, injury to person, damage to property, or accident, or which may be the result of any delay or change of itinerary, or irregularity connected with the tour package purchased, which is beyond its control, included but not limited to, acts of God, transportation problems, fire, machinery or equipment malfunction or failure, government actions, wars, civil disturbances, labor disputes, riots, thefts, sickness or weather, and which includes all expenses or damages, direct or consequential, claimed or sustained by group organizers, tour participants, or travelers, and waive B&B Charters based on any claim of negligence by any of the suppliers of services included in the tour package.

The passenger tickets shall constitute the sole contract between and the purchaser of these tickets and/or passenger. All baggage shall be carried at participants own risk. Purchaser is solely responsible for obtaining necessary travel documents for the areas visited. This release is binding upon group organizers, tour participants, travelers, their representatives, heirs and assigns.

12. Choice Of Law And Venue

All questions of law in any action based upon any claim of breach of this agreement shall be determined in accordance with the laws of the State of Oregon as existing at the time of such action. Any action brought by either party based on any claim arising under or as a result of this contract or based on the tour package of which it is a part, shall be brought in a court of competent jurisdiction in Wasco County, Oregon.

Freewheeling Adventures Tour Agreement, Waiver, Assumption of Risk, & Rental Agreement

Tour name: _____ Tour Date: _____

My name/Our names: _____

1. Trip changes: I acknowledge that Freewheeling Adventures Incorporated, whether carrying on business as Freewheeling Adventures or otherwise (hereinafter referred to as Freewheeling) reserves the right to change itineraries and prices without prior notice. I understand that significant currency changes may require a fair adjustment at final payment due date. In the event of a change of date, registrants no longer wishing to participate will be offered a full refund, as will be the case should the trip be cancelled and the registrants not wish to participate in any alternate trip available at that time. Should I substitute, or add to, or change the initially agreed upon trip as noted above, I acknowledge that all terms and conditions noted here will apply, and that any incidental or additional costs may be deducted from or charged to any deposit which might have been lodged with Freewheeling.
2. Inappropriate Behaviour: Freewheeling reserves the right to deny participation to anyone who, in its good faith estimation, endangers or disrupts the enjoyment of any other trip participants.
3. Promotional Materials: I agree that participating in a Freewheeling excursion constitutes permission for Freewheeling to use my name and likeness in promotional materials.
4. Waiver: I hereby acknowledge that the sports of bicycling, kayaking, and hiking expose participants to many risks and hazards, and by participating in these sports in conjunction with Freewheeling I am exposing myself to these hazards, some of which are inherent in the sports, and some of which may result from human error. I understand clearly that by signing this Agreement and Waiver, I release and forever discharge Freewheeling, its employees, officers, directors, agents, successors, and assigns, or one or more of them (hereinafter collectively referred to as "the Releasee") from claims, demands, actions, or causes of action arising or to arise from or connected with the rental of any property of Freewheeling, and/or the participation in any tour or excursion with the Releasee, including any instructions, guiding, training, or representation connected with the same, which I or my heirs, executors, administrators, or assigns can, shall, or may have against the Releasee, including claims arising from the negligence of the Releasee. I also acknowledge that I am entering into this contract with Freewheeling in both its personal capacity and as trustee for its officers, directors, employees, agents, successors, and assigns.
5. Rental Agreement: If I agree to rent equipment from Freewheeling, I agree to return all of this equipment at the end of the tour or the expiry of the agreed rental period in the same condition as when delivered to me, reasonable wear and tear only excepted. I also acknowledge that I am so responsible even when my use of the equipment is in a tour or excursion organised by Freewheeling. In the event of loss or constructive loss of the rental equipment, I agree to pay replacement value thereof to Freewheeling, should Freewheeling elect to replace the same equipment, otherwise I shall only be required to pay fair market value for that equipment, and in the event of damage which is less than a loss or constructive loss of the equipment, to pay for the cost of repairs, and I also agree that without prejudice to any other remedy Freewheeling might have, any and all amounts due hereunder can be deducted from or charged to any deposit which might have been lodged with Freewheeling.
6. Jurisdiction/Choice of Law: I acknowledge that this agreement is subject to Nova Scotia law, and that any dispute arising therefrom or any way connected with our involvement with Freewheeling, its officers or its employees, is subject to the exclusive jurisdiction of the courts of Nova Scotia.
7. Plurals: Use of the singular shall be deemed to include the plural when this document is signed by more than one person, in which case their obligations are joint and several.
8. Cancellation: I understand that if I cancel, my cancellation is subject to policies advertised by Freewheeling, and that I may be required to forfeit deposits or complete payment. I understand that it is my responsibility to obtain cancellation insurance.

Appendix A: Three Samples of Legal Contracts

9. Travel Accident Insurance: I understand that I must secure traveler's accident insurance coverage, either through Freewheeling or from my own independent source. I understand that obtaining such coverage is mandatory prior to my participation on any Freewheeling excursion.

I(we) acknowledge having read this Agreement and Waiver in full, and I(we) agree to its terms.

Signature(s): _____ Date: _____

If participant is under 19 years old:

I hereby execute this Agreement and Waiver on behalf of _____ (insert name of minor), and agree to indemnify and save harmless Freewheeling, its officers, directors, servants, and agents from any damage and expenses arising from any claim, which might be brought by the aforesaid minor contrary to the terms of this agreement.

Signature of parent or guardian: _____ Date: _____

Relationship to participant: _____

Example Agreement between Tour Operator and Hotelier

(This example is based on an actual agreement between a Tour Operator and Hotelier, though the names have been changed. This example is for illustrative purposes and is not provided as an example of the ideal agreement between a Tour Operator and Supplier.)

Tour Operator:

Tour Operators, Inc.

Main Street

Ellsworth, ME

Phone and fax:

Hotelier:

Hotel of Machias

P.O. Box 1, Machias, ME

Main Street, Machias, ME

Phone and fax:

Sales Contact name and number:

Groups Contact name and number:

Room reservations contact name and number:

THIS DOCUMENT WILL BE USED AND RELIED UPON IN THE PRODUCTION OF HOLIDAY BROCHURES AND FOR THE PRODUCTION OF CUSTOMER INFORMATION AND MUST BE COMPLETED ACCURATELY AND FACTUALLY.

ERRORS IN THE REPRESENTATIONS CONTAINED IN THIS DOCUMENT MAY RESULT IN TOUR OPERATIONS, INC. BEING HELD IN VIOLATION OF CURRENT EUROPEAN COMMUNITY DIRECTIVES RELEVANT TO TOUR OPERATORS. ANY BREACH OF THESE DIRECTIVES RELEVANT TO TOUR OPERATORS (sic). ANY BREACH OF THESE DIRECTIVES CAN RESULT IN LEGAL ACTION BEING TAKEN AGAINST TOUR OPERATIONS, INC. AND ITS CONTRACTED SUPPLIERS.

A. Facilities General Description

1. Property/Supplier type:

- ___ Hotel
- ___ Motel
- ___ Apartments/Studios
- ___ Villa
- ___ Hotel
- ___ Inn/Resort
- ___ Ski Lodge
- ___ Condominium
- ___ Other: _____

2. Location/Setting:

- ___ Downtown
- ___ Oceanside
- ___ Lakeside
- ___ Mountains
- ___ Roadside
- ___ Isolated
- ___ Residential
- ___ Airport
- ___ Other: _____

3. Actual age of establishment/building(s) _____

4. Furnishings/Themes (basic/luxurious/new/old/contemporary/Victorian/colonial, etc.) _____

5. Dining Arrangements (where and how served): _____

6. Specific Customer Suitability:

- ___ Families
- ___ Couples
- ___ Elderly
- ___ Singles
- ___ Active
- ___ Quiet
- ___ Premium
- ___ Budget

Appendix A: Three Samples of Legal Contracts

7. Refurbishing programs/building work (dates last completed/start and finish dates of any current or proposed work/details of work/likely effect on customers/machinery used/noise levels/alternative facilities):

8. Property Information:
Number of Buildings _____
Number of Elevators _____
Number of rooms per building _____
Total number of rooms per category:
_____ Double/Double
_____ King bed
_____ Other: _____
Minimum/Maximum room occupancy: _____
Handicapped accessible rooms: _____
Handicapped equipped rooms: _____
Wheelchair access to all public areas: Yes/No
Connecting rooms: _____
Non-smoking rooms: _____
Smoking rooms: _____
Laundry service: _____
Rollaway beds: _____
Maximum age for children staying free in parent's room: _____
9. In-room facilities (stand room; check all that apply)
_____ Shower
_____ Tub
_____ Telephone
_____ Color TV with cable
_____ Free movie channel
_____ Tea/coffee machine
_____ Mini bar
_____ Refrigerator
_____ Kitchenette
_____ Safe
_____ Hair dryer
_____ Patio/balcony
_____ Other: _____
10. On-site facilities:
Restaurants:
Type: _____
Open months: _____
Open days: _____
Breakfast/Lunch/Dinner: _____
Waiter/Buffer: _____
Average meal cost: _____
Bar(s):
Type: _____
Open months: _____
Open days: _____
Food: light fare/meals/no food: _____
Entertainment:
Nightclub: _____
Game Room: _____
Other: _____
Recreation (for each, please indicate the dates available and costs and age restrictions):
Bicycles: _____
Fitness Center: _____
Horseback riding: _____
Sailing: _____
Sauna: _____
Tennis: _____
Whirlpool: _____
Golf: _____
Pool: _____
Other: _____
11. On-site general facilities (gift shop, parking, babysitting, etc.):

12. On-site security:
_____ 24 hour security

Appendix A: Three Samples of Legal Contracts

- _____ Security personnel employed
_____ Security patrols
_____ Security cameras in use
_____ Perimeter fence
_____ Beach security
13. Health/Safety:
_____ Fire inspection certificate. Issued by: _____
_____ Date of issue/expiration: _____
_____ Fitted fire alarms
_____ Fitted smoke alarms
_____ Fitted emergency lighting
_____ Fitted sprinkler system
_____ Fire extinguishers
_____ Emergency plan
_____ Staff emergency training
_____ Fire exits with "crash" doors
_____ Fire instruction displayed for guests
_____ Health inspection certificate. Issued by: _____
_____ Date of issue/expiration: _____

If any of the information above relating to the product facilities changes or closes in a way which will affect hotel guests, Tour Operator, Inc. must be notified at least 70 days prior to the date of such change, cancellation or closure.

B. Terms and Conditions

1. Room Rates

All room rates are net, non-commissionable and per room per night. All room rates are guaranteed to be at least 35% below the applicable rack rates. These rates apply to all bookings made by Tour Operators. All unsold Tour Operator pre-blocked inventory will be released to the hotel by the specific release date on the space inventory contract unless other arrangements have been made, will not be subject to any cancellation charge up to 4:00 p.m. on the day of arrival. Cancellations received after this time (or no-shows) may be subject to a cancellation penalty of one (1) night's room and tax (no penalty on meals). All confirmed rooms are guaranteed for late arrival by Tour Operators. No rooms are to be released or relocated without prior written approval from Tour Operators. In the event of a relocation, the hotel agrees to provide equitable compensation to both Tour Operators and its customers. Due to the possibility of communications problems from time to time, it is the Hotel's responsibility to check with Tour Operators if group rooming lists have not been received by the release date. Rooming lists serve to communicate the details of reservations and a release of any unsold space.

2. Meals. All meals are to include the following specifications:

Continental breakfast: Choice of juice, cold cereal, toast or muffins, selection of preserves, fresh fruit, milk, coffee/tea/decaf
Full American Breakfast: Choice of juice, cold cereal, minimum of one hot entrée with breakfast meat, toast or muffins, selection of preserves, fresh fruit, milk, coffee/tea/decaf
Dinner: soup or appetizer, salad, vegetable, potato/rice/pasta, entrée (minimum of four choices) rolls and butter, dessert, beverage.

3. Deposit and Payment Procedures

No deposits will be required by the hotel or forwarded to Tour Operators for any pre-blocked inventory. All Tour Operators bookings will be on a direct bill basis. If required, a credit application will be completed and returned for direct billing. Full payment will be forwarded by Tour Operators upon receipt of the Tour Operators voucher. The Hotel must collect these vouchers from each individual booking or from one of the Tour Operators Director or their representative. Tour Operators agrees to remit payment within 30 days from the receipt of the invoice. Individuals are responsible for their own incidental charges. Tour Operators will not be responsible for payment of incidental charges incurred by any passengers.

4. Liability and Conditions of Service

In accepting the booking, the Hotel guarantees its contractual services for the entire duration of the contract period. In particular, the Hotel assumes responsibility for flawless and impassable operation (accommodations, meals, service, general facilities). Should any construction work take place at or near the property or should any of the amenities or services offered at the hotel become temporarily or permanently unavailable and this proves likely to affect the enjoyment of the client's stay, the supplier is to inform Tour Operator immediately in writing via fax. The Hotel also guarantees that it has and will at all times maintain all appropriate insurance policies, including public liability insurance, with a reputable insurance company and/or companies to cover any liabilities of the Hotel arising out of the provision of service and/or products.

The Hotel agrees to indemnify and keep fully and effectively indemnified Tour Operators from and against any actions, proceedings, losses, claims, charges, damages, or liabilities incurred by or assessed against Tour Operators arising out of or as a consequence of or in connection with the provision of services by the Hotel or Tour Operator's customers regardless of the jurisdiction in which such actions, proceedings, losses, costs, claims, charges, damages, or liabilities arise.

5. Confidentiality

All terms and conditions of the agreements are confidential between Tour Operators and Hotel and details cannot be revealed to passengers, clients, or any third party.

Note: This is a general agreement between a supplier and tour operators, subject to an annual pre-order of rooms and mechanisms for ordering and releasing rooms which were pre-ordered.