



Maine Outdoor Recreation Story Ideas and News for 2022

Conservation & Stewardship

#LoveMaineWaters

This new social media campaign to encourage all people to take responsibility for the health and safety of Maine waters is a grassroots collaborative initiative of the Maine Marine Trades Association, Maine Coast Fishermen's Association, Friends of Casco Bay, and Maine Island Trail Association. The goal is to engage individuals, businesses, and other organizations who use Maine's many waterways – from streams and lakes to the ocean – to promote shared values on social media with the hashtag #LoveMaineWaters. A social media toolkit with logos and social media-ready messages can be found on the group's website (lovemainewaters.org)

Love Maine Trails Month

[Love Maine Trails Month](#) started in July of 2022 to harness the collective power of Maine's organizations and volunteers to participate in critical trail work projects throughout the State. Volunteers of all ages and abilities can sign up for a day of trail maintenance and improvements at locations throughout Maine. The social media campaign featured #LoveMaineTrails.

Nature Conservancy Acquires Land in Hancock County

The [Nature Conservancy](#) has acquired approximately 13,500 acres of forested land north of Tunk Mountain in Hancock County. The land, which will continue to be open for birding, hunting and fishing, abuts an existing preserve to the north of Tunk Mountain and the northwest corner of the state's Donnell Pond Public Land. The acquisition will expand The Nature Conservancy's 9,700-acre Spring River Preserve, increasing the size to about 23,500 acres.

State of Maine Acquired Pond Cove Island

The Maine Bureau of Parks & Lands (BPL) has acquired Pond Cove Island, a 50-acre island located in Englishman Bay, Washington County. The island will be added to [Rogue Bluffs State Park](#) and is roughly a third of a mile from the mainland. It features nearly two miles of winding shoreline, gentle stone and cobble beaches suitable for landing kayaks and small boats, and open views of the Atlantic Ocean.

Land for Maine's Future

Last year, the [Land for Maine's Future Program](#) (LMF) was infused with \$40 million in new funding for the conservation of working forests, farms, and commercial waterfronts, public access to our woods and waters and the protection and management of wildlife, including deer wintering habitat.

New Hiking Trail in the Katahdin Region

This is the first full year of the opening of the [Great Circle Trail](#), a new 30-mile hiking trail loop on the Nahmakanta Public Reserved Land in the heart of the Katahdin Region. The Great Circle Trail connects the

Turtle Ridge Loop, Debsconeag Loop trail and the Appalachian Trail into one large network. The loop trail can be hiked in bite-sized sections or a multi-day adventure, utilizing eight remote campsites.

Maine Breweries Give Back

We all know Maine has great beer, but our brewers make a difference when it comes to supporting our environment and the great outdoors:

- [Maine Beer Co.](#) has been a proud member of 1% for the Planet since their founding in 2009. donating 1% of gross annual sales to environmental nonprofits through 1% for the Planet.
- [Baxter Brewing Company](#) From Mount Desert Island to Millinocket, [Sea to Summit Brew](#) celebrates the binary beauty of Maine and two of its most treasured races: The MDI Marathon and Millinocket Marathon. A portion of proceeds from the sale of this beer is donated to the Friends of Acadia and the Friends of Katahdin Woods & Waters. They have also released beers that support the [preservation of Maine State Parks](#).
- [Rising Tide](#): Invests in the revitalization of their neighborhood and the greater Portland area to create a thriving and safe space for all. One area of focus is stewardship of Maine’s oceans and rivers, local land trusts and outdoor activities. Partners they give back to include Maine Island Trail Association, Portland Trails and Sebago Clean Waters.
- [Allagash Brewing](#): Helping the people of [Nibezun](#) (sacred Wabanaki land along the Penobscot River) install a solar array.
- [Bissel Brothers](#)
 - Partnerships: Bissell Brothers has pledged 3% of all taproom “Preserve and Protect” can sales to Friends of Baxter State Park. Other partners include Maine Farmland Trust, Portland Trails, Sebago Clean Waters and The Maine Brewshed Alliance.
 - “You Earned It Series,” Charity Based Brewing: In 2019, Bissell Brothers launched the “You Earned It Series” to showcase various non-profit organizations. Any Bissell team member can develop a recipe for a one-time beer in a smaller format. From these batches, \$1,000 is donated to the organization of the brewer’s choosing.

Economic Development

West Mountain Expansion at Sugarloaf

[Sugarloaf](#) will begin its most transformative project since the installation of the SuperQuad when more than 450 acres on West Mountain are developed with a new high-speed lift, new trails with snowmaking, and the largest residential real estate development in a generation. The development will expand Sugarloaf’s beginner and intermediate terrain and will greatly alleviate traffic congestion at the SuperQuad. The new lift will be installed in the summer of 2023 and could debut during the 2023-24 season.

Skowhegan River Park to be Developed

The Skowhegan River Park (also known as [Run of River](#)) will redevelop an industrial downtown river corridor into an accessible outdoor recreation asset with an expanded trail network and enhanced whitewater activities. The river park will not only benefit community members through improved river access and free recreation opportunities, but it will also bolster the regional economy by attracting visitors, businesses, and new residents.

Recreation Economy for Rural Communities

Bangor is one of [25 communities](#) nationwide selected for planning assistance from the Recreation Economy for Rural Communities (RERC) program. The RERC program helps communities identify strategies to grow their outdoor recreation economy and revitalize their Main Streets. In 2019 Fryeburg was selected as one of only 10 partner pilot communities nationwide. Recreation Economy for Rural Communities is sponsored by the [USDA Forest Service](#), the [Northern Border Regional Commission](#), the [Appalachian Regional Commission](#) and EPA.

Maine's Dark Skies

A National Monument, A Dark Sky Sanctuary

The [Katahdin Woods & Waters National Monument](#) is known for its hiking, paddling and all-around epic outdoor recreation. And now, [The International Dark-Sky Association](#), the world's recognized authority on combatting light pollution, has designated the monument as an [International Dark Sky Sanctuary](#).

Only 13 exist throughout the entire world. And in the United States, there's only one east of the Mississippi.

Appalachian Mountain Club's New "See the Dark" Campaign

The International Dark-Sky Association has designated the [Appalachian Mountain Club's Maine Woods](#) property as an [International Dark Sky Park](#). The property is within Maine's famed 100-Mile Wilderness and includes part of the [Appalachian Trail](#). The park is the first of its kind in New England. Now, AMC has introduced [See the Dark](#), a public awareness campaign to highlight the importance of preserving the night sky for its beauty, our health, and the world around us. A major component of this is an educator-created program for the 2022-2023 school year.

Mountain Biking in Maine

For incredible mountain biking, whether you're a complete beginner or an expert rider, the mountain biking in the town of Carrabassett Valley is unparalleled. The [Carrabassett Region Chapter of the New England Mountain Bike Association](#) and the town of Carrabassett Valley have developed a network of professionally built cross-country trails, originating at the base of Sugarloaf Mountain and spanning more than 80 miles throughout the valley, approximately 22 miles of which are new or completely rebuilt trails. These trails are in addition to the Sugarloaf trails that were designed for the 2022 Enduro World Series. Maine has eight New England Mountain Biking Association (NEMBA) chapters working to get more people into the sport. The NEMBA chapters are building new and expanding existing [trail systems across the state](#) including York, Camden, the [Katahdin Region](#), [Presque Isle](#) and more.

Lift-Serviced Mountain Biking Comes to Saddleback

[Saddleback](#) in Rangeley recently unveiled lift-serviced mountain biking. The Bike Park also includes the South Branch Bike trails and is open 7 days a week from 8 a.m. to 4 p.m. The Saddleback Bike Shop offers a full fleet of rentals, bike accessories, service and repairs. Saddleback joins [Mt. Abram](#) for lift-serviced biking.

No Carbon Footprint

[Acadia GEM](#) vehicles are now available for rent in Acadia National Park. The 100% electric, low-speed vehicles are available in two, four or six-seat models, and the all-glass roofs and removeable doors offer unrestricted views of the beauty of Bar Harbor and Acadia without leaving a carbon footprint. They are also pet friendly.

Maine Oyster Trail

There's a new way to enjoy Maine oysters, and it's on the [Maine Oyster Trail](#). Whether you want to shuck, taste, learn from the experts or just grab and go, there's no better way to appreciate the fresh reward of Maine oysters. Featuring 75 one-of-a-kind Maine oyster businesses to experience, the trail features the best of the best and has [options for everyone](#) including farm tours, boat and kayak tours and raw bars. As you travel the trail, you have the option to use your [Maine Oyster Passport](#) to check in at participating businesses, keep track of your visits and earn rewards.

Maine Events

With varied terrain from the mountains to the sea and an abundance of room to roam, Maine is the ideal venue for large scale outdoor events. For the first time in 2022, the state welcomed the multi-day cycling celebration, [Gran Fondo Hincapie](#), in Bangor and the famed triathlete swimming, biking and running event, [Ironman 703](#), in Augusta. Both events plan to continue in Maine in the future.

Maine Outdoor Brands

Maine, with its 3,500 miles of pristine coastline, rugged mountains and unspoiled wilderness in between, often described as a four-season haven for outdoor adventurers of all abilities, is where dozens of outdoor brands have opted to call home. Some of those are Maine's most iconic brands and along with new rising stars that epitomize entrepreneurial spirit make up [Maine Outdoor Brands](#), a non-profit alliance that unites business leaders and entrepreneurs in raising awareness of Maine's outdoor recreation economy.

Outdoors for All

Outdoor Equity Fund

[Maine Initiatives](#) and the [Nature Based Education Consortium](#) have partnered to co-host the [Outdoor Equity Fund](#) that will make grants to BIPOC-led organizations to address [the nature gap](#) and improve outdoor equity. The purpose of the fund is to improve safe, equitable access to outdoor spaces and increased opportunities for nature-based learning in Wabanakiak, (known as Maine) for Wabanaki, Black, Indigenous, and People of Color (BIPOC).

Accessibility & Gear

- Maine's Gear Libraries are helping new enthusiasts find fun in the outdoors: [Katahdin Gear Library](#) in Millinocket, gear lending through the [Skowhegan Outdoors Initiative](#) and [Portland Gear Hub](#) with its [Bike School](#).
- [Maine GearShare](#), an equipment lending service for outdoor recreation and a first-of-its-kind collaboration of outdoor brands, funders, and trip-leading organizations, launched its pilot season in May 2022 providing camping and hiking gear necessary for positive outdoor experiences to 108 participants from 13 schools.
- [Popham Beach State Park](#) unveiled new accessibility upgrades in August. The park now has a 350-foot, blue mobility pathway made of recycled plastic and polyester that runs down the beach. It provides easier access to the beach for those with limited mobility as well as wheelchair users and people with baby strollers and wheeled coolers.

Rippleeffect Outdoor Center

[Rippleeffect](#) has partnered with Portland Schools and the City of Portland to establish the Rippleeffect Outdoor Center located adjacent to Rowe Elementary School in Portland, and will be the centerpiece of Diversity, Inclusion and Equity of Access for all Maine youth as it relates to outdoor adventure opportunities. Completion of the center is scheduled for spring 2023.

Education & Workforce Development

Maine Business School Outdoor MBA program

The Maine Business School at the University of Maine – Orono is offering a MaineMBA Concentration in [Outdoor Industry Management](#). The program is designed for professionals seeking leadership roles in commercial ventures utilizing the outdoors and natural environment, including roles in travel and hospitality, outdoor recreation, ski and snow industry, and recreational waters.