

Tourism Asset Attraction Worksheet

Town of Brownville

Types of tourism asset-attractions include: **NS** Natural Scenic, **OR** Outdoor Recreation, **CH** Cultural Heritage, **FH** Forest Heriatge, **WW** Watchable Wildlife, **SE** Special Events, **AG** Agricultural, **CA** Cultural Arts.

PQ *High Quality* is a guiding value if tourism development. For any attraction this means a pleasing clean appearance; smooth customer-oriented operations and procedures; resource protections; and hospitality.

AU *Authenticity* is a key, important value. It means letting the distinctive local flavor of a community shine through in ways that create and produce a true, “sense of place”.

UN *Uniqueness* is the “edge” that sets an attraction in your community apart from the competition.

DP *Drawing Power* is measured in terms of the number of visitors who will travel a specified distance to visit your community and whether they will return for repeat visits.

AT *Activity Options* are important characteristics of attractions. The first impulse is to concentrate on buildings, sites, facilities. But, it is important to remember the activities that provide resident and visitors things to do.

Characteristics for each attraction were ranked 1-4. Be sure to read the field/discussion notes for each....

Attraction	Type	PQ	AU	UN	DP	AT	AVG	FIELD/DISCUSSION NOTES
Pleasant River Walk	NS OR	3	3	3	2	3	2.8	PRW has many activity possibilities over 4 seasons, spring fiddleheads and wildflowers, very scenic in all seasons, winter snowshoe or x-country trail, a very family friendly easy trail connecting Brownville with Brownville Jct.
Schoodic Lake	NS OR	3	2	3	3	4	3.0	Water, fishing and boating activities, public boat ramp, multi-season possibilities, winter fishing derby in conjunction with Milo. Are there specific scenic, “beauty spots” on the lake? If so how does one find-get to these special places?
Railbed to KI	NS OR	2	3	2	3	4	2.8	This rail bed is a new multi-season public asset that is relatively undeveloped. Has snowmobile and ATV activity, plus the 100 Mile Dog Mushing venue this winter. Are there other compatible trail venues for this land based connector from “Junction” to KI following along the scenic Pleasant River. Some have been exploring rail-bed historic features.

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Alumni Weekend	SE	3	3	2	3	3	2.8	While AW has been primarily focused on alumni of the Brownville Jct. High School, other activities of broader community interest also occur...community river walk event, quilt fair, etc.
Pleasant River Pleasant River (ctd.)	NS OR	3	3	3	3	3	3.0	The river connecting Brownville-Brownville Jct. is a fairly safe, moving water section. The big caution is the take-out/put-in at the old Brownville Dam. The upriver section is suitable for canoe poling, upstream, even when water levels are lower... Poling above B.Jct. offers interesting explorations and wildlife watching among the floodplain islands below the confluence of the E&W Branches. Poling up to or floating down from Walker Bridge on the E. Branch is a very beginner and family-friendly stretch of river. At lower levels you may have to get out and pull your boat over some of the shallow gravel bars. Some information and signage about river options is worth considering and evaluating. Who in the community canoes or poles these sections?
Snowmobile Trails	OR	3	3	4	4	3	3.4	There is a good network of trails in-out of town with easy access, but long term infrastructure, as always, remains uncertain. Snowmobiling around here is more at ease, slower paced, family oriented; not a race track like Moosehead. What and where are the base accommodations that support this?
Ebeemee Lakes	NS OR WW	3	3	3	3	4	3.2	Upper and Lower Ebeemee are smaller bodies of water, safer for canoe and kayak explorations. Bogs and wetlands around both afford excellent WW, especially moose. Camp life around both are appreciated as blue-collar, slower paced. Upper Ebeemee affords an excellent scenic window north to Mt. Katahdin... The in-feed from the East Branch is another interesting ecological feature, including an old corduroy tote road further up the East Branch above Upper Ebeemee.

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ASF Picnic Site	NS	2	2	2	1	2	1.8	At the old Brownville Dam by the bridge, you can buy lunch over at the store, and hang out here for a relaxed, enjoyable lunch (as long as the black fly season has passed). This ASF owned site is available to the public as a picnic site, but lacks directional and interpretive signage. The gravel ramp into it is pretty steep, what about park and walk in? Either side of the river should be evaluated for a safe canoe put-in/take-out above the old dam site.
Norton Pond Norton Pond (ctd.)	NS OR	3	3	3	1	2	2.4	This remote pond is privately owned, gets lots of local-use, summer and winter. It is undeveloped, quiet, no powerboats, “a place you can go to and feel like you are out there in the remote Maine Woods”. Access is undeveloped, hand carry. Locals consider this an asset, one of their special quiet places. However, the future of privately owned Norton Pond staying the same remains uncertain. Locals say, “keep it local”, but how to do this with private lands around the pond?
X-Country Skiing (undeveloped)	OR	---	---	---	---	---	---	This activity may have some potential, but specific trails are not developed, needs further investigation. X-Country skiing is a major winter activity, along with snowshoeing and dog mushing at the new AMC site in KI/Gulf Hugas.
Walkers Bridge (undeveloped)	OR	---	---	---	---	---	---	This is an informal, undeveloped site by the Hwy 11 bridge over the E. Branch north of B. Jct. It has a deep water swimming hole, and possible canoe launch point for floating downriver to B. Jct. Does MDOT own the land at this site?
Watchable Wildlife Brownville Jct. (undeveloped)	WW	---	---	---	---	---	---	There is much discussion about deer, moose, coyote sighting-watching in Brownville Jct during winter months. It might be informative to map and evaluate the habitat surrounding B. Jct. and relate this to WW populations. Also, local feeding has magnified populations. WW in B. Jct. also connects with CP rail history when grain spills from rail cars likewise attracted wildlife in the winter.

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Dog Mushing, 100 Mile Race Greenville- Brownville	SE	---	---	---	---	---	---	The 100 Mile race w/ Greenville this winter was a good event for the mushers and the communities. Community involvement was huge, people pulled together. School involvement with the event had excellent hands-on learning opportunities. The webcam got 106 hits. There were no snowsled problems with the race. There were lots of observers at the GH lookout who got to there by snowsled. There are no commercial dog mushing venues in Brownville.
Town Forest (undeveloped)	OR NS	---	---	---	---	---	---	Two Rivers Lot has river paddling connections, WW, is a very scenic place, has an old homestead site, not easily accessible by road. Current use has been for periodic timber harvests; the plan could be updated for other possibilities. The 3 lots that are town forests have not been evaluated for opportunities beyond timber....The Stickney Lot on Milo line has old homesteads, lilacs, apple trees.
Town Forest (ctd.)								
Piscataquis Soil Water Conservation District Forest (more info needed)	OR NS	---	---	---	---	---	---	The PCSWCD Forest is in Williamsburg, adjacent to the town. It would be worthwhile to talk with Sheila Grant, NRCS, and Gordon Moore, MFS, about this public demonstration forest, including the extent of vernal pools in this forest.
Brownville Historical Society	CH	3	4	2	2	2	2.6	(See Comp Plan) BHS is housed in the historic Methodist Church. Town history around slate railroads is unique. Railroads include; Old Town/KI, BAR, CP, VIA. Slate connections have not been develop in the field. BHS has offered special programs with schools and is open during homecoming. Has some summer staffing via volunteers.
Historical Buildings (see the EMDC plan)	CH	---	---	---	---	---	---	Needs further investigation via the EMDC inventory report to determine historic-architectural values. Who are the folks in the community that are keen on this?
Moses Greenleaf Monument (not evaluated)	CH	---	---	---	---	---	---	Very small in scope, but with larger historical connections to early Maine land surveys, slate discovery. Greenleaf's map from the late 1800's defined this region as Maine Highlands.

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The Prarie (undeveloped)	CH	---	---	---	---	---	---	Prarie appears to have few observable, high value attributes; yet local folks have lots to say about the historic comings and goings out there on the flattest place in the county... dance hall, roller rink, airport, motorcycle races, great potatoes, especially beautiful at the flowering stage. Prarie has an interpretable geologic-hydrlogic-glacial history and a buried past with no interpretation. It seems a bit steeped in local lore. What about an “untold stories from Prarie night”. While those from away would not have clue, locals have lots... Aslo, this is a good place for star watching on a clear, bug-less night.
Cemeteries (not to be promoted)								
Old Home Days	SE	3	3	3	2	3	2.8	This 2 day public event includes a craft fair, yard sale, beanhole bean supper, music, and an auction which is the centerpiece. This Brownville Community Church sponsored event has regional draw, and provides whoever shows up with lots of local flavor. This rural venue ain’t Sotheby’s, but by golly it’s authentic Brownville, Maine.
Craft Fair Quilt Show (needs multi-commur Marketing attention)								
Field of Dreams Greenhouses	AG	---	---	---	---	---		4 Greenhouses, family run business, mothers day opening, May-July season, locally appreciated, the only one in town, vegetable seedlings, annual , perennials, soils and fertilizer.
Schoodic Lake Fishing Derby	SE OR	3	4	3	4	3	3.2	This is a gauranteed good time, winter event. In it’s 43 rd year, it is one of the oldest, most organized winter fishing derby’s. Last year 2000-3000 were on the ice. This event has New England Region draw. Also, it is a highly social time, with lots of people visiting with each other.

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II. What are the key questions to ask when evaluating any tourism asset-attraction?

QUALITY: Is this attraction in good, visitor-friendly condition? How does it rate in terms of appearance, operations, hospitality, and resource protection?

AUTHENTICITY: Does this attraction reflect the natural, cultural or economic heritage of the community? Does it reflect the communities “sense of place”?

UNIQUENESS: Is the attraction unique within a 150 to 300 mile market area?

DRAWING POWER: What geographic areas do / will customers come from?

ACTIVITIES: Does the attraction offer a varied and changing set of activities?

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