



MEMORANDUM OF UNDERSTANDING

The following Memorandum of Understanding must be signed by the legislative body of your community in order to become a Trail Town.

Template Memorandum of Understanding

Memorandum of Understanding

Between

North Country Trail Association and _____

This Memorandum of Understanding (MOU) is entered into by and between North Country Trail Association, a 501(c)(3) non-profit organization, located at 229 E. Main Street, Lowell, MI 49331, hereinafter referred to as NCTA, and _____ located at _____, hereinafter referred to as Trail Town.

Purpose: The purpose of this MOU is build a relationship between North Country Trail Association and the community that is beneficial to both, supports hikers with services, promotes the Trail to its citizens and embraces the Trail as a resource to be protected and celebrated. It will identify ways the town and the Trail can work together, plan together, and capitalize on the benefits a National Scenic Trail can bring to the area.

Statement of Mutual Interests and Benefits: NCTA is dedicated to building, maintaining, promoting, and protecting a 4,600 mile long distance hiking trail through the northern tier of states from New York to North Dakota, called the North Country National Scenic Trail (NCNST), providing a variety of outdoor experiences throughout the North Country to connect visitors to the wonders of nature. The Trail Town is near the NCNST which offers basic tourism amenities and can be marketed as a nature-based tourism destination, resulting in local economic stimulus and increased public awareness of the natural and cultural heritage of the North Country.

This MOU is established between NCTA and Trail Town to help each other accomplish mutually beneficial objectives:

- A. Educate local businesses of the value of the NCNST as an economic resource.
- B. Enable both parties to apply for targeted grants to assist in the community's efforts towards nature-based tourism development, economic development, and trail-related infrastructure development through the development of promotional products, educational resources or signature events.
- C. Increased usage and awareness of the NCNST attracting more eco-tourists to local communities.
- D. Promote responsible tourism development within the community and support of the NCNST.

In consideration of the above premises, the parties agree as follows:

NCTA shall:

1. Promote the Trail Town as a destination through its website and other media.
2. Offer outreach materials to the community such as brochures, newsletters, posters, displays, etc.
3. Provide detailed information on hiking opportunities near the community which can be reproduced and distributed to visitors to Trail Town.
4. Provide periodic guided hikes that depart from the Trail Town.



5. Provide support at local festivals or other community events to encourage interest in the North Country Trail, when possible.
6. Provide two 18" x 18" metal signs with the North Country Trail Town logo for posting at the entrances to Trail Town.
7. Regularly maintain the section(s) of the North Country National Scenic Trail near the Trail Town so that casual day hikers can easily locate and follow it.

Trail Town shall:

1. Include the NCNST and the NCTA in their promotional materials.
2. Make North Country Trail information available to the public at the local visitor centers and/or Chamber of Commerce and provide space for a NCTA display or wall mounted poster.
3. Work with the local NCTA contact to promote guided hikes or events
4. Assist in promoting special designations such as National Trails Day (first Saturday each June) and Annual North Country National Scenic Trail Day (last Saturday each September).
5. Monitor the number of visitors who are seeking the Trail Town as a destination for hiking.
6. Attract businesses that support nature-based tourism such as outfitters, hostels, and shuttling services and assure that NCTA maps and guides will be available from a business in town for visitors to purchase.
7. Encourage local businesses to provide discounts on accommodations or special weekend packages for visitors who show their NCTA membership card.
8. Develop a Trail Town Master Plan.
9. Install the two North Country Trail Town signs at the entrances of the community as soon as possible after the issuance of the Proclamation.

We, the undersigned, have agreed on the contents of this MOU. Any changes must be agreed to by both parties.

Trail Town—(Town, City, Village, Borough)

Signed _____,
_____, Title

Date

Signed _____,
_____, Title

Date

North Country Trail Association

Signed _____,
_____, Executive Director

Date

Signed _____,
_____, Chapter President

Date

