The Moose, NH

How one fledgling non-profit initiative took seven small towns into two million Facebook feeds



SRPC Overview

MISSION

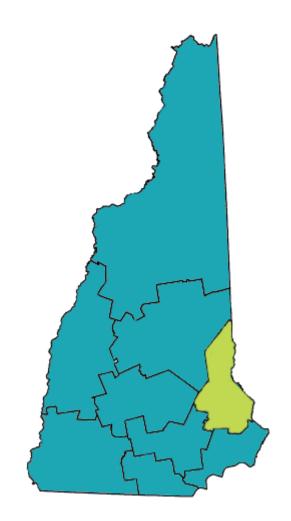
To ensure that the region is responsive to the needs of its residents through cooperation with federal and state agencies and its member municipalities, through the implementation of its policies and plans, and through the provision of local planning assistance.

COMMUNITIES

Barrington • Brookfield • Dover • Durham • Farmington • Lee • Madbury • Middleton • Milton • New Durham •Newmarket • Northwood • Nottingham • Rochester • Rollinsford • Somersworth • Strafford • Wakefield

KEY FUNCTIONS

- Provide technical assistance with planning documents, outreach, projects and regulations
- Provide a space for entities to connect and share information
- Reach out to the public and offer opportunities for engagement on important planning topics and projects





Strafford Economic Development District (EDD)

WHAT IS AN ECONOMIC DEVELOPMENT DISTRICT?

- Designation from the Economic Development Administration (EDA)
- An entity to help lead the locally-based, regionally driven economic development planning process. (*EDA definition*)

COMMUNITIES

Barrington • Brookfield • Dover • Durham • Farmington • Lee • Madbury • Middleton • Milton • New Durham • Rochester • Rollinsford • Somersworth • Strafford • Wakefield

KEY FUNCTIONS

- Maintain the Comprehensive Economic Development Strategy (CEDS)
- Assist communities with their economic development planning initiatives
- Facilitate regional discussions
- Provide other technical assistance







Explore Moose Mountains

- The official trade name
- In reference to the group of volunteers behind the initiative, and the initiative itself



The Moose, NH

- The persona of the region
- The name of the Facebook page



Presenters







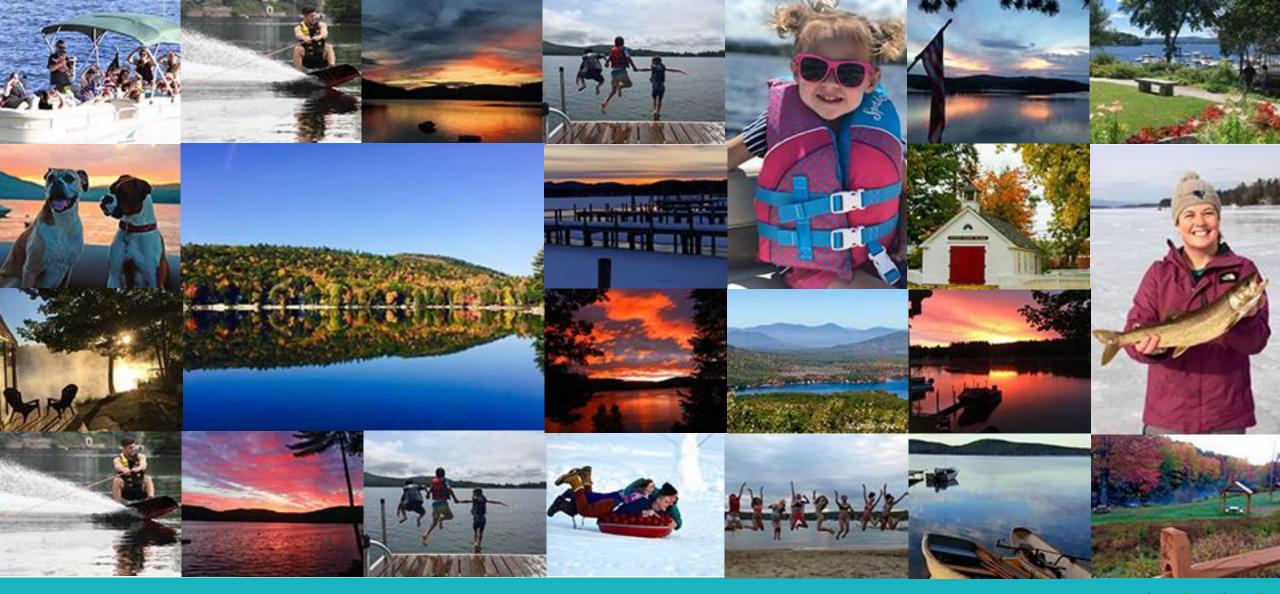
Denise Roy Palmer

Wentworth Economic Development Corporation

Barbara Neville Wilson Explore Moose Mountains

Shayna Sylvia Strafford Regional Planning Commission













Moose Mountains Regional Greenways

- Founded in 1999
- Helped define the Moose Mountains region
- Represents collaboration between community leaders, private landowners, concerned citizens, and public and private conservation organizations



Branch River Valley Scenic Byway

- Designated in 1994
- Presents a complete picture of industrial and tourism development
- Runs through Milton and Wakefield
- Maintained by an advisory committee & SRPC staff



How We Got Started

2014

2015



In 2014 a group of engaged citizens from Milton and surrounding towns reached out to SRPC and UNH Cooperative Extension for technical assistance.



A committee of residents was formed and members began meeting regularly in late 2015.



Many of the towns are really neither Lakes. nor Seacoast, and tend to fall between the cracks from a regional perspective.

- Denise Roy Palmer

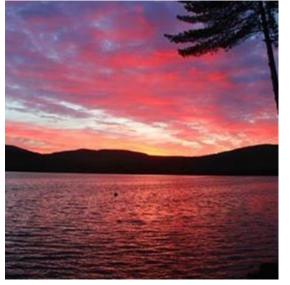
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"This is a distinct, special place with so much to offer, but we don't really fit into the neat and tidy geographic designations that the state's made up.

- Susann Foster Brown



SCENIC











HISTORIC



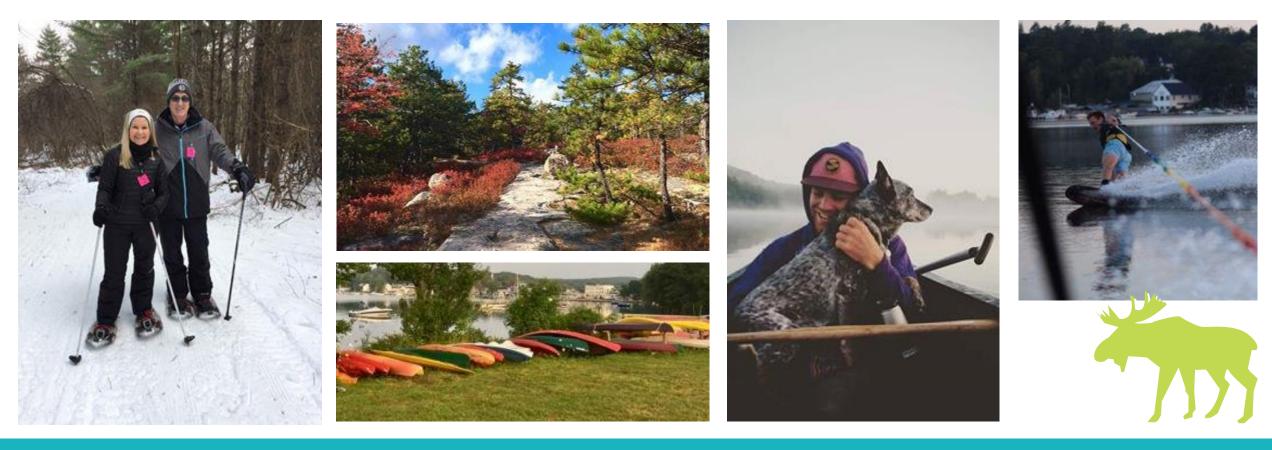


AGRICULTURAL





RECREATIONAL





CULTURAL









EMM Overview

MISSION

Explore Moose Mountains is a grassroots initiative providing information and support to residents, local businesses, and decision-makers by promoting and marketing the wide-range of community assets in the Moose Mountains Region. These assets include scenic, historic, agricultural, recreational, and cultural resources.

COMMUNITIES

Brookfield • Farmington • Middleton • Milton • New Durham • Wakefield • Wolfeboro

GOAL

To promote and increase public awareness of local resources in order to take advantage of potential regional economic opportunities.

KEY ENTITIES









Actions

Short-Term Actions

- Compiling list of community assets
- Branding activities (i.e. tagline, outreach)
- Participation from all seven communities
- Encourage individually hosted events
- Clearly define the regional attributes

Intermediate Actions

- Implement strategic marketing initiatives
- Infrastructure improvements
- Identify grant opportunities

Long-Term Actions

- Extend Cotton Valley Trail to Wakefield
- Creation of a better bike system
- Continuous farm-to-table events (all season)
- Quality food festivals
- Trail easement connections

- Research promotion methods
- Engage high school students new ideas/energy,
- Undertake regional engagement project
- Regional visioning to learn what people want
- Research target

- Consider funding a position to oversee operations
- Develop trail greenway
- Identify "new" assets

- Provide more employment opportunities
- Encourage smart infrastructure and business development
- Promote controlled growth
- Redevelop Moose Mountain Recreation





In the winter and spring months of 2015, SRPC assisted in facilitating meetings held at local businesses.

> NEW HAMPSHIRE CHARITABLE FOUNDATION

2015

2016

Moose Mountains

REGION FOURIS

In September 2016, Wentworth Economic Development Corporation (WEDCO) was awarded a NH Charitable Foundations Grant to support EMM efforts.

In July 2016, Moose Mountains Region became a registered trade name through the State of New Hampshire's Corporate Division.

Moose Mountains Region

EXPLOR

Moose Mountains Region TOURIS



WEDCO, Fundraising & our Social Media Debut



WEDCO Overview

WEDCO is a nonprofit 501(c)(3) regional economic development corporation founded in 1993 for the sole purpose of promoting economic growth in the eastern Lakes Region of New Hampshire.

MISSION

To promote and support businesses and the creation of employment opportunities by providing development assistance and financing.

COMMUNITIES

The Eastern Lakes Region including the communities of...

- Brookfield Effingham Farmington Milton Middleton Moultonborough New Durham Sandwich Tuftonboro Wakefield Wolfeboro (and others based on need)
- ... in northern Strafford and southern Carroll Counties

WENTWORTH ECONOMIC DEVELOPMENT CORPORATION



WEDCO Overview cont.

REGIONAL ROLE

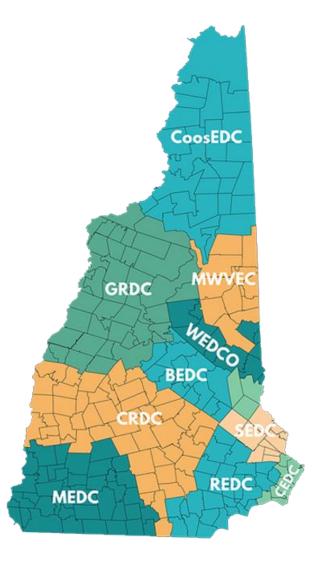
- One of New Hampshire's 10 Regional Development Corporations
- Part of the NH Alliance of Regional Development Corporations (NHARDC)

POPULATIONS SERVED

• Rural service area with town populations ranging from only 684 to 6,887

OUR COMMUNITY INVOLVEMENT

- Partners with many local entities to further their mission
- Acts as a fiscal agent, provides technical assistance, provides meeting space, etc





WEDCO & Explore Moose Mountains

- WEDCO provides administrative support and fiscal agent services
- In 2016 WEDCO received a \$5,000 NH Charitable Foundation grant for Explore Moose Mountains
- WEDCO continues to coordinate Explore Moose Mountains efforts



EMM Fundraising & Support

- NH Gives campaign in 2017 and 2018
- Financial support from the Town of Milton
- Developed a collaborative relationship with a Chamber of Commerce
- In-kind contributions: Venue, food & entertainment donations
- Importance of volunteer time and talents





Facebook Analytics & a Growing Fan Base



BASICS: Population

109

16

Farmingto





BASICS: Median Household Income

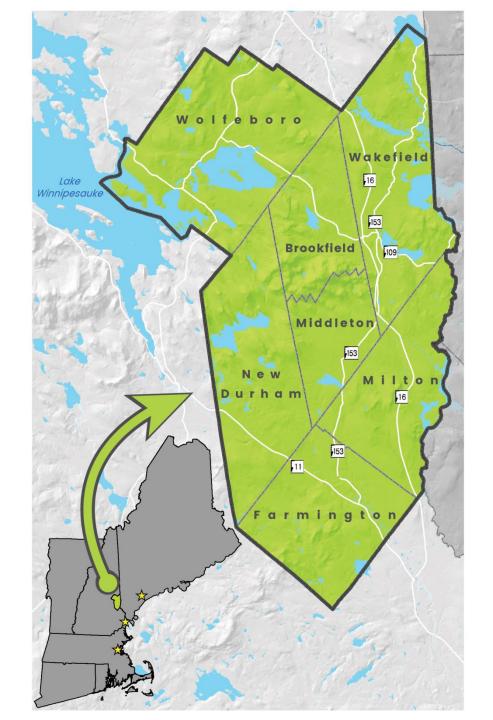
Brookfield \$52,132 Farmington \$57,128 \$43,942 Middleton \$61,031 Milton New Durham \$52,270 \$42,500 Wakefield Wolfeboro \$56,907 \$73,381 **State of NH**

















f The Moose, New Hampshire 🔬 Barbara Home Create 💄 Q 0 -Page Inbox 23 Events Appointments Notifications Insights More • Edit Page Info Settings Help • YOUR PAGES SEE ALL The Moose, New Ham... 5 CALLANS Village Players 1 LOL LOL? HA 2 **Moose Mountains** CONTACTS EXPLOR 20 Marhea Pardo . Troy Lucas 13m The Moose, New Hampshire Melissa Sargent . @TheMooseNH Matthew Rosenfield . Home Molly Yates . Posts À Share 🖋 Edit Page Info 🛛 \cdots Learn More 💉 ┢ Liked 🔻 S Following 🕶 Zack Gonya Services . Reviews Abby Hinckley 5 out of 5 · Based on the opinion of 37 . 5.0 OI Live Event 🕉 Offer 🛃 Job Create people Videos Stefanie Marsh . Photos Mary Howland M . The Moose, New Hampshire About EXPLOR Famous since 2017!!! M Levy Evans Community . (+) Write post in another language [?] Jobs GROUP CONVERSATIONS 😛 Feeling/Activ... Photo/Video C Get Messages ... Groups Aaron, Ann ABOUT THE MOOSE, NEW HAMPSHIRE DINS o, Search 🛛 🏠 🖉 🐉 🖕 Events



MA The Moose, New Hampshire

Published by Barbara Neville Wilson [?] · May 29, 2017 · 🔇

Remembering... On Paulson Road in Farmington Thank you Dede Ball Walsh We first saw this on @Farmington NH News





...

Published by Barbara Neville Wilson [?] - May 29, 2017

Contagious patriotism... Part 1 Alison Koby saw Dede Ball Walsh's flag on Paulson Road in Farmington & just had to create something like it at Honey Dew Donuts Farmington What do you think?



Moos

...

The Moose, New Hampshire Published by Barbara Neville Wilson [?] · May 29, 2017 · ③

Contagious Patriotism...Part 2

The baker at Honey Dew Donuts Farmington made patriotic doughnuts because he was inspired by the flag

Alison Koby created out front on Honey Dew Donuts Farmington because she was inspired by the flag made by Dede Ball Walsh near her barn on Paulson Rd

Who's going to catch it next??







The Moose, New Hampshire

Published by Barbara Neville Wilson [?] · July 10, 2017 · 🔇

Long post/IMPORTANT POST!

If you live in, visit in,do business in, love a non-profit in The Moose Mountains Region (that's Wolfeboro, Milton, Farmington, Wakefield, Middleton, New Durham,and Brookfield), PLEASE READ THIS POST 'TIL THE END:

...

The Moose, New Hampshire is the Facebook page of a grass-roots group (lead agency WEDCO - Wentworth Economic Development Corporation, Inc.) that first came together to prevent invasive activities like trash dumps, cookie cutter franchises, and industrial activity that chewed up our region's natural beauty and unique character. They recognized that more people need to know more about positive activities that happen here. We have GREAT, UNIQUE recreational, agriculture, hand-crafted, food/drink/entertainment, culture, history and arts in The Moose Mountains

Region.

This page was launched less than 2 months ago to tell people about all the WONDERFUL in The Moose, New Hampshire . And this week we reached a HUGE milestone. We reached nearly 11,000 people, and engaged ("Likes," "Comments," and "Shares") more than 3500. This is INCREDIBLE in a region where no town has many more than 7000 residents. To celebrate our 2-month birthday, July 15th, we will be unveiling our new website, "Explore Moose Mountains." It is a searchable website for people to find a restaurant, a hiking trail, an artist, a shop, a place to stay, a museum...everything someone could want to enjoy a few hours/a day/a week/a lifetime in the beautiful towns of New Durham, Brookfield, Wakefield, Middleton, Farmington, Milton and Wolfeboro.

So why this long post? WE NEED YOUR HELP:

1) Please "Share," "Comment" & "Like" this post and all others that please you!

2) Please tell others about The Moose, especially businesses & non-profits. Tell them to be in touch with us. We want to boost their business by posting about them on The Moose and the new website, too!

Thank you so much! Please be in touch with thoughts & suggestions! Moosefully yours,

The Moose. New Hampshire









MA The Moose, New Hampshire

Published by Barbara Neville Wilson [?] · March 24, 2018 · 🔇

Don't you LOVE how folks find ways to do what they LOVE here in The Moose, New Hampshire?

...

Wolfegang's Collectibles just posted pics of this adorable, mint CHILD's SEWING MACHINE ca 1905 he has just sold He works out of his Brookfield barn and sells all over the world!







The Moose, New Hampshire

Published by Barbara Neville Wilson [?] - December 15, 2017 - 🔇

Isn't it remarkable?

Chris Rose lives right on Main Street in Wolfeboro, New Hampshire Yet you'd think she was wa-a-a-a-y off the beaten track by the wildlife she captures with her lens







The Moose, New Hampshire

Published by Barbara Neville Wilson [?] · March 5 · 🔇

YUP. That IS what you think that is. Give your kids a thrill Join Moosies for Families to see poop & other clues our animal friends leave behind at Family Snowshoe Tracking (re-scheduled again!) Sunday, 3/10, 2 - 3:30 Register today! This program is a joint effort of Moose Mountains Regional Greenways, Branch Hill Farm/Carl Siemon Charitable Trust & UNH Cooperative Extension with snowshoe assistance from Tuftonboro Free Library







The Moose, New Hampshire

Published by Barbara Neville Wilson [?] -

NH Gives Update! Almost 3 hours in \$2780 raised From 25 donors! Thank you--and look at that Leaderboard #8 for donations & #11 for donors of 200+ participating non-profits THANK YOU! #8 for donations & #11 for donors. Do you think we can rally to #1 for donors by end of day tomorrow? What a showing that would be for @The Moose, New Hampshire--a group that didn't even exist 14 months ago! https://www.nhgives.org/organizatio.../explore-moose-mountains

#NHGives #TheMooseNH #30000ForTheMoose

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	Top Organizations			+	
	Most Raised		Most Donors		
	1. Diamas Home of New Hampshire	\$7,200.00	1. Grow Nazbus	68	
	2. Cacheco Valley Humane Society	\$4,840.00	2. Cocheco Valley Humana Society	41	
	3. Canterbury Sheker Wilege	\$4,395.00	3. The Caracepte Project	40	
	4. The Carnocopia Project	\$3,861.00	4. Friends of Mascoma Foundation	33	
	5. Comerature Chitatian Academy	\$3,778.46	5. Conventione Clutidize: Academy	26	
	6, Wentworth-Douglass Hospital	\$3,575.00	6.1833 Society	35	
	The Grapevine Family & Community Resource Center	\$2,685.00	7. The River Center: A Family and Community Resource Center	33	
	8 The Moose, New Hampstore	\$2,680.00	B. Monadmack at Hante	26	
	9, Bay Scouls of America, Daniel Webster Council	\$2,401.00	9. Aryaloka Buddhist Geran	25	
	10, Monadhock at Humai	\$2,345.00	10. Boy 5 and M America, Daskel Webster Causell	25	
	11. 1K33 Society	\$2,225.00	1 New Moose, New Hampshile	25	
	22. New Hampshire Art Association	\$2,110.00	12. Canterbury Shaker Village	22	
	13. Capital Conter for the Arts	\$2,075.00	13. Upfearch Thirspectic Equativities Centur, Inc.	22	
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	18. The River Conter: A Family and Community Resource Conter	\$1,590.00	18. Seaconst Outright	17	
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Moose Mountains EXPLORE

1,985 People Reached

161 Engagements

Boost Post

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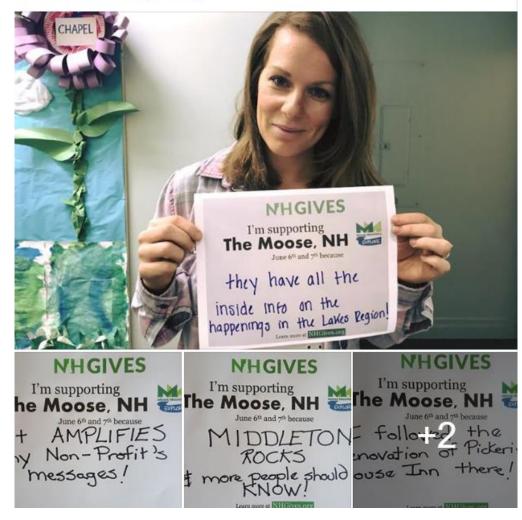
The Moose, New Hampshire > The Moose Community

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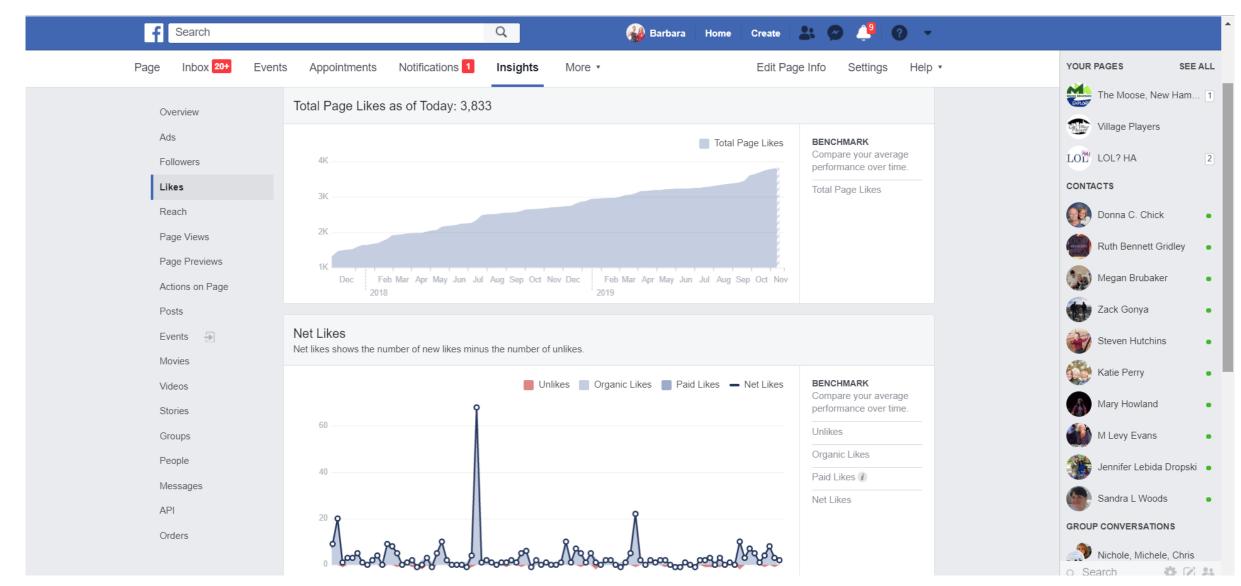
Published by Barbara Neville Wilson [?] - June 5, 2018 - 🔇

Hey! Have you taken an #unselfie to let folks know you support The Moose, New Hampshire during NH Gives Wed and Thursday? Right click any of these pre-filled unselfie posters or the empty template, print and take a photo holding it. Then post your "Unselfie" to your timeline, your groups and right here! --donations in ANY amount will get us to our goal!

Thanks! - with Hope Phillips.











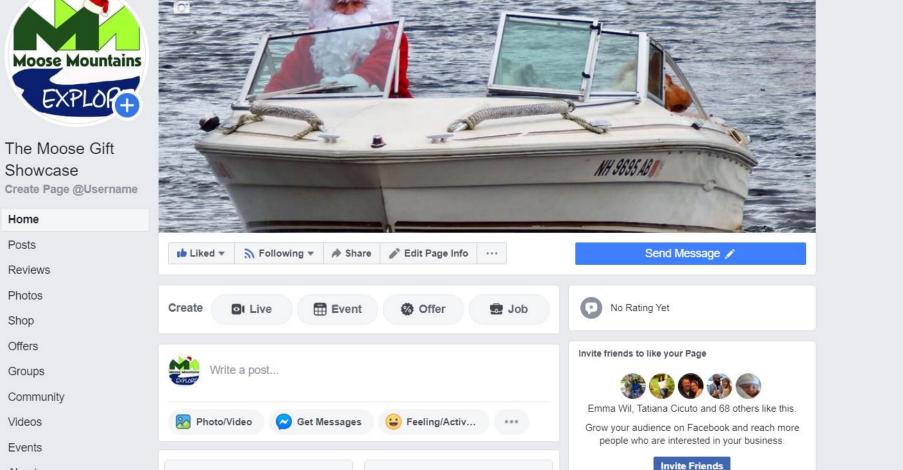


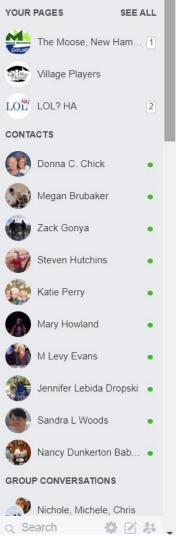
f The Moose Gift Showcase

About



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Videos				Melissa Sargent	
Photos			- TO - TO	Heidi Cogean	
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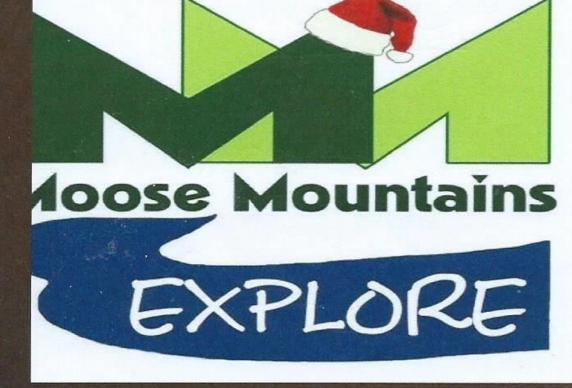
EXPLORE

MOOSE-BIZ MEET-UP AT

Binker Brothers Antiques

NETWORK COLLABORATE COMMUNICATE Exploremoosemountains.@gmail.com

> Tuesday 12/11, 10 am 1 Jug Hill Road







The Moose, New Hampshire P recommends Burnt Timber ••• Brewing & Tavern.

Published by Barbara Neville Wilson [?] - January 10 - 🔇

ATTENTION leaders of businesses & non-profits in Brookfield, Farmington, Middleton, Milton, New Durham, Wakefield & Wolfeboro: Join us for the next Moose Biz 2 Biz MEET-UP Wednesday, 1/16, 5:30 - 7 pm at Burnt Timber Brewing & Tavern in Wolfeboro Topic: How The Moose, NH Can Help You Reach YOUR Ideal Customers in 2019 (Social & Traditional Media included) LOTS of networking & 10-minute presentations at 5:50 and 6:20 pm --Plan to treat yourself, too. Eddie & crew have incredible locally-sourced eats!





MooseMade Expo



















Testimonials

Love from the fans of The Moose, NH



"Love seeing the beauty of NH, and the posts give more ideas of places to visit here in the state."

- Yvette Bernier Haddock



"

My family has had a summer home on Merrymeeting Lake as long as I've been alive. It is my 'happy place'. When I need to calm myself and I can't be there physically, I will close my eyes and think about the lake. These days I find myself needing to reflect on my 'happy place' more and more. My life has taken me across country, and I count myself lucky if I can make it up to the lake once a year. Having The Moose, New Hampshire in my Facebook newsfeed takes me immediately to that happy place almost every day. It provides me with the warmth and calm of small town Americana that brings me back to life when I'm blue or homesick...The curation of content by The Moose, New Hampshire is thoughtful and charming and underscores everything great about the Lakes

Region of New Hampshire.

- Jeffrey Russell



"We're planning a trip to NH next summer. Not our first vacation there by any means BUT The Moose had been invaluable in that we've learned of new businesses and attractions that have opened! (from PA)"

- Paulette Kitner



"I love your organization and everything it stands for, you guys are really making a difference in the community. One of your posting was a call for signing up for personal training for FREE for your business through NH SBDC, small business association. I took the advice and now I will get free advice on how to run my business. You guys are great. Would love to get involved if I can give any support back!"

- Anita Harris



"As a 25 year resident of Carroll County, and a recent resident of Wakefield I've enjoyed learning about both new and old businesses in the area. Area organizations and events have been highlighted which I had not have been aware of before liking The Moose. Its format is both beautiful and informative."

- Patricia Toussaint



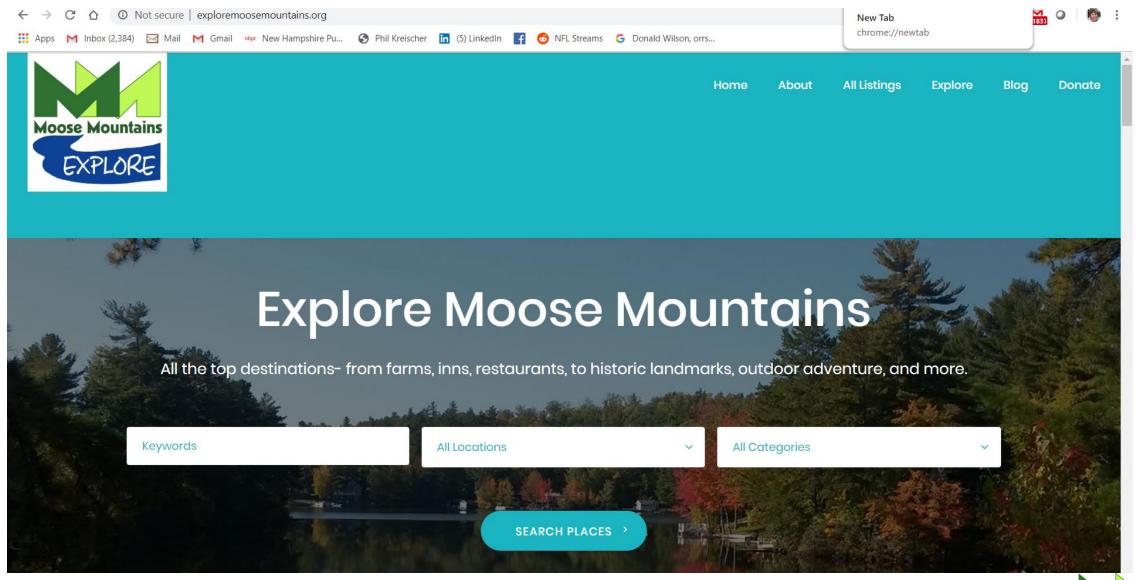
"

...The Moose has done an amazing job in taking local and regional social media pages and putting content in front of many who would otherwise not see it. They have helped Lucas Roasting Company go from an unknown entity 3 years ago to a well-known business now, and content spread is one of the most important tools a business can have in their tool shed... For a business like ours, getting people to the information we want them to have is key. Information turns into sales, and sales are what keeps our businesses growing... The Moose is one of the best information sharing engines this region has likely ever seen, and it has done

and is doing remarkable good for the state of NH.

- Troy Lucas, Lucas Roasting



















f Search

Overview

Followers

Ads

Likes

Reach

Posts

Movies

Videos

Stories

Groups

People

API

Orders

Messages

Page Views

Page Previews

Actions on Page

Events

Page

Inbox 20+ Events

Country

Canada

Japan

China

Germany

Norway

Finland

El Salvador

Portugal

Gambia

Italy

Mexico

Greece

France

United Kingdom

United States of America

Appointments Notifications

Q

Insights

Your Fans

3,786

12

5

2

2

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City

Wolfeboro, NH

Rochester, NH

Wakefield, NH

Farmington, NH

New Durham, NH

Milton, NH

Dover, NH

Alton, NH

Ossipee, NH

Tuftonboro, NH

Manchester, NH

Boston, MA

Laconia, NH

Concord, NH

Middleton Corners, NH

More •

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Language

English (US)

English (UK)

French (Canada)

French (France)

Norwegian (Bokmal)

Portuguese (Brazil)

Simplified Chinese (Chi..

Portuguese (Portugal)

Spanish

Italian

Greek

Turkish

Japanese

Arabic

Dutch

Your Fans

414

300

280

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172

146

76

72

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48

48

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31

Edit Page Info Settings Help •

Your Fans

3,744

58

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YOUR PAGES	SEE ALL	
The Moose, New	Ham 1	
Village Players		
LOL? HA	2	
CONTACTS		
Donna C. Chick	•	

 Image: Bob Tuttle
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 Image: Bob Tuttle
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 Image: Jesse Lush
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 Image: Erin Dauphinais
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 Image: Sandy Mitchell
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 Image: Mary Howland
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Mary Howland Kristin Correa Taylor Sarah Wilson

Sarah Wilson
 Farmer Dave Guttada...
 Farmer Dave Guttada...
 Nicky Becher
 Nicky Becher
 Nichole, Michele, Chris
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The Moose, New Ha	mpshire	Q	퉳 Barbara Hon	ne Create 💄			
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Actions on Page							Bob Tuttle
Posts	3 McKenzie's	Farm 6.6K	▲ 0.1%	1	567	er 1	Marhea Pardo
Events 🍚	4 Yum Yum S	5.8K	0%	3	411		Chris Penta
Movies			070	5			Erin Dauphinais
Videos Stories	5 MH LAKES	5.5K	▲ 0.2%	6	884		Mary Howland
Groups						(Kaylin Dean
People	YOU The Moose	New Hamps 3.8K	▲ 0.8%	43	5.1K		Farmer Dave Guttada
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The Moose, New Hampshire

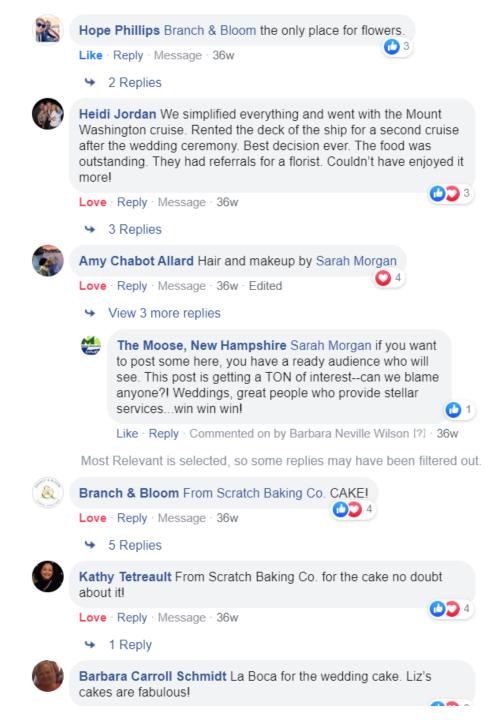
Published by Barbara Neville Wilson [?] - February 23 - 🔇

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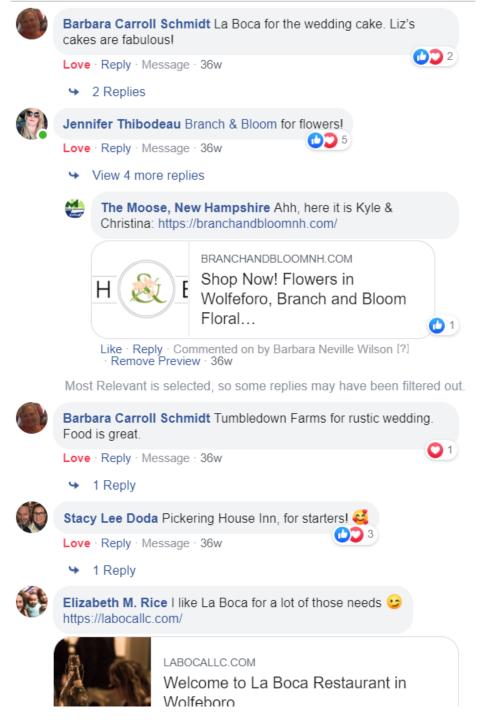
Ready...Set... This is going to be FUN! Kyle & Christina love Wolfeboro so much they're having their wedding HERE! Where in The Moose, New Hampshire should they look for venue? Who should they book for music? Where should they go for flowers? What caterer is amAzing? What caterer is amAzing? What is the best place for REHEARSAL DINNER? Oh....what about the cake? And the jewels? The hair? The gifts? POST PICTURES! Give suggestions. Let's GOOOOOOOO!



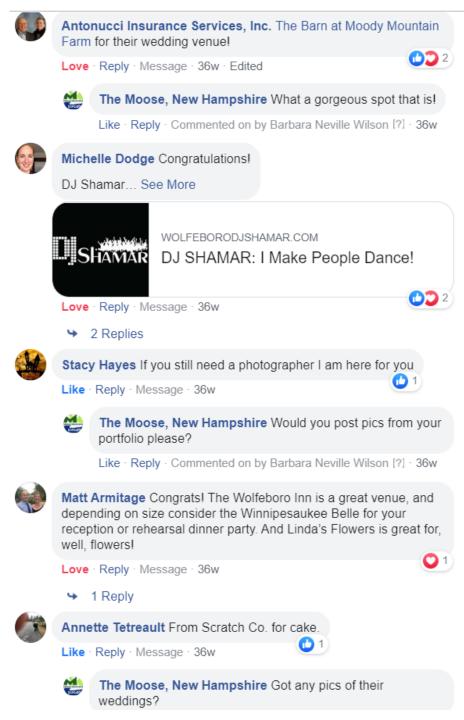




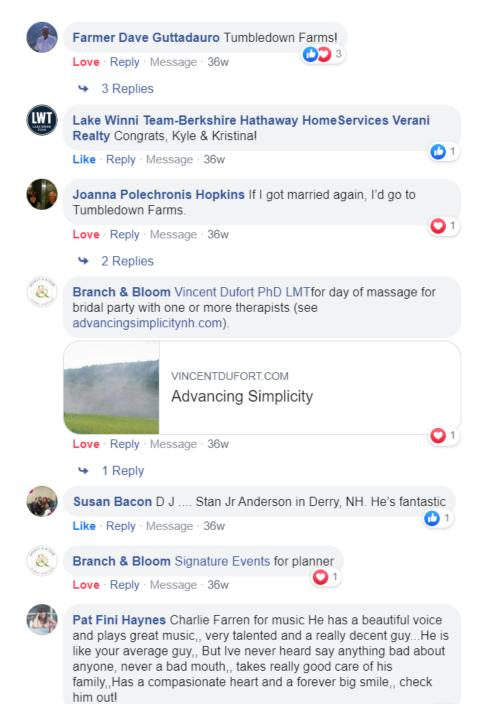






















Thank you so very much!

Contact: exploremoosemountains@gmail.com

We hope to see you on The Moose, New Hampshire on Facebook and please accept our invitation to join The Moose Community and Moose Biz 2 Biz



