

# Moose Mountains Region



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**Explore Moose Mountains** is a grassroots non-profit initiative that promotes the **WONDERFUL** in New Durham, Farmington, Milton, Brookfield, Wolfeboro, Wakefield and Middleton, NH.

- 📍 Portsmouth 30 Miles
- 📍 Portland 40 Miles
- 📍 Boston 80 Miles

...and much more!



# Explore Moose Mountains

## Mission Statement

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.



In 2014, a group of engaged citizens contacted Strafford Regional Planning Commission (SRPC) for technical assistance related to regional tourism. As a result, SRPC facilitated two community forums and the Moose Mountains Regional Alliance (MMRA) was born.

Between fall 2014 & spring 2015, SRPC assisted in facilitating meetings held at local businesses, such as the Wakefield Inn & Tumbledown Cafe, in a majority of towns located within the defined Moose Mountains region. The purpose of the meetings was to discuss regional opportunities around potential tourist destinations.



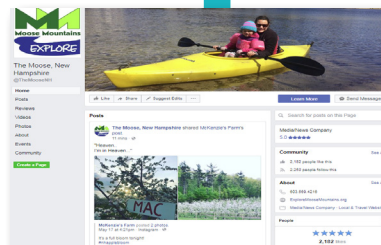
A committee of residents was formed and members began meeting regularly in fall/winter 2015.



In July 2016, Moose Mountains Region became a registered trade name through the State of New Hampshire's Corporate Division. Following this, the committee, which was formerly known as MMRA, became **Explore Moose Mountains (EMM)**. The trade name **EMM** was registered with the state in April 2017.



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



In May 2017, **EMM** launched The Moose, New Hampshire Facebook page to showcase independent businesses, local photography, entertainment venues, tourist destinations and non-profit ventures that reflect the quality of life in the Moose Mountains Region. In its first year, the page reached 1.1 million, and The Moose expanded to include discussion groups and interactive training in current best practices in marketing. A fully searchable website and expansion to other social media platforms are in the works.

