

TEMPLATE

MEMORANDUM OF UNDERSTANDING

Memorandum of Understanding Between the American Discovery Trail Society and the Town of Denton, Maryland

This Memorandum of Understanding (MOU) is entered into by and between the American Discovery Trail Society, a 501(c)(3) non-profit organization, located at Front Royal, Virginia, hereinafter referred to as “ADTS,” and the Town of Denton, located in Maryland, hereinafter referred to as “Trail Town.”

Purpose: The purpose of this MOU is to build a relationship between the ADTS and the Trail Town and the people and businesses in that community that is beneficial to both, supports hikers, bikers and other users with services, promotes the American Discovery Trail (Trail) to its citizens and embraces the Trail as a resource to be protected and celebrated. It will identify ways the Trail Town and the Trail can work together, plan together, and capitalize on the benefits a national trail can bring to the area.

Statement of Mutual Interests and Benefits: The ADTS is dedicated to improving, promoting and protecting the American Discovery Trail. The 6,800 mile-long distance hiking and biking trail, stretches from Cape Henlopen, Delaware, on the Atlantic Ocean to Point Reyes, California, on the Pacific Ocean, providing a variety of outdoor experiences along the American Discovery Trail to connect locals and visitors to local history, culture, and nature. The Trail Town is on or close to the Trail and 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 sites near the Trail.

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

- A. Educate local businesses on the value of the ADT as an economic resource;
- B. Enable both parties to apply for grants to aid the community’s efforts toward nature-based tourism, and trail-related infrastructure development;
- C. Increase usage and awareness of the ADT, attracting more eco-tourists to local communities;
- D. Promote responsible tourism development within the community and support of the ADT.

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

The ADTS 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, etc.;
- 3. Provide information on hiking and biking opportunities near the Trail Town, which can be reproduced and distributed to visitors to the Trail Town;

4. Provide support at local festivals or other Trail Town events to encourage interest in the community and the ADT, when possible; and
5. Provide three 18” diameter metal signs with the ADT Trail Town logo for posting at the entrance and exit to the Trail Town, and in a municipal building or visitor center and also support the Town with installing additional signage.

The Trail Town shall:

1. Include the Trail and the ADTS in their promotional materials;
2. Make ADT information available to the public at the local visitors center and/or chamber of commerce;
3. Work with the local ADTS contact to promote periodic hikes or events;
4. Assist in promoting special events, such as National Trails Day, held annually on the first Saturday in June;
5. Promote businesses that support nature-based tourism, such as outfitters, hotels, and shuttling services and assure that official Trail maps and guides will be available in town for visitors;
6. Encourage local businesses to provide discounts for hiking and biking visitors;
7. Install the ADT Trail Town signs at the entrance and exit to the community; and
8. Strive to protect and maintain the American Discovery Trail while updating city land use plans and zoning regulations.

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

Trail Town

Signed _____,
_____, Title

Date

American Discovery Trail Society

Signed _____

President

Date

Contact information: (Name, email, phone)

Town: _Contact # 1: _____

Contact #2: _____

American Discovery Trail Society _____