

**INTERPRETIVE TRAILS & TOURS
MASTER PLAN
WESTERN NEWFOUNDLAND MODEL FOREST**

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DISCLAIMER

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ABSTRACT

The purpose of this study is to contribute to the planning of interpretive services for the Western Newfoundland Model Forest. An inventory was undertaken of existing trails, demonstration areas, interpretive facilities and tours and services. Major themes and sub-themes are developed through research and consultation. Auto tours, interpretive trails, demonstration areas and interpretive services are proposed. Recommendations are made regarding further development of interpretive programs and their implementation, potential partnerships, and other ways of conveying interpretive messages through existing or proposed services.

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INTRODUCTION

The Interpretive Trails and Tours Master Plan project for the Western Newfoundland Model Forest (WNMF) is intended to define the status quo of interpretation within the model forest and to define general and specific interpretive themes that are important to the WNMF and the Integrated Resource Management (IRM) process. In short the interpretive planning process will address:

1. what we should interpret in the WNMF
2. why we are doing it
3. who are we interpreting for
4. how and where should we interpret
5. implementation and operation recommendations

This plan will define the story of IRM and the WNMF, and recommend mechanisms to interpret this story to the public in order to initiate behavioral, emotional, and attitudinal change related to forest and land use.

SCOPE AND METHOD OF WORK

The scope of work as defined in Schedule "A" of the project contract is as follows:

- ▶ Identify and prioritize ecological, social and economic values and their supporting IRM processes and activities which need to be interpreted within the Model Forest.
- ▶ Compile interpretive data bases and site inventories of all organizations presently or potentially involved in demonstration areas, interpretation facilities, trail and tour efforts within the Model Forest.
- ▶ Identify outstanding interpretive features of existing sites and document any gaps which should be filled.
- ▶ List potential demonstration areas, auto routes, summer trails, and winter trails.
- ▶ Produce a master plan that incorporates all of the above.

The primary task that has been identified through consultation with collaborators and work coordinators is to inventory and evaluate existing facilities and recommend potential demonstration areas, tours and trails. This exercise is to be accomplished through interpretive theme development based on a prioritization of the WNMF objectives and values. Model Forest values have been derived from the Draft IRM plan whose development is the primary goal of the Model Forest Program. Physical master planning at this stage is not a requirement of the project.

Trails and tours, interpretive facilities and demonstration areas were inventoried concerning location, site description, accessibility/connectivity, and interpretive significance. Supporting

documents, photos and maps were assembled and examined as part of the evaluation process. It is important to note that at the inventory stage, the interpretive significance must be evaluated further in light of the objectives and developed interpretive themes. Some sites will have potential for interpretation of themes that have little or no significance to the WNMF.

Specific information regarding the nature of the visitors to whom interpretation is done and should be done within the WNMF is crucial to the success of interpretation. Demographic and user preference information shall be procured from existing sources when available, and recommendations made for gathering the necessary data to support the ongoing development of interpretive programs.

General recommendations about priority sites and the delivery of desirable interpretive programs shall be made.

Objectives of the Interpretive Masterplan

Further to those objectives outlined in the scope of work, it is the objective of this interpretive masterplan to:

- ▶ promote learning about forest ecology and humankind's relationship to it.
- ▶ promote attitudinal and behavioral change regarding use of the forest.
- ▶ address WNMF objectives in an interpretive masterplan.
- ▶ exploit existing facilities by contributing to the development of current trails and tours, demonstration areas, and interpretive facilities.

INTERPRETATION CONCEPTS

The Nature of Interpretation

Before one can undertake interpretive master planning it is necessary to develop an understanding of what interpretation is.

Interpretation is a communication process designed to develop meaning and an understanding of the relationships of natural or cultural heritage to visitors through first hand experience with real world objects. That is to say interpretation is a process not a thing. True interpretation therefore does not exist without a user experiencing a directed and programmed learning or communication process.

Further to this concept it is useful to identify the component parts of interpretation. These are:

1. site or subject matter
2. interpretive objectives
3. interpretive themes
4. interpretive techniques and services
5. visitors
6. the interpreter
7. evaluative techniques
8. managerial reality and operational concerns

The site or subject matter is obviously what we are interpreting. The selection of sites does not occur in isolation, in an arbitrary or random manner. The selection of sites is determined largely by the objectives of the interpretation or why we are doing the interpretation.

Objectives for an interpretive exercise can be categorized as learning objectives (discrete concepts which an agency wishes the user to understand), behavioral objectives (a change is desired in peoples behaviour), and psychological objectives (commitment to an idea that supports changes in behaviour). In most instances, the most important objectives are behavioral in that changes in behaviour are generally what is ultimately required or desired by an agency. These changes in behaviour are what we are buying with our investment in interpretation.

Interpretive themes are intimately linked to both interpretive objectives and the sites or subjects. An interpretive theme is the main idea of an interpretive program. In a recreational learning setting, under which much interpretation is undertaken, it is necessary to limit the number of complex concepts which are attempted to communicate. Generally there are a hierarchy of themes from the site level to the region, although all themes must relate to a larger, more general theme. This situation is true in the case of the WNMF where the larger theme and objectives of the organization is developed by individual sites with their own specific themes and objectives.

The visitors are why interpretation is done. Generally there is not enough understanding of the visitors preferences and needs in most interpretive efforts. One needs to know who the visitors are demographically, and have an understanding of their behaviour as recreational and educational consumers.

Interpretive techniques and services are the delivery mechanism for the interpretation and include not only the physical manifestations of interpretation but reflect techniques to accomplish the objectives based on educational psychology. Historically these techniques in interpretation have been based on work done by Tilden (1957).

The interpreter is at least in part responsible for the development or delivery of the interpretive program. The interpreter's role depends upon the techniques and services that are being delivered. With a self-guided interpretive trail the interpreter has a planning and development role, whereas with guided walks they are involved with delivery as well. Communication and educational techniques and style become much more important in this latter case.

Evaluative techniques are significant as a monitoring tool to determine the success of any program and allows re-tooling of existing programs. It is an opportunity to learn about the visitors' preferences which often turn out to be different from expectation.

Managerial reality and operational concerns refer to the circumstances that have impact on the development and delivery of any program or service such as budget, staff resources or time constraint.

Interpretive Principles

Historically the work of Tilden (1957) has influenced the development and delivery of interpretive programs. These six principles are:

1. Any interpretation that does not somehow relate what is being displayed or being described to something within the personality or experience of the visitor will be sterile.
2. Information, as such, is not interpretation. Interpretation is revelation based upon information. These are entirely different things. All interpretation, however, is based on information.
3. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any art is to some degree teachable.
4. The chief aim of interpretation is not instruction but provocation.
5. Interpretation should aim to present the whole rather than a part, and must address the whole person rather than any phase.
6. Interpretation addressed to children (say up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a totally different approach. To be at its best it will require a separate program.

These principles are presented here not only for historic interest but for the fact that they are the most widely applied principles of the discipline of interpretation. They are useful in both the development and evaluation of programs for interpretation.

Informational Vehicles

In the process of interpretation there are common methods or vehicles used to convey information as part of the interpretive process.

These vehicles are:

1. Brochures - for self-guided or sometimes guided programs
2. Signage - for self-guided or guided programs
3. Exhibition - the presentation of information along with artifacts for self-guided or guided tours
4. Demonstration - the presentation of information by an interpreter

These vehicles are often used in combination. Again it is important to stress that these vehicles are not interpretation, they are part of the method used to present information in a communication process.

INVENTORY FACILITIES

The following trails, interpretive facilities, demonstration areas and tours and services are considered as part of the interpretive planning process. Details of an inventory of each site are contained in appendix I. Sites near the Model Forest, but not within its boundaries are listed but not inventoried in detail.

Inventory includes: site name, location, description, seasonal accessibility, km and type of trails, interpretive significance, and supporting documents.

Trails

Blow-Me-Down Ski Trail
Blue Ponds Park Trail
Stag Lake Park Ski Trail
Corner Brook Stream Trail
Sir Wilfred Grenfell College Ski Trail
Corner Brook Participark Trail
Marble Mountain Trails (proposed)
Steady Brook Trail (proposed and existing)
Pasadena Nordic Ski Trail
Blomidon Brook Trail
Blow-Me-Down Provincial Park Trail
Cox's Cove Trail
Newfoundland T'railway (proposed)

Trails Near to WNMF Area:

Barachois Pond Park
Gros Morne National Park Hiking and Ski Trails

Joey's Lookout, Stephenville
Sir Richard Squires Provincial Park
WECARE Trail, Stephenville
Whaleback Nordic Ski Club Trails

Interpretive Facilities

Corner Brook Chamber of Commerce Museum and Interpretation Centre (proposed)
Insectarium Deer Lake (proposed)
Heritage Centre Deer Lake
The Story of Forestry - Newfoundland Forest Service (partially completed)

Demonstration Areas

Bottom Brook Arboretum and Demonstration Forest
Loggers' School Road
Sitka Spruce Hybrid Trials
Humber Village Red Pine/Norway Spruce Plantation
Pasadena Field Station
North Harbour White Spruce Seed Production Area
Pynn's Brook Experimental Complex

Tours and Services

Model Forest Bus Tour
Great Out Tours Company
Mi-Tour
New Found Backcountry Adventures Ltd.
Various Boat Charters on Humber Arm and River
Ecotour of Western Newfoundland (historic)
Newfoundland Department of Tourism Thematic Tour (s) (proposed)

THEMATIC DEVELOPMENT OF INTERPRETATION

Themes for Interpretation of the Western Newfoundland Model Forest

As part of an hierarchy of themes for interpretation, there are themes which are appropriate to the whole of the Western Newfoundland Model Forest. Although full articulation of a complete hierarchy of themes for the WNMF will be addressed later in the document, discussion of the larger themes of the Model Forest is necessary as this establishes the contextual themes to which any WNMF interpretation must relate.

Fundamentally these larger themes represent objectives and values which underlie the practice of integrated resource management and are in fact the fundamental issues that have animated the WNMF program and brought stakeholders to the table.

Pragmatically, in interpretation, experience has taught that most people retain a very limited amount of the information presented to them. In this light it is wise to invest heavily in the "big idea" .

A starting point for the discussion of interpretive themes is the question: What is the WNMF? The answer to this question furnishes the interpretive themes that are fundamental to any interpretive efforts undertaken. Because of the process nature of Integrated Resource Management (IRM) and by necessity the dynamic nature of such a process, there is no simple answer to this question.

The WNMF exists as a physical entity in that it has a specific extent on the land. Although this is the most obvious and tangible component of the Model Forest, the WNMF is largely process orientated which in short is designed to further development of IRM processes and techniques using the defined area as a study and demonstration site.

However, the WNMF, as a physical entity should not be ignored. It is a starting point for understanding issues and provides specific sites for demonstration and interpretation of the larger questions associated with IRM. Generally speaking the public does not know where the WNMF is. Familiarization with the site location and what it encompasses allows a psychological commitment to the land and the potential development of appropriate management practices and processes.

As a Federal initiative, the Model Forest Program has the objectives of accelerating the implementation of sustainable development particularly IRM development and application of innovative forest management practices. Partnership is identified as an integral principle of sustainable development. This partnership is among those who have an interest in the forest. Of these, the public should be paramount as more than 90% of the forest land in Canada is publicly owned.

The specific issues, goals and activities of the WNMF arise out of a perceived weakness in the existing resource management regime and the absence of an overall resource (land use) planning infrastructure. This weakness is characterized by a fragmented approach to resource management where there are diverse and disparate planning mechanisms, with various degrees of sophistication developed largely in isolation of each other. A significant challenge is to educate resource managers in all sectors about how they can manage the land cooperatively, with responsibility to the public.

The specific goals for the WNMF are:

1. To develop an integrated resource management planning process for Newfoundland.
2. To integrate wildlife and timber management objectives.
3. To integrate water quality and timber management objectives.
4. To instill within the public a greater awareness of forest resource management.
To increase public awareness and understanding of the Model Forest concept, the dynamics of the forest ecosystem, and environmentally sustainable forestry practices by employing a variety of interpretive and educational techniques and media.

To integrate the educational system into the Model Forest on three levels:
i) public school (elementary and secondary): understanding and awareness
ii) technical institutions: technician training, technology transfer
iii) university: research and development
5. To operate the Model Forest as a Working Forest.

The WNMF has chosen a value centred approach to IRM Plan Development, having identified 7 Ecosystem Values. These major values are: Water Systems, Timber, Recreation and Tourism, Species and Spaces, Intrinsic and Intangible Values, Mines & Energy and Agricultural Resources and Ecosystem Health.

Fundamental to the national mandate of the program and the goals and activities of the WNMF, is the development of an Integrated Resource Management (IRM) planning process. IRM is a technique which attempts wise use of resources by planning various uses in concert with each other and in concert with the natural processes which occur in the ecosystem. Further to this definition, and as outlined in section 1.3 of the WNMF IRM Plan Draft (June, 95), Integrated Resource Management (IRM) has the following characteristics:

- ▶adequately addresses all aspects of resource management
- ▶takes into consideration a wide array of forest values
- ▶requires consultation between resource management agencies
- ▶ensures that no one resource is developed to the exclusion of others
- ▶involves shared decision making, coordination and cooperation
- ▶recognizes the legitimacy of multiple interests
- ▶is a conflict resolution process

Integrated resource management is the concept of sustainability.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (The Brundtland Report,

Sustainability is the guiding principle of integrated resource management. The WNMF has identified sustainability as having environmental, economic, political, social and cultural components. That is to say sustainability addresses ongoing ecosystem health, economic viability, administration, equity and cultural identity.

Sustainability recognizes humankind's relationship to the natural environment and natural processes. Traditionally in western society, humankind has become alienated from the natural environment and has not viewed itself as being part of the ecological process. This attitude has resulted not only in the wastage of resources but the destruction of them by gross disruption of the natural systems in which we participate. Sustainability therefore implies that not only does humankind have a stewardship role in protecting the natural processes but those natural processes are what sustains humankind. The maintenance of our own well-being is dependent on how we manage the forest systems.

To promote the goals of the Model Forest Program and the WNMF it is necessary to inform the public not only for a pure promotional function but more importantly to develop informed participants in the management process. In addition, the interpretive program should strive to change many of the traditional behaviours and attitudes that have contributed to the mismanagement and abuse of the forest ecosystem. Interpretation has an integral role to play in the IRM process from these points of view. Partnership in the process and effecting change are facilitated by interpretation.

The proposed main themes for the interpretation of the WNMF are:

1. Resources must be used in a sustainable way in order to protect their long-term viability.
2. Integrated Resource Management (IRM) is a way of planning and using forest resources in a sustainable way through coordination, partnership, and conflict resolution
3. Sustainability also means the need to sustain the natural dynamics and processes of the forests system that are required to sustain all life, including humankind.
4. The Western Newfoundland Model Forest is developing an IRM process for Newfoundland and is testing and demonstrating sustainable use processes and practices in the Model Forest extent.

These themes are subjects for interpretation in themselves as well as contextual themes for all the interpretation of the WNMF.

Hierarchy of Interpretive Themes

In order to develop a good interpretive program , it is necessary to identify the various levels of interpretation that are required. This approach is used in part to identify the important ideas, in order that they receive priority. With a limited interpretive scope and limited audience attention this prioritization is necessary.

From a cognitive point of view it is important to structure all messages so they contribute to a larger message or messages thus allowing learning reinforcement to occur. The messages should be simple enough so that interpretation "makes sense" as a whole. There is a theoretical context, in which the various component ideas make sense.

This approach is suited to the WNMF in particular because of the size of the Model Forest Area, the number of sites and potential sites and the likelihood that virtually all interpretive users will use only part of the interpretive programs available. An hierarchical approach is useful in structuring the interpretive programs and overall system in that it corresponds to the relationship between individual sites, their interpretive programs and delivery methods and the main interpretive theme or themes.

The main themes of the WNMF are stated in the preceding section, and consist of sustainable use, the nature of IRM, maintenance of ecological process, and a general overview of the model forest. This latter theme could be considered slightly inferior in terms of importance and hierarchy, but provides context. These general themes should be addressed specifically at important sites and addressed indirectly at all sites.

At the other end of the thematic spectrum there are the specific details about the forest and forest processes which are the "pieces of the puzzle". At this level there is a huge amount of potential interpretation, and the challenge is to limit the amount of specific information regarding the components of the forest. It is this level of interpretation that people are most familiar with. In fact, most bad interpretation resides at this level where endless facts are thrown at the visitor with no theoretical or thematic context. Such "interpretation" usually communicates little to the audience, with even less being retained.

There is a need for specific details about the forest, and its components. However it is also important for the audience to understand how the components are important to them. If that importance is established there is a feeling of ownership as well as value. This potential sense of commitment should not be over looked.

The details of the interpretive themes at this level are determined in large part by the site.

An intermediate level of interpretation lies along this continuum where the contribution to the main themes and theoretical context is significant. It is here also that subthemes of the main themes can be explored such as the role of geographic information in the IRM process, conflict resolution practices, participation and partnership, citizen responsibility and rights, wise and unwise forest use, habitat issues, bio-diversity issues, etc.

WNMF INTERPRETIVE SYSTEM

Outstanding Interpretive Sites within WNMF

Of the interpretive sites, demonstration areas, and trails and tours that have been inventoried, several have stood out as having the greatest to offer. Selection of these sites is related both to the inventory, or what the site has to offer and the thematic development for the site, or the why of the interpretive exercise. The following 7 sites have been proposed as outstanding interpretive sites:

- Bottom Brook Demonstration Forest
- "Logger's School" Road Area
- Blow-Me-Down Cross Country Ski Club
- Corner Brook Stream Trail
- Steady Brook Community Walking Trail (proposed)
- Pasadena Nordic Ski Trail
- Deer Lake Insectarium (proposed) and Humber Valley Development Association Heritage Centre

These sites have been selected for their significance in terms of the cultural or bio-physical resources and their potential for interpreting themes of importance to the WNMF. Specifically, the rationale for selecting each site is outlined below.

Bottom Brook Demonstration Forest can act as a gateway to the Model Forest from the west. It is an excellent site for interpretation of timber management practices and concepts. The site contains a large plantation of Black Spruce where a prescribed burn and herbicide treatment had taken place. Historical activity on the site has resulted in a forest at various stages of regeneration. Recreational uses, domestic wood-cutting, fishing and hunting are all established uses on the site, and offer potential for interpreting multiple values residing on the same sites. Located within the Newfoundland Pine Marten Reserve, Bottom Brook offers the best site to interpret themes associated with this endangered Newfoundland species. Remnants of White Pine populations exist as specimen trees with some regeneration evident as well as stumps and logs from historic harvesting. There are interesting issues surrounding White Pine from an historic point of view, as well as evaluating the future potential of White Pine as a commercial species. Disease cycles and potential evolution of resistance is a significant conceptual resource to develop interpretation of the dynamics of the ecosystem. The Bottom Brook Arboretum, which is located within the larger site of the Demonstration Forest, contains examples of native and exotic species

in informal trial cut-blocks. Development of an interpretive trail system is in the planning and preliminary development stage.

"Logger's School" Road is significant because of its history of intensive and varied management and harvesting, and its ability to provide interpretation of the time dimension in management and harvesting. In spite of intensive harvesting over the years the forest is extremely productive. A variety of pre-commercial thinning, planting and harvesting techniques can be observed on sites which can be compared by age. Proximity to Corner Brook has ramifications regarding established recreational uses, and exposure potential of the interpretive messages as a secondary educational use. Visitation is likely greater near or in urban areas. Established interpretive use through the WNMF Bus Tour has been very well received by visitors. Corner Brook Pulp and Paper has used this area for industry demonstrations.

Blow-Me-Down Cross Country Ski Trail is under-going expansion associated with the 1999 Canada Winter Games, and proposed extension into four season use. A hiking trail with an interpretive component is currently being developed in the 1995 season. This site offers opportunity for interpretation of plant associations and hydrology, as well as water supply issues. The diversity of species associated with the various site types offers a richness that permits good interpretation while at the same time allowing conceptual messages to be presented regarding why the composite sites are the way they are. The passage of water through the site is clearly visible, from numerous prospects. Proximity to the population concentration, established winter use and a growing public profile are assets of this site.

Corner Brook Stream offers a variety of opportunity from the working forest, through a water supply area, both domestic and industrial to an urban park setting, to the downtown section of Corner Brook and finally to Corner Brook Pulp and Paper. Some interpretation of flora has been attempted of a limited scope. Recreational and fitness walking has become quite popular in Corner Brook and the potential for user contact is high.

The proposed **Steady Brook Community Walking Trail** is important for its location on the Humber River and Humber Valley. Significant links can be made with Marble Mountain facilities and trails, as well as other regional trails initiatives such as the Trans-Canada Trail/T'railway. Accessed from both Marble Mountain and the Town of Steady Brook, with linkage to views of the flood plain, wetland, river valley and ski facility, potential for interpretation of habitat, river dynamics, and planning issues involving residential communities and recreation; a high potential for visitation from adjoining facilities.

Pasadena Nordic Ski Trail has been the subject of a preliminary interpretive study by Henry Mann. Significant winter community use and proximity to schools provides winter opportunities. This is a good area to interpret forest flora and fauna with significant opportunity for expansion of facility.

The combined site of the **Humber Valley Development Association Heritage Centre, proposed Insectarium, and walking trail** provides the second major gateway to the WNMF. The existing Heritage Centre provides significant historic interpretation of forestry. The advent of the other

proposed facilities will offer their own discrete programs in addition to providing significant opportunities for visitation. This Eastern gateway is also significant due to its proximity to other facilities and the highway turn-off for the Norther Peninsula.

Current Interpretive Gaps

There are few existing interpretive programs within the WNMF. There are an abundance of suitable sites with existing facilities. Gaps in interpretation exist only where there is an important story to be told which is not being told. In the case of the WNMF, the challenge becomes not in the area of traditional flora and fauna interpretation, but in establishing an ecological framework and demonstrating how management and planning can support sustainability. To understand sustainability, there needs to be a simple understanding about the processes which are to be sustained and in practice how to do it. The WNMF interpretive program should address not only commercial and governmental practices but also individual or community based uses of the forest.

The following is a preliminary list of topics for interpretation:

- What is the WNMF?
- What is IRM?
- Significance of geographic information and mapping.
- Partnership and participation in IRM.
- Conflict resolution.
- Species and Habitat.
- Hydrology and water use.
- Demonstration of harvesting, thinning, planting, protecting, and innovative techniques for forest management.
- Recreational and Tourism uses such as skidooing and skiing.
- Mines & Energy and Agricultural Resources.
- Holistic Values.
- Ecosystem Health.
- Subsistence uses such as berry picking, hunting, trapping, fishing, snaring, domestic wood cutting.
- Accessible timber supply.
- Certification of forest management practices and forest products.

Further articulation of interpretive topics will follow in the section "Potential Interpretive Sites".

Potential Interpretive Sites

Auto-Tours

There are three auto tours that are proposed for the WNMF: **Trans-Canada Highway Tour**, **South Shore of the Bay of Islands**, and a **Loggers' School Road Tour**.

The **WNMF Trans-Canada Tour** is designed to function as the main interpretive auto-tour. The interpretive sites along the route can function from a moving automobile, as well as having roadside stops, and linking independent interpretive sites along the way. To deliver the interpretive component of the tour both a brochure and road-side panels, where appropriate, are proposed. The brochure should be able to function as a guide to the moving component of the tour. The moving component should be able to function without either highway stops or stops at independent programs or facilities. As signage represents a significant expenditure in interpretation, interpretive signage and interpretive panels should be developed and placed in key sites where visitation is potentially highest, and should concentrate on significant, succinctly stated themes. The interpretive brochure should provide basic information about the WNMF and other independent interpretive sites, and address both significant themes for the Model Forest, as well as providing some familiarization, and entertainment learning. The auto tour brochure should function as the primary contact for visitors. A supplementary or alternate approach to auto-tours is to develop a cassette for car stereos as a tool for interpretation.

Bottom Brook should function as a gateway to the WNMF from the West for the purposes of the auto-tour. Bottom Brook Demonstration Forest is a significant potential interpretive facility in its own right. Interpretive opportunities regarding a broad range of important themes and sub-themes exist here. Major signage to identify the Model Forest and the beginning of the WNMF Trans-Canada Tour is required. Identification of Bottom Brook as an interpretive site with a brief description of the interpretive program, should be contained in the auto tour brochure. An interpretive panel should be developed in the parking lot of the Bottom Brook Demonstration Forest, to function as a road-side stop and as part of the interpretive program of the Bottom Brook facility. Suggested themes for the roadside stop are: what is the WNMF, what is IRM, what is sustainability, what is the Bottom Brook Demonstration Forest?

Similarly, **Deer Lake Insectarium/Heritage Centre should function as the gateway to the Model Forest in the East.** This site is appropriate because of the significant interpretive facilities both proposed and existing that exist here, and the other retail activities that exist at that stop. Proximity to the Northern Peninsula turn off is probably an asset, due to the significant tourism traffic to this area. Similar identification and interpretive signage is recommended at this site. Suggested themes are as above, but with a description of the interpretive facilities at the Insectarium/Heritage Centre site. At these important, high profile stops, considerable investment must be made in these themes. Their repetition allows targeting visitors who stop at only one of these sites, which is likely in the case of drivers travelling to Corner Brook from the east of West. With the development of the Insectarium, this site would be suitable for the exhibition of rotating interpretive services such as "The Story of Forestry", lectures, slides, or videos.

The moving component of the WNMF Trans-Canada tour should include:

(West to East)

→Bottom Brook Demonstration Forest: timber management; Newfoundland pine marten; domestic uses of forest

- Bog system 16 km to the East: importance of bogs environmentally and culturally; hydrology; berry-picking, ATV's
- Gallants Hill: Balsam Fir Forest; 45 yr old cut-over
- Roadside Gravel Pit: mineral extraction, recreational uses, land reclamation
- Blue Ponds: limestone bedrock; recreational uses
- View to Lewis Hills: proposed protected areas
- Loggers' School Road: forest management; thinning; planting; harvesting; logging history; forest regeneration and productivity
- Three Mile Dam: domestic and industrial water supply; forestry integration with water use
- Look-off above Corner Brook: Corner Brook Pulp and Paper; urban ecology; cultural dependence on the forest.
- Man in the Mountain Stop: history and significance of the Humber River; logging history, recreational significance
- Steady Brook Trail/Marble Mountain: wild-life habitat; residential land-use; recreational land-use
- Pasadena: agriculture, residential, transportation land-use conflicts
- Spillway/Hydro facility: history of pulp and paper industry
- Insectarium/Heritage Centre: bio-diversity and insect ecology

An auto tour of the South Shore of the Bay of Islands, is proposed conceptually in order to be more representative of the forest environments and uses found within the Model Forest. This tour should be developed in conjunction with the "Captain Cook Trail", an historic tour extending from the Trans-Canada at West Valley Rd., Corner Brook to Lark Harbour. Captain Cooks Trail is co-sponsored by the Corner Brook Chamber of Commerce and the South Shore Development Association. Particularly good interpretive opportunities of this area include, primary and secondary succession, the effects of fire and wind, and mining history.

A Loggers' School road auto tour is proposed as a side trip for the main auto-tour because of the richness of this area for interpretation, and to provide a "drive into the working forest". Such a tour should be developed in conjunction with Corner Brook Pulp and Paper, because of their management activities there both now and historically. Specific thinning, planting and harvesting techniques have had trials in this area and offer excellent opportunities to compare treatments

temporally. The general productivity of this Balsam Fir forest and wildlife and cultural and ecosystem values can be interpreted in a working forest setting.

Summer Trails

The formal trails within the WNMF exist largely as discrete entities. The proposal of development of the rail-bed into a provincial park called the T'railway, offers a significant opportunity to link many existing and proposed trail initiatives into a larger regional system. The specific nature of this trail and its location in some instances is yet to be determined.

As with other types of interpretive facility the intention is to partner with existing agencies to use existing facilities for interpretive sites. The proposed sites all have existing or proposed formal trails

The following sites and major themes are proposed:

- ▶ Bottom Brook Demonstration Forest Trails: plantations; exotic and indigenous species; domestic cutting; Newfoundland pine marten habitat; fishing; forest succession; history of logging and other cultural uses
- ▶ Corner Brook Stream Trail: urban ecology; industrial and domestic water supply; recreational uses; timber and water values integration; how paper is made; significance of trails and greenways in an urban setting; history of the paper making in Corner Brook
- ▶ Steady Brook Trail: wildlife habitat; recreational uses of the land; residential use of the land; landscape planning of the flood plain (residential conflicts); siltation and water quality; importance of recreational salmon fishery; conflicts between salmon fishing and other uses of forest (historic and contemporary; Logging history on the river and its affect on the river; viewshed management.
- ▶ Deer Lake Insectarium Trail: insect ecology, bio-diversity, economic entomology, habitat specificity (further development of themes as insectarium and its associated trail are developed and implemented)

Other trails with interpretive potential are:

- ▶Blomidon Brook Trail
- ▶Blow-Me-Down Park Trail
- ▶Cox's Cove Trail

Winter Trails

In facilitating the interpretive process, winter trails are important because of the extent of winter activities in the forest and the opportunity to target such users of the forest. Winter trails fall into 3 categories: snowmobile trails, groomed cross country ski trails, and non-groomed cross country trails. No groomed, or formalized snow-mobile trails exist within the Model Forest at present.

Bottom Brook Demonstration Forest has interpretive opportunities that extend over a relatively large area. This is in itself somewhat of an opportunity to develop ideas which require a different scale, such as productivity, wood volumes and translation into "paper equivalents". A loop of the scale of the extent of the demonstration forest is proposed as a snowmobile route and a longer distance hiking trail. Such a snowmobile trail should attempt to link into traditional regional trails as well as the proposed T'railway. Opportunities for accessing the Long Range Mountains south of this site are significant. The North Shore of Deer Lake was also mentioned as having good potential for a snowmobile trail

The T'railway is being proposed as a multi-use trail. Snowmobiling and cross-country skiing are its most obvious winter uses. As the T'railway begins to take shape it should provide significant interpretive opportunities both in term of access to the country and through visitation.

The two cross country ski clubs within the WNMF have significant and growing memberships and provide good sites for interpretation of the forest in winter. Blow-Me-Down cross country ski facility will have significant visitation and a high profile for the 1999 Winter Games. Its variation in landscape offer excellent opportunities for interpretation of hydrologic process, and plant association. Water supply cutting limits are visible from various parts of the site making it a good winter site to interpret water issues and conflicts. Extension of both facilities to include four season nature/hiking trails is proposed. These cross country ski facilities offer an opportunity to interpret wildlife tracks. This is not trivial as it is generally difficult to interpret wildlife species. Winter tracks, although they are ephemeral, are less elusive than the species that make them.

Partnering with Existing Services

Through the inventory of sites with interpretive significance it has become evident that there are various services such as adventure tour and sight-seeing operators, which offer interpretive opportunities for the WNMF although they do not constitute a discrete site. In many instances they offer relatively unstructured or no interpretive programs, although there are several operators who do excellent "nature" interpretation.

A significant opportunity exists to partner with these operators because of their existing infrastructure and visitor base. In addition partnership with tour operators is desirable because of their role as stakeholders in IRM and users of the forest.

Demonstration Areas

Specific mention of the Bottom Brook Demonstration Forest and Loggers' School Road as potential demonstration sites is made because of the richness of these sites, and the need for demonstration within the WNMF.

Both Bottom Brook Demonstration Forest and the Loggers' School Road Area have long histories of forest use both commercial and domestic. There is a significant interpretive potential on both sites that is dependent on individuals, company records, or is anecdotal. The formalization of

both sites as demonstration areas, and development and assembling site level interpretive resources is recommended for both these sites.

Loggers' School Road, as previously discussed, lends itself to an auto tour because of the number and distribution of significant sites. A variety of interpretive themes are well presented by the WNMF Bus Tour. A demonstration Forest is proposed in this area with development of interpretive stops for self-guiding. Trail development should support the interpretive stops. The well developed woods road system links the various stops but short walks in the woods seems to be working well on the bus tour. Such a demonstration forest is a natural extension of the bus tour and would offer a way of interpreting Model Forest objectives. It is the intention that such a facility would continue to be a working forest and provide a resource for interpreting not only Model Forest objectives but also those of Corner Brook Pulp and Paper. Significant innovation in thinning, planting and harvesting practices by the company should be recognized. Identification and directional signage, stop signage, and interpretive brochure development is recommended.

Planning of interpretive trail and interpretive and programs is in the preliminary planning stages for Bottom Brook Demonstration Forest. A self-guided loop is being constructed around the interpretive resource of the arboretum within its extents. An interpretive brochure for self-guiding such a walk will be developed. Interpretive and trail master planning for the rest of the site is to follow.

VISITORS

An important consideration in interpretive planning is to understand who the visitors are. The more that is known about the visitors, where they are coming from, what their motivations are and what their expectations are, the more effective an interpretive program will be. Interpretation is not unlike marketing, where the consumer in this case is the visitor and they are consuming the interpretive message that is being delivered.

Demographic Considerations

Demographic analysis has role in interpretive planning both as who we are targeting with an interpretive message as well as in a retrospective manner in order to fine tune programs so they are more effective. Information that is often gathered is where the visitors are coming from, their age and sex, their socio-economic background, and use patterns for a site.

This sort of information allows effective marketing of a program to that group, but also affects interpretive content. For instance if the majority of users are local it might make sense to target behavioral change in, for example, domestic cutting activity, whereas if the visitors are to be largely tourists from out of province, this message would be interesting, have some behavioral, and environmental impact but not necessarily serve the interests of the WNMF. Demographic information about the visitors also tells you who you are not reaching with an interpretive

program, and allows change in the how a program is marketed with signage, or other advertisement.

Visitor Motivation

Demographic information is often collected in a rather routine way for interpretive purposes, and is useful in interpretive planning. An area of research that is generally forgotten is the area of visitor motivation. It is important to understand what a particular set of visitors want in order to maximize the effectiveness of the interpretive program. A complete lack of understanding of visitor motivation in interpretation is akin to answering questions that the visitor is not asking, and providing them with programs that will generally be poorly attended. Attendance does not always, indicate user motivation. It is important to pursue this knowledge further by specifically gathering this information. For instance low attendance at programs may be due to the time of day they are offered, rather than the interest to the visitor.

One observation about visitor motivation is that a general audience does not come primarily to learn and in fact low visitation will result if interpretation is marketed as an educational experience. Interpretation is often a secondary activity, in that people will for instance, go for a short hike for exercise and to keep their children busy and will use the self-guided interpretive trail to do this. This is not true of more specialized audiences such as academics or professional in a related field. This may also apply to other sub-groups such as retired couples.

Interpretive Pacing

Interpretive pacing is the concept of matching interpretive programs to the people who are using the facility or those who are the target audience. For instance, programs for primary school children will be substantially different than those for visiting Foresters.

Interpretive pacing has several facets:

Level of complexity should address the knowledge level of the audience. The visitor must understand the message for it to have its intended impact.

Accessibility and difficulty of access should match that of the user. Trail difficulty or the activities associated with the interpretation should match the physical abilities of the users. This is not only a message targeting issue but also a rights issue, where efforts should be made to minimize discrimination against sectors in our society. The very young and the old have different physical abilities than a teenager who frequently does long distance hiking.

As alluded to above there will be various interest in hard learning between individuals, and therefore various needs for recreation or fun as part of the interpretive program. Some generalizations can be made of course. Children will generally be interested in being entertained primarily, and having fun will facilitate learning. This is probably true for any general audience

and most individuals of any age. A challenge is presented in knowing what will entertain a particular individual or group, while meeting interpretive objectives. Flexible programs that can be adapted to the users as needed, are most capable of achieving this such as guided walks, or perhaps self-guided walks with multiple brochures suited to different visitor groups.

Visitor attitude can vary quite substantially, especially with age. It is possible to exploit such differences in attitudes in targeting audiences, but it is also necessary to be aware of visitors attitudes because of the importance of attitudinal change as a common goal for interpretation. For example, it is possible to use a child's delight, fear and interest in "creepy crawlies" to teach insect ecology, and result in a change in attitude and behaviour where all insects are not treated as pests. Such an approach with an entomologist would be ridiculous.

Pragmatically it is not possible to provide a huge number of programs for interpretation to suit a virtually unlimited number of individual or group preferences. In reality, identification of target groups and providing a limited number of interpretive programs is necessary for effectiveness. For instance in a general visitor composition it would be desirable to provide specific programs for children, accessibility for the mobility impaired, some conceptual sophistication, and some variation in length and physical challenge. Looped trails, and multiple self-guides programs are examples of ways of providing this variation in opportunity.

In addition, the other obvious implication of the reality of limited resources is a need to know who the visitors are, so they may be targeted effectively. If they are exceedingly diverse, there is a need to offer multiple opportunities wherever possible. If they are more specific in cross-section, they must be targeted directly.

WNMF Visitors

Specific information regarding Model Forest visitors who are targeted for interpretive programs is not generally available. This is not surprising due to the preliminary stage of development of WNMF interpretive programs, the general lack of forest interpretive programs within the Model Forest area and the fact that this data has not been gathered. Some general anticipatory observations can be made prior to the development of programs.

The primary target audience for interpretation of the Model Forest themes is the general public, resident to Newfoundland. This is implicit in the objectives in that a dominant issue for the WNMF is to develop an IRM process for Newfoundland as a whole. It is therefore necessary to target Newfoundlanders as a whole for education. There is probably intrinsic value in interpreting the WNMF to non-resident tourists but this has little significance to the stated goals and objectives of the WNMF beyond the fact that the Model Forest Program is a federal initiative designed to further goals for all Canadians. In addition, Goal #4, "To instill within the public an increased awareness of forest resource management" identifies a general public as the target audience. This is restated as an objective under this goal (objective 13) using interpretive techniques. Objective 14 under this goal is an objective to "integrate the educational system into the Model Forest on three levels:

- i) public school (elementary and secondary): understanding and awareness
- ii) technical institutions: technical training, technology transfer
- iii) university: research and development

Most significant is the inclusion of the public school system for the development of understanding and awareness. Specific technical training, technology transfer and research and development is less well served by interpretive program due to their broad range of specificity but has most potential in the area of using demonstration areas.

Intuitively it is desirable to target children directly due to their specific interpretive needs and the fact that investment in interpretation for children is an investment in the future of our forests. What we teach our children is shaping the nature of the forests of the future.

It may be possible to address specific problems or issues of forest management by targeting groups with interpretive programs. For instance, killing of Newfoundland Pine Marten in rabbit snares is not caused by the general public but by those who snare rabbits. Targeting such a group contributes to the efficient allocation of resources in interpretation. For some issues of urgency, such as domestic cutting, there is a need to reach the target group effectively and quickly. The threat to the forest is significant enough to warrant such attention.

The Model Forest Bus Tour offers the opportunity to make some observations about visitors. Caution is recommended because of the small sample size and informal nature of the survey design, the potential for pre-selection of the general public ("preaching to the converted"), and the fact that visitation is not always an indication of motivation or preference.

The visitors seem to be largely resident to the area with 75% reporting in 1993. Accessibility and comfort were issues for a significant number of the users. Specialized programs for children, school and activity groups, such as scouts, was suggested. General comments about learning experience where subject was mentioned. Comments about "enjoyment" were much more common than comment about education. Raw scores of the 1993 and 1994 surveys would indicate rating of enjoyment vs. being informed.

The greatest amount of most useful information about visitors can be gathered as programs are implemented. Specific information regarding gathering visitor information during program development and implementation shall be made in the section "Recommendations".

RECOMMENDATIONS

What the WNMF should do:

1. **Signage and brochures should be developed as a system.** Not only does this allow conceptual integrity but graphic consistency contributes to getting recognition and easier communication. Informational needs require systematic analysis to develop cost effective brochure

and signs. Where possible signage and brochures should be pre-tested before they are used by using mock-ups or modular signs. Brochure mock-ups can be prepared and photo copied for pre-testing with users. Signs may be mocked up on laminated or imbedded paper or film for testing. Modular signs of various design can be changed without erecting complete new signs and a variety of information presented on standard sign boards.

2. A **logo** sign of small dimensions (approx. 3" or 7.5 cm) should be developed as a modular identification symbol that can be added to a sign board or post. These logo signs are like badges and can be used to identify WNMF participation, act as trail markers or interpretive stops on a self-guided trail. These signs are particularly useful when partnering with other organizations, for identification of the WNMF and for identification of features of significance.

3. A **slogan** should be developed to provoke visitors to think about IRM and sustainability. Such a slogan can be used as an identifier for the WNMF and be applied to all signage and brochures. As the retention of information is often in doubt among visitors, there are benefits of a succinct, one sentence message that is repeated at each major site, sign or brochure. This approach allows for the delivery of one or two ideas, which are supported by additional interpretation.

4. A **spatial data base should be developed for interpretation.** In order to co-ordinate with other planning activities within the Model Forest, a data-base suitable for integration with Geographic Information Systems activities within the Model Forest. Integrated Resource Management is generally facilitated by the development of spatial data-bases. A spatial data-base should be developed for trails and hiking as part of a larger effort to create a Tourism and Recreation data-base. Interpretation programs have great potential to exploit other activities to deliver their message. From a strictly interpretive point of view we need to know where people are and what they are doing to effectively target them.

What the WNMF should encourage:

5. Interpretive programs should be **comfortable and convenient** experiences. This observation is supported by the comments received from visitors to the WNMF Bus Tour. Interpretation is often a secondary activity or motivation for other main activities or motivations. For example, self-guided walking trails are often used for exercise or entertainment with learning as a secondary activity. On trail systems short loop opportunities (< 1km), with comfortable surfacing and grades, should be included.

6. Further to the above section, a **variety** of pacing options should be provided. Pacing is suiting the facility to the visitor. Where possible accessibility should be provided for those with a variety of physical abilities. On trail systems, loop systems allow for a variety of opportunities with differing physical requirements. This concept applies to the content of interpretive programs. People have a variety of mastery of the subject matter.

What should be done in partnership:

7. Programs should be developed to concentrate on **targeting messages to appropriate users.**

For example interpretive content of a general interest such as IRM concepts, should be delivered in "high traffic" areas, in a fashion where one or two simple concepts are delivered in a comfortable and convenient form. Although there may be exceptions, the general audience is the target for most of the interpretation necessary for the WNMF. Resources should be concentrated on this general audience.

8. Specific programs should be developed for **children**. Children are a particularly important target audience that is often not exploited properly. General programs may not be appropriate for them. There is also a need to be emotive with children, that has great potential for changing attitude for the future. Developing ownership of concepts and attitudes at a young age has great potential for behavioral change. School programs and partnerships should be developed. Further to the importance of targeting children, school programs offer a captive important audience. Self-guided walks are probably most appropriate in that minimal costs are incurred for all concerned. Teacher's guides, providing background information would help deliver the program and encourage attendance.

9. **Visitor information** should be gathered where opportunities exist. Assumptions that are made in interpretive planning often require fine-tuning. Brochure tear-offs and suggestion boxes should be developed. Visitor feed-back will aid in this process. None of the objectives of interpretation can be met if the message is not getting to the intended audience. Gathering information regarding age, address/postal code, sex, rating for enjoyment, information, presentation, accessibility, and trail attributes is suggested.

10. It is recommended that an **interpretive development kit** be developed for distribution to potential partners such as tour operators or trails groups. Such a package would address thematic considerations significant to the WNMF, as well as providing practical methods for planning and delivering high quality interpretive programs to visitors. Theoretical basis for IRM, significant values, and how to develop programs and references should be addressed. Developing and enhancing existing tours and providing support as new routes are travelled, should be of benefit to operators and should prove a selling point of using such a package.

REFERENCES

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APPENDIX

**INTERPRETIVE INVENTORY
OF
SITES AND SERVICES**

INTERPRETIVE SITE INVENTORY

SITE NAME: Blow-Me-Down Ski Trail **Site Reference No:**

Site Location: Country Road Industrial Park, Lewin Parkway

Site Description: club based community ski facility with competitive, national calibre trails; hiking trail crosses; boreal variety of plant associations both upland and lowland with excellent examples of herbaceous species; spectacular accumulations of Pink Ladies Slipper and Pitcher Plant; ski trails and hiking trail offer spectacular prospects of forest, bogs, urban fringe, ponds and Humber Arm

Accessibility/Connectivity: largely self-contained facility but with potential for expansion; linkage possible with rail bed and woods road to the west of site

Km of Trail: 4 km hiking trail; 27 km groomed ski trail

Trail Type: groomed x-country skiing recreational and competitive; hiking; interpretive self-guided interpretation is being developed this season (1995); Biathlon site proposed; site of 1999 Canada Games x-country and biathlon events

Interpretive Significance: opportunities to interpret hydrology and plant association; prospects of water supply cutting limits and multiple uses offers opportunity to interpret IRM; good examples of some herbaceous species; interpretive planning being developed by Conservation Core as part of their 1995 project at the ski park

Documents: various as part of Trail Development Resource Kit

Contacts: Dr. Barry May
Tel: (709) 639-7279

INTERPRETIVE SITE INVENTORY

Site Name: Blue Ponds Park Trail **Site Reference No:**

Site Location: Blue Ponds Park; Trans-Canada Highway approximately 20km west of Corner Brook

Site Description: located in a former provincial park, this woodland trail climbs to a lookoff overlooking Blue Ponds which is fed by subterranean limestone-based springs which give the blue-green colour

Accessibility/Connectivity:

Km of Trail: approximately 1.5 km, additional trails are being planned

Trail Type: walking trail

Interpretive Significance: potential for general interpretation of flora or fauna and limestone-based pond; loons resident on Blue Ponds

Documents:

Contacts: Wayne Watton
5 St. Claire Avenue
Corner Brook, NF
A2H 5K5

Tel: (709) 634-5764

Fax: (709) 634-0011

INTERPRETIVE SITE INVENTORY

Site Name: Stag Lake Park Ski Trail **Site Reference No**

Site Location: former Stag Lake Provincial Park, approximately 15 km west of Corner Brook

Site Description: approximately 1100 ha surrounding Stag Lake; extremely productive forest that has a history of logging; site of the original logger's school; dense regeneration of Balsam Fir

Accessibility/Connectivity: good potential linkages to road 187 (Logger's School Road), Railbed, and Serpentine Lake/Lewis Hills area

Km of Trail: 3 km

Trail Type: cross country ski trail historically not groomed

Interpretive Significance: forest management practices; multiple uses; forest succession and regeneration; role of parks in forest management

Documents:

Contacts: Dr. E.M. Swannie
23 Cobb Lane
Corner Brook, NF
Tel: (709) 634-6495

INTERPRETIVE SITE INVENTORY

Site Name: Corner Brook Stream Trail **Site Reference No:**

Site Location: Corner Brook Stream; proposed trail from Corner Brook Pulp and Paper to Trans Canada Highway; existing trail largely around Glynmill Inn Pond

Site Description: river valley, ponds, wetland, urban commercial and industrial, Balsam Fir Forest, Margaret Bowater Park has swimming area, play structures and active/passive play areas; power house and penstock; species interpretation plaques; upper section of stream has waterfall and caves; Glynmill Inn Pond has periodic water fowl with resident pair of swans; stream has small Brook Trout population; fish ladder at Glynmill Inn Pond dam outflow affords no viewing opportunity; waterfowl and other birds; water supply protect area

Accessibility/Connectivity: linkage to: Participark trails and Sir Wilfred Grenfell College Trails; Margaret Bowater Park; Sir Wilfred Grenfell College; Glynmill Inn/Townsite; Corner Brook Pulp and Paper; Commercial and retail outlets downtown; Trans-Canada Highway

Km of Trail: approx 4 km existing; 15 km proposed

Trail Type: summer walking trail

Interpretive Significance: The wide variety of land-uses offers interpretive opportunities to address issues of multiple use and integration; disused dredging settling pond is an interesting waterfowl habitat, and regenerating landscape; Geological opportunities associated with limestone caves; industrial and domestic water use offers opportunity to interpret water quality and water supply issues

Documents: Corner Brook Stream: Management Study (1992)
Environmental Planning Department
Nova Scotia College of Art and Design

Contacts: The Corner Brook Stream Development Committee
c/o Colleen Humphries
P.O. Box 1080
Corner Brook, NF
A2H 6E1
Tel: (709) 637-1625

INTERPRETIVE SITE INVENTORY

Site Name: Sir Wilfred Grenfell College Ski Trail **Site Reference No:**

Site Location: University Drive, Corner Brook

Site Description: forested ski trail, groomed periodically

Accessibility/Connectivity: potential links to Elizabeth St., Corner Brook Stream, Participark; Association with and proximity to Sir Wilfred Grenfell College offers potential for high visitation

Km of Trail: 4 km

Trail Type: cross country ski trail

Interpretive Significance: general interpretation of flora and fauna; proliferation of Dwarf Mistletoe; significant outdoor laboratory and demonstration site for students

Documents: Sir Wilfred Grenfell College Orienteering Map

Contacts: Dave Carroll
Sir Wilfred Grenfell College
University Dr.
Corner Brook, NF
A2H 6P9
Tel: (709) 637-6303

or

Keith Nicol
Tel: (709) 637-6288

INTERPRETIVE SITE INVENTORY

Site Name: Corner Brook Participark Trail **Site Reference No:**

Site Location: University Drive, Corner Brook; adjacent to tennis club and RecPlex

Site Description: Graded Trail consisting of 2 loops approx 2.5 m wide constructed as an exercise trail with activity stations; suitable for short x-country skiing; used for dog-walking and connection to Margaret Bowater Park and townsite

Accessibility/Connectivity: linkage to Corner Brook Stream Trail; short cut to townsite and Sir Wilfred Grenfell College

Km of Trail:

Trail Type: exercise station trail; ski trail; walking trail

Interpretive Significance:

Documents:

Contacts:

INTERPRETIVE SITE INVENTORY

Site Name: Marble Mountain Trails (proposed) **Site Reference No:**

Site Location: Trans-Canada Highway

Site Description: Part of the Marble Mountain Ski Development, in the Humber Valley

Accessibility/Connectivity: potential links to Steady Brook Trails, and the Trailway; Ski facility, Steady Brook, Cabins and retail outlets nearby

Km of Trail: 20 km+

Trail Type: hiking trail

Interpretive Significance: potential to interpret recreation uses and development; good vistas of Humber Valley and Humber River

Documents: requested but not sent

Contacts: Kevin Grogan
Operations Manager
P.O. Box 252
Steady Brook, NF
A2H 2N2

INTERPRETIVE SITE INVENTORY

Site Name: Steady Brook Trail (proposed) **Site Reference No:**

Site Location: Town of Steady Brook; North and South of the 4 lane highway

Site Description: urban, rural estate, pasture and cutover are proposed sites of the trail; good views of Humber River, Marble Mountain and wetland proximal to mouth of Steady Brook; general site extent is essentially a rural residential enclave in the Humber Valley that adjoins Marble Mountain Ski Development, "George's trailer park and retail stores, and a gas station. Existing trail use is considerable with established but not formalized trails; ATV access to south side of divided highway; medium difficulty walking trail to Steady Brook Falls wetland has existing use by waterfowl; habitat enhancement may be feasible

Accessibility/Connectivity: confections to: humber river through boat slip; proposed bridge and golf course; "George's" trailer park, stores, and adjacent gas station; existing cabin accommodation; Marble Mountain Development; residential streets; woods roads and ski maintenance roads; parking not proposed but should be accommodated by existing and proposed facilities.

Km of Trail: 1.7 km phased to 13 km

Trail Type: walking/passive recreation but multi-use/multi-season where established use exists

Interpretive Significance: river ecology and hydrology; recreational uses of the forest and their consequences; residential uses of the forest and their consequences; wetland provides opportunities for interpreting water fowl and habitat issues; residential building encroachment in the adjacent flood plain can be utilized to interpret water quality, hydrology, and land-use planning

Existing and proposed commercial development of the Marble Mountain Ski facility could be utilized to interpret the effects of tourism development.

Significant integration of land-uses, of sorts, in the area and adjoining Humber Valley

Documents:

Steady Brook Trails Proposal

for: Steady Brook Trails Committee

by: E. Rolls, G. Beaton, K. Spencer, and A. Buckle

Contacts:

Steady Brook Trails Committee

Bob Diamond Donna Thistle

634-3607 (h) 634-0910 (h)

639-8483 (w) 634-4389 (w)

639-1079 (fax)

INTERPRETIVE SITE INVENTORY

Site Name: Pasadena Nordic Ski Trail **Site Reference No:**

Site Location: beginning at Castlewood Drive, Pasadena

Site Description: a community, club-based ski trail; 1 km spur passes old field with interesting shrubs and wildflowers on rich sites; major trail loops pass through typical boreal forest habitat including: upland White Spruce with Balsam Fir, White Birch and Red Maple; wet low land peaty accumulations with Black Spruce and Larch; Hardwood thickets also occur of Birch, Mountain Maple, or Alder; Remnant white pine forest with several large specimens on 2 trail loops

Accessibility/Connectivity: largely a self-contained opportunity; proximity to residential areas and school; good potential for expansion of trail network

Km of Trail: 10 km of groomed trail; 5 loops on 1 km spur

Trail Type: X-country ski trail with proposed self-guided interpretive nature trail

Interpretive Significance: Some interpretive planning has been undertaken to interpret species e.g. Canada Anemone, Boreal Owl, White Pine, Lungwort Lichen; numerous common and several rare wildflower species are known to occur; opportunities for interpretation of plant associations; wildlife habitat for moose, snowshoe hare, fox, lynx, squirrel, shrew and vole; willow Ptarmigan and Roughed Grouse observed; White Pine specimens, stumps and seedlings offer interpretive opportunity for logging and Blister Rust history

Documents: Nature Trail Development
Pasadena Nordic Ski Club
Feasibility and Recommended Strategy
Henry Mann

contacts: Herber Gill
8 Fern Place
Pasadena, NF
Tel: (709) 686-2035

INTERPRETIVE SITE INVENTORY

Site Name: Blomidon Brook Trail **Site Reference No:**

Site Location: Highway 450, 0.5 km west of Blomidon Brook Bridge

Site Description: barrens, with formal trail skirting Blomidon Brook Valley sections boardwalked; trail leads to popular swimming hole 1 km from trail head; trail climbs another 1.5 km inland; interesting barren land vegetation; significant rare peridotite rock outcrops

Accessibility/Connectivity: connections to informal trails leading to Blomidon Mountains;

Km of Trail: 2.5 km

Trail Type: hiking trail

Interpretive Significance: geological and weather influences on vegetation; vistas of Bay of Islands offer broad opportunities for interpretation

Documents:

Contacts:

INTERPRETIVE SITE INVENTORY

Site Name: **Blow-Me-Down Provincial Park Trail** **Site Reference No:**

Site Location: Highway 450, 2 km east of Lark Harbour on the south shore of the Bay of Islands

Site Description: 0.5 km trail to a lookoff platform with views of Lark Harbour, York Harbour and the Bay of Islands; a more rugged trail continues to Tortoise Mountain; two accesses from the beach area and the parking lot

Accessibility/Connectivity:

Km of Trail: 2.5 km

Trail Type: hiking trail

interpretive significance: role of parks in forest management; domestic wood cutting; recreational use of the forest; significant opportunities for visitation; good prospect of surrounding landscape

Documents:

Contacts:

INTERPRETIVE SITE INVENTORY

Site Name: Cox's Cove Trail **Site Reference No:**

Site Location: the terminus of Highway 440 on the north shore of the Bay of Islands

Site Description: coastal trail from Cox's Cove to abandoned settlement at Brake's Cove to the west; approx 100 people in 11 families were resettled in 1966; small cemetery at the back of the old community

Accessibility/Connectivity: linkage to Island View cabins at the terminus of highway 440

Km of Trail: 1.5 km

Trail Type: Coastal walking trail

Interpretive Significance: potential for interpretation of historic use of the land; story of the fishery as an ecosystem in crisis

Documents: Best Hiking Trails in Western Newfoundland
Keith Nicol, Breakwater Books, 1987

Contacts: Alex Park
Island View Cabins
Cox's Cove, NF
Tel: (709) 688-2634

INTERPRETIVE SITE INVENTORY

Site Name: Newfoundland T'railway **Site Reference no:**

Site Location: Main rail line of the Newfoundland Railway

Site Description: rail-bed that extends from St. John's to Port-aux-Basques offering access to Nfld. interior; used by ATV's, snowmobiles, mountain bikers and cross-country skiers locally and regionally; some fragmentation of continuity especially approaching Corner Brook from the east; alternate routes to fill these gaps will be developed; designated as a Provincial Park, March 28, 1995; designated as the route of the Trans-Canada Trail in Newfoundland

Accessibility/Connectivity: extensive linkages to communities and the interior; historic use to access cabins in Gaff Topsails area and north west side of Georges Lake

Km of Trail: to be determined but approximately 900 km

Trail Type: multi-use/multi-season

Interpretive Significance: significant access to interior; historic use of the landscape; multi-dimensional recreational use of landscape, cultural interpretation, access to coastal and inland communities

Documents: The Newfoundland T'railway
Northland Associates Ltd.
for The Newfoundland and Labrador Rural Development Council
Vol 1: Opportunities and Feasibility
Vol 2: Resource Assessment and Opportunity Analysis

Ministerial Statement, March 28, 1995
Promotional video - 15 minutes
T'Railway Council Resource Library contains further documents/reports

Contacts: Terry Morrison, Executive Director
Newfoundland T'railway Council
c/o P.O. Box 306,
Gander, NF
A1V 1W7
Tel: (709) 256-8833 or 256-8835
Fax: (809) 651-3849

INTERPRETIVE SITE INVENTORY

Site Name: Deer Lake Insectarium (proposed) **Site Reference No:**

Site Location: Trans Canada Highway, Deer Lake East

Site Description: Live and mounted insects and their relatives are to be shown in natural settings; to include exhibition hall, butterfly house, rearing room, multi-media room, flower gardens and nature trails; subsidiary of Humber Valley Development Association

Accessibility/Connectivity: Entry or gate to the WNMF in the east; proximity to Heritage Centre, Craft and other retailers; trail routes to be determined

Km of Trail: to be determined

Trail Type: interpretive nature trail

Interpretive Significance: Broad range of interpretation is proposed as part of the insectarium's programs: forest economic entomology, Bio-diversity, species interrelationships, indicator species of ecosystem health, insect habitat specificity

Documents: Buzz Notes
Newsletter of the Newfoundland Insectarium
Vol. 1 No. 1, 1995

Contacts: Lloyd Hollett or Bonnie Paul
Newfoundland Insectarium
P.O. Box 476
Trans Canada Highway
Deer Lake, NF
A0K 2E0
Tel: (709) 637-2413

INTERPRETIVE SITE INVENTORY

Site Name: Heritage Centre Deer Lake **Site Reference No:**

Site Location: Trans-Canada Highway; Deer Lake East

Site Description: small museum style exhibit centre; interpretive subjects include: logging, hydro-electric, living off the land, railroad, domestic life

Accessibility/Connectivity: location adjacent to insectarium and retail outlets; trails proposed with insectarium

Km of Trail:

Trail Type:

Interpretive Significance: significant interpretation of the history of forest and land use in place and being developed; possibility of partnerships and significant secondary use from other facilities

Documents: Report from Outdoor Designs
for Humber Valley Development Association

Contacts: Bonnie Paul
Humber Valley Development Association
Tel: (709) 635-3861

INTERPRETIVE SITE INVENTORY

Site Name: "The Story of Forestry" **Site Reference No:**

Site Location: in storage

Site Description: visual exhibit of 22 panels produced for the Forestry Headquarters Building submitted to Forest Management Division, Department of Forests and Lands (1986); panels are under 7 major headings: The story of Forestry, Forests, Trees, Forest Management, Research, Education and Future

Accessibility/Connectivity: N/A

Km of Trail: N/A

Trail Type: N/A

Interpretive Significance: conceptual plan would indicate that this set of panels interprets issues of significance to the model forest focusing largely on forest management; Evaluation of the finished panels necessary

Documents: The Story of Forestry: a Conceptual Plan for Development of Visual Exhibits in the Forestry Headquarters Building
M.A. Roy & Associates, 1986
Draft

Contacts: Newfoundland Forest Service
Forest Management Division
Herald Building
Corner Brook, NF
A2H 6H6

Site Name: **Bottom Brook Arboretum and Demonstration Forest**

Site Reference No: DA00

Site Location: Entrance Trans Canada Highway 2 km East of Burgeo Highway

Site Description: 1,418 ha along the northerly side of Bottom Brook touching on the shores of First Pond, Second Pond, Third Pond and Last Pond; 81% productive Forest of which 35% silviculturally treated largely Black Spruce plantation; 10% of site Bog; Site surrounds Newfoundland Hydro station property of 3 ha and an historic gravel pit of 5 ha undergoing natural regeneration largely mountain alder cover. Hydro lines a prominent feature of site; Class "A" woods road rough, unmaintained but passable to Caribou Brook near Eastern extent of boundary; proximity to Long Range Mountains, St. Georges River, and Bottom Brook visually significant; significant domestic wood cutting proximal to Bottom Brook

Detailed site inventory to follow as part of development plan.

Seasonal

Accessibility/Connectivity: Road access good to Arboretum both Winter and Summer Woods Road and Transmission lines offer significant opportunities for ATV's and Snowmobiles Woods Road passable to Caribou Brook but not maintained and in rough condition with alder encroachment. Arboretum cut lines and edge offer relatively good walking numerous cut lines and historic haul roads used by domestic woodcutters in winter and in recreation

Km of Trail: 0.75 km proposed in Arboretum; remainder of site to be determined

Trail Type: interpretive walking trail

Interpretive Significance:

- ▶exotic species trials in Arboretum
- ▶plantation, herbicide, prescribed burn
- ▶domestic wood cutters/multiple use issues
- ▶native species generally typical
- ▶White Pine/White Pine Blister Rust
- ▶some Alternate Leaf Dogwood and Black Ash easily accessible
- ▶pond/river edge species typical

Documents:

Management Plan (Draft)
Bottom Brook Demonstration Forest
Richard Brake
Department of Natural Resources
Newfoundland Forest Service
District 14, February, 1995

Bottom Brook Arboretum
Peter Hall
Canadian Forest Service
1985

Mapping:

NTS sheet "Harry's River" 12 B/9
ArcInfo Plot at 1:12,500 derived from NFS digital database
Bottom Brook Arboretum Cut Block Plan

Contact:

Richard Brake
Newfoundland Forest Service
District 14
Tel: (709) 647-3762

Site Name: **Loggers' School Road**

Site Reference No:

Site Description: This road is located in the serpentine valley area and is known as loggers school road. This forest may be cited as having the largest area of forest management and contains some of the best site classifications within the model forest.

Seasonal

Accessibility/Connectivity: Connected to the Trans Canada Highway, the old railway line and Serpentine Valley

Km of Trail: n/a

Trail Type: n/a

Interpretive Significance: Plantings: plantings by boy scouts dates back to the 70's:site has container & bare root plantations; plantings by CFS includes spruce species trials; gap planting has been done on landings, roads and trails; site of the first herbicide operation;signage indicates planted areas;furrows etc... were used to determine success of plantings along roads, landings and trails.

Thinnings: pre-commercial thinnings date back to 1978; time studies have been done to determine most effective thinning age; training has been carried out at the Serpentine Camp (now removed); thinning results are impressive as a stand thinned that is twentyfive years younger than an adjoining stand will be harvested at the same time; volumes of thinned stands will yield double the volume of those from unthinned stands with a shorter rotation period;there are thinned and unthinned areas with various age classes...10 yrs, 20 yrs etc; there is a signage program in place for thinned areas; company have adopted a policy to assist wildlife in various studies

Harvesting: site of full tree harvesting operations;site of cut & bunch operations;site of first company cable logging operation (now thinned); site of largest clearcut (salvage cut) in model forest (most healthy as well); yields have been as high as 50 cords per acre; site of first company biomass operation; original loggers school was located at Stag Lake; domestic cutters harvest hundreds of cords of firewood in this area

Documents:

Contacts:

Wayne Brown, Fibre Quality Superintendent
Corner Brook Pulp & Paper Limited
P.O. Box 2001, Corner Brook, NF
A2H 6J4
Tel: (709) 637-3000

INTERPRETIVE SITE INVENTORY

Site Name: Sitka Spruce Hybrid Trials

Site Reference No:

Site Location: near Corner Brook Lake

Site Description:

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance:

Documents:

Contacts:

INTERPRETIVE SITE INVENTORY

Site Name: Humber Village Red Pine/Norway Spruce Plantation

Site Reference No:

Site Location: Humber Village

Site Description: Experimental plantation of Red Pine and Norway Spruce established 1950 by Bowater Nfld. Pulp and Paper Ltd.

Accessibility/Connectivity: Accessed along road to Sharpe's Farm on the north side of Humber River

Km of Trail: n/a

Trail Type: n/a

Interpretive Significance: Good examples of both species 15 m+; example of using exotic and native trees together; history of Red Pine; Environmental requirements of species

Documents:

Contacts: Wayne Brown
Fibre Quality Superintendent
Corner Brook Pulp and Paper
P.O. Box 2001,
Corner Brook, NF
A2H 6J4
Tel: (709) 634-3000

INTERPRETIVE SITE INVENTORY

Site Name: Pasadena Field Station

Site Reference No:

Site Location:

Site Description:

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance:

Documents:

Contacts:

INTERPRETIVE SITE INVENTORY

Site Name: North Harbour White Spruce Seed Production Area

Site Reference No:

Site Location: North Harbour, Grand Lake

Site Description:

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance:

Documents:

Contacts:

Corner Brook Pulp & Paper Company Ltd.
Woodlands Division
P.O. Box 2001
Corner Brook, NF
A2H 4J6

INTERPRETIVE SITE INVENTORY

Site Name: Pynn's Brook Experimental Complex **Site Reference No:**

Site Location: Pynn's Brook

Site Description: contains White Spruce clonal orchard, Black Spruce seedling orchard, Larch cold hardiness trial, Japanese Larch Plantation and seed orchard, and various other species trials

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance:

Documents:

Contacts:

Newfoundland Forest Service
Herald Building
P.O. Box 2006
Corner Brook, NF
A2H 6J8

INTERPRETIVE SITE INVENTORY

Site Name: Model Forest Bus Tour **Site Reference No:**

Site Location: various sites around "Loggers' School Road"

Site Description: area is a productive working forest with extensive logging history; good examples of various management and harvesting techniques that have been applied over time; Tour stops include: Balsam Fir Ecology, Hemlock Looper cut-over; Silviculture Management, The "Duck Pond", Spruce Budworm Salvage site, winter road, "Four in One" site (4 different aged cut-over with various management), "Cathedral trail" on 50 year cut-over

Accessibility/Connectivity: woods road system beginning at Trans-Canada Highway approximately 13 km west of Corner Brook; potential links to Serpentine Lake, Stag Lake and Stag Lake Ski trail, Lewis Hills, and rail bed

Km of Trail: approx. 1 km formalized

Trail Type: interpretive walking trail

Interpretive Significance: existing interpretation of a personal style by Stan Pieda; good cross sections of time allow some comparison of management techniques; specific flora and fauna are interpreted as good examples are encountered; very productive forest; multiple uses well established in this area due to former Stag Lake Provincial Park and proximity to Corner Brook; "Duck Pond" habitat enhancement example of activism and partnership in integrated management; tour rating by guests was good to excellent in 100% and 98% of respondents in 1993 and 1994 respectively

Documents: "WNMF Bus Tour Guide", Stan Pieda
WNMF Bus Tour Report, Stan Pieda, September 1993
WNMF Bus Tour Report, Stan Pieda, October 1994

Contacts: Stan Pieda/Bob Mercer
WNMF
89 West Valley Rd
Corner Brook, NF
A2H 2X4
Tel: (709) 637-3322

INTERPRETIVE SITE INVENTORY

Site Name: Great Out Tours Company

Site Reference No:

Site Description: Adventure tours throughout the Bay of Islands and the Great Northern Peninsula.

Seasonal

Accessibility/Connectivity: Summer/June to September

Km of Trail:

Trail Type:

Interpretive Significance: potential for partnership in development and implementation of programs Tourism; hike the Blow Me Down Mountain, experience the outport living of Cox's Cove or mountain bike through Gros Morne National Park toward St. Anthony

Documents: Brochure

Contacts: Carla Payne
13 Cobb Lane
Corner Brook, NF A2H 2V3
Tel: (709) 639-9987

INTERPRETIVE SITE INVENTORY

Site Name: Mi-Tour

Site Reference No:

Site Location:

Site Description: four season tour operation offering nordic skiing, snowmobiling, canoeing, kayaking, hiking, horseback riding

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance: potential fir co-operative program development and implementation

Documents:

Contacts:

Michel Lavasseur
P.O. Box 839,
Corner Brook, NF
A2H 2H6
Tel: (709)783-2455

INTERPRETIVE SITE INVENTORY

Site Name: New Found Backcountry Adventures Ltd. **Site Reference No:**

Site Location: Blow-Me-Down Mountains, Serpentine Mountains plus other areas in region

Site Description: hut to hut ski tours, nature hiking/backpacking, wildlife viewing, canoeing

Accessibility/Connectivity:

Km of trail:

Trail Type:

Interpretive Significance: potential for partnership in development and implementation of programs

Documents:

Contacts: Ray Humber
Frenchman's Cove
Bay of Islands, NF
AOL 1E0
Tel: (709) 789-2809

INTERPRETIVE SITE INVENTORY

Site Name: Ecotour of Western Newfoundland (historic) **Site Reference No:**

Site Location: Trans Canada Highway from Halls Bay west to Port-aux-Basques

Site Description: self-guided auto tour devised by the Canadian Forest Service in 1975 (brochure out of print); brochure describes 7 ecozones: Coastal Barrens, Codroy, Western Coastal Plain, Corner Brook, Sandy Lake, Indian River, Halls Bay-Exploits Valley

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance: Brochure interprets 50 stops along the highway within an ecozone context; good introduction; interpretive content expertly written; broad range of topics from flora and fauna, history to geology

Documents: Ecotour of the Trans-Canada Highway
Newfoundland West

Ecotour of the Trans-Canada Highway
Newfoundland East

Contacts: Newfoundland Forest Research Centre
P.O. Box 6028
St. John's

INTERPRETIVE SITE INVENTORY

Site Name: Newfoundland Department of Tourism Thematic Tour(s)
(proposed)

Site Reference No:

Site Location:

Site Description: Proposed thematic tours

Accessibility/Connectivity:

Km of Trail:

Trail Type:

Interpretive Significance:

Documents: Themed Touring Routes and Regions Masterplan for Nfld. and Lab.
unpublished at time of printing

Contacts: Betty Rumbolt
Economic Planning Group
Nfld. Department of Tourism
Tel: (709) 729-1048