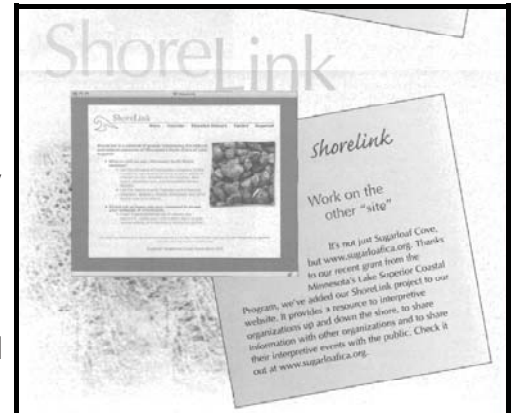




SHORELINK: STRENGTHENING NORTH SHORE INTERPRETATION

ShoreLink was created to strengthen coastal interpretation on the North Shore. The program took advantage of opportunities for coastal outreach by bringing learning carts to visitors and residents while they enjoy days by Lake Superior.



PROJECT ID:

306-17-06

YEAR:

2004

GRANTEE:

Sugarloaf Interpretive Center Association

COUNTY:

Cook

CATEGORY:

Outreach

GRANT AWARD:

\$14,994

TOTAL PROJECT COST:

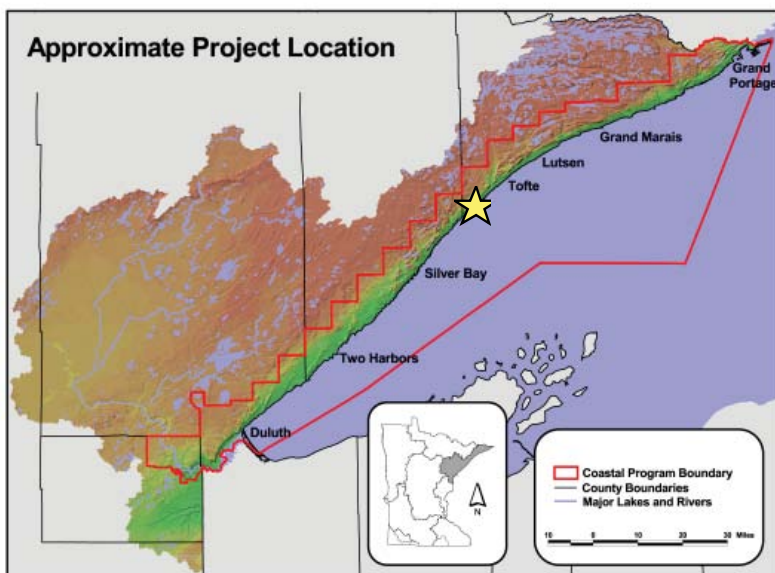
\$19,991

The learning cart program involved a trained interpreter setting up in a busy coastal location with a cart full of interesting props, all focused on one interpretive theme.

Some of the most appreciative partners in the program were North Shore state parks, including Split Rock. The ShoreLink learning cart began its first season in 2005 with over 2,000 people participating. A program directory of North Shore interpretive organizations was updated, and is available online at <http://www.sugarloafnorthshore.org/shorelink/index.html>

Along with outreach efforts, an economic impact study was completed by the University of Minnesota-Duluth Labovitz School economic research bureau. The report found that 200-400 people are employed in interpretation on the shore, and that for every five jobs in interpretation, two additional support jobs are created.

PROJECT LOCATION



One of the ShoreLink carts, used to guide discussion about the relationship between humans, gulls, and the Lake.

FOR MORE INFORMATION

Minnesota's Lake Superior Coastal Program
1568 Highway 2
Two Harbors, MN 55616
(218) 834-6612
www.dnr.state.mn.us/waters/lakesuperior