

Memorandum of Understanding

Between

Ice Age Trail Alliance and _____

This Memorandum of Understanding (MOU) is entered into by and between the Ice Age Trail Alliance, a 501(c) (3) non-profit organization, located at 2110 Main Street, Cross Plains, WI 53528, hereinafter referred to as IATA, and _____ located at _____, hereinafter referred to as Trail Community.

Purpose: The purpose of this MOU is to promote the natural and cultural heritage of Wisconsin along the Ice Age National Scenic Trail as a destination for visitors who increasingly ask for outdoor experiences and places to enjoy nature.

Statement of Mutual Interests and Benefits: IATA is dedicated to creating, supporting and protecting a 1,000 mile footpath tracing glacial formations across the state, providing opportunities for people to connect with the Wisconsin landscape. The Trail Community adjoins the Ice Age National Scenic Trail (IANST), which 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 of Wisconsin.

This MOU is established between IATA and Trail Community to help each other accomplish mutually beneficial objectives:

- A. Educate local businesses of the value of the IANST as an economic resource.
- B. Enable both parties to apply for targeted grants to assist in the community's efforts towards nature-based tourism development, economic development and trail-related infrastructure development through the development of promotional products, educational resources and/or signature events.
- C. Increased usage and awareness of the IANST and IATA, attracting more eco-tourists to local communities.
- D. Promote responsible tourism development within the community and support the IANST and IATA.

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

IATA Shall:

- 1. Promote the Trail Community and businesses as destinations through its website and other media.
- 2. Engage its local chapter as a conduit for community support.
- 3. Offer outreach materials to the community such as brochures, newsletters, posters, displays, etc.
- 4. Provide information on hiking opportunities near the community which can be reproduced and distributed to visitors to Trail Communities.
- 5. Provide periodic guided hikes that pass through the Trail Community.

- Trail Community Shall:

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

Signed _____, Title _____ Date _____

Signed _____, Title _____ Date _____

Signed _____
Executive Director & CEO

_____ Date