

Mount Agamenticus Conservation Program 2025 Outreach and Education Report

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out to explore the area.

Through immersive experiences, the Mount Agamenticus Conservation Program aims to promote responsible use of the area, instill a greater appreciation, love, and respect for the environment and inspire future advocates for protecting our natural resources. The following report highlights annual and ongoing outreach and environmental education designed to help visitors understand the unique resources located here and the importance of responsible low-impact recreation as they set

Highlights

- Learning Lodge
 - The summit visitor center was open to the public every weekend from May 24th through October 19th.
 - Logged over 4,500 visitors.
 - A new activity encouraging visitors to write their own haiku and share it with others celebrated personal nature connections at the mountain.
- Registered Groups
 - Worked with diverse groups to assist in planning visits to Mount A: group hikes and meet ups, outdoor ceremonies, schools, scouts, and summer camps.
 - 68 registered groups with 3,249 people.
 - 46 groups identified as schools or summer camps with 783 students/campers exploring Learning Lodge exhibits and 10 groups participating in staff-led programs.
- Public Programming
 - Led 13 public programs including partner programs with the Center for Wildlife and York's Center for Active Living.
 - Program staff were also joined by York Land Trust and York and Kittery Water Districts for a second annual guided hike from Highland Farm Preserve to the summit of Mount Agamenticus.
 - Hosted Day Camps:
 - "Nature in Art" for grades 2-4 for four days in August.
 - "Wild Wonders" for ages 5-8 for three days in August.



Wild Wonders campers in August



Summer Guided Hike with the Center for Active Living

- Special Events
 - Imagine a Day Without Water
 - Program staff worked with the York and Kittery Water Districts, York Sewer District, and the York School Department to educate Kindergarten and First grade students from Village Elementary School about water usage.
 - Big A 50K
 - This volunteer-run trail race benefiting the Conservation Program returned for a 14th year with 103 participants.
 - Annual Trail Challenge
 - The Trail Challenge saw 124 5K and 1 Mile course finishers in its ninth year.
 - Mayor's Monarch Pledge
 - As part of the Town of York's ongoing commitment to the [Mayor's Monarch Pledge](#), worked on initiatives to educate York residents about how to create and protect pollinator habitat.
 - Hosted native Milkweed seed collection and distribution efforts and distributed Milkweed plants and seeds to the community at no cost.
- Online Presence
 - Maintained [Agamenticus.org](#) website; developed content for and managed social media accounts and e-mail distribution list; produced press releases and other media with program listings, news, and updates.
 - Regular correspondence with visitors via online contact form and inquiries over social media accounts and phone.
 - Continued to track third-party/crowdsourced websites and apps to ensure information on Mount Agamenticus remains accurate and up to date.

- Worked with the Friends of Mount Agamenticus (FOMA) non-profit group to promote fundraising and volunteer efforts and to produce and distribute quarterly Summit View newsletter.
 - Helped FOMA raise over \$5000 toward the rehabilitation of the Big A Trail in their first online auction.



Vintage trail signs were auctioned to support FOMA fundraising efforts.

- On-site Information, Interpretation, and Education
 - Installed and maintained seasonal StoryWalk.
 - Maintained educational and promotional content for trail boxes and bulletin boards.
- Annual Visitor Use Survey
 - 520 groups (1205 visitors) were surveyed during in-person sessions; an additional 32 surveys were completed online.
 - Information is gathered to track trends and evaluate public opinion about the area. For a full survey report, please see the 2025 *Visitor Use Survey Report* at [Agamenticus.org](https://www.agamenticus.org).
- Gift Shop
 - Gift Shop sales, both in-person and online, support outreach and education efforts in the Learning Lodge and beyond.
 - Care is made to select new inventory that is aligned with mission and vision, which includes a variety of sustainably and locally produced or printed items.
 - A seasonal “pop up” gift shop was open in November and December for holiday shopping.