

Developing Louisiana's Great Gulf Coast Birding Trail



Mary Jeanne Packer
Chief Operating Officer

www.fermatainc.com





About the project

FERMATA's approach

Project Status





About the project – The Sponsors and Partners

- State Department of Culture, Recreation and Tourism - **Louisiana Office of Tourism**, Louisiana Heritage Tourism Development Division
- Louisiana Office of State Parks, Division of Outdoor Recreation
- Louisiana Dept. of Transportation – National Scenic Byway Enhancements Program



About the project – The FERMATA team

- Ted Lee Eubanks, Jr. – President
- Mary Jeanne Packer – COO and Proj. Mgr.
- Bill Fontenot – Biologist
- Carol Thailing – Recreation Planner
- Kay Radlauer – Public Involvement
- Writers, graphic designers, web developers, landscape architects.



THE BUSINESS OF NATURE

Trails, Talks, and Training Natural Resource Inventories Economic Impact Studies Feasibility Studies, Planning, and Proposals Planning

 Site Search[Louisiana Home](#)[FAQ's](#)[Meetings](#)[Presentations](#)[Nominate a site](#)[Sites considered](#)[Sites along the trail](#)

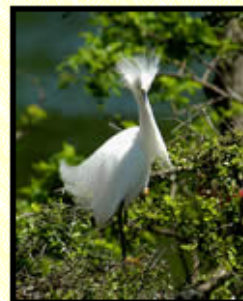
Louisiana Great Gulf Coast Birding Trail



NEW! **Project Update - September 30, 2003**

The Louisiana Great Gulf Coast Birding Trail is well on its way towards becoming a world class birding trail! FERMATA received completed nomination forms for 177 sites in 28 different parishes. These were organized and mapped, and placed them 14 different loops. Local naturalist, Bill Fontenot, is working with FERMATA to conduct site assessments. Not one to disappoint, Bill, a Louisiana native and area expert, is quickly making headway. To date, Bill has visited and assessed the sites on twelve of the 14 proposed loops.

The sites assessed so far including a variety of coastal Louisiana habitats including fresh and saltwater marshes, cheniers, upland pines, riparian hardwood forests, and cypress-tupelo swamps. Bill plans to complete all assessments by the middle of October. Moving east from the Texas border, Bill has followed the proposed Trail into eight parishes so far including Calcasieu,





About the project – Deliverables

- Identification of the Louisiana Great Gulf Coast Birding Trail Driving Route;
- Data Collection, Inventories and Interpretation Development;
- Analyze and Assess Current Birding/Bird Trail Infrastructure;

Phase I



About the project - Identify the route

- The Louisiana Great Gulf Coast Birding Trail will connect individual state and national scenic byways to larger themes and opportunities to enhance routes,
- add more experiences for visitors to the state,
- link the individual routes to a greater transportation network extending across the southern region of the state from the Texas border to the Mississippi state line.

About the project – Infrastructure



About the project – Infrastructure



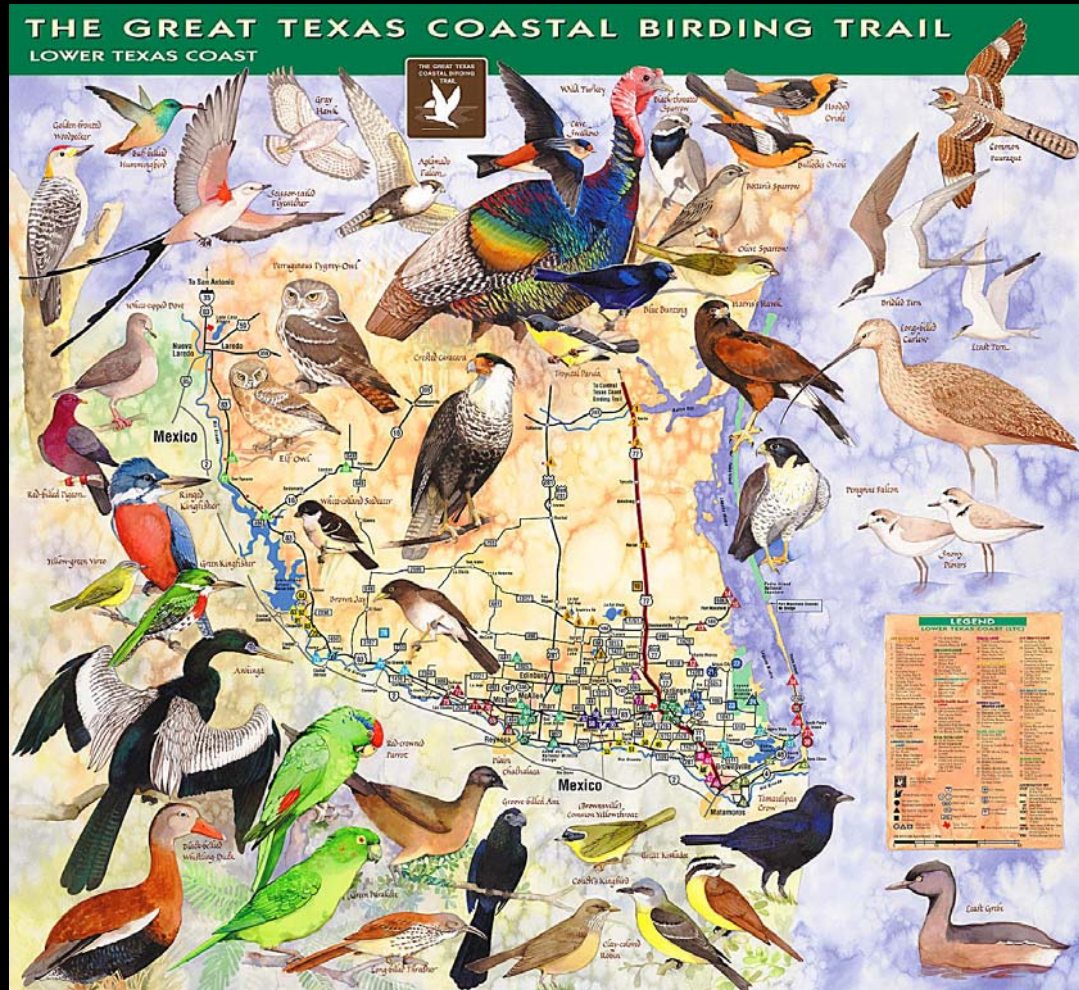
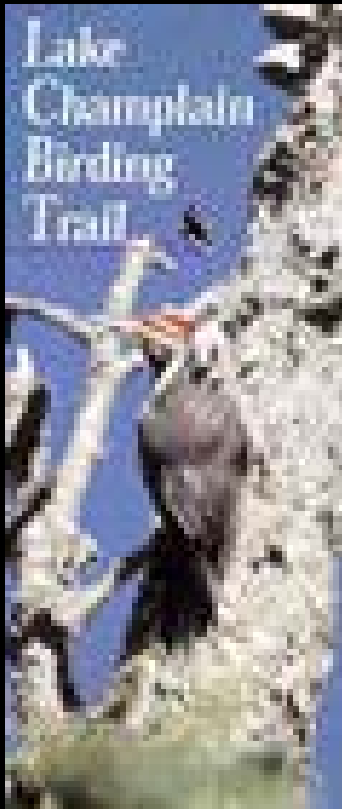


About the project – Deliverables

- Interpretive Materials Development;
- Louisiana Great Gulf Coast Birding Trail Comprehensive Strategic Development Plan;
- Draft Grant Applications

Phase I

About the project – Interpretation





About the project – Interpretation





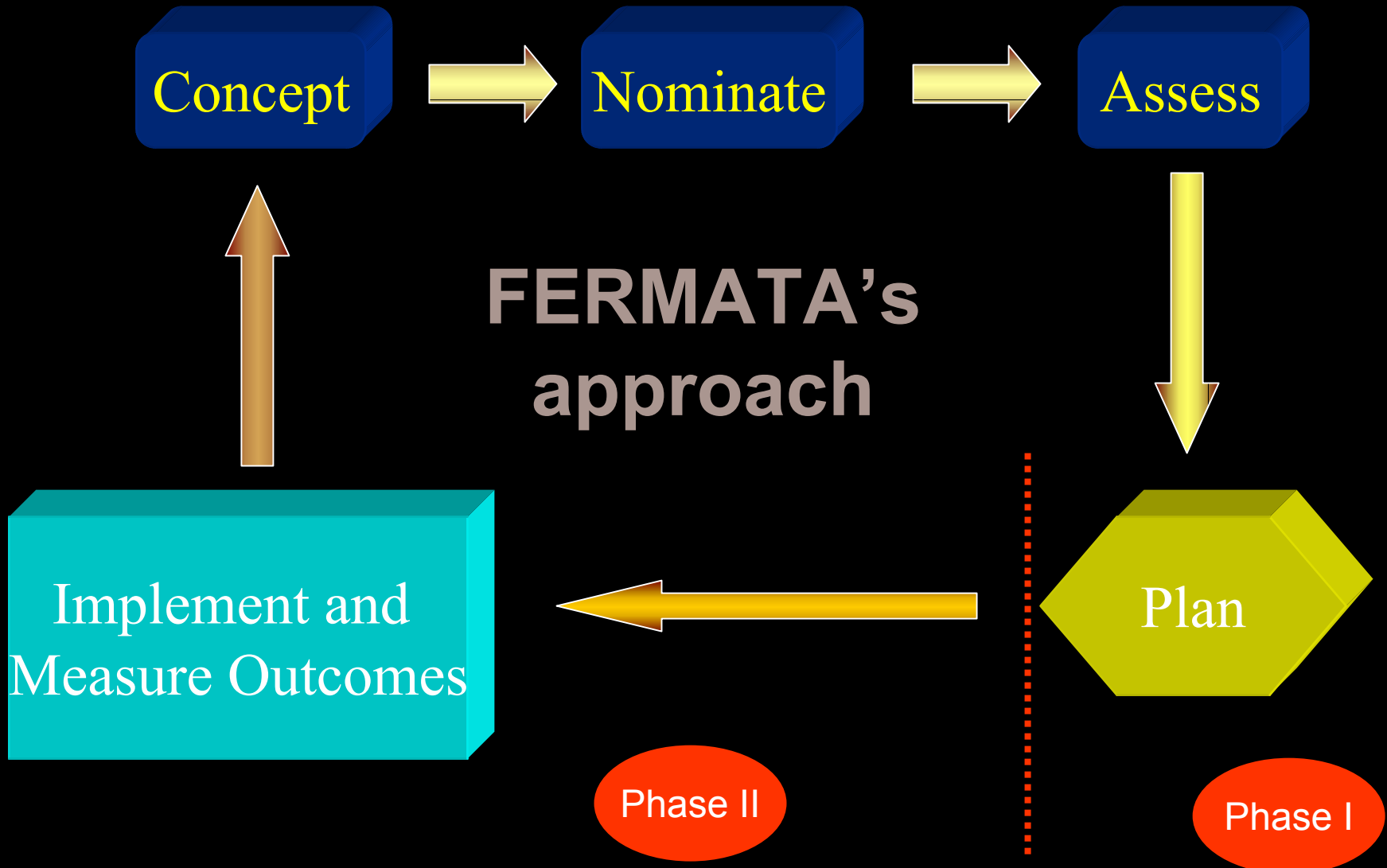
About the project – Timeline

- Project start – April 2003
- Site nominations – May and June
- Assessments and route selection – July to October
- Infrastructure assessment and recommendations October - December
- Interpretive planning and materials preparation – Winter
- Final report – Spring 2004

Phase I



Sustainable Nature Tourism Strategies



Market Segmentation in Nature Tourism

<u>Avid</u>	<u>Active</u>	<u>Casual</u>	<u>Uninitiated</u>
Primary Recreationist	Secondary Recreationist	Peripheral Recreationist	Incidental Recreationist
Avitourist	Nature Tourist	Experiential Tourist	General Tourist
Committed Birder	Naturalist Wildlife Viewer General Nature Traveler	Adventure Traveler Cultural/Historical Traveler	Leisure Traveler Business Traveler



Sustainable Nature Tourism Strategies

Concept

Experiential trails



Trails to support experiential tourists

Trails = **thematic**
itineraries

a means of
arraying
experiences
along a linear
path...



Concept

The trail is the **mechanism** by which we orchestrate the nature experience.





Sustainable Nature Tourism Strategies

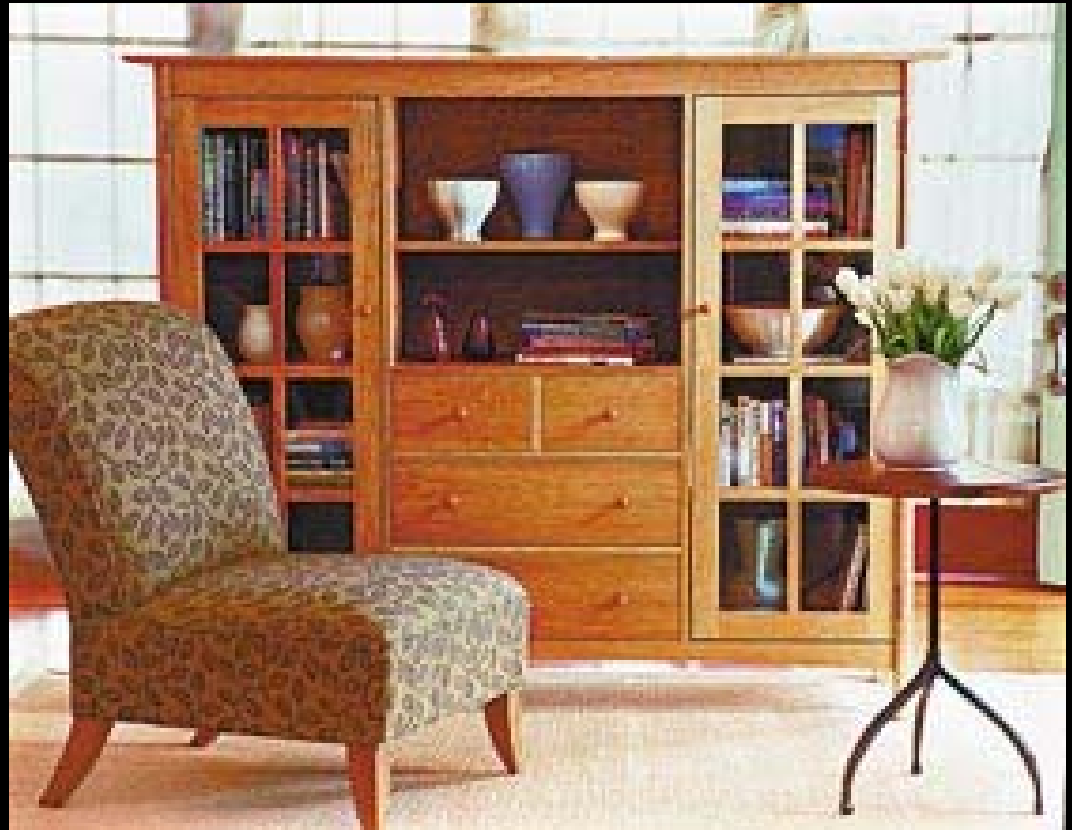
And moves
**markets to
messages.**

Concept



Trails also
serve to
move
markets to
merchandise.

Concept





Sustainable Nature Tourism Strategies

Nomination process

Nominate

LOUISIANA GREAT GULF COAST BIRDING TRAIL SITE NOMINATION FORM

Your opinion is important to the success of the Louisiana Great Gulf Coast Birding Trail. If you know of a good location to see wildlife, please complete the following nomination form. The information will be submitted to a team of trained assessors, who will then visit and evaluate the site based on key criteria. To prevent duplication of effort, please check the project website (<http://www.fermatainc.com/la/sites.html>) before submitting a site to see whether the site has already been nominated.

Please only submit sites on private land if you are the owner of the site. Respect for the property of private landowners is very important to us. The only privately-owned sites that will be considered for possible inclusion in this trail are those that are nominated by their owners.

DEADLINE FOR SITE NOMINATIONS IS JUNE 30, 2003

SITE DATA

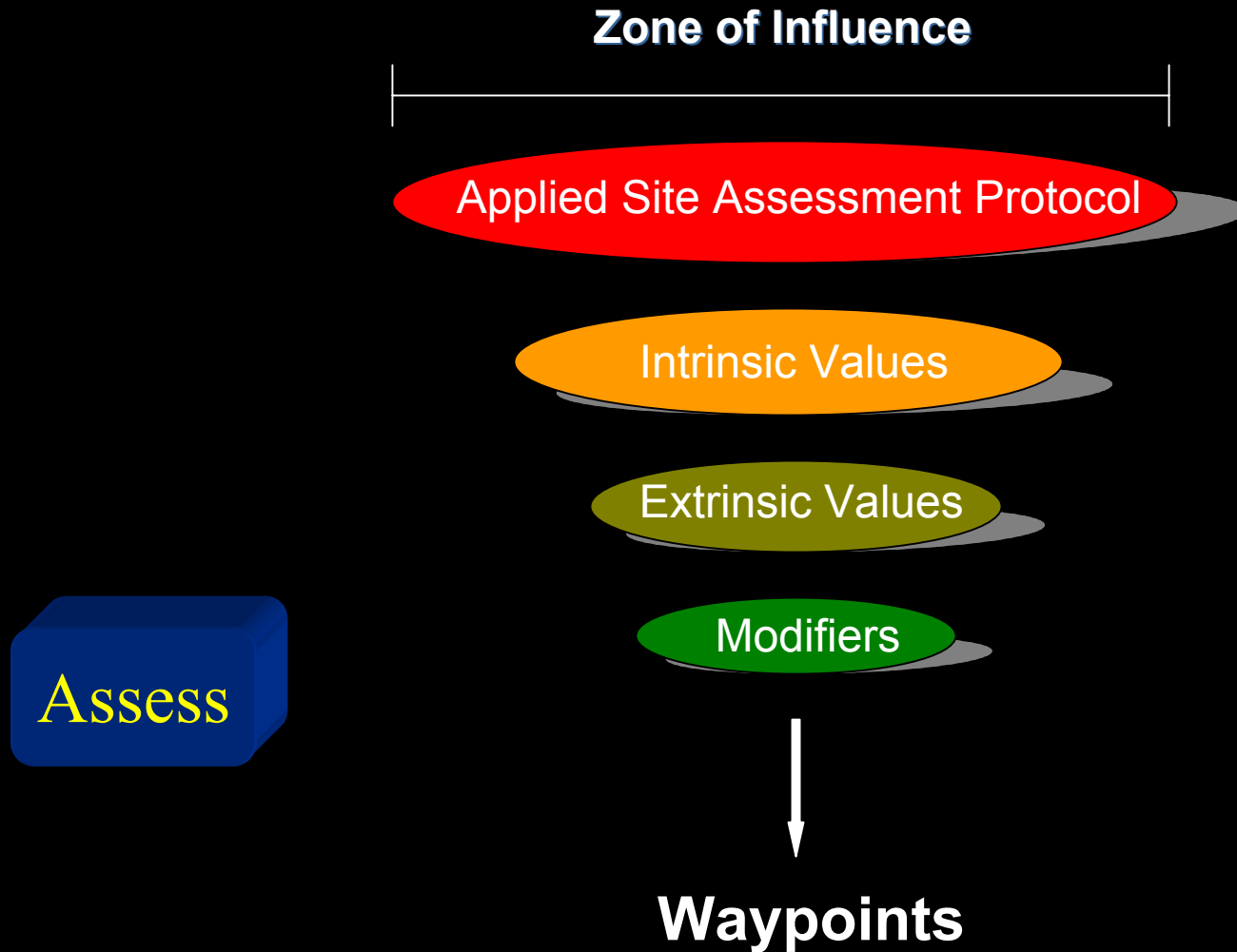
Site location information

Site name	
Street address (or nearest address, if a facility that does not have an official address)	
Parish	Tourism Region
Phone	FAX
Email	URL
Site size	
Directions to Site (please also include relevant city, county or topographic maps indicating site):	
Latitude/Longitude or GPS Coordinates (optional):	

Site contact information (if different from site location information):

Contact Name/Title	
Organization	Email
Mailing Address	
Phone	FAX

Assessment



Applied Site Assessment Protocol TM

- Comparative method of assessing resource potential (interpretive, educational, recreational, tourism) at given sites / waypoints.
- Provides quantified approach (Likert Scale) to assessing potential.
- Designed to control observer bias.

ASAP - Intrinsic values

Landscape

- Scale
- Integrity
- Aesthetics



Assess

ASAP - Intrinsic values

Resource

- Diversity
- Specialty
- Conspicuousness
- Appeal
- Scope
- Dynamics
- Significance



Assess

ASAP - Extrinsic values

- Social
- Recreational



Assess

ASAP - Extrinsic values

- Historical
- Cultural
- Economic



Assess

ASAP - Modifying Factors

- Ecological
- Physical
- Social
- Cultural



Assess

ASAP - Modifying Factors

- Health and Safety
- Regulatory
- Political
- Economic

Assess





Sustainable Nature Tourism Strategies



Strategic Plan for Developing Experiential Tourism

Lake Erie Coastal Ohio

EXECUTIVE SUMMARY

April 2002

A proposal by

FERMATA, Inc.

PO Box 5485

Austin, TX 78763-5485

512.472.0052 • 512.472.0057 (FAX)

Plan

LGCCBT Project status

Phase I



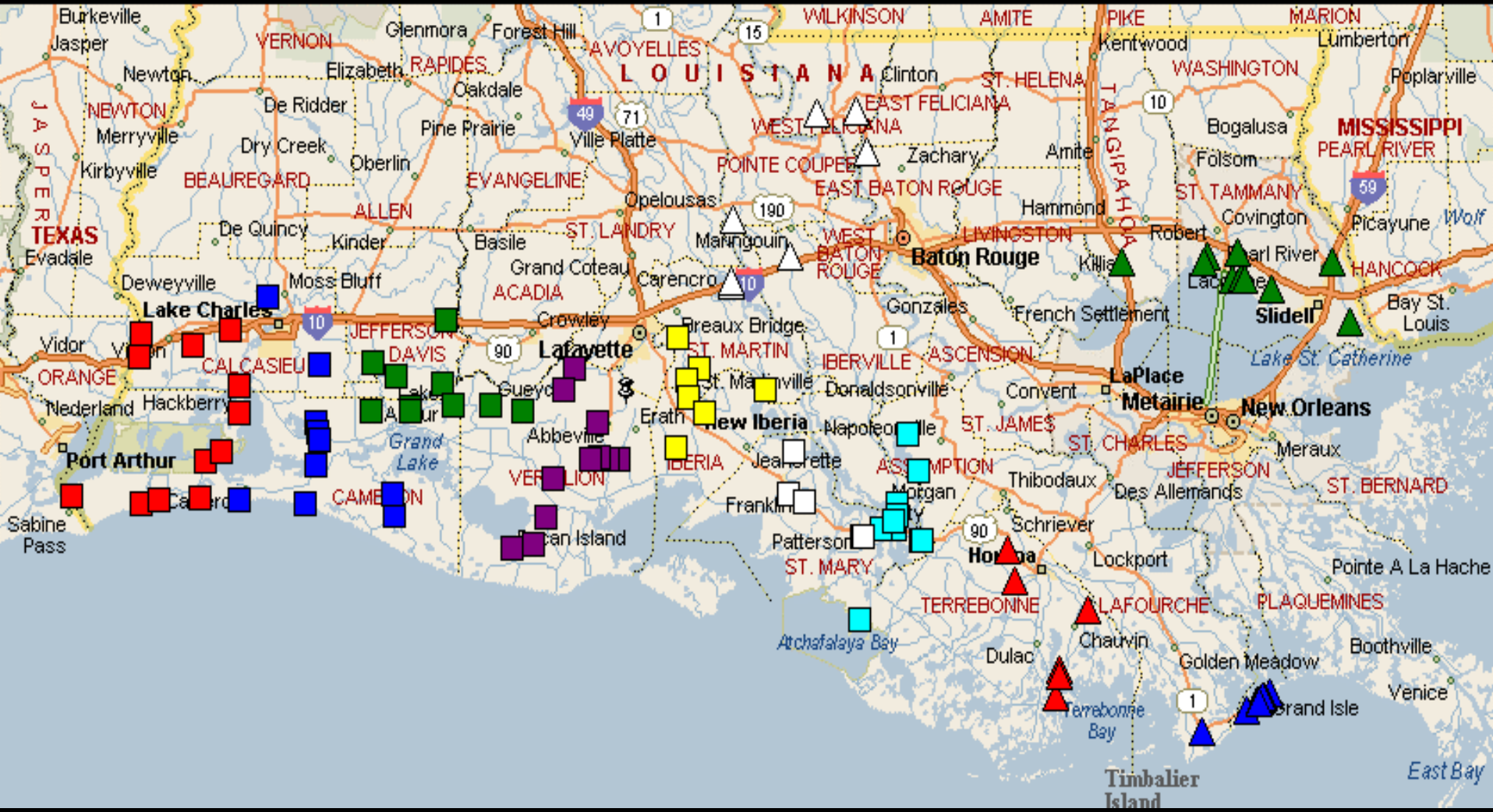


Project status

- Worked with LA Office of Tourism, established Zone of Influence.



Sustainable Nature Tourism Strategies





Project status

- Worked with LA Office of Tourism, established Zone of Influence.
- FERMATA received completed nomination forms for 177 sites in 28 different parishes.

Variety of coastal Louisiana habitats including

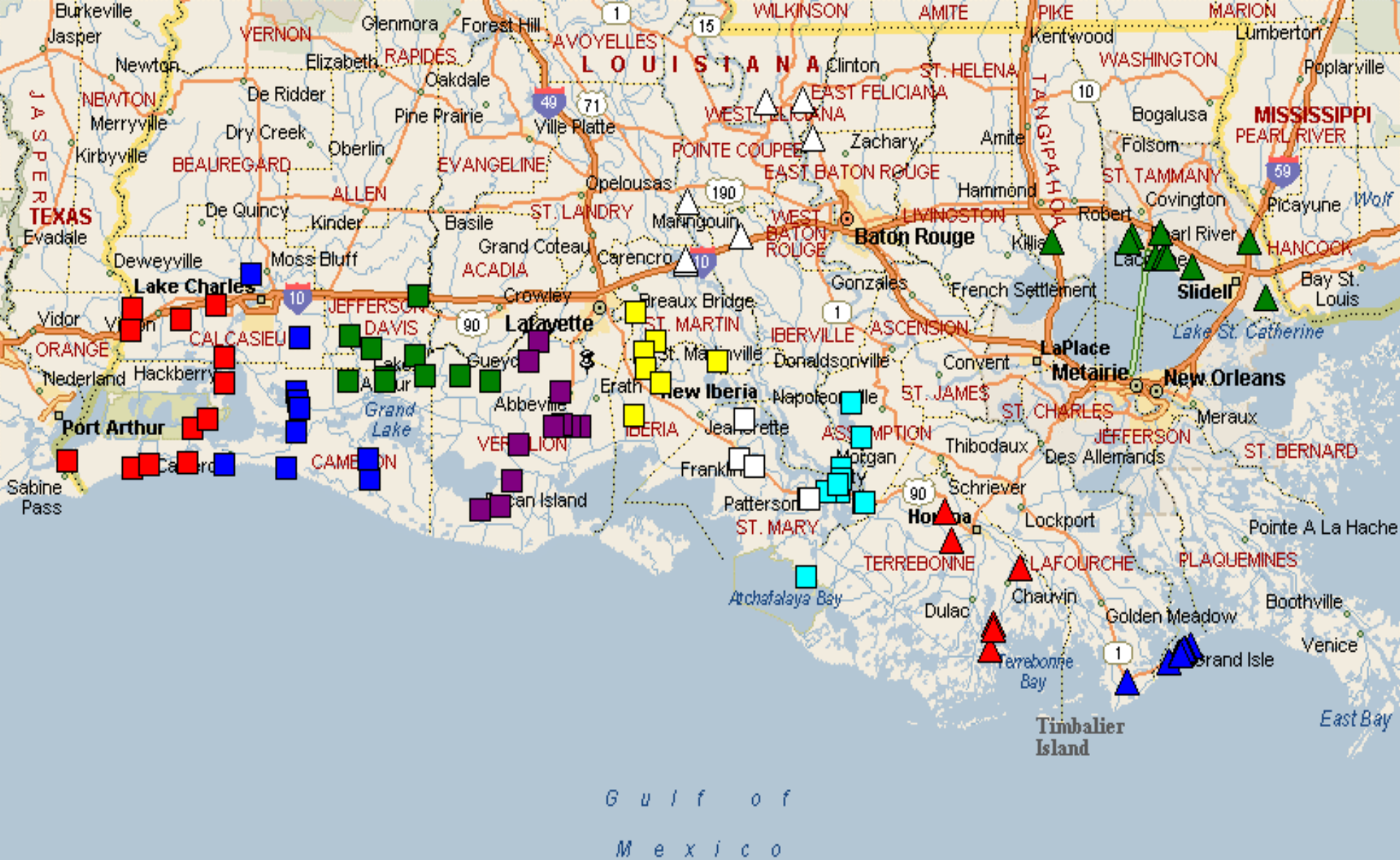
- fresh and saltwater marshes,
- cheniers,
- upland pines,
- riparian hardwood forests,
- cypress-tupelo swamps
- beaches





Project status

- Worked with LA Office of Tourism, established Zone of Influence.
- FERMATA received completed nomination forms for 177 sites in 28 different parishes.
- These were organized and mapped, and placed in 14 different loops.



Project status

- Assessments completed on twelve of the 14 proposed loops
- Recommendations to LOT for decision





Special *thanks* to those who offered special assistance during the assessment phase

Wordy Duhon

Arlene White

Mr. and Mrs. Gremillion

Joe Baucum

Earl Robicheaux

Virginia Rettig

Chris Brantley

Lisa Robichaux

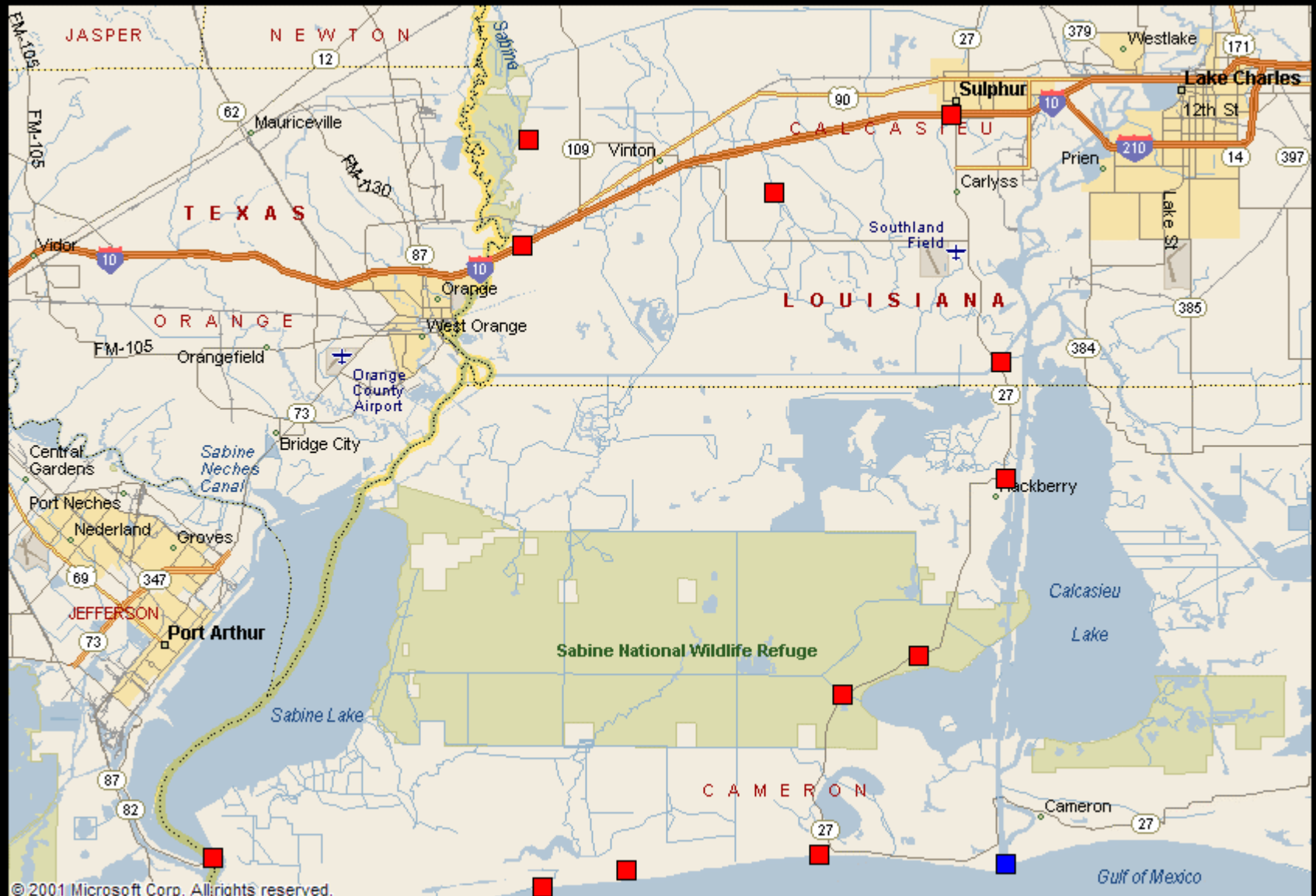
Mac Myers

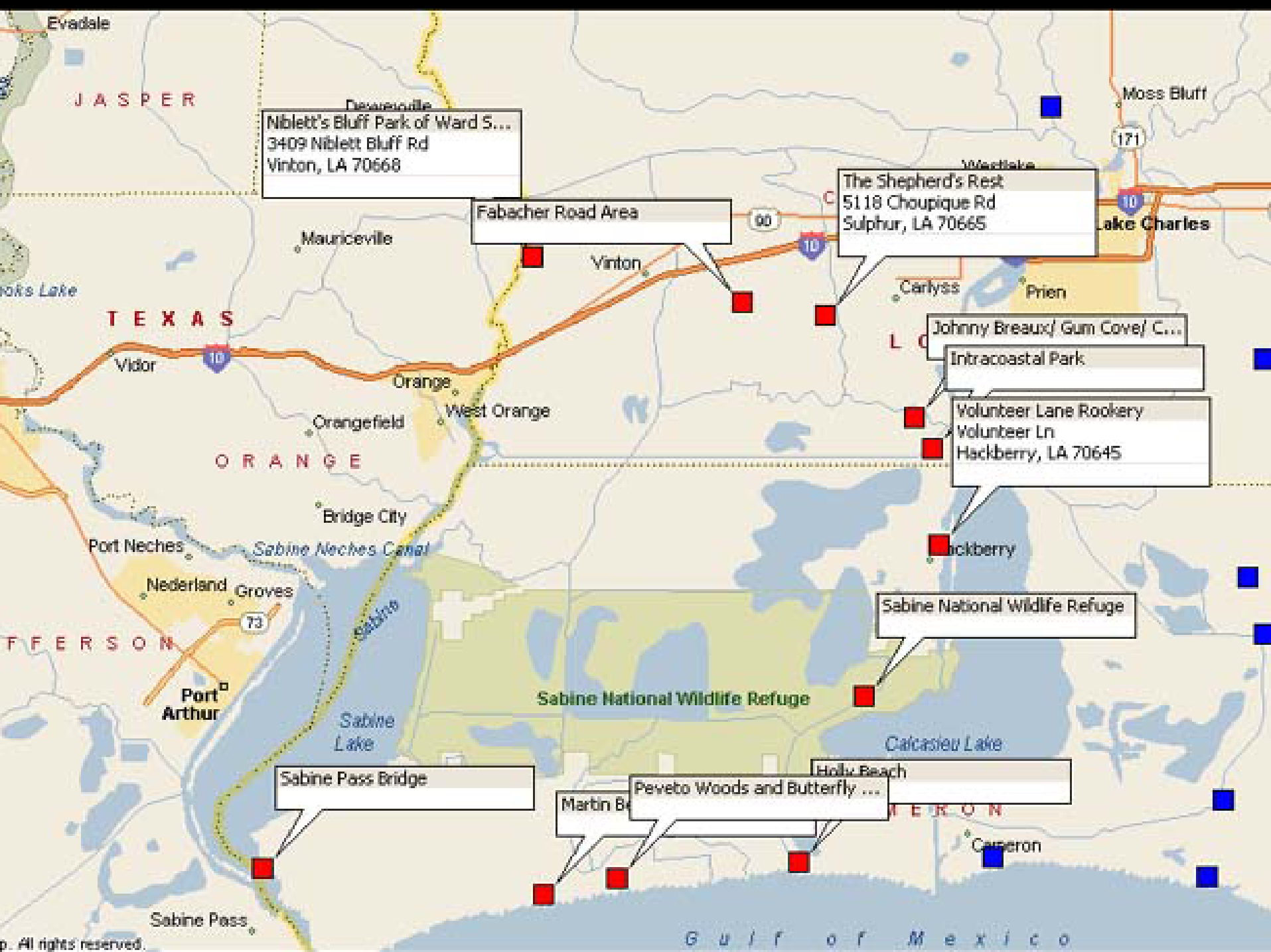
Chris Hightower

Jean Landry



Sustainable Nature Tourism Strategies





Niblett's Bluff Park of Ward S...
3409 Niblett Bluff Rd
Vinton, LA 70668

Fabacher Road Area

The Shepherd's Rest
5118 Choupique Rd
Sulphur, LA 70665

Johnny Breaux/ Gum Cove/ C...

Intracoastal Park

Volunteer Lane Rookery
Volunteer Ln
Hackberry, LA 70645

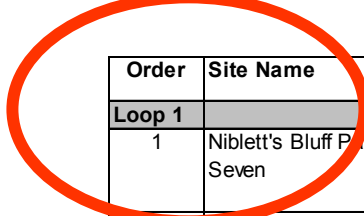
Sabine National Wildlife Refuge

Sabine Pass Bridge

Martin B...

Peveto Woods and Butterfly ...

Holly Beach



Scenic
 Byway link:
 Creole Nature
 Trail

Order	Site Name	Habitats	Species
Loop 1			
1	Niblett's Bluff Park of Ward Seven	park-like setting with contiguous canopy mature loblolly pines	Red-bellied and Downy woodpeckers, Eastern Bluebird, Brown-headed Nuthatch
2	Welcome Center at Lake Bienvenue	lake, marsh, and Baldcypress-Tupelo Gum swamp	Northern Shoveler, Blue-winged Teal, American Coot, year round residents such as Pileated Woodpecker, Carolina Wren, Carolina Chickadee and Tufted Titmouse are joined in spring and summer by neotropical breeders like Prothonotary and Northern Parula warbl
3	Fabacher Road Area	remnants of coastal tallgrass prairie occasionally dotted with shrubs	small breeding colony of Crested Caracara, the only such site in all of Louisiana ; Northern Bobwhite, Dickcissel, and Blue Grosbeak; and Northern Cardinal, Northern Mockingbird, and White-eyed Vireo in the summer months
4	Intracoastal Park	freshwater marsh and associated pool	Ring-billed Gull, Laughing Gull, Forster's Tern, Caspian Tern, and Osprey; Black-necked Stilt, American Avocet (during winter and migration), Greater Yellowlegs, and Long-billed Dowitcher. During the winter months, look also for Blue-winged Teal, Northern
5	Volunteer Lane Rookery	lake and deciduous woodland	Roseate Spoonbills and Tricolored Herons, along with Great, Snowy, and Cattle egrets maintain active nests; Carolina Chickadees, Downy and Red-bellied woodpeckers, and Carolina Wrens during the breeding season; and during winter months, American Robin, Ye
6	Sabine National Wildlife Refuge, Headquarters	fresh, brackish, and salt marshes; moss-draped Live Oaks	Snowy egrets, King Rail; and Sora and Virginia rails during the winter months; wintering or "lingering" warblers. In the late winter of 2003, a Townsend's Solitaire spent several weeks here.
7	Sabine National Wildlife Refuge, Wetland Walkway	freshwater marsh	Marsh Wren, Barn Swallow, Eastern Kingbird, Common Yellowthroat, Orchard Oriole, and Purple Gallinule. Wading birds especially Little Blue and Tricolored herons, as well as Roseate Spoonbills
8	Holly Beach	beach	Laughing, Ring-billed, Herring, and Bonaparte's gulls, and Royal, Caspian, Forster's, Least and Sandwich (summer only) terns. Black Tern during migrations periods, as well as from mid-late summer. Common Terns during migration periods as well as winter.
9	Peveto Woods Bird and Butterfly Sanctuary	coastal woodland	spring and fall migration periods Lesser Nighthawk, Black-throated Gray Warbler, Black-headed Grosbeak, Western Tanager, Cape May and Black-throated Blue warblers, Groove-billed Ani, Buff-bellied Hummingbird, Black-whiskered Vireo, and Yellow-green Vireo.
10	Martin Beach	beach	Snowy and Piping plovers, Semipalmated and Wilson's plovers, American Avocet, Sanderling, and other sandpipers; Surf Scoter, Lesser Scaup, and Red-breasted Merganser flying and foraging just offshore.
11	Sabine Pass Bridge	lake	only place in Louisiana where Cave Swallows are routinely observed ; Common Loon, Horned and Eared grebes, Redhead, Bufflehead, Common Goldeneye, Red-breasted Merganser, and Surf Scoter;

Project status

- Descriptions for all recommended sites listed on Great American Trails website:

www.greatamericantrails.com





great american trails

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Sabine National Wildlife Refuge Wetland Walkway

Latitude: + 29.8664 NORTH

Longitude: - 93.4557 WEST

State: Louisiana

County: Cameron



Nearest Community: Cameron

Direction:

From the intersection of SR 27W (Exit 20) and I 10 in Sulphur, go south on SR 27W for 28.2 miles. The facility is on the right (west) side of the road.

Description:

Sabine National Refuge's Wetland Walkway features a 1.0-mile cement "sidewalk" which loops out into an extensive freshwater marsh. During the summer months, local breeding birds here include Marsh Wren, Barn Swallow, Eastern Kingbird, Common Yellowthroat, Orchard Oriole, and the gaudy Purple Gallinule. Wading birds frequent this marsh on a year round basis. Look especially for Little Blue and Tricolored herons, as well as Roseate Spoonbills. For those birds close enough to scrutinize, check the facial pattern of all dark ibis. White-faced Ibis is the "default"

 [Printer friendly version](#) [Add to trip planner](#)

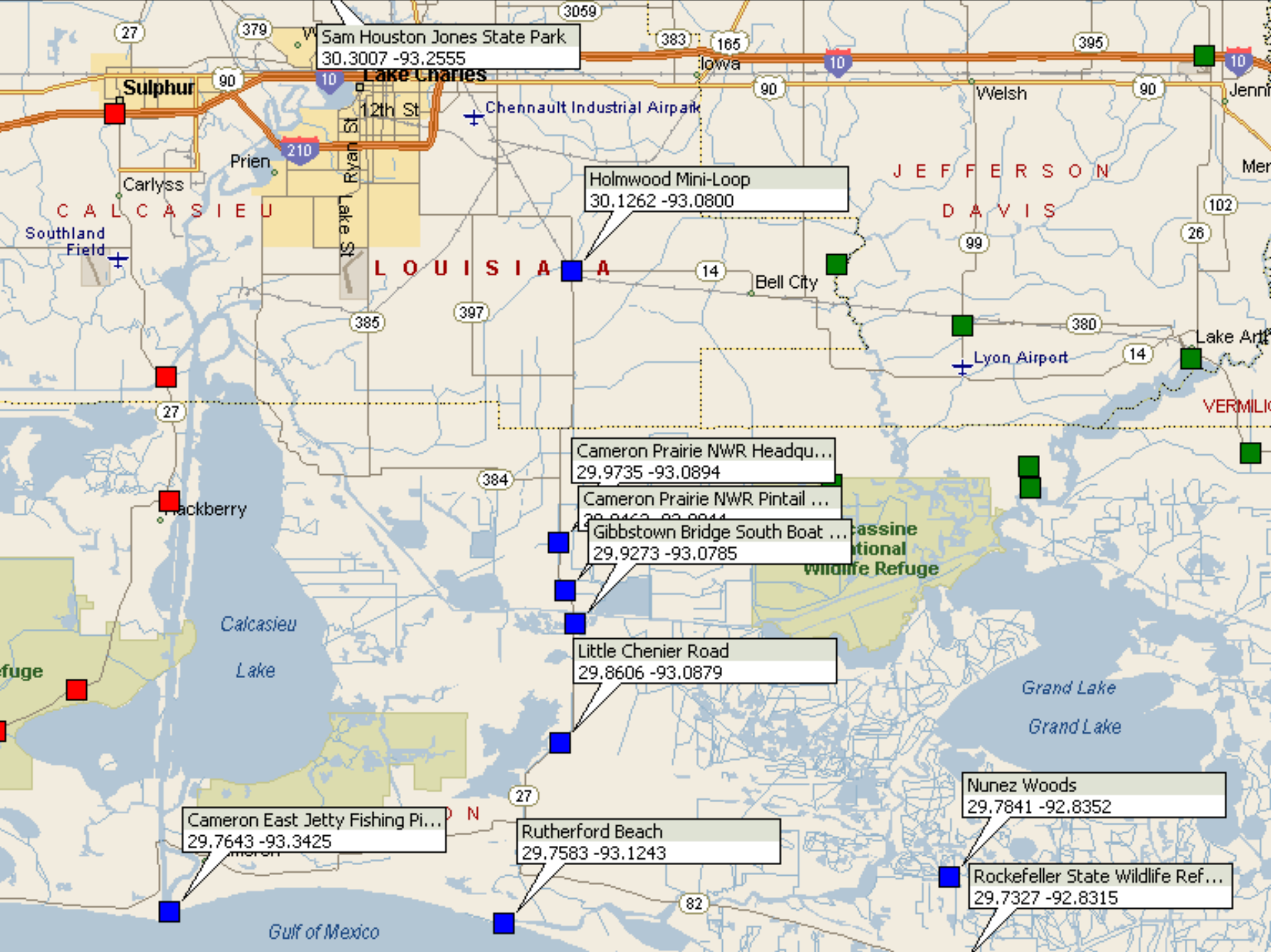


Sustainable Nature Tourism Strategies

Sites not recommended for inclusion are listed in notebook

Scenic Byway links: *Creole Nature Trail & Jean Lafitte*

Order	Site Name
Loop 2	
1	Sam Houston Jones State Park
2	Holmwood Mini-Loop
3	Cameron Prairie National Wildlife Refuge Headquarters & Visitors Center
4	Cameron Prairie National Wildlife Refuge Pintail Drive
5	Gibbstown Bridge South Boat Launch
6	Little Chenier Road
7	Rockefeller State Wildlife Refuge Nature Drive
8	Nunez Woods
9	Rutherford Beach
10	Cameron East Jetty Park



Sam Houston Jones State Park
30.3007 -93.2555

Holmwood Mini-Loop
30.1262 -93.0800

Cameron Prairie NWR Headqu...
29.9735 -93.0894

Cameron Prairie NWR Pintail ...
29.9462 -93.0944

Gibbstown Bridge South Boat ...
29.9273 -93.0785

Little Chenier Road
29.8606 -93.0879

Nunez Woods
29.7841 -92.8352

Rockefeller State Wildlife Ref...
29.7327 -92.8315

Rutherford Beach
29.7583 -93.1243

Cameron East Jetty Fishing Pi...
29.7643 -93.3425



Sustainable Nature Tourism Strategies

Scenic Byway
link: *Jean Lafitte*

Order	Site Name
Loop 3	
1	Louisiana Oil & Gas Park
2	Lorraine Park / Parish Park
3	Lacassine Pool
4	Thornwell Site
5	Lacassine National Wildlife Refuge - Streeter Road / Unit B North Levee
6	Lacassine National Wildlife Refuge Headquarters
7	Lake Arthur Boardwalk & Park
9	M aree Michel Road
10	Intersection of SR 14/ Meridian Line Road



Sustainable Nature Tourism Strategies

Order	Site Name
Loop 4	
1	Abbeville RV Park
2	Gladu Road
3	Bancker Grotto at Live Oak Road
4	Bobwhite & Pelican Roads
5	Pleasant Road/ Palmetto Island State Park
6	Mouton Cove Area/ Prairie Road
7	Pine Island Road
8	LA 82 Fishing Piers
9	Fresh Water City Road/ LA 3147
10	Pecan Island Front Ridge Road

Scenic Byway
link: *Jean Lafitte*



Sustainable Nature Tourism Strategies

Scenic Byway
links: *Bayou*
Teche & Promised
Land

Order	Site Name
Loop 5&6	
1	Lake Martin - Cypress Island Preserve
2	Evangeline Oak Park
3	University of Louisiana at Lafayette Experimental Farm
4	Spanish Lake
5	New Iberia City Park
6	Avery Island/ Jungle Gardens
7	Lake Fausse Point State Park
8	Levee from Charenton to St. Martinville
9	Cajun Coast Visitors & Convention Bureau- Franklin Visitors Center
10	Bayou Teche National Wildlife Refuge
11	Cajun Coast Visitors & Convention Bureau- Patterson Visitors Center
12	Cotton Road at Kemper Williams Park



Sustainable Nature Tourism Strategies

Order	Site Name
Loop 7	
1	Morgan City Walking Trail
2	Victor Guarisco Lake End Park
3	Brownell Memorial Park & Carillon Tower
4	Stephensville Road (Hwy 1397)
5	Berwick Walking Trails

Scenic Byway
link: *Bayou Teche*



Sustainable Nature Tourism Strategies

Order	Site Name
Loop 9	
Intro	Bayou Terrebonne Waterlife Museum
Intro	Southdown Plantation House & Terrebonne Museum
1	Lumen Christi Retreat Center
2	Mandalay Refuge Nature Trail
3	Pointe Aux Chenes WMA
4	Marguerite Moffet Sanctuary
5	Louisiana Universities Marine Consortium
6	Hwy 57 and Falgout Canal Road

Scenic Byway
link: *Cultural Wetlands*



Sustainable Nature Tourism Strategies

Order	Site Name
Loop 10	
1	Fourchon Beach, Ponds, and Sand Dunes
2	Gulf Stream Marina
3	Grand Isle Port Commission Property
4	Bobby Santiny Property
5&6	TNC Lafitte Woods & Maples Tract
7	Landry House B&B
8	Cemetery Lane/ LSU Property
9	Thomas/ Gloria Bradberry Property
10	Exxon-Mobil Fields and Pond
11	Grand Isle State Park

Next steps

Complete assessments (loops 8 & 11)

Compile write-ups and publish on website

Prepare detailed assessment of infrastructure needs



Next steps

Interpretive planning
include exhibit
templates

Prototype materials
preparation

Final report –
strategic plan

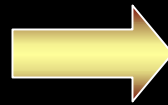
Public meetings



Phase II

Next steps

Implement and
Measure Outcomes



Design and install
directional and
wayfinding signs

Fabricate Interpretive
exhibits

Publish map and
guide – paper and
on-line

Phase II

Next steps

Implement and
Measure Outcomes



Create and market
itineraries

Fund and develop
infrastructure

Develop regionally
branded natural
resource based
products



Sustainable Nature Tourism Strategies



www.fermatainc.com

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