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MN River Valley Scenic Byway Alliance
323 West Schlieman Ave
Appleton MN 56208
www.mnrivervalley.com
888-463-9856

Search the river of stories.....on your road to memories.....



Become a Member of the Minnesota River Valley National Scenic Byway



Tourism Works For MN! *

- Tourism generates \$32 million in gross receipts/sales per day
- For every dollar invested in state tourism marketing returns an estimated
 - \$4.60 in state and local taxes,
 - \$20.40 in wages and
 - \$453 in gross sales
- Southern MN received 19% of the state's 41 million annual visits
- The gross sales in the leisure and hospitality industry in the 14 byway counties totals \$315 million!
- The total jobs in the leisure and hospitality industry in the 14 byway counties totals 8,601!
- Where does the money go?
 - 14% lodging
 - 24% food and beverage
 - 25% shopping
 - 25%recreation
 - 11% transportation

* Mn Dept of Revenue 2006 data

Local Results for the Minnesota River Valley**

A recent survey in the Minnesota River Valley showed the average spending per party was \$444.13 per trip.

The people surveyed said the top activities they took part in were:

- **Scenic byway/ touring 41%,**
- State & national parks 35%,
- Historic Sites 33%,
- Museums 19%,
- Shopping 18%,

**Courtesy of Western MN Prairie Waters

Why do we need your support?

The byway's goal is to strengthen communities in the Minnesota River Valley through tourism based economic development by the promotion of the river valley's exceptional historical, scenic, cultural, and recreational opportunities.

What is the Alliance?

The Alliance is made up of business, chamber, museum, agency, citizen, city and county volunteers. This group meets monthly to work toward the objectives of the byway. Accomplishments of this group include:

- A corridor management plan
- Distribution of Byway Visitors Guide
- New Visitors Guide in 2010
- www.mnrivervalley.com with Google maps
- New promotional photo DVD
- 15 New interpretive signs in 2009
- New road signs
- Ads in tourism publications
- National case study for rural tourism
- Selected as a National Scenic Byway in 2002

How will your contribution be used?

Some of the specific projects the Alliance will be working on in 2011 include:

- Interpretive sign implementation
- Geocache project with state parks
- New motorcycle map
- Replacing and adding byway signs
- Continual update of website
- 6th annual byway bus tour in 2011
- Marketing of our byway

Membership Levels

Individual Member

- E-mail updates and notices
- Opportunities to help promote the byway
- Byway logo window cling

Business/Family Sponsor Member

- E-mail updates and notices
- Opportunities to help promote the byway
- Listing of your business, organization, or name on the byway website
- Byway logo window cling
- Annual byway photo and event calendar

Business/Family Supporting Member

- E-mail updates and notices
- Opportunities to help promote the byway
- Listing and **link** from byway web page to your business/organization's webpage
- Byway logo window cling
- Annual byway photo and event calendar
- MN River Scenic Byway Pin

Business/Family Sustaining Member

- **ALL** the benefits of a supporting member
- Minnesota River Valley National Scenic Byway DVD by river photographer Ron Bolduan!



2011 Minnesota River Valley National Scenic Byway Membership Levels

- Individual Member: \$20
- Sponsor Member: \$50
- Supporting Member: \$100
- Sustaining Member: \$287
- Other: \$_____

Name

Address

City State Zip

Telephone

E-mail (to receive updates and notices)

Website

- Yes, I want to be a byway board member
- Yes, I want to be on your email list
- Tell me more about _____

Send this form with your
check payable to MRVSBA to:
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