

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.....

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Become a Member of the Minnesota River Valley National Scenic Byway



Tourism Works For MN! *

- Annually, travel and tourism in Minnesota generates
 - \$11 billion in leisure & hospitality gross sales
 - \$4 billion in wages
 - \$732 million in state sales tax
- For every dollar invested in state tourism marketing returns an estimated
 - \$4.60 in state and local taxes,
 - \$20.40 in wages and
 - \$53 in gross sales
- The gross sales in the leisure and hospitality industry in the 16 byway counties totals over \$489 million!
- The total jobs in the leisure and hospitality industry in the 16 byway counties totals 17,731!
- Where does the money go?
 - 14% lodging
 - 24% food and beverage
 - 25% shopping
 - 25% recreation
 - 12% transportation

* Mn Dept of Revenue 2010 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
- www.mnrivervalley.com updates
- Promotional photo DVD
- New road signs
- Ads in tourism publications
- National case study for rural tourism
- Selected as a National Scenic Byway in 2002

What is the byway working on?

Some of the specific projects the Alliance will be working on in 2016 include:

- Maintain New Byway website
- New Byway Videos
- New Byway Visitors Guide
- Geocache project with state parks
- Corridor Management Plan update
- Work on new Interpretive Panels
- Marketing of our byway
- Grant writing

Membership Levels

All members get the following:

- E-mail updates and notices
- Name listed on our website (optional)
- The opportunity to help further the projects listed in this brochure
- Listing of your business, organization, or name on the byway website
- A new Byway Cling!

Member: \$50

Supporter: \$100

Partner: \$150

- At this level, we'll add both your listing and **link** on the byway website!

Sustainer: \$300

- At this level, we'll add both your listing and **link** on the byway website!

How will your contribution be used?

Your membership goes to help pay for general byway awareness, advertising and updating the website. The more membership dollars we have, the more advertising we can do!

Thanks for your support!



2016 Minnesota River Valley National Scenic Byway Membership Levels

- Member: \$50
- Supporter: \$100
- Partner: \$150
- Sustainer: \$300
- Other: \$ _____

Name

Address

City, State, Zip

Telephone

E-mail (to receive updates and notices)

Website

- List me on your website
- Yes, I want to be a byway alliance member
- Yes, I want to be on your email list

Send this form with your check payable to MRVSBA to:

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