

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.....

PRST STD
US POSTAGE
PAID
PERMIT 63
APPLETON MN



Become a Member of the Minnesota River Valley National Scenic Byway



Tourism Works For MN! *

- Annually, travel and tourism in Minnesota generates
 - \$13 billion in leisure & hospitality gross sales
 - \$4.5 billion in wages
 - \$840 million in state sales tax
- The gross sales in the leisure and hospitality industry in just the 15 byway counties totals over \$846 million!
- The total jobs in the leisure and hospitality industry in just the 15 byway counties totals 18,748!

* Mn Dept of Revenue 2013 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

Visitors come to the Minnesota River Valley***

Twenty-three of the high attendance attractions along the byway report 2.7 million visitors ANNUALLY!

***Courtesy of the MN River Valley Interpretive Plan

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 2018 include:

- Maintain Byway website
- Add Dakota content to our website
- Promote new Byway Videos
- Distribute Byway Visitors Guide
- Geocache project with state parks
- Corridor Management Plan update
- Work on new Interpretive Panels
- Marketing of our byway

Membership Levels

All members get the following:

- E-mail updates and notices
- 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

Promoter: \$150

Partner: \$300

Sustainer: \$500

At the level of \$150 or more, 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!



2018 Minnesota River Valley National Scenic Byway Membership Levels

- Member: \$50
- Supporter: \$100
- Promoter: \$150
- Partner: \$300
- Sustainer: \$500
- Other: \$_____

Name

Address

City, State, Zip

Telephone

E-mail (to receive updates and notices)

Website

- DO NOT** list me on your website
- Yes, I want to be a byway alliance member

Send this form with your check payable to MRVSBA to:

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