

Workplan for Byway- Categorized by Primary Responsibilities for Various Entities

Alliance Committee Actions										
Segment# or Full byway	ID	Task	Priority	Responsible Entitiy	Start Year	Funds in 2001	Funds in 2002	Funds in 2003	Funds in 2004	Total
1	1	Facilitate Planning in Browns Valley	1	Alliance	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	2	Support Ag Innovation Center in Olivia	2	Alliance	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	3	Plan fall River Storeis Annual Byway Conference	2	Alliance	2001	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$20,000.00
Byway	4	Coordinate evaluation for management awards	3	Alliance	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
1	5	Write design guidelines manual for byway	1	Alliance	2002	\$0.00	\$15,000.00	\$0.00	\$0.00	\$15,000.00
Byway	6	Tell Your Story Workshops	2	Alliance	2002	\$0.00	\$10,000.00	\$0.00	\$0.00	\$10,000.00
4	7	Start River Towns Main Street Program	2	Alliance	2003	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$100,000.00
4	8	Start Valley Ventures downtown marketing fund	2	Alliance	2003	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$200,000.00
						\$5,000.00	\$30,000.00	\$155,000.00	\$155,000.00	\$345,000.00

ALLIANCE RDC STAFF ACTIONS WITH ALLIANCE SUPPORT

Segment#	ID	Task	Priority	Responsible Entity	Start Year	Funds in 2001	Funds in 2002	Funds in 2003	Funds in 2004	Total
Byway	1	Fund full time byway implementation manager	1	Alliance Staff	2001	\$40,000.00	\$45,000.00	\$50,000.00	\$55,000.00	\$190,000.00
Byway	2	Seek byway grants for media marketing	1	Alliance Staff	2001	\$200,000.00	\$100,000.00	\$50,000.00	\$0.00	\$350,000.00
Byway	3	Seek byway grant for signs	1	Alliance Staff	2001	\$100,000.00	\$50,000.00	\$0.00	\$0.00	\$150,000.00
Byway	4	Seek additional funding for signs	2	Alliance Staff	2002	\$0.00	\$100,000.00	\$0.00	\$0.00	\$100,000.00
Byway	5	Seek Byway grant for detailed interpretive designs	1	Alliance Staff	2001	\$50,000.00	\$0.00	\$0.00	\$0.00	\$50,000.00
Byway	6	Seek byway grant for interpretive facilities	1	Alliance Staff	2001	\$100,000.00	\$100,000.00	\$100,000.00	\$0.00	\$300,000.00
Byway	7	See funds for State Park interpretive upgrade	2	Alliance Staff	2002	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00
Byway	8	Pursue regional economic development grant	1	Alliance Staff	2001	\$0.00	\$0.00	\$1,000,000.00	\$1,000,000.00	\$2,000,000.00
Byway	9	Pursue funding for travel information centers	1	Alliance Staff	2001	\$0.00	\$3,500,000.00	\$0.00	\$0.00	\$3,500,000.00
Byway	10	Seek funding for design guidelines manual	2	Alliance Staff	2001	\$0.00	\$25,000.00	\$0.00	\$0.00	\$25,000.00
Byway	11	Update state websiet and other byway materials	2	Alliance Staff	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	12	Place regular press releases on byway aciton	2	Alliance Staff	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	13	Produce map on River Stories interpretive plan	2	Alliance Staff	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	14	Seek ways to move Valley Trail system forward	2	Alliance Staff	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	15	Organize county engineers at annual conference	3	Alliance Staff	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	16	Pursue American Byway designation in 2002	1	Alliance Staff	2002	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway						\$490,000.00	\$3,920,000.00	\$1,200,000.00	\$1,155,000.00	\$6,765,000.00

ACTIONS FOR RDC ASSISTING THE BYWAY PROGRAM

Segment#	ID	Task	Priority	Responsible Entity	Start Year	Funds in 2001	Funds in 2002	Funds in 2003	Funds in 2004	Total
4	1	Inventory landscapes	2	Planning Agency	2002	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	2	Plan and pursue funding for valley trails system	2	Planning Agency	2002	\$0.00	\$20,000.00	\$500,000.00	\$500,000.00	\$1,020,000.00
2	3	Landscape inventory	3	Planning Agency	2002	\$0.00	\$500.00	\$0.00	\$0.00	\$500.00
Byway	4	Adopt byway stewardship projects	3	Planning Agency	2002	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Byway	5	Use byway design guidelines material	2	Planning Agency	2003	\$0.00	\$0.00	\$500.00	\$0.00	\$500.00
4	6	Create US169 management plan	3	Planning Agency	2003	\$0.00	\$0.00	\$20,000.00	\$0.00	\$20,000.00
4	7	Earth removal guidelines	3	Planning Agency	2003	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
						\$0.00	\$20,500.00	\$520,500.00	\$500,000.00	\$1,041,000.00

ACTIONS FOR SUBCOMMITTEES OF THE ALLIANCE

Segment#	ID	Task	Priority	Responsible Entity	Start Year	Funds in 2001	Funds in 2002	Funds in 2003	Funds in 2004	Total
Byway	1	Partner with other RDCs, gain PT staff support	1	Alliance subgroup	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	2	Start Ag Tourism Initiative	2	Alliance subgroup	2001	\$25,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$55,000.00
4	3	Restore Treaty of Traverse des Sioux event	1	Alliance subgroup	2002	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00	\$150,000.00
1	4	Browns Valley visitors center	1	Alliance subgroup	2002	\$0.00	\$20,000.00	\$0.00	\$0.00	\$20,000.00
3	5	Develop farm partnerships	2	Alliance subgroup	2002	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	6	Develop River Towns Main Street Program	2	Alliance subgroup	2002	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00	\$150,000.00
Byway	7	Start River Guides Program with local schools	3	Alliance subgroup	2002	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00	\$60,000.00
1	8	Encourage guided tour businesses	2	Alliance subgroup	2003	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$10,000.00
3	9	Develop special Ag Interpretation Program	2	Alliance subgroup	2003	\$0.00	\$0.00	\$200,000.00	\$0.00	\$200,000.00
1	10	Interstate 29 Alternate route brochure	3	Alliance subgroup	2003	\$0.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00
						\$25,000.00	\$150,000.00	\$340,000.00	\$135,000.00	\$650,000.00

ACTIONS FOR LOCAL GROUPS, CHAMBERS, TOURISM OFFICES										
Segment#	ID	Task	Priority	Responsible Entity	Start Year	Funds in 2001	Funds in 2002	Funds in 2003	Funds in 2004	Total
Byway	1	Birding program development	1	Local group	2001	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00
Byway	2	Create signage plans for each segment	1	Local group	2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	3	Tracing History Trip product	1	Local group	2001	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00
1	4	Fun-on-the-Lake program	1	Local group	2001	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00
3	5	Off the Beaten Path program	1	Local group	2001	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00
3	6	Driving tour program	1	Local group	2002	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00
1,2	7	Explore the Prairie program	1	Local group	2002	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00
2	8	Ethnic culture theme program	1	Local group	2002	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00
1	9	Bicycling packages	2	Local group	2002	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00
4	10	Visitor kiosk in Henderson	2	Local group	2002	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00
1	11	Lake Area Tourism Development workshop	3	Local group	2002	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00
1	12	Entrepreneurial startup workshops	3	Local group	2002	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
1	13	Consider byway extension north on 27	3	Local group	2002	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	14	Grab the Campers program	1	Local group	2003	\$0.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00
3	15	Shopkeeper marketing	2	Local group	2003	\$0.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00
3	16	Village artists in residence or artists retreat	2	Local group	2003	\$0.00	\$0.00	\$50,000.00	\$0.00	\$50,000.00
4	17	Le Sueur entranceway improvements	2	Local group	2003	\$0.00	\$0.00	\$25,000.00	\$0.00	\$25,000.00
3	18	Harkins Store parking expansion	3	Local group	2003	\$0.00	\$0.00	\$20,000.00	\$0.00	\$20,000.00
3	19	Joseph R. Brown House parking expansion	3	Local group	2003	\$0.00	\$0.00	\$20,000.00	\$0.00	\$20,000.00
1	20	Browns Valley business opportunities brochure	3	Local group	2003	\$0.00	\$0.00	\$2,000.00	\$0.00	\$2,000.00
1	21	Downtown beautification program - Ortonville	3	Local group	2003	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	22	Excursion rail service to Valley	3	Local group	2003	\$0.00	\$0.00	\$2,000,000.00	\$0.00	\$2,000,000.00
1	23	Raise more funds for Lake Area Discovery Center	1	Local group	2004	\$0.00	\$0.00	\$0.00	\$1,000,000.00	\$1,000,000.00
3	24	Develop River Town events program	2	Local group	2004	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
3	25	County park system investments	3	Local group	2004	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00
1	26	Historic cemetery tour brochure	3	Local group	2004	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00
						\$20,000.00	\$31,000.00	\$2,132,000.00	\$1,060,000.00	\$3,243,000.00

Funding Resources
Planning Agency
Legislature
Foundation
Volunteer Time
Foundation
Valley Ventures Fund
Valley Ventures Fund

Funding Resources
Counties and Byway funds
Trans. Enhancements
Multiple sources
Legislature
State Planning funds
Staff time
Staff time
Staff time
Staff time
Staff time
Time for application

Funding Resources
Planning Agency
NPS, TEA21, Trails
Planning Agency
Staff Time
Planning Agency
State planning funds
Planning Agency

Funding Resources
Volunteer Time
Multiple sources
Foundation
Local
Volunteer Time
Foundation
Foundation
Valley Ventures
USDA
State tourism funds

Funding Resources
MOU, Audubon, DNR, MOT
Time by local group
MHS, Arts Councils
DNR
State tourism funds
DNR
MHS, Arts Councils
Local funds
Local funds
Blandin Foundation
Cooperative Extension
Time by local group
Local funds
Foundation, SMAHC
Trans. Enhancements
Trans. Enhancements
Trans. Enhancements
Local funds
Time by local group
Trans. Enhancements
Multiple sources
Valley Ventures Fund
Multiple sources
State tourism funds, MHS