



# Minnesota River Valley Scenic Byway Alliance

## 2018 ANNUAL REPORT

### Tourism Information

New Ulm Chamber of Commerce  
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### Administrative Information

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[www.mnrivervalley.com](http://www.mnrivervalley.com)

### Alliance Board 2019

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New Ulm Chamber

Vice Chair **Nicole Elzenga**  
Renville County Museum

Secretary **Terri Dinesen**  
Lac qui Parle State Park

**Anne Johnson**  
Redwood Area Chamber & Tourism

**Ron Bolduan**  
Photographer - New Ulm

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Granite Falls Historical Society

**Jessica Potter**  
Blue Earth County Historical Society

**Lisa Havelka**  
Explore MN Tourism

**Samantha Odegard**  
Upper Sioux Community THPO

**Cheyenne St. John**  
Lower Sioux Community THPO

**Ben Leonard**  
Minnesota Historical Society

**Jessica Becker**  
Nicollet County Historical Society

**Celeste Suter**  
Chippewa County Historical Society

**Kristi Fernholz**  
UMVRDC Staff & Byway Coordinator

Dear Partners, Members and Discovery Sites,

It's an honor to share the Byway's great year with you. The 287-mile National Scenic Byway stretching along the beautiful Minnesota River includes over 100 discovery sites and something for everyone – from scenic vistas and canoeing opportunities, to museums and shopping in historic districts.

The mission of the Minnesota River Valley National Scenic Byway Alliance (MRVSBA) is to cooperatively enhance the Minnesota River Valley as a travel destination and raise awareness of its nationally important stories to provide economic benefits and preserve the intrinsic qualities of the byway. Kristi Fernholz, the MRVSBA Coordinator, worked hard this year leading several core byway projects. We're lucky to have her guidance and expertise. Together with other Alliance members, the MRVSBA had a very busy and productive 2018.

MRVSBA completed an updated Corridor Management Plan and Marketing Plan. These plans are listed on the website at [www.mnrivervalley.com](http://www.mnrivervalley.com). The new Visitor Guide was completed and will be available through 2019. Thank you to the advertisers who make this publication possible.

MRVSBA promoted the Byway through our Facebook page (@mnrivervalley), including paid advertising of our tourism videos, targeting adventure travel and the Twin Cities markets, among other demographics.

In 2017, with a Heritage Partnership grant through Minnesota Historical and Cultural Grants Program, MRVSBA worked with Dakota experts to develop Dakota along the Byway. In 2018, we added this Dakota content to our website and completed other website updates.

MRVSBA participated in the Minnesota Byway Statewide Strategic Planning process. Kristi Fernholz was instrumental in this process, and a Statewide Strategic plan was completed recently. The Byway continues to be active in conferences. Kristi and other alliance members attended the 2018 MN Statewide Byway Conference in November in Fergus Falls. This was a great time to connect with other byways and work towards statewide efforts.

I'd like to especially thank all of the Byway's members. Your support and passion keep us going, and benefit all who live and work along the Minnesota River. And if you are not yet a member, I invite you to join us! We appreciate everyone who stopped at a destination site, supported a local business, camped at a park or paddled the Minnesota River in 2018. We're looking forward to next year!

Sincerely,

Sarah Warmka, 2018 Byway Chairperson

