

MN River Valley Scenic Byway Alliance  
323 West Schlieman Ave  
Appleton MN 56208  
[www.mnrivervalley.com](http://www.mnrivervalley.com)  
888-463-9856

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

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US POSTAGE  
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APPLETON MN



## Support the Minnesota River Valley National Scenic Byway



### Tourism Works For MN! \*

- Annually, travel and tourism in Minnesota generates
  - \$16 billion in leisure & hospitality gross sales
  - \$1 billion in state sales tax
- The gross sales in the leisure and hospitality industry in just the 15 byway counties totals over \$1 billion!

\* Mn Dept of Revenue 2019 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 Byway Alliance is made up of cities, counties, historical societies, tourism entities, DNR, MnDOT, Tribal communities, and interested citizens along the 287-mile stretch of the Minnesota River. The Alliance meets many times a year to work toward the objectives of the byway. Some accomplishments of the Alliance include:

- A new Byway website with the ability to create your own itinerary
- A new Byway Visitors Guide
- Distribution of Byway Visitors Guide
- mnrivervalley.com updates
- Updated road signs
- Ads in tourism publications
- 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 this year include:

- Manage the Facebook page
- Work with partners to develop the byway as a Heritage Tourism Destination
- Marketing our Byway
- Work with partners to distribute materials

# Supporter Levels

## All levels 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 byway vinyl sticker!**

**Advocate: \$50**

**Promoter: \$100**

**Collaborator: \$150**

**Partner: \$300**

**Sustainer: \$500**

At the level of \$150 or more, we'll add a **link** to your listing on the byway website!

## How will your contribution be used?

Your donation pays for general byway awareness, advertising and updating the website. The more donations we have, the more advertising we can do!

**Pay your donation ONLINE at**  
**[mnrivervalley.com](http://mnrivervalley.com)**



## Minnesota River Valley National Scenic Byway Supporter Levels

- Advocate: \$50
- Promoter: \$100
- Collaborator: \$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:

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**888-463-9856**

**[www.mnrivervalley.com](http://www.mnrivervalley.com)**  
**Or pay online at [mnrivervalley.com](http://mnrivervalley.com)**