



**Glacial Ridge Scenic Byway
Investment Priorities Addendum
Corridor Management Plan
April 2015**

Glacial Ridge Development Association

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Overview

Members of the Glacial Ridge Development Association (GRDA) in conjunction with West Central Initiative developed this project-specific addendum, which identifies and prioritizes projects from 2015 onward. The intent of this document is to guide the GRDA in the development and funding of projects in addition to facilitating partnerships between local and regional organizations. The GRDA systematically chose the projects in order to achieve the vision and goals for the byway.

Goals and Strategies

These goals and strategies are designed to provide a starting point for tourism planning and development along the Glacial Ridge Trail Scenic Byway. They are a blueprint for future tourism work that will give community leaders, business owners, and entrepreneurs the framework around which they may coordinate actions and investments.

Three strategic themes are featured in this document. They represent areas where the most energy and resources should be focused.

- I. Pursue balanced development of strong tourism products,
- II. Tell our story of who we are, and
- III. Build the tourism facilities we need for success.

The above themes are reviewed through specific strategies and recommendations or projects. The Glacial Ridge Development Association (GRDA) will support applications for funding listed in the recommendations/project area. All applications supported by the GDRA need to show how they will enhance the traveler's enjoyment and appreciation of their Glacial Ridge Trail Scenic Byway experience.

I. Balanced Development of the Tourism Product

Integrating Tourism within the Region's Traditional Economy

We see tourism as offering a number of economic benefits to our counties:

1. Increased visitation will benefit our retail and service sectors.
2. A positive tourism image translates into an overall positive image for our region with spin off benefits for traditional economic development.
3. The more people who visit our area and leave with a positive experience, the more our regional image will be improved.
4. Quality of life is one of the major factors affecting business investment and relocation. A carefully managed tourism strategy will provide amenity investments that will benefit not only visitors but residents as well.

Our Strategy to Enhance Tourism Facilities

Five key strategies should be pursued relative to tourism facilities:

1. Annually update the Corridor Management Plan as projects are completed and new projects are identified.
2. Continue to work with local road authorities, tourism organizations, non-profit groups and historical societies to develop a system of pull-offs and interpretive exhibits along the entire length of the byway.
3. Work with local organizations to create interpretive facilities, associated signage and tourism experiences for the key natural, historic and cultural resources located in the byway corridor.
4. Improve and expand on the existing product base such as trails, parks, and other recreational opportunities. Build on what we have to make it more distinctive and to advance the impact on the marketplace.
5. Attract more people to the existing and expanded product base. Coordinate marketing efforts with communities on the byway and other tourism entities.

Projects

	Project Description	Responsibility	Time Frame	Funding
1	Continue to update the byway website on a monthly basis and include a post of current events.	<ul style="list-style-type: none"> Glacial Ridge Development Association 	Ongoing / Monthly	1. GRDA 2. MN Historical & Cultural Grant – Web Development
2	Manage the Glacial Ridge Facebook Page and update as needed.	<ul style="list-style-type: none"> Glacial Ridge Development Association (Mae Rose & Eric) 	Bi-Weekly	N/A
3	Develop a display template for information to be exhibited on the four kiosks to ensure content is uniform across counties.	<ul style="list-style-type: none"> Kandiyohi, Swift, Pope & Douglas Counties Historical Societies Chamber of Commerce Convention & Visitors Bureau 	Ongoing / Monthly	1. GRDA
4	Identify the feasibility of constructing a new kiosk along the byway. Willmar is a probable location but other locations will be explored.	<ul style="list-style-type: none"> Glacial Ridge Development Association 	2015 (Construction date TBD)	

II. Image and Identity

Telling Our Story

The Glacial Ridge Trail Scenic Byway consists of individual communities, along the byway, that have distinctive images. The Glacial Ridge Trail Scenic Byway should build on those local images to develop its own distinct identity without damaging local images.

Our Strategy to Define and Promote an Image

Five key strategies should be pursued relative to defining and promoting an image:

1. Define an image and set of tourism product themes. These images and product themes should be unique to the byway, but at the same time, complement existing local images and product themes.
2. Obtain funding for a Corridor signage program.
3. Update the initial visitor experience package (brochure) as needed and promote it to the traveling public.
4. Work with local, regional, and state agencies, economic development organizations, tourism groups, and major employers to explore ways to project a Glacial Ridge Scenic Byway image.
5. Support community improvement projects that reflect positively on the community and Scenic Byway.

Projects

	Project Description	Responsibility	Time Frame	Funding
1a.	Print between 500 and 5,000 copies of the current brochure for use in 2015.	<ul style="list-style-type: none"> Beth Fischer Glacial Ridge Development Association 	April 2015	<ol style="list-style-type: none"> GRDA Explore MN Tourism Grant
1b.	Update the current brochure to include: <ol style="list-style-type: none"> Detailed map of the byway New images Updated information 	<ul style="list-style-type: none"> Glacial Ridge Development Association Local tourism groups 	2015	<ol style="list-style-type: none"> Explore MN Tourism Grant
2	Conduct annual byway sign inventory, update, and replace signs as needed.	<ul style="list-style-type: none"> Kandiyohi, Swift, Pope & Douglas Counties 	Ongoing / Annually	<ol style="list-style-type: none"> GRDA
3	Conduct educational and informational bus tours of trail: <ol style="list-style-type: none"> Day trips within each county Routes specific to user groups Tie in community events with bus tours Post Itineraries on website 	<ul style="list-style-type: none"> Glacial Ridge Development Association 	Annually	<ol style="list-style-type: none"> MN Historical & Cultural Grant <ul style="list-style-type: none"> Tour Brochures Audio-visual Presentations

III. Tourism facilities

Investments to Support Tourism

Development strategies build a clear, positive image for communities, and encourage both tourism and other economic activity. Infrastructure investments are a key part of these strategies. Infrastructure can be used as a powerful tool to guide the location and type of economic we seek.

Our Strategy to Guide Balanced Growth

Four key strategies should be pursued relative to our overall balanced development strategy:

1. Support the growth of existing tourism businesses – build on what we have.
2. Attract new tourism businesses that will enhance our communities and their economies.
3. Integrate the interpretation of and experiences offered by our traditional industries (i.e. agriculture) within our tourism product.
4. Encourage all tourism and non-tourism business investments to consider the impacts of their projects on our communities and on our tourism product.

Projects

	Project Description	Responsibility	Time Frame	Funding
1	Install an interpretive / informational sign at turnout along 'Threshing Rig Alley'.	<ul style="list-style-type: none"> • Kandiyohi County • Glacial Ridge Development Association 	2015	<ol style="list-style-type: none"> 1. GRDA 2. MN Historical & Cultural Grant
2	Prevent against invasive species (Cedar Trees & Sumac) and provide erosion control through vegetation management in Northern Kandiyohi county, Southern Pope county, & between Willmar & Sunburg.	<ul style="list-style-type: none"> • Glacial Ridge Development Association • Mae Rose 	2015-2016	<ol style="list-style-type: none"> 1. TAP
3	Accommodate and support bicycle facilities when possible: <ol style="list-style-type: none"> a) Bike Racks b) Restrooms and Water c) Trails and paths 	<ul style="list-style-type: none"> • Glacial Ridge Development Association 	Ongoing	<ol style="list-style-type: none"> 1. FHWA Eastern Federal Lands

Recommendations

Based upon the 14 National Scenic Byway Corridor Management Plan (CMP) components we recommend the GRDA expand on their CMP by including the following information in the course of the next update:

1. A plan for on-going public participation,
2. A general review of the road's safety record locate hazards and poor design, and identify possible corrections,
3. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles,
4. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway,
5. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising, and
6. Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities.