

Reply to Request For Proposal

Nature Based Tourism Interactive Map/Kick-Off Event

City of Victoria

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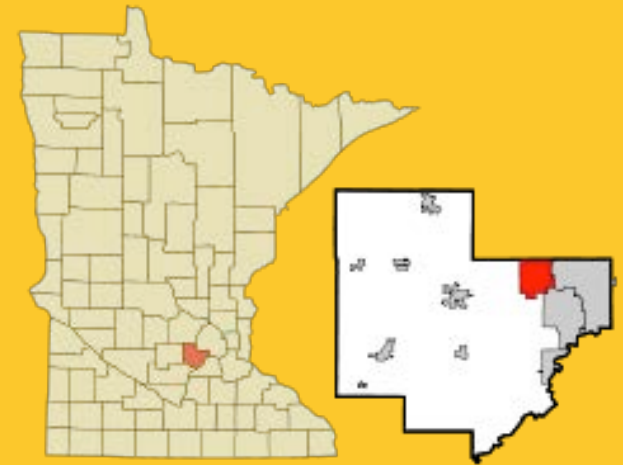
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Introduction

- “City of Lakes and Parks”
- Population: 8,500
- 989,000 people within 20 mi radius
- Area: 10 sq. mi → 26 sq. mi
- # of parks: 23
- # of lakes: 12 → 18



Overview

- Create a tourism map for the City of Victoria and the surrounding area
 - Interactive, online version
 - Print version
- Plan and host a kick-off event to promote the map and bring awareness to the featured sites



Goals and Objectives

- Increased awareness, interest, and participation in outdoor recreation and nature-based tourism opportunities in the project area
- Increased visitor numbers to all nature-based tourism sites
- Collaboration across political boundaries (i.e. cities) and formation of beneficial stakeholder relationships
- Maximized benefits to the natural environment and local economy through growth of nature-based tourism



Partners/Stakeholders

- City of Victoria
- Landscape Arboretum
- Three Rivers Park District
- Minnetonka LRT
- Local Food & Drink Establishments
- Lion's Club
- Other sites on map (i.e. Deer Run)
- Visitors
- Local residents



Market

Target: Nature-based tourists- traveling to see an area's natural attractions, while in the meantime contributing to the natural environment conservation and local economy

- Living in Minnesota (West Metro)
- Outdoor recreation and agritourism markets
- Utilize/expand current tourism at signature sights

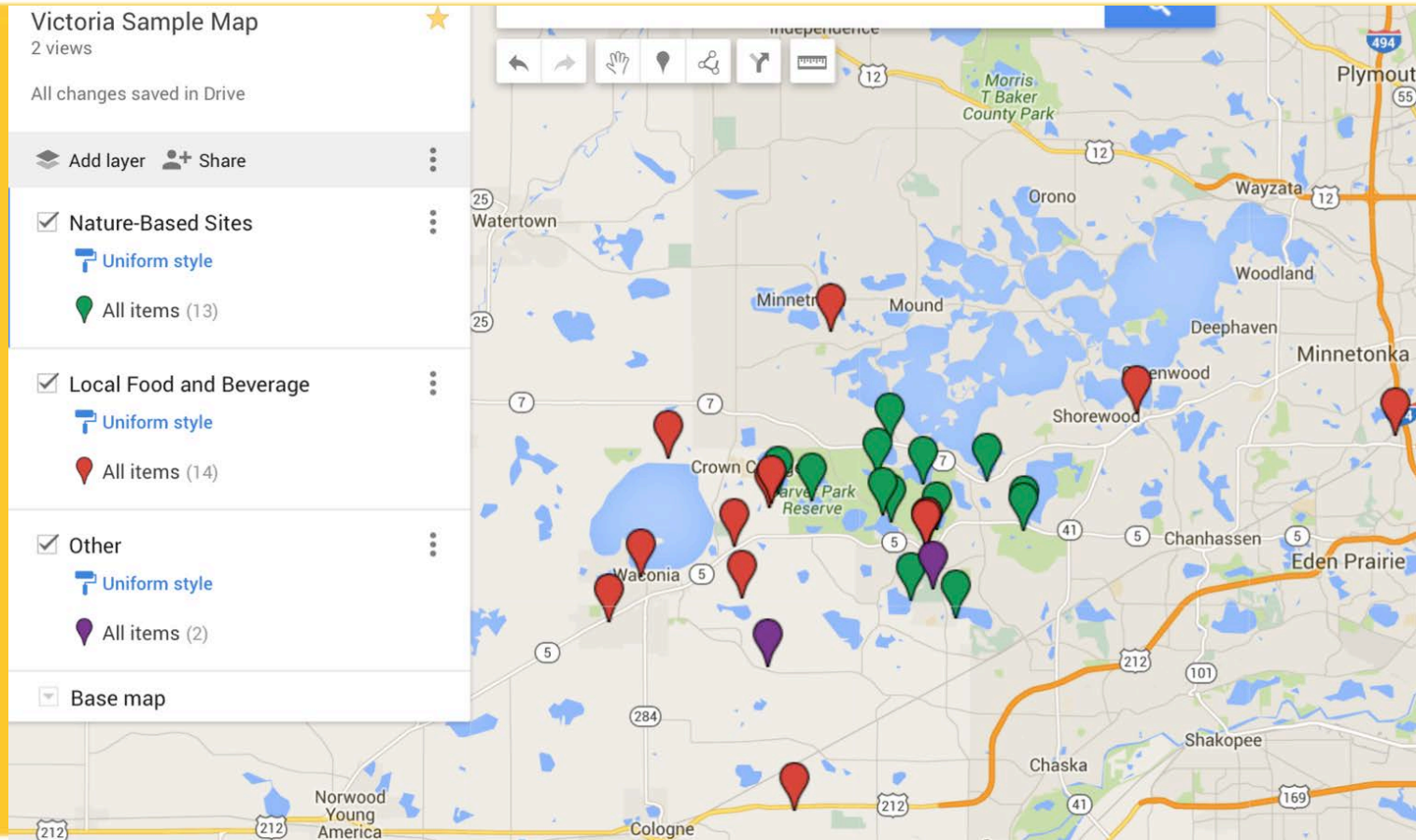


Map Sites

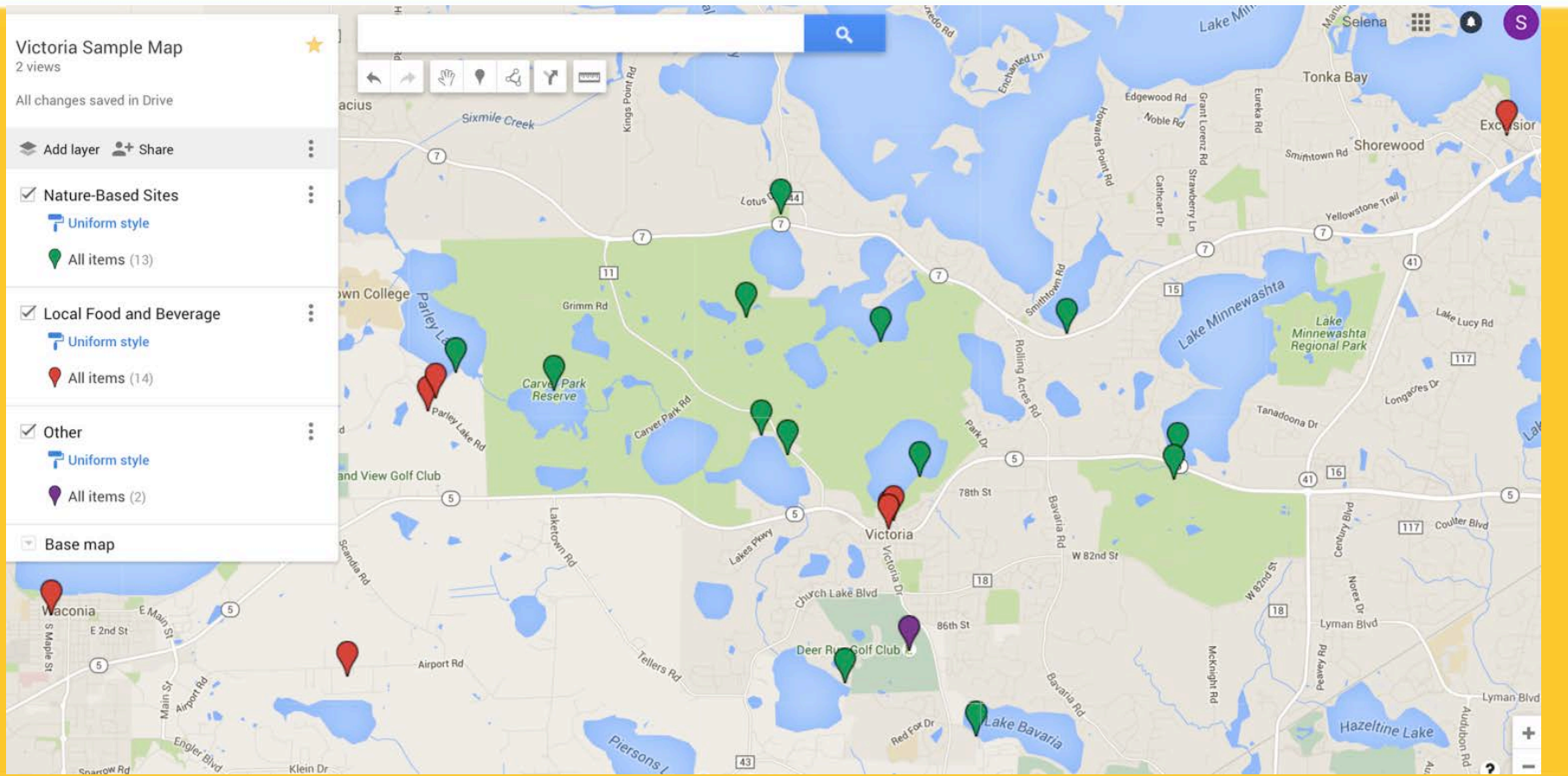
- Landscape Arboretum
 - > 300,000 visitors a year
- Carver Park Reserve
 - > 100,000 visitors a year
- Minnetonka LRT (trailway)
- Local Beverage & Food



Sample Map



Sample Map



Map & Kick-Off Event

- **Interactive online map** (map identifies sites throughout area. Visitors can obtain additional information about the site by clicking on icons. Map can also be downloaded in a pdf format)
- **Each partner plans a kick-off event at their facility with a sustainable theme** (example: music and food trucks with local food at breweries. Home composting demonstration at Landscape Arboretum)
- **Use sustainable guidelines for event** (recycling, compostable service ware & organics collection if food is provided, etc.)
- **Special prizes for those using bicycles** (example: Free reusable beer stein at breweries)



Timeline 2016

- **Jan:** Stakeholder meeting to meet, greet & discuss project
- **Feb:** Final determination on boundaries and sites for map
- **March:** Conduct focus group on map preferences
- **April:** Graphic artist and web designer develop map
- **May:** Event - secure commitments & delegate responsibilities
- **June:** Finalize map design and kick-off event details
- **July - Sept:** Advertise kick-off event and market map
- **Oct:** Host kick-off event, evaluate results



Staffing

- **Meeting Coordinator** (part-time) – Reserve spaces for meetings, send agendas & background material, distribute meeting minutes and order refreshments
- **Project Coordinator** – Contact stakeholders and communicate project description, goals, objectives and responsibilities. Host meetings.
- **Events Coordinator/Communication** – conduct focus group, work with graphic artist and web designer to develop map, coordinate event, market map and event.



Financial Plan

REVENUE

Advertising on Map \$4,500.00

EXPENSES

Salaries \$7,125.00

Operating Expenses \$25,558.00

TOTAL PROJECT COST \$34,093.00

TOTAL REVENUE (\$4,500)

TOTAL IN-KIND CONTRIBUTION (\$1,410)

TOTAL GRANT REQUEST \$28,183



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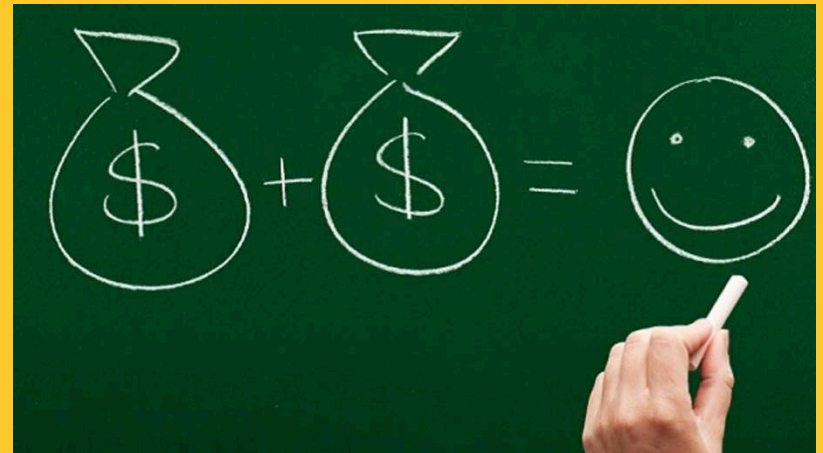
Areas of Sustainability - Social

- Community Outreach
- Multi-stakeholder Partnership
- Improved Quality of Life
- Enhanced Amenities



Areas of Sustainability - Economic

- Benefits Are More Equally Distributed
- Less Economic Leakage
- Attract Businesses and Community Development



Areas of Sustainability - Environmental

- Promotion of Local Food/Drink
- Promote Solid Waste Reduction
 - Information on Recycling, Organic Collection Opportunities



Why should this be funded?

- City of Victoria has already invested time and money and is committed to sustainable development
- Bring awareness to the local natural landscapes
- Map will give Victoria the opportunity to promote and grow local businesses
- Collaboration with our partners will bring opportunities for more projects



Thank you

Questions?



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