

Reply to Request for Proposals: Nature-Based Tourism Interactive Map/Kickoff Event



Prepared by

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Prepared on Behalf of

City of Victoria

Fall 2015



Resilient Communities Project

UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

REPLY TO REQUEST FOR PROPOSAL

**NATURE BASED TOURISM
INTERACTIVE MAP/KICK-OFF EVENT**

LOCATION: VICTORIA, MINNESOTA

Submitted to: Ingrid E. Schneider, Ph.D.

Submitted by: SUE BAST, MAX COWGER, AND SELENA ERSTAD

For: FNRM 3101: Parks and Protected Area Tourism

Date: December 8, 2015

This project was supported by the Resilient Communities Project (RCP), a program at the University of Minnesota that convenes the wide-ranging expertise of U of M faculty and students to address strategic local projects that advance community resilience and sustainability. RCP is a program of the Center for Urban and Regional Affairs (CURA) and the Institute on the Environment.



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December 8, 2015

Sustainable Tourism Team
City of Victoria
Victoria, MN

Schneider Foundation
University of Minnesota
Forest Resources and Tourism Center
1530 Cleveland Avenue North
St. Paul, MN 55108

Dear Dr. Schneider:

The City of Victoria is pleased to submit this proposal responding to the Schneider Foundation Request for Proposals. We have put together a professional team committed to sustainable tourism with experience in market research and material development. We believe our skills, experience and knowledge will be the combination that you are seeking in a team.

The City of Victoria has already committed to and invested time and money for sustainable development. We are currently working with the University of Minnesota on the Resilient Communities Project. The City now wishes to further improve our services to residents and visitors by developing sustainable nature-based tourism programs and marketing for those programs.

interactive tourism map, and a marketing strategy to distribute the map which will assist the city in delivering high quality tourism services to residents and visitors. The proposal delivers best practices while controlling costs and enhancing sustainability for the community. We believe this plan will establish a systematic approach to the development of sustainable tourism in the City of Victoria and surrounding area. It will stimulate the economic development, bring the community together, and minimize the environmental impacts. This tourism map and strategy will provide the necessary information for making sound sustainable decisions regarding tourism program planning.

The City of Victoria looks forward to sharing with you our capabilities and the specifics of the Interpretive Program Development and Marketing proposal.

Sincerely,

**Sustainable Tourism Team
CITY OF VICTORIA**

ORGANIZATIONAL BACKGROUND

MISSION STATEMENT

The City of Victoria's Sustainable Tourism Team's mission for this project is to produce a nature-based tourism map and corresponding kick-off event. The map will bring together potential tourists and the nature-based sites and amenities in the area. Identifying the area as an inviting sustainable place to recreate, while building collaborative partnerships with the local nature-based tourism organizations.

GOALS

The overall project goals are as follows:

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

- v. Supported local businesses and overall economy of the project area through growth in nature-based tourism

PROJECT DESCRIPTION

For this project, a visitor will be defined as anybody going to the sites. The City of Victoria's tourism falls under nature-based instead of ecotourism as defined by Chad P. Dawson. Refer to Appendix A for the ecotourism and nature-based tourism comparison chart adapted by Dawson.

There is a large variety of opportunities to develop the nature-based tourism in the City of Victoria and the surrounding area. The primary opportunity is the exceptional beauty and plethora of nature-based facilities in the area. Other opportunities include: the Resilient Communities Project through the University of Minnesota which involves Victoria and other cities within Carver County, the growth of the nature-based tourism industry worldwide, the short distance between Victoria and the Twin Cities, and the large amount of tourists that currently visit the UMN Landscape Arboretum. According to a study conducted by Cambridge University, since the 1990s, nature-based tourism in 15 of the 20 countries analyzed has increased by as much as 8 percent per year. According to Google Maps, the city of Victoria is located only 26 miles west of the cities. This makes it an easily accessible destination for tourists in the metro area. There is also the opportunity to attract the arboretum visitors to the surrounding outdoor recreation sites. According to the Arboretum Annual Report, there were 325,329 visitors to the arboretum in 2014. See Appendix B for SWOT Analysis

The purpose of this project is to increase the level of tourism in the City of Victoria and the surrounding area through a map. There will be both an online and printed version of the map that will be developed that will emphasize the nature-based sites and the local food and drink. Agritourism and the Deer Run Golf course are currently both major tourism drivers to the area. For this reason, they are both included on our map, even though our focus is to increase the nature-based tourism in the area. See Appendix C for map site ideas.

The online version will have interactive features for all of the destinations. It will be featured on the official City of Victoria website, and is the main focus of this project. It will be developed by a web designer consultant. See Appendix D for a sample idea.

The printed version will be a large map that is foldable to brochure size and will be available at all featured locations. These locations will be the same as those featured in the online version. The printed map will also include: trail mileage information, days and times of rental equipment availability, and site entry fee information.

The City of Victoria will promote the map and destinations in the area by hosting a kick-off event for the new map in early October. The event will include booths that will educate the public on each of the partner sites, as well as provide music and food trucks. Each booth will handout the new maps, encourage the use of their facilities, and make the survey available to participants. There will be a focus on zero waste for the event with recycling and organics collection. The zero waste emphasis will extend to the food truck vendors and who will be required to use all compostable serviceware. The food trucks will be chosen for their ability to use local food products.

PROJECT STRATEGIES

The specific strategies of this project are as follows:

- i. Create an interactive tourist map that will be both in print at all the locations that are represented, as well as an online version on the official City of Victoria website.
- ii. Include a range of sites to draw a variety of tourists to the area: nature-based attractions and local food and drink.
- iii. Collaborate with other agencies to pool resources to maximize efficiencies.
- iv. Host a kick-off event at the arboretum to promote the map sites.

EXPECTED OUTCOMES

It is expected that positive economic, environmental, and social impacts of this map are possible and will generate both short and long term benefits. Refer to Appendix E for a summary of the expected outcomes. Concrete measures of outcomes will be participation in the kick-off event, number of surveys completed after the event, as well as the number of maps distributed. Satisfaction with the map will be determined from the survey. (See Appendix F for example)

ADHERENCE TO SUSTAINABLE PRACTICES

This project will pay close attention to the sustainable practices addressed in the Global Sustainable Tourism Council's Criteria for Destinations. This will be done by:

- Printing the map on recycled and recyclable paper

- Using compostable dishes and silverware at all meetings and the kick-off event
- Focusing on online version of map to minimize use of printed materials
- Conducting a zero waste event by having receptacles for recycling and compost
- Including the accessibility of the sites for people with disabilities on the map
- Developing a system that involves ongoing surveys from the public for how to use the map to connect people to the nature-based sites
- Bringing awareness to the public about why the nature-based sites need to be protected through their visits to the featured sites
- Supporting and emphasizing local food and drink
- Code of behavior on the map for how to act in nature-based sites

SUSTAINABILITY

This project follows the three areas of sustainability; social, economic, and environmental.

Economically, the city of Victoria and the surrounding area will see many benefits. Our map will help to add tourists to the area, as well as encourage the Landscape Arboretum visitors to explore other locations during their visits. There will be less economic leakage since local food and drink and nature-based sites will be emphasized on our map. The growth in tourism will also attract more businesses and community development.

In relation to the environment, this project will have many positives and very few negatives. The map will feature a code of conduct section for the nature-based sites. Some of the behaviors addressed will include but are not limited to: staying on designated trails, Leave No Trace practices, and limited disruption of wildlife. The map will also promote local businesses. This will allow for a smaller environmental impact as the transportation duration of food and drink will be shortened. The kick-off event, on the other hand, will support environmental practices by promoting solid waste reduction. The goal of the event is to be zero waste. Therefore, there will be receptacles for both recycling and compost collection.

The social benefits of our map include a variety of different things. The increase in the amount of visitors to the area will not only boost the economy, but will also improve the quality of life of the residents of Victoria. The booming economy will allow for enhanced amenities which will have positive social impacts. The map will also help to bring in a more diverse range of visitors. The focus group will stress the importance of a diverse population with the hope of encouraging a diverse population to visit the map sites.

MARKET

TARGET MARKET

The project's target market is mostly comprised of nature-based tourists living in Minnesota. The project will also take specific measures to expand tourism already visiting popular nature-based destinations in the area. This includes the ~300,000 annual visitors at the landscape arboretum (Arboretum Annual Report, 2014) and ~100,000 annual visitors at Carver Park Reserve (Three River Park District Visitor Study, 2013). Nature-based tourism is defined as contributing to conservation efforts at the destination as well as the economic well-being of the local area (Dawson, 2001). This concept and tourism category is at a high growth rate in the U.S. and gaining popularity in Minnesota (Loegering, 2013). Participation in popular nature-based tourism activities in Minnesota such as hunting, fishing, and wildlife viewing are expected to grow. The Market Potential Index (MPI) for hunting within sixty miles of Victoria is 98, fishing is 102 MPI, and wildlife viewing is 105 MPI (ESRI, 2015). Our project goal to increase visitor numbers at nature-based tourism sites in the project area will be achieved largely by growing interest within the much larger outdoor recreation market. This market makes up a significant amount of the \$8.5 billion "Leisure and Hospitality Industry" in the Minneapolis-St. Paul area; this includes \$147 million gross sales in Carver County (Explore Minnesota Economic Impact Report, 2012). For this reason our map project considers including popular outdoor recreation destinations such as the Deer Run golf course. Agritourism, defined as bringing visitors to a farm or ranch operation to educate visitors and provide economic stability to the site and surrounding area (Komar,2012), shares some similar characteristics as nature-based tourism. The project maps will include agritourism sites as another method of bringing visitors to the area and contributing to the local economy.

COMPETITIVE POSITION

Victoria is surrounded by many nature-based tourism attractions already in existence. The city has significant potential for development and is at a critical identity stage. Its competitive advantage to larger, more developed cities nearby (i.e. Minnetonka stated as "nearly fully developed" in City of Minnetonka 2030 comprehensive plan) is its rural characteristics while still in close proximity to the metro area and popular tourism sites. The median annual income of households within twenty miles of Victoria is expected to grow over \$10,000 within the next five years (ESRI, 2015). Only 16.5% of Victoria's land cover is considered urban (Victoria 2030 Comprehensive Plan). The development potential provides

Victoria with an opportunity to identify itself as a central “destination” for nature-based tourism. A combination of existing nature-based sites and local food and beverage can be used to market Victoria as this “destination”.

PROMOTION

The kick-off event to promote the tourist map will be held in October. This allows the City of Victoria to promote the kick-off during many of the other fall activities. These include, but are not limited to:

- Victoria Volksfest
- Nordic Music Fest at Victoria’s Lions Park
- Scarecrow displays at the Landscape Arboretum
- The re-opening of the AppleHouse in September 2016

DISTRIBUTION

As stated, the map will be in print at all tourist destinations in the area, as well as online on the City of Victoria’s official website. Additionally, the kick-off event will give exposure to the many destinations that the City of Victoria and its surrounding area has to offer. A variety of local businesses and destination representatives will have booths at the kick-off in order to further promote themselves.

OPERATION AND IMPLEMENTATION PLANS

DEVELOPMENT PLAN

Upon your acceptance of this plan, the City of Victoria will begin preparations based on the timeline detailed in Appendix G. A committee will be formed between partners and stakeholders to oversee the project.

The activities that the committee will oversee will be:

- i. Defining the boundary and identifying the sites on the map
- ii. How to incorporate the recommendation of the focus group into the map (see Appendix H).
- iii. Date and details of the kick-off event
- iv. Review of the results of the kick-off event survey (see Appendix F)

MANAGEMENT PLANS

This project will be coordinated by City of Victoria staff. The staff listed below will invite partners to participate in the project, describe the project, distribute information and coordinate details of the project:

Meeting Coordinator: Reserve appropriate spaces for meetings, communicate dates & times, send packets that include background material & agendas, take detailed minutes and coordinate refreshments.

Project Coordinator: Contact stakeholders and clearly communicate project description, goals, objectives, and responsibilities. Host meetings, keeping to the agreed upon agenda and time schedule. Ensure all parties have time to voice their opinions and emphasize the sustainability aspects of the project.

Events Coordinator/Communications Specialist: Develop the list of sites for the map and their descriptions. Work with the graphic artist and web designer for map creation. Coordinate the recruitment of focus group participants and facilitate the focus group. Make sure the online version of the map and the printed version complement each other and the online version can be downloaded as a pdf. Coordinate details of Kick-Off event and communicate details to committees.

Frequent meetings between these three staff members will keep the project on track and also keep partners notified of progress.

LEADERS

This map and corresponding kick-off event will be developed under the direct leadership of the City of Victoria city staff.

PARTNERS

It will be a collaborative process to define the boundary of the map, how the sites will be identified, as well as creating a stream of revenue from the advertisement spots on the map. The following is a list of responsibilities and their corresponding partners.

Boundary of the map:

City of Chaska

Site Identification:

Three Rivers Park District

Landscape Arboretum

Carver County

Minnetonka LRT

Local Food and Drink Establishments

Advertisement:

Local Food and Drink Establishments

Landscape Arboretum

Deer Run Golf Course

Lions Club

In order to conduct a successful kick-off event it is important that there are productive partnerships. The following is a list of organizations that will help to host and promote the event.

Host:

Minnesota Landscape Arboretum

Promotion:

Local Food and Drink Establishments

Deer Run Golf Course

Lions Club

City of Victoria

City of Chaska

BUDGET SUMMARY

Anticipated revenues and expenses related to the map and kick-off event are presented below.

Anticipated Revenues

Advertising on map\$4,500.00

- Nine advertisements @ \$500/ad

Anticipated Expenses

Salaries

Meeting Coordinator (part-time).....\$1,125.00

- Three meetings and focus group
- \$25.00/hour

Project Coordinator (part-time).....\$2,500.00

- 50 hours of project coordination
- \$50.00/hour

Communication Specialist (part-time).....\$3,500.00

- 100 hours of map/event coordination & promotion
- \$35.00/hour

SUBTOTAL\$7,125.00

Operating Expenses

Consultants

- Graphic Artist for print version of map.....\$2,500.00
- Web Designer for interactive map.....\$5,000.00
- Band for Kick-off event.....\$2,000.00

Travel

- City staff travel to meetings/sites\$ 250.00

Supplies

- Refreshments for three stakeholder meetings.....\$ 300.00
- Meal/refreshments for the focus group meeting.....\$ 500.00
- Organics/recycling bags for event (in-kind from Landscape Arboretum).....\$ (20.00)
- Compostable serviceware - utensils, cups, food containers (in-kind from partners)....\$ (75.00)
- Disposal of recycling/organics/garbage (in-kind from Landscape Arboretum).....\$ (75.00)
- Tables and chairs for event booths (in-kind from Landscape Arboretum).....\$ (250.00)
- Tent rental and table skirts for event (in-kind from partners).....\$ (990.00)

Printing

- 5,000 copies of 11 X 17 map, folded (recycled content paper).....\$10,000.00

- 5,500 6 X 4 postcards for City of Victoria households and handouts regarding kickoff event (recycled content paper).....\$ 150.00

Postage

- Send postcards to City of Victoria residents (\$.34/postcard, 3,993 households).....\$ 1,358.00

Promotion

- Advertise on city website (no charge)
- Advertise in city bulletin (no charge)
- Advertise on partner websites (no charge)
- Advertise in local newspaper (Sun Current) three, half page ads, one each week during the three weeks leading up to event.....\$3,500.00

SUBTOTAL \$25,558.00

TOTAL EXPENSES (including in-kind contributions).....\$34,093

TOTAL REVENUE.....\$ (4,500)

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

TOTAL GRANT REQUEST.....\$28,183

BUDGET DISCUSSION

The principle resources required for the map are staff time, consultant fees, and printing. These upfront costs will support the ongoing smaller costs of revisions to the online and printed map. It may additionally provide a revenue stream with the advertising opportunity for the printed version of the map.

The kick-off event will be a public/private collaboration. Each partner will pay for the tent rental, table skirts and compostable serviceware. The grant will provide funds for the music, postcards & postage, and advertisements in the local newspaper. The food trucks will be selected for their ability to use local food sources and be required to use compostable serviceware. There will be advertisements at no charge such as articles in the city newsletter and website advertisements on each partner’s website. The combined advertising resources of all the partners makes an effective advertising tool.

Meetings, planning, and compiling survey data is staff intensive and will be done by City of Victoria staff. This cost reflects the current salary of the different staff members. The staff members will be in a good position to continue to collaborate with key partners and make the map an integral part of the City of Victoria promotions.

OTHER SOURCES OF FUNDS

The printed version of the map will have advertising opportunities for partners. The advertisement charge will be \$500.00 per advertisement and limited to partners. This will provide a revenue stream to make the revisions to the map more economical.

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APPENDICES

- A** Ecotourism and Nature-based Tourism Comparison Chart
- B** SWOT Analysis
- C** Map Site Ideas
- D** Sample Digital Maps
- E** Expected Positive Outcomes of Project
- F** Kick-Off Event Survey
- G** Project Timeline
- H** Focus Group Discussion Guideline

APPENDIX A

Definition components	Ecotourism	Nature-based tourism
Management goals	Preservation and protection of the resource	Conservation and resource management
Primary resource use	Natural resources and natural history of the area, including its indigenous cultures	Natural resources, natural history, and the present and historic cultures of the area
Primary tourist motivation	Visit an ecosystem or undeveloped natural area for appreciation and to experience the environmental conditions	Visit an undeveloped natural area for appreciation and to directly experience the environmental conditions or indirectly as a background for a consumptive or non-consumptive recreational experience
Recreational activities	Non-consumptive appreciation and study of wildlife and natural resources	Non-consumptive appreciation and study of, and consumptive use of, wildlife and natural resources.
Economic contribution of tourism to area	Directly and indirectly contributes to the visited area which supports the protection or preservation of the site and the economic well-being of the local residents	Directly and indirectly contributes to the visited area which supports the conservation of the site and the health of the local economy
Visitor appreciation	The visit should strengthen the tourist's appreciation and dedication to preservation and protection issues at the visited area and in general	The visit should strengthen the tourist's appreciation and dedication to conservation issues at the visited area and in general
Management of the public/private area	Implies a managed approach by the host country or region which commits to establishing and maintaining the area with the participation of local residents, marketing it appropriately, enforcing regulations, and using the economic benefits to fund the area's land management as well as community development	Implies a managed approach by the public and private sectors which commits to establishing and maintaining the area, marketing it appropriately, enforcing regulations and using the economic benefits to fund the area's land management

APPENDIX B

Strengths	Weaknesses
<ul style="list-style-type: none"> - Exceptional natural beauty - Plethora of nature-based facilities - Experienced staff - Leveraging collaborative effectiveness of Partners - Resilient Communities Project 	<ul style="list-style-type: none"> - Public and private partners have different amount of resources to contribute

Opportunities	Threats
<ul style="list-style-type: none"> - Growing popularity of nature-based tourism - Attracting visitors of the arboretum to other sites in the area - Location near large metro area 	<ul style="list-style-type: none"> - Unpleasant weather for kick-off event - Change in amenities (breweries, restaurants etc.) that would require a change to the map - Competing fall events

APPENDIX C

Map Sites Ideas

Nature-Based Sites

- i. *Fishing Piers/Boat Launches*
 - Steiger Lake
 - Auburn Lake
 - Zumbra Lake
 - Parley Lake (outside the park)
 - Lake Bavaria
 - Wasserman Lake
 - Lake Virginia
- ii. *Playgrounds*
 - Habitats Play Area (Lowry Nature Center)
 - Lake Minnetonka Regional Park
- iii. *Carver Park Reserve*
 - Lowry Nature Center
 - Lake Auburn Campground (57 sites)
 - Osprey Nest
- iv. *Dog Off-Leash Area*
- v. *Swim Pond and Beach at Lake Minnetonka Regional Park (Three Rivers Park District)*
 - 292 acre park with chlorinated lake water swim pond
 - Large Play area
- vi. *Horse Trails*
- vii. *Bike/Hike Trails (including turf trails)*
- viii. *Access to Lake Minnetonka LRT Trail*
- ix. *Lake Minnewashta Regional Park (Carver County Parks)*
- x. *Landscape Arboretum*

Cultural Sites

- i. Historic Grimm Farm dating back to 1857

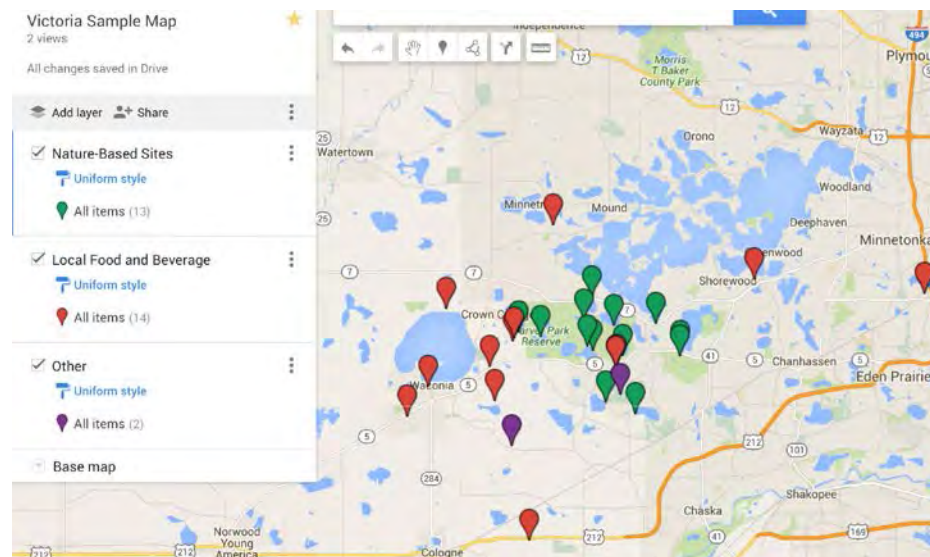
Local Food & Beverage

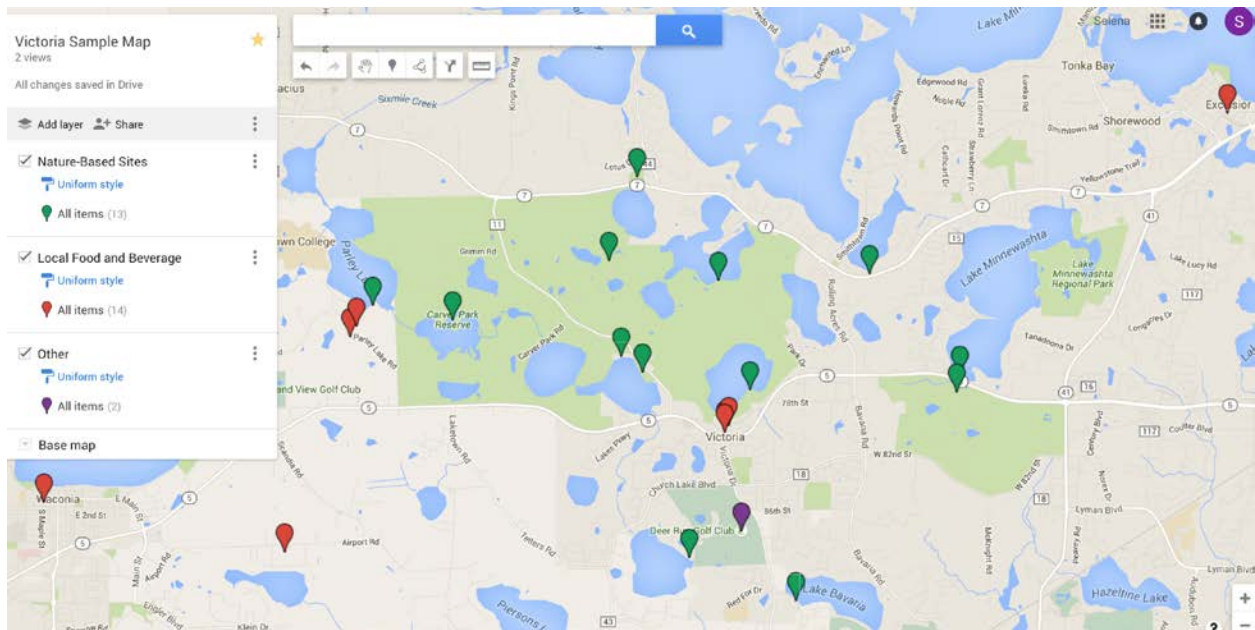
- i. Deardorff Orchards
- ii. At the Farm
- iii. ENKI Brewing Co.
- iv. Schramm Vineyards Winery & Brewery
- v. Parley Lake Winery
- vi. Waconia Brewing Co.
- vii. Sovereign Estate Winery
- viii. Excelsior Brewing Co.
- ix. J. Carver Distillery
- x. Lucid Brewing
- xi. Shady Acres Herb Farm
- xii. Gale Woods Farm (Three Rivers)
- xiii. Boorsma Farm
- xiv. Terra Truck (Food Truck)
- xv. Victoria House
- xvi. School of the Wise

Other

- i. Deer Run Golf Course
- ii. Carlson's Llamas

APPENDIX D





APPENDIX E

Visitors (Nature-based tourists)	Long or short term?	Local Community	Long or short term?
An up-to-date (annual), information resource for discovering tourism sites focused on nature-based tourism, local dining, and outdoor recreation in and around the City of Victoria	Long term (map)	Opportunities to host a growing number of nature-based tourists resulting in a stronger community bond and economic growth	Long term (map) Short term (event)
Education through exposure to the map, attendance at the event, visitation at sites*, and observation of sustainable practices used and promoted throughout the projec	Long term (map) Short term (event)	Opportunity to promote and grow local business through advertisements and sites at the event as well as on the map	Long term (map) Short term (event)

Visitors (Nature-based tourists)	Long or short term?	Local Community	Long or short term?
Growth of appreciation and respect for the natural world, and increased sensitivity and awareness of environmental impacts	Long term (map) Short term (event)	Facilitate the building of beneficial community relationships amongst the stakeholders involved in the development, implementation, and adaptation of the project	Long term (map and event)
Improvement of overall health and quality of life through physical exercise during outdoor recreation and nature-based tourism	Long term (map) Short term (event)	Economic benefits, community bonding, and nature-based tourism growth resulting in enhanced quality of life for local community	Long term (map and event)

Local environment	Long or short term?	Local economy	Long or short term?
Growth in responsible use and protection of natural environment through growth of nature-based tourism (also promoted on map and at event)	Long term (map and event)	Economically, socially, and environmentally sustainable destinations through promotion of Global Sustainable Tourism Council Criteria	Long term (map and event)
Financial support from increased visitors at sites aids site management in achieving environmental goals	Long term (map)	Marketing and exposure for local businesses through advertisements and sites at the event as well as on the map	Long term (map) Short term (event)

APPENDIX F

City of Victoria Kick-Off Event Survey

The City of Victoria is interested in improving the connection of people to nature. To do this we need an accurate understanding of what visitor services are needed and if this service is being met. A map has been developed to educate the public about the nature-based activity opportunities in the area and as well as other amenities.

Please complete this questionnaire by answering each question based on your experience of Kick-off event, the parks & amenities in the area and the newly developed map now available at the event. If you have any questions please contact Sue Bast at 555-555-5555 or sue.bast@cityofvictoria.gov

Thank you for your assistance.

Kick-Off Event

- i. Did you visit the Landscape Arboretum specifically to attend the Kick-off Event?
 yes no
- ii. How far did you travel to attend the event?
 miles
- iii. How did you travel to the event?
 car bike bus on foot other
- iv. How did you find out about the event?
 city website news paper park website city newsletter
 postcard flyers at public spaces email other
- v. How many booths did you visit at today’s event?
 booths
- vi. Please rate the importance of the following activities:

Activity	Very Important	Moderately Important	Somewhat Important	Not At All Important
Collecting organics at the event				
Collecting recycling at the event				
Printing map and advertising on recycled content paper				

Emphasizing the environmental benefits of biking and walking				
--	--	--	--	--

Comments regarding the Kick-Off event _____

Map of Nature-Based Sites and Area Amenities

i. Which parks and amenities on the map were you already aware of before today?

- Landscape Arboretum
- Carver Park Reserve
- Lowery Nature Center
- Lions Park
- Stieger Lake
- Minnetonka Regional Park
- Minnewashta Regional Park

ii. Which parks and amenities on the map have you visited before today?

- Landscape Arboretum
- Carver Park Reserve
- Lowery Nature Center
- Lions Park
- Stieger Lake
- Minnetonka Regional Park
- Minnewashta Regional Park

iii. Please rate the usefulness of the following factors:

Factors	Very Useful	Moderately Useful	Somewhat Useful	Not At All Useful
Size of the map				
Park sites				
Local food & drinking sites				
Other sites such as Deer Run Golf Course & boat launches				
Distance between sites				
Trail mileage information				
Days and times rental equipment is available				
Entry fee information				

iv. Would you use this map in the future?

___yes ___no

v. Do you think you would go to the online version of the map in the future?

___yes ___no

vi. How could this map be improved?

Other Information

- i. What city do you reside in and what is your zip code?

- ii. What other comments do you have about the sustainable activities and the map?

Thank you for your input!

Please place this survey in the box provided on the table.

APPENDIX G

January/February

- i. Develop a Committee of Stakeholders
- ii. Define the Boundaries of of the visitor map
- iii. Identify sites to be listed on the map
- iv. Finalize date for the Kick-Off event

March/April

- i. Work with a graphic artist and web designer to create both the print version and the online version of the map
- ii. Conduct a focus group study to determine map preferences
- iii. Make any necessary revisions to map
- iv. Develop a subcommittee for planning the Kick-Off event

May/June

- i. All stakeholders review the map and make revisions if needed
- ii. Finalize details for the Kick-Off event

July

- i. Bring the final version of the maps and the plans for the Kick-Off event to full committee

August/September

- i. Advertise the map and Kick-Off event

October

- i. Host Kick-Off event in early October
- ii. Survey visitors during the event to evaluate opinions of residents
- iii. Contact partners after the event to obtain their input

Ongoing

- i. Monitor effectiveness of map on an ongoing basis and revise as needed

APPENDIX H

Research Problem:

What should the project maps, online and print versions, include and look like? Evaluate a draft version of both maps.

Focus group objectives:

- generate comments on the draft versions of both maps
- generate ideas for sites, advertisements, interface, ease of use, and design
- Focus Group participants 8-10
- homogenous characteristics include interest in nature-based tourism (define during recruitment) and currently in Minnesota
- diverse participant characteristics of age, ethnicity, education, and income
- a combination of participants living in the project area and outside

Other notes:

- incentive is a meal and a \$25 cash payment
- moderator and 2-3 note takers present (city staff and stakeholder committee members)

-moderator will probe explanations and clarifications

Focus Group Discussion Guide

-Welcome, initial thanks, confirm homogeneity of the group (name tags?)

-ground rules (free flowing discussion, no right or wrong answers, don't have to answer, etc.)

-Remind them what nature-based tourism is (contribution to the local economy and environment)

-Introductions...Name? Where you from? Job? School? Favorite nature-based site and/or activity?

POSSIBLE QUESTIONS AND ACTIVITIES

-Before seeing the map drafts. Draw and/or write what you envision this map to look like and include.

How will it emphasize nature-based tourism?

-Thoughts on the map drafts. Size? Design? Sites included? Advertisements?

-Should the area be expanded to include sites further from Victoria?

-What are your thoughts on the inclusion of local food and drink? How about including sites focused on outdoor recreation but do not fit as nature-based sites (i.e. Deer Run)

-Comments on ease of use? Ideas to make it more user friendly. This is especially important for the online, interactive version.

-How should the print copy be dispersed? At each location on the map? Where should the interactive, online version be located? Links on listed sites' websites?

SUSAN BAST

3665 Blackhawk Rd Eagan MN 55122 (H) 612- 454-8334 (W) 952-895-4524

EDUCATION/TRAINING:

University of Minnesota

MA Landscape Architecture

University of Minnesota

BA English

Minneapolis College of Art and Design

Sustainability Certificate

SWANA (Solid Waste Association of North America)

Certified Composting Manager

University of Minnesota Continuing Education Program

Supervision Certificate

EXPERIENCE:

City of Burnsville, Environmental Specialist – 1992 to present

Implement and coordinate the Dakota Valley Recycling program. Dakota Valley Recycling was formed as a partnership to serve the cities of Apple Valley, Burnsville, and Eagan with a combined recycling program. The goal is to provide citizens with information on environmental issues.

Responsibilities include:

- Conduct research related to waste stream reduction, recycling, sustainability, and environmental protection to measure current and potential effects of local policies and educational efforts.
- Act as a liaison for the City with other government entities, interested community groups, agencies, businesses, and committees regarding solid waste management and sustainability programs, policies and issues; attend public meetings to monitor issues relating to solid waste management and sustainability.
- Develop, coordinate and implement special promotions and public education programs encouraging waste reduction, reuse, recycling and environmental protection.
- Coordinate recycling and natural resources programs and projects to ensure timely project completion; develop grant proposals and administer contracts.
- Collect and organize technical information for report generation; prepare and present reports and other informational materials
- Supervise a permanent full-time employee and intern positions

University of Minnesota, Research/Teaching Assistant – 1987 to 1991

- Assisted University Professors with research projects and course activities.
- Made desk critics on students' designs that were in progress.
- Assisted students in achieving course objectives.
- Researched land use patterns and developed computer images for an educational survey.

Selena Erstad

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EDUCATION

University of Minnesota, Twin Cities — 2014-Present

- Recreation, Parks, and Leisure Studies Major
- Studied Spanish Abroad in Toledo, Spain — May and Summer 2015

EXPERIENCE

Access Assistant, University of Minnesota Student Disability Resource Center — 2015-Present

- Provided 1:1 Assistance to Students with Disabilities
- Fulfilled Note-Taking and Lab Assistance Requests Throughout the U of MN Twin Cities
- Assisted in the Testing Center at the Testing Desk and as a Test Proctor

Rush Cashier, University of Minnesota Bookstore — 2015

- Used Register to Ring Up Customer Transactions
- Learned to Work at a Quick but Careful Pace

ACTIVITIES

Practicum at the Center for Outdoor Adventure at the University of Minnesota — 2015-Present

- Worked the Front Desk
- Cleaned, Packed, and Organized Equipment
- Completed Rental Requests

International Buddy Program of the University of Minnesota — 2015-Present

- Mentor to International Students
- Helped to Give the Students Individual Help with Social and Educational Needs

Volunteer at Waite House — 2015

- Stocked the Food Shelf
- Helped Guide Visitors Around the Food Shelf
- Improved Spanish Speaking Skills

Link Crew Leader — 2012-2014

Commissioner — 2013-2014

- Gained People Skills
- Planned Activities for Freshman and Link Crew Leaders
- Learned to Work with Others

National Honor Society — 2012-2014

President — 2013-2014

Secretary — 2012-2013

- Organized School Volunteer Activities
- Led Full House Meetings
- Gained Organizational and Leadership Skills

Maxwell Cowger

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EDUCATION:

UNIVERSITY OF MINNESOTA TWIN CITIES Expected Graduation:
Inter-College Program Bachelor of Science Degree May 2016
Academic Concentrations:
Sustainability Studies: Institute on the Environment GPA: 3.26
Marketing and Management: Carlson School of Management
Program Coursework:
Ethics in Natural Resources; Sustainable Land Use and Policy; Park and Protected Area Tourism; Economics & Natural Resources Management; Fisheries & Wildlife; Principles of Marketing; Marketing Research
Study Abroad Winter Break 2016: Costa Rica Outdoor Adventure, Recreation, and Tourism

SIGNIFICANT EXPERIENCE:

CENTER FOR SUSTAINABLE POLYMERS Minneapolis, MN
Administrative Assistant Jan. 2015 – Present

- Plan and organize events for education and outreach in sustainability driven science
- Manage organization of website/social media and keep content up to date

RILEY PURGATORY BLUFF CREEK WATERSHED DISTRICT Eden Prairie, MN
Volunteer Field Technician Sept. 2015 – Present

- Provide technical support for lake and stream hydrological data collection and interpretation
- Assist with surface water projects focused on protection and quality improvement

CITY OF FRIDLEY COMMUNITY DEVELOPMENT DIVISION Fridley, MN
Environmental Planning Intern June 2015 – Oct. 2015

- Collaborated with city staff, business owners, and residents to progress in sustainability initiatives
- Produced publications, educational materials, and video segments to promote environmental stewardship
- Performed customer service and served as an information resource to recycling and City regulations
- Conducted market research, developed programs, and formally presented findings, conclusions, and recommendations for recycling improvements in Fridley

U OF MN CHEMISTRY DEPARTMENT Minneapolis, MN
Administrative Assistant-Faculty Search Committee Sept. 2013 – Dec. 2014

- Interpreted and organized hundreds of professional job application materials
- Served as the communicator between a committee and its candidates to fill faculty positions
- Created a department instruction manual for faculty search procedures

OTHER EXPERIENCE:

U OF MN WOMEN'S SOFTBALL TEAM (NCAA-DIVISION I) Sept. 2014 – Present
Student Manager

HUTCHINSON UTILITIES COMMISSION June 2012 – Aug. 2014
Electrical Division Groundsman

MIDWEST MOUNTAINEERING April 2013 – May 2014
Outdoor Adventure Expo Staff

U OF MN OFFICE OF INFORMATION TECHNOLOGY Nov. 2012 – May 2013
Inventory Support Assistant

EXTRACURRICULARS:

U of MN Club Hockey Team **U of MN Student Employee Leadership Program**
Member and Officer (Sept. 2013 - Present) *Graduate and Member (Sept. 2014 - Present)*

Resilient Communities Project (City of Victoria) **City of Fridley Recycling Events**
Student and Volunteer (Sept. 2015 - Present) *Volunteer Staff (July 2015 - Present)*

Previous Involvements 2012-2015

Volunteer for Gopher Adventure Race
Volunteer for the U of MN Aquatic Center
Member of the U of MN Squash Team
Volunteer for Three Rivers Park District