



# Corridor Management Plan

Published 2019

# Avenue of Pines Scenic Byway Corridor Management Plan

Published 2019

Many people contributed to this corridor management plan update, thereby laying the framework for the Byway now and in the future. Their efforts and hard work are thankfully acknowledged.

Funding for this update was provided by the Minnesota Department of Transportation. The update planning process was facilitated by the Arrowhead Regional Development Commission.



**DEPARTMENT OF  
TRANSPORTATION**



**ARROWHEAD REGIONAL  
DEVELOPMENT COMMISSION**

# Table of Contents

- Chapter 1: Byway Council ..... 1
- Chapter 2: Assets ..... 3
- Chapter 3: Vision and Goals ..... 10
- Chapter 4: Infrastructure..... 11
- Chapter 5: Marketing..... 18
- Chapter 6: Coordination ..... 21
- Appendix: Funding..... 24





Northome

Pine Island State Forest

Koochiching State Forest

Bigfork State Forest

Blackduck State Forest

Chippewa National Forest

Leech Lake Reservation

Bowstring State Forest

Lake Winnibigoshish

Deer River

Chippewa National Forest



Leech Lake

Pokegama Lake

# Chapter 1: Byway Council

## *About the Avenue of Pines Scenic Byway*

The 47-mile section of Highway 46 from Deer River to Northome was designated a state scenic byway in 1989. This byway has a lot to offer as a gateway to lakes, recreation, and a large section of older-growth pine forest as travels across Leech Lake Reservation, Chippewa National Forest, and Bowstring and Black Duck State Forests. Resorts in the byway corridor offer many activities along the lakes in addition to fishing, and these same resorts are looking to further expand what they offer to visitors collectively as part of the byway. The Lost 40, co-managed by the DNR's Scientific and Natural Areas program and the U.S. Forest Service, offers visitors a glimpse at one of the oldest pine forests in the state, with some pine trees over 250 years old. Many residents call the Avenue of Pines home, with small communities dotting the corridor area. They too look to the byway as a recreational gateway for bicycling, snowmobiling, and other activities.

Despite being 30-years old the Byway has no established Byway Group. In June 2015, a group of stakeholders were convened by Mn/DOT and Headwaters Regional Development Commission to develop the first plan for Avenue of Pines Scenic Byway. A group of stakeholders were reconvened in June 2018 to gauge interest in developing an active presence. The response was positive, and a group of stakeholders began working with Mn/DOT and the Arrowhead Regional Development Commission towards that goal.

## *About this Plan*

A corridor management plan (CMP) is a recommended part of a scenic byway's development strategy. The aim of this CMP update is to establish priorities and serve as useful to guide to improving the Avenue of Pines Scenic Byway experience.

This CMP provides an inventory of byway assets and lays out the goals, strategies, and responsibilities for conserving and enhancing the byway's most valuable qualities. These items are organized into three categories:

- Infrastructure
- Marketing
- Coordination

## *About Scenic Byways*

The Scenic Byway designation is recognized for its potential to positively impact the cities, towns located along the routes. Many benefits increase to communities where

Scenic Byways pass, including increased economic benefits through promotion of tourism, improved traveler and community services and broadened appreciation of Minnesota's historic and natural resources. Support for managing and maintaining these resources and improved management of resources to accommodate visitors as well as more careful stewardship of the Byway corridors, appropriate signage incorporation of design features are all important in keeping with the attributes of a Scenic Byway.

On average, byways have been functioning for over 20 years, long enough to have established a significant presence in the communities they pass through. Minnesota's 21 byways total over 2,800 miles throughout the state. The byways wind through a variety of topographies – from waterfalls and woods in northern Minnesota to prairies and plains in the southwestern part of the state to panoramic views in southeastern Minnesota. These byways offer a variety of opportunities to see the best that Minnesota has to offer – by bike, car or foot.

Grassroots Byway organizations have worked to enhance and preserve these qualities while helping residents and visitors learn about, and enjoy, the individual qualities of their byways.

The Minnesota Scenic Byways Commission was established by the 1992 Memorandum of Understanding between the Minnesota Department of Transportation, the Minnesota Department of Natural Resources, the Minnesota Historical Society and the Minnesota Office of Tourism, now known as Explore Minnesota Tourism to oversee Minnesota's Scenic Byway Program. For more information visit:

[www.dot.state.mn.us/scenicbyways](http://www.dot.state.mn.us/scenicbyways)

# Chapter 2: Assets

## *About Byway Assets*

The State of Minnesota requires state scenic byways to possess qualities that are representative, unique, irreplaceable, or distinctly characteristic of an area, with each asset being able to fit into at least one of the following categories:

- Archeological
- Cultural
- Historic
- Natural
- Recreational
- Scenic

As the drawing power for area residents and travelers, byway assets may include special views, places, buildings, sites, and other features. For a byway council, these qualities become the focus of some combination of protection and promotion.

**Archeological Quality** - Physical evidence of historic or prehistoric human life that is visible and capable of being inventoried, interpreted, (identified through ruins, artifacts, structural remains) and have scientific significance.

Criteria:

- There is visible physical evidence
- Resources are accessible
- Resources are scientifically important

**Cultural Quality** - Evidence and expressions of customs or traditions of a distinct group of people (crafts, music, dance, rituals, festivals, speech, food, special events). Geography - settlement patterns, climactic influences on building styles, place names, stories and legends.

Criteria:

- The area is populated by a distinct group of people
- Traditions of its people are expressed in festivals, events, food, etc.
- Stories and legends contribute to its people, activities, and history

**Historic Quality** - Legacies of the past associated with physical elements of the landscape; reflect actions of people. Specific set of events, and evolving historical story linking diverse events and time periods (e.g., development of farming, a specific industry or social or political movement).

Criteria:

- Clear relationship of people to the physical setting



- Clear relationship of past to present

**Natural Quality** – Features of visual environment that are in a relatively undisturbed state and predate arrival of human populations (geological landforms, fossils, water bodies, vegetation and wildlife).

Criteria:

- Resources are visible along the Byway
- Resources are relatively undisturbed

**Recreational Quality** – Outdoor recreational activities directly associated with and dependent on the natural and cultural elements of the landscape; opportunities for active and passive recreational experience. Visual access to significant resources, the relationship among the resources, and between the resources and the road.

Criteria:

- There are a variety of recreational opportunities available throughout the year
- Resources exist in many places along the Byway
- The relationship of the resources to the Byway and to each other supports the overall theme or Byway “story”.

**Scenic Quality** – Heightened visual experience derived from the view of the natural and manmade elements of the visual environment (views and vistas) existence, or significant scenic views from the road and absence of features that detract from the overall image of the road.

Criteria:

- Views are frequent and contribute to a sense of continuity along the Byway
- Views show a relationship to each other that creates a unified image of the Byway
- There are a variety of views all along the Byway route

### ***About Avenue of Pines Scenic Byway's Assets***

During the corridor management planning process, participants identified intrinsic qualities within ten miles of the Byway; the ten-mile buffer reflects how far a visitor will likely travel off the Byway to visit an intrinsic quality.

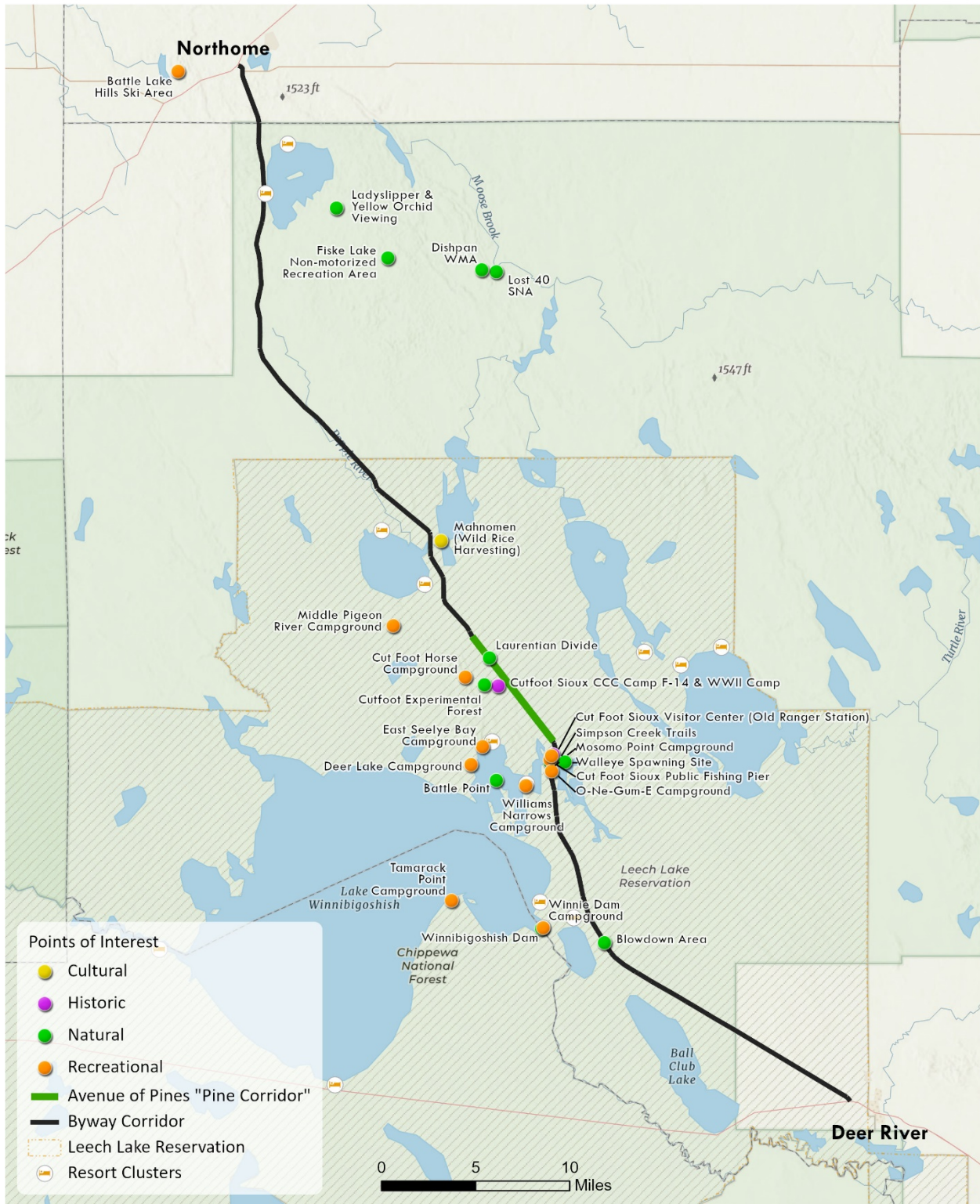
Intrinsic Qualities Matrix		
Name	Description & Activities	Intrinsic Quality
Overall History of the Route	The area has a rich history including archeology, indigenous peoples, logging, resorts, recreation, residents.	Cultural Historic Archaeological
Laurentian Divide	The Laurentian Divide also called the Northern Divide is a continental divide that separates the Hudson Bay watershed to the north from the Gulf of Mexico watershed to the south and the Great Lakes-St. Lawrence watershed to the southeast. (citation needed)  The divide could be signed where it crosses Highway 46. Site of a possible wayside and interpretive opportunity.	Natural
World War II Prisoner of War Camps	The old CCC camp at Cutfoot Sioux housed German POWs from April 1944 through December 1945. The camp was one of three in Itasca County set up as a logging camp.  Historical interpretation can be added to the CCC camp. See "Swords into plowshares" by Dean B. Simmons	Historic
Civilian Conservation Corps Camp	Camp Number F-14 was home to Companies 707 and 2704 from 1933-1941. The Companies were assigned work in the Chippewa National Forest. The Camp housed German POWs from 1944-1945. (citation needed)  Site of a possible wayside and interpretive opportunity. Preservation of Camp is needed. Camp is conveniently located near Hwy 46. Wayfinding and parking	Historic
Lost 40 Scientific and Natural Area	The Lost 40, co-managed by the DNR's Scientific and Natural Areas program and the U.S. Forest Service, offers visitors a glimpse at one of the oldest pine forests in the state. The white pines have been aged to just over 250 years. It escaped logging as a result of a surveying error in the 1880s. The Forest Service managed area is a Unique Biological Area.	Natural Scenic
Blowdown	A blowdown of pine trees along Hwy 46 that offers an opportunity for education on forest life cycles.	Natural

The Avenue of Pines	This 3-mile stretch is the namesake of the full byway. This portion of the byway is especially straight and flat, and both sides of the roadway are closely flanked by mature Red and White Pine trees. This feature is uncommon in the state of Minnesota because, as part of the Chippewa National Forest, it was not clear-cut as recently as other parts of the northern forests. The effect these very tall pines have on the setting is strong, creating a vertical green canopy along the roadway, much like columns flanking a formal avenue.	Natural
Native American History and Culture	In the 1600s, Dakota Indians had settlements in the area. The Ojibwe moved into the region during the mid to late 1700s. (source: <a href="http://www.llojibwe.org/drm/subnav/llbohistry.html">http://www.llojibwe.org/drm/subnav/llbohistry.html</a> )  There is potential to work with the Leech Lake Band of Ojibwe to create interpretive and cultural learning opportunities and protect cultural resources.	Cultural Historic Archaeological
Mahnomen (Wild Rice) Harvesting	A Mahnomen (Wild Rice) Bed is located on Natures Lake near S. Lake. Part of this bed can be easily viewed near Hwy 46.  There is potential to work with the Leech Lake Band to create an educational viewing opportunity with an interpretive wayside and viewing area.	Cultural Natural Scenic
Various Resorts	One of Avenue of Pines' strengths is in the recreational opportunities that the various resorts in the area offer. These resorts are along the major lakes near the byway, but they also mostly cluster in the middle third of the byway, between the Winnie Dam, S-Lake and at the northern end of the byway around Island Lake.	Recreational
"Old" Cutfoot Sioux Ranger Station	There are five historic log buildings in the Chippewa National forest open to the public. The oldest is the Cut Foot Sioux Ranger Station, north of Deer River. This small log building was built in 1908 and is the oldest existing Forest Service Ranger Station in the Eastern U.S. The historic ranger station was renovated in 1996 and is open to the public during the summer. (citation needed)	Historic
Cutfoot Sioux Visitor Center	The Cut Foot Sioux Ranger Station, which was completely restored over a period of four years between 1994 and 1998, is the oldest remaining ranger station building in the Forest Service's Eastern Region. It is	Historic Recreational

	<p>Listed on the National Register of Historic Places. (citation needed)</p> <p>The Cut Foot Sioux Visitor Information Center is open weekends from fishing opener to Memorial Day, and then 7 days a week throughout the summer. Programs are scheduled every Wednesday at 11 am, 1 pm and 7 pm Trails, a picnic area, and indoor or outdoor restrooms are available. (citation needed)</p> <p>The Visitor Center is located 17 miles from Deer River in the central byway. It is an obvious spot for a byway information hub.</p>	
Winnibigoshish Lake Dam "Lake Winnie Dam"	<p>The dam built in 1899 on the Mississippi River by the Army Corps of Engineers is on the national Register of Historic Places. For over a century the dam has played an important role in industry and recreation in the area and state. Its construction marked an important point in the history of early settlers and the indigenous Ojibwe.</p> <p>The dam features a wayside with picnic and shore fishing opportunities</p>	Historic Recreational
Trails	<p>Many of the assets the group identified were trails and/or related to recreation. Some of the trails identified were areas of trail loops, including cross country skiing, snowmobiling, ATV and hiking trails.</p> <p>The Avenue of Pines interactive map identifies trails, camps, and other points of interest.</p>	Recreational
National Forest Campgrounds	<p>There are seven National Forest campgrounds located in the Avenue of Pines Corridor</p>	Recreational
Dishpan Wildlife Management Area	<p>This WMA was established in 1975 primarily for waterfowl production by constructing 2 impoundments that created 200 acres of type 4 marsh. Both impoundments support stands of wild rice which provides production and migration habitat.</p> <p>There are 6.5 miles of hunter walking trails that extend off the WMA onto other public lands open to hunting. There is a path maintained to a hill overlooking the lower pool for observation of wetland and forest wildlife. (dnr.state.mn.us)</p>	Natural Scenic

Battle Point Research Area	The RNA is located on a peninsula jutting into Lake Winnibigoshish and Cut Foot Sioux Lake. Marsh, lowland brush, small lake, quaking aspen ( <i>Populus tremuloides</i> ), red pine ( <i>Pinus resinosa</i> ), northern red oak ( <i>Quercus rubra</i> ), and sugar-maple/ American basswood ( <i>Acer saccharum/Tilia americana</i> ) ecosystems are present. The site is one of the few remaining old-growth northern hardwood forests occurring within the Chippewa National Forest. The mature sugar-maple/ American basswood ( <i>Acer saccharum/Tilia americana</i> ) stand is the distinguishing feature of the RNA. <a href="https://www.nrs.fs.fed.us/rna/mn/chippewa/battle-point/">(https://www.nrs.fs.fed.us/rna/mn/chippewa/battle-point/)</a>	Natural Scenic Cultural
Cutfoot Sioux Fishing Pier	Public fishing pier located conveniently near Highway 46 on Cut Foot Sioux Lake.	Recreational
Cutfoot Sioux Walleye Spawning Site	This spawning site crosses the channel connecting Cut Foot Sioux and Little Cut Foot Sioux lakes. Walleye eggs have been collected at this site since the 1920's. Walleye in Lake Winnibigoshish return to this site to spawn because of the warmer, flowing water.  The Cut Foot Sioux walleye spawning operation is one of the largest in the state. In an average year, over 25,000 walleye are handled and 1,000 quarts of eggs are collected. However, these numbers can vary depending on the weather, abundance of fish, and statewide needs.	Natural
Fiske Lake Non-motorized Recreation Area	An 11,000-acre Chippewa National Forest Fiske Lake Non-Motorized Area.	Recreational Natural
Lady slipper and Yellow Orchid Viewing	County Road 31, east of Island Lake, offers excellent viewing of lady slippers and yellow orchids.	Natural
Hunting and Fishing	The area is a year-round destination for hunting and fishing. Ice fishing on Lake Winnie, Island Lake, and nearby Red Lake are major draws in the winter/	Recreational

# Avenue of Pines Points of Interest



An interactive story map of the Avenue of Pines Scenic Byway intrinsic qualities can be accessed at [www.ardc.org/avenuepines](http://www.ardc.org/avenuepines).

# Chapter 3: Vision and Goals

## *Vision*

The Avenue of Pines Scenic Byway enhances the quality of life and visitor experience along Highway 46 by providing people the opportunity to interact with the corridor's nature, history, and rural communities during all seasons. The Byway offers expanding, diverse recreational experiences attracting new visitors and enhancing the experience for returning visitors and residents.

The Avenue of Pines Scenic Byway provides a safe driving experience for tourists, residents, and commercial traffic. It stimulates a four-season economy by promoting businesses along the byway corridor, while preserving the characteristics that make it a special place. The Byway is clearly and uniquely branded with interpretive learning along the corridor and in outreach materials and efforts.

## *Goals*

The Avenue of Pines Scenic Byway Council will work to:

- Enhance and preserve the intrinsic qualities of along the Byway.
- Enhance road safety and ensure recreational, residential, and commercial users safely co-exist.
- Increase the diversity of recreational opportunities available.
- Increase accessibility to recreational areas and associated facilities.
- Tell the Byway's story through coordinated interpretation and promotion of the Byway's history, attractions, and opportunities.
- Develop a sense of ownership and cooperation among all Byway communities, agencies, businesses, and stakeholders.
- Promote tourism and economic development in balance with preservation of the natural amenities of the Byway and the area's traditional economy.
- Create a Byway wide identity and brand.
- Facilitate public participation in byway planning and implementation processes.

# Chapter 4: Infrastructure

## *About Byway Infrastructure*

To best accommodate traveler experience and safety, a scenic byway must consider its roads, signs, and rest areas. A byway council's job in this capacity is to partner with agencies who own road segments and land along the byway to manage and maintain it for the best possible byway experience.

## *About Trunk Highway 46*

State Trunk Highway 46 runs 47 miles between Highway 2 near Deer River in Itasca County and Highway 1 in Northome. The section from Deer River to County Road 9 is mostly flat and straight with good visibility. As the road travels north from there the road encounters rolling terrain causing the road to become curvier affecting sightlines.

Highway is unique because it is in Mn/DOT District 1's funding area and District 2's maintenance and construction area.

Highway 46 is classified as a Minor Arterial road. Minor Arterials provide service for trips of moderate length, serve geographic areas that are smaller than their higher Arterial counterparts and offer connectivity to the higher Arterial system. Highway 46 connects Highway 2 and Highway 71, Principal Arterials. Minor Arterials in rural areas are typically designed to provide relatively high overall travel speeds, with minimum interference to through movement. They link cities and larger towns (and other major destinations such as resorts capable of attracting travel over long distances) and form an integrated network providing interstate and intercounty service. (US DOT, FHWA. Highway Functional Classification Concepts, Criteria and Procedures. 2013 Edition.)

Average Annual Daily Traffic (AADT, 2017) is 1,700 vehicles per day on the south end of the Highway and drops consistently as the road travels north with a low of 570 vehicles per day at the Itasca-Koochiching County border. Heavy Commercial Traffic follows a similar pattern with 125 trucks per day (at least 2 axles and 6 tires) on the south end and 35 near Northome according the 2018 HCAADT data.

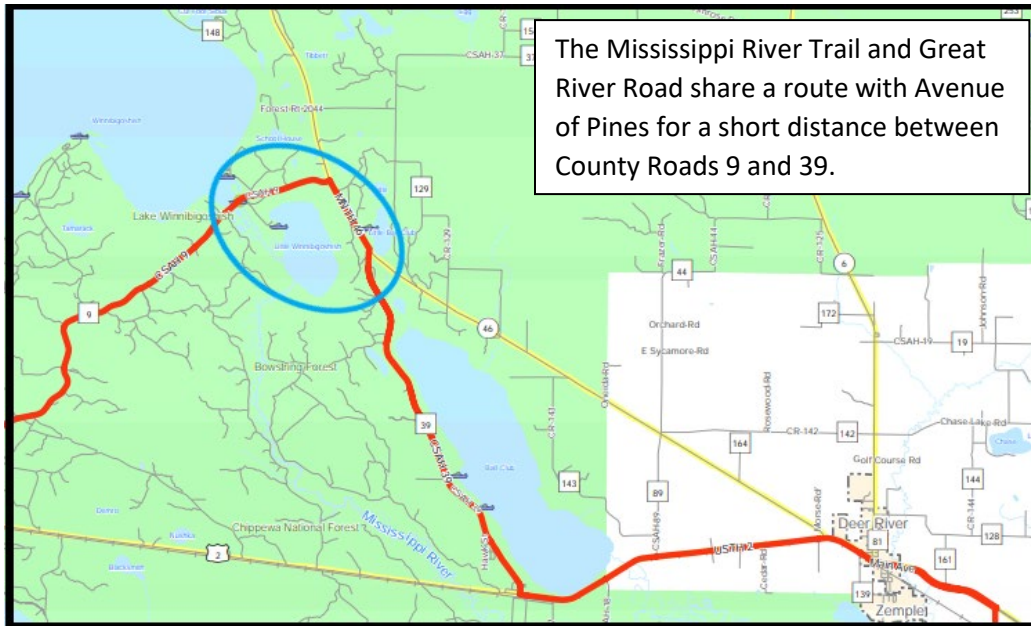
Bicycling facilities are limited along the Byway. Most of the highway does not provide proper bicycling infrastructure due to narrow shoulders, poor sight-distance, and higher summer traffic and logging traffic.

U.S. Bicycle Route, also known as the Mississippi River Trail, runs roughly 600 miles downriver from Itasca State Park to Iowa. Located largely on the shoulders of paved roads and on low-traffic roads, the route also includes relatively long segments of scenic state and regional trails. The MRT crosses Winnibigoshish Lake Dam on County Road 9



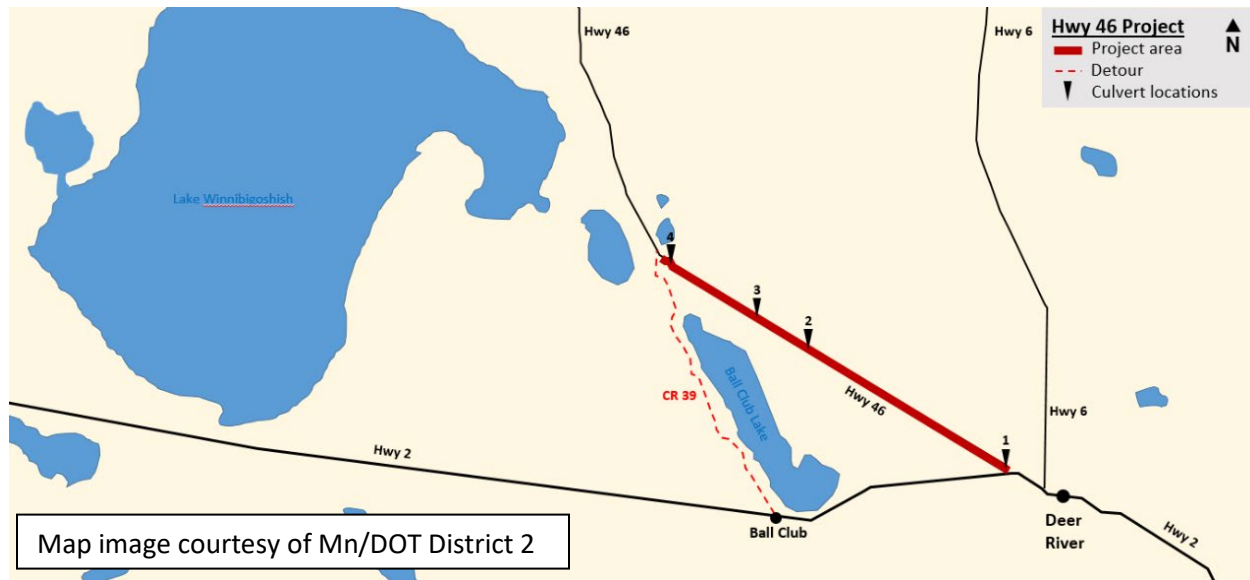
before traveling along the Byway for about a mile and a half where it diverts back onto County Road 39.

This same section is part of the Great River Road, a National Scenic Byway tracing the course of the Mississippi River from its Headwaters in Beltrami County to the Gulf of Mexico.



## ***Construction Projects***

In 2018, Mn/DOT completed a construction project on the southeast ten miles of Highway 46 from the junction with Highway 2 to Itasca County State Aid Highway 39. The project included a pavement reclaim and resurfacing, replacement of four centerline culverts, and construction of turn lanes to achieve a smoother and safer road and improved drainage.



There are no projects planned in the four-year State Transportation Improvement Plan for 2019-2022.

Highway 46 is planned to receive a resurfacing of the 36-mile segment between the junction of County State Aid Highway 39 starting in 2025 with the ten-mile segment from Highway 71 in Northome to County Road 13 at Alvwood being done. The 26-mile middle section from County Road 13 to County State Aid Highway 39 is scheduled for 2027.

The projects appear in the 10-year Capital Highway Investment Plan (CHIP). The District Office will begin pre-engineering in 2020. This is the phase where Mn/DOT will start to look at improvements such as turn lanes and wider shoulders. Local communities and groups will want to begin engaging Mn/DOT about projects at this time.

### ***Transportation Alternatives Program***

The Transportation Alternatives (TA) Program is a competitive federal grant program that funds projects which:

- enhance active transportation systems,
- construct wayside rest areas for motorists,
- support transportation-related community improvements,
- mitigate environmental harm in transportation rights-of-way,
- further Safe Routes to School programs, and
- develop multi-modal surface transportation corridors.

In Northeast Minnesota, applicants may apply for between \$100,000 and \$600,000 to cover 80% of their proposed project costs; state or local funding must provide a 20%

match. The grant solicitation opens annually each September, with letters of intent due in October and full applications due the following January. Projects must be completed within four years after being awarded to have eligible project expenses reimbursed. The applicant is responsible for construction and engineering.

Projects are selected five years prior to construction. Projects that need to coordinate with the 2025 Highway 46 project require an application in the fall of 2020.

Usual byway related projects include trails along the highway (enhance active transportation systems), scenic and interpretive waysides (wayside rest areas for motorists), and streetscapes (transportation-related community improvements). Byways often partner with a city or county for project sponsorship.

### *About Avenue of Pines Scenic Byway's Signs*

Byway logo confirmation signs are an essential and basic element of wayfinding and branding along a byway. The Avenue of Pines is currently signed with small logo signs at four spots along the highway. Signs are at both ends outside of Deer River and Northome and at the intersections with County Roads 13 and 9.



Confirmation logo signs are placed after the two most heavily trafficked intersections along the byway. The byway is not signed all communities (S-Lake), near the Intersection with Highway 71, Overall, the sign placement corresponds to Mn/DOT's guidelines for state scenic byways of installing confirmation logo signs at 20 to 25-mile intervals.

All signage placed in road rights of way must conform to sign standards from the Minnesota Department of Transportation (MnDOT). The Byway Council must work with the MnDOT scenic byway coordinator to ensure adequate design and placement of Byway logo signs.

The Mn/DOT Traffic Engineering Manual (2016) states that installation and maintenance of the signs on state trunk highways are to be performed by Mn/DOT with funding provided by the scenic byway organization. The byway organization is also responsible for arranging and funding fabrication of the sign panels. Since Avenue of Pines is entirely located on a state trunk highway, coordinating with local road authorities is not necessary.

Within the Chippewa National Forest, signing for non-national forestlands is restricted to basic directional signage in the right of way; if Byway logo signs are attached to these directional signs, they do not need approval by the USDA Forest Service.

The Avenue of Pines Scenic Byway is currently using a standard National Forest sign branded with "Avenue of Pines". The Forest Service has created a customized logo for the Avenue of Pines Scenic Byway and has agreed to grant usage to the Byway Council and partners.



## *Infrastructure Strategies*

The strategies below will be employed to meet the Avenue of Pines Byway Council's following goals: "enhance and preserve the intrinsic qualities of along the Byway;" "enhance road safety and ensure recreational, residential, and commercial users safely co-exist;" "increase accessibility to recreational areas and associated facilities;" "tell the Byway's story through coordinated interpretation and promotion of the Byway's history, attractions, and opportunities;" and "create a Byway wide identity and brand."

1. Develop and implement a logo confirmation signing plan.
  - By the end of 2019, adopt a custom logo for the Avenue of Pines.
  - Work with Mn/DOT Scenic Byway Coordinator and District 2 Traffic Office to approve a specific sign design with the new logo
  - Identify locations of future signs. Items to be addressed include signing at the intersection with Highway 71 and S-Lake and coordinating signage with the Mississippi River Trail and Great River Road National Scenic Byway.
  - Develop a cost and funding plan.
  - Coordinate with Mn/DOT District 2 to install the signs.
2. By the end of 2019, begin working with Northome and other stakeholders along the north end of the byway to identify a possible byway enhancement project for 2025 Transportation Alternative funding.
3. By 2021, begin working with S-Lake and other stakeholders along the middle of the byway to identify a possible byway enhancement project for 2027 Transportation Alternative funding.
4. By 2021, continually communicate with elected officials and MnDOT District 1 and 2 staff about desired general road improvements to the Highway that can be implemented in the 2025 and 2027 planned major construction projects.
  - The physical characteristics of the road including narrow shoulders, terrain, and limited sites lines combined with a heavy commercial traffic from the logging industry require that byway improvements such as waysides, attractions, and signage are carefully planned minimize potential conflict between recreational and commercial traffic.
5. By the end of 2021, develop a plan for enhanced gateway signage at the beginnings of the Byway to mark travelers' entrance to the Byway. On the

opposite roadside of entrance signs, place regular size logo signs with an “end” placard to indicate to travelers they are leaving the Byway.

# Chapter 5: Marketing

## *About Byway Marketing*

One primary objective for a scenic byway council is to inspire people to visit and spend money along its corridor. To do this, a byway council's job is to "sell" its byway to potential byway travelers through marketing.

## *About Avenue of Pine's Scenic Byway's Marketing Approach*

Target markets for Avenue of Pines Scenic Byway are individuals and families attracted to the resorts, campgrounds, and national forest for fishing and family vacations offering an "Up North" experience. Expectations for family vacations are expanding beyond "just" fishing and swimming. Target users of National Forest campgrounds area also changing, requiring adapting to expected user desires. The Byway can help provide opportunities to expand and enhance the visitor experience serving to bring back visitors and attract new ones.

Key messages revolve around:

- The natural, historic, and cultural qualities of the Byway;
- Existing recreational and resort amenities;
- Preserve, protect, and conserve the roadway and surrounding area.

Marketing goals include:

- Increase the awareness of the Avenue of Pines Scenic Byway existence and designation;
- Leverage marketing dollars through partnerships and cooperative ventures with other organizations;
- Coordinate and produce educational and interpretative materials to be used by residents, visitors, and area businesses;
- Enhance and promote existing resources which complement the natural, historic, and recreational intrinsic qualities; and
- Expand recreational opportunities.

## *About Byway Marketing Budgets*

The Byway Council does not have a source of revenue to pay for marketing. Other Byway Council's without consistent sources of revenue partner with tourism agencies, which provide tourism professionals funded in part by area cities' tourism tax dollars to connect Byway materials and messaging to interested parties upon request. The Byway

Council can also seek grant funding to create and publish marketing materials (i.e. brochures and websites).

## *Marketing Strategies*

The following strategies will be employed to meet the Avenue of Pines Scenic Byway Council's goals to "tell the Byway's story through coordinated interpretation and promotion of the Byway's history, attractions, and opportunities;" "develop a sense of ownership and cooperation among all Byway communities, agencies, businesses, and stakeholders;" "promote tourism and economic development in balance with preservation of the natural amenities of the Byway and the area's traditional economy."

1. By the end of 2019, meet with key marketing and promotional stakeholders to increase awareness of the Avenue of Pines Scenic Byway, communicate the opportunities associated with the byway designation, and identify how to work together to promote the region through the Byway.
  - a. The main strategy of marketing is to create awareness among area agencies and organizations of the assets of Avenue of Pines Scenic Byway, so that those agencies and organizations include the Avenue of Pines in their marketing and promotions.
  - b. By the end of 2019, develop template messaging (including imagery and weblinks to the interactive map) about Avenue of Pines Scenic Byway, and coordinate with Byway partners (i.e. Forest Service, Explore Minnesota Tourism, county, municipal and tribal governments) to share this messaging on their websites.
    - i. Note: For sample messaging used by Superior National Forest Scenic Byway, see next page.
2. Develop guidelines for use of name, logo, and colors for the Byway Council and partners.
3. Complete a detailed interpretive marketing plan presenting strategy for interpretation and identifying and prioritizing physical and other improvements to intrinsic qualities.
4. Secure funding to develop and commission a print run of an Avenue of Pines Scenic Byway Brochure and develop a distribution strategy.
5. Secure funding to develop an online home for Avenue of Pines Scenic Byway that leverages the interactive map, messaging template, and partner organization coordination and sharing of information.
  - a. In the future, evaluate who is accessing information about Avenue of Pines Scenic Byway by tracking the future online home via Google analytics.



6. Into the future, seize free marketing opportunities offered to scenic byway groups (i.e. Minnesota Biking Map).

---

**Sample Messaging from the Superior National Forest Scenic Byway****Superior National Forest Scenic Byway**

*A scenic highway through the heart of the Superior National Forest between Eveleth on the historic Iron Range and Silver Bay on the North Shore of Lake Superior.*

As serene as it is scenic, the 80-mile Superior National Forest Scenic Byway is the shortest and most memorable route between the Iron Range and Lake Superior. It links communities with much more in common than a stretch of highway. Ore mined from the Mesabi Range is converted to pellets and loaded onto 1000-foot ore boats at the docks in Silver Bay. The history of the entire area is rich with the shared traditions of mining, timber and tourism, as well as the cultural heritage of immigrants who settled here. This spectacular drive is filled with amazing adventures and hidden treasures waiting to be discovered and explored. It features breathtaking panoramic views, historic attractions, camping, fishing piers, and beaches. Plus, it offers solitude with picnic areas, recreational water access, hiking and skiing trails, and endless opportunities to spot wildlife and birds of the forest.

For more information about the Superior National Forest Scenic Byway, visit [superiorbyways.com](http://superiorbyways.com).

---

# Chapter 6: Coordination

## *About Byway Coordination*

With roadways traversing numerous communities and areas governed by different agencies, byways are only as strong as their partnerships. For this reason, coordination is an integral part of building and sustaining an effective byway program.

## *About Avenue of Pines Scenic Byway's Coordination*

Most broadly, partners and participants with the Avenue of Pines Scenic Byway include government agencies and community organizations along the Byway. As government agencies manage land and right of way along the Byway and community organizations have a stake in varied areas of interest, these partners provide perspectives and skillsets lending to the success of the Byway's development.

However, a partnership bringing together agencies along a 46-mile stretch of road requires high levels of coordination. Other Byways have formed formal councils to set goals and priorities. Byway councils meet regularly to address byway issues and implement the Corridor Management Plan. Strong byway councils are representative of the major stakeholders along the byway and have formalized roles and responsibilities.

<b>Byway Partners and Participants</b>	
<b>Partners/Participants</b>	<b>Role/Responsibility</b>
Byway Cities and Townships	Provide information about local regulations and requirements, provide financial or in-kind support to the Byway, coordinate projects or activities supporting the Byway
Byway Council	Guide development of the CMP and meet regularly to address Byway issues and implement CMP strategies
Chambers of Commerce	Provide financial and in-kind support to Byway activities, provide information about area tourism and commerce
Department of Iron Range Resources & Rehabilitation	Provide regional information and financial support to Byway tourism and economic development activities
Historical Societies	provide information about area tourism and history
Economic Development Organizations	Provide information about economic development activities within the Byway area
Explore Minnesota	Serve as partner agency in the State Scenic Byways Program, provide input and information about

	tourism, review Byway documents, review and approve of projects funded by grants through Explore Minnesota
Itasca and Koochiching Counties	Provide information about county issues and requirements, provide financial and in-kind support to the Byway projects within their respective jurisdictions
Leech Lake Band of Ojibwe	Maintain an active partnership with the Byway Task Force; provide assistance, information about tribal issues, projects, and requirements pertaining to the Byway; provide natural, cultural, and historic information about the region
Local Businesses	Provide assistance to and support Byway efforts
Minnesota Department of Natural Resources (DNR)	Serve as partner agency in the State Scenic Byways Program, provide information about natural resource issues, review and approve of projects funded by grants through the DNR
Minnesota Department of Transportation (MnDOT)	Serve as partner agency in the State Scenic Byways Program, prepare and approve agreements for National Scenic Byway grant funds, provide review of grant application for National Scenic Byway funds, review and offer input on State Scenic Byway planning documents
USDA Forest Service (USFS)	Maintain an active partnership with the Byway Task Force; provide assistance, information about USFS issues, projects, and requirements pertaining to the Byway; provide natural, cultural, and historic information about the Chippewa National Forest. May be to provide funding for projects.

***Coordination Strategies***

The following strategies will be employed to meet Avenue of Pines Scenic Byway Council’s goals to: “Develop a sense of ownership and cooperation among all Byway communities, agencies, businesses, and stakeholders;” and “promote tourism and economic development in balance with preservation of the natural amenities of the Byway and the area’s traditional economy.”

1. Formalize an Avenue of Pines Scenic Byway Council as a not for profit board recognized by Mn/DOT to lead efforts in promoting and improving the Byway’s resources.

- a. The Byway Council should be broadly representative of the key stakeholders with members representing specific groups.
  - b. Determine the best form of non-profit organization.
2. Work with other stakeholders in the area to support tourism and economic development by supporting projects which are not directly on the byway corridor.
  - a. The area and activities that a byway council is directly responsible for, and the byway program designed to support, are mostly directly along the byway. Many of the needs and ideas for enhancing and expanding intrinsic qualities and recreational opportunities, such as mountain bike trails, will involve actions outside of the direct purview of the byway council. However, the byway council can be an important voice and point to organize around to improve the broader corridor.
3. Into the future, advocate for funding to support facilitation assistance for the Byway Council by keeping in touch with elected officials and grant makers and Mn/DOT to let them know about the Council's work and its needs.
4. In the future, develop a membership structure with a small fee for members; consider offering an individual membership option and a corporate membership option.
  - a. Note: Setting up membership with a nominal fee is a good way to raise funding to help with small projects, like reprinting the brochure, or develop match funding for a small grant. In addition, holding an annual solicitation for membership gives the Byway Council a reason to annually reach out and educate about the Byway; plus, it offers people who can't give their time a way to be involved.
5. Continue to make a concerted effort to geographically balance meeting locations, intentionally choosing meeting venues that incentivize people from along the entire byway corridor to participate.

## Appendix: Funding

Funding Matrix	Agency	Infrastructure Eligibility	Non-Infrastructure Eligibility	Notes/Links
Advertising Revenue	AOP Council	No	Yes	Sell advertising in byway publications
Chambers of Commerce	Local Chambers	No	Yes	Request funding to support economic development work
Explore Minnesota Grant Program	Explore MN	No	Yes	<a href="http://exploreminnesota.com/industry-minnesota/ways-to-get-involved/grants/">exploreminnesota.com/industry-minnesota/ways-to-get-involved/grants/</a>
Heritage Preservation Grants	MHS	No	Yes	<a href="http://mnhs.org/preservation/grants">mnhs.org/preservation/grants</a>
Membership Fees	AOP Council	No	Yes	Develop a member program with fees
Tourism Tax Revenue	Cities	No	Yes	Work with tourism tax-funded agencies
Community Development Funding	DEED	Yes	No	<a href="http://mn.gov/deed/government/financial-assistance/community-funding">mn.gov/deed/government/financial-assistance/community-funding</a>
DNR Grants	MN DNR	Yes	No	<a href="http://dnr.state.mn.us/grants">dnr.state.mn.us/grants</a>
Federal Lands Access Program	FHWA	Yes	No	<a href="http://flh.fhwa.dot.gov/programs/flap">flh.fhwa.dot.gov/programs/flap</a>
Federal Recreational Trail Program	MnDOT	Yes	No	<a href="http://dnr.state.mn.us/grants/recreation/trails_federal.html">dnr.state.mn.us/grants/recreation/trails_federal.html</a>
General Transportation Funding	MnDOT	Yes	No	Work with road owners to direct public funding to road improvements
Greater Minnesota Public Infrastructure Grant Program	DEED	Yes	No	<a href="http://mn.gov/deed/government/financial-assistance/business-funding/infrastructure">mn.gov/deed/government/financial-assistance/business-funding/infrastructure</a>
Transportation Alternatives	MnDOT	Yes	No	<a href="http://dot.state.mn.us/ta">dot.state.mn.us/ta</a>