

TOURISM AND OUTDOOR RECREATION

OBJECTIVE: To position the VF region as a quality tourist destination

Key Strategies	Implementation Action Steps	Timing	Responsibility	Priority Outcomes	Accomplishments/Work Completed
To educate and support community businesses and assets on internet site presentation such as Google Maps and Heart of the Continent Partnership	Organize groups to Google Map specific VF regions.	Now and ongoing	All stewards	Educate business community and local leadership on importance of on-line presentation and recognition.	Google Maps workshop hosted on 10/12/2016.
	Support Google Maps workshops	Early 2017 workshop planned by I'Falls Chamber			Have Google Mapped many assets.
To organize an ATV Chapter	To align with an existing ATV club. Attend organizational meetings.	Now and ongoing	Pete Schultz	Interconnect gateway communities with safely marked trails that already exist as forestry or other roads	Aligned with Voyageurs ATV Club. – Fall 2016
To develop broad-based community support of tourism and its benefits	Draft a quarterly press release for each VF newspaper	4 th Q of 2016	Pete and Sherril	Educate the community on the benefits of tourism	Issued press release/letter to editor 12/2016
	Work with The Journal to write article on sustainable tourism.	Ongoing			
To create a positive view of VF region's underutilized recreational assets such as biking, hiking, canoeing, kayaking, birding, winter sports (snowshoeing, ice road touring, snowmobiling and skiing)	Support Big Falls Campground expansion plan.	08/2016	All stewards		Provided letter of support to City of Big Falls for grant funding of the Big Falls Campground expansion. 8/2016
	Support plan for boardwalk in the Tilson Ski Trail Area for biking, hiking, birding in non-winter months.	11/2016			Provided letter of support for Tilson Ski Trail area boardwalk.
	Provide support for implementing Boreal Wilderness Birding Trail and other birding opportunities.	Ongoing			

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To support Grand Mound reopening.	Keep in contact with Ben Leonard (MNHS) Attend MNHS Lunch & Learn sessions on Grand Mound	12/9 mtg @ RRCC	All stewards.	To reopen Grand Mound	
To review items from recent studies (UofM Sustainable Tourism Study) and extract useful information for our region's needs.					
To target opportunities for millennials.	Google Mapping				