

MHB RECREATIONAL SIGNAGE AND RESOURCE RETAINMENT PROJECT

History of Recreational Signage Project

- There was a desire for Aitkin County to connect people to the Mississippi River by experiencing it through a recreational means.
- An opportunistic meeting was held with the Land Dept., Aitkin Soil & Water Conservation District, DNR Parks & Trails, Great River Road, & MHB to look at accesses where people could paddle down the river.
- Invitation spread to other counties to participate.



Values

- Short and Sweet- Many recreationalists (especially families) want to take a 3 hour trip on the Miss. River and then leave to go to their favorite eatery.
- Information Intensive- Provides maps, history, and safety information at trailhead.
- Interactive technology- Allows for some type of tracking wayfinding system.

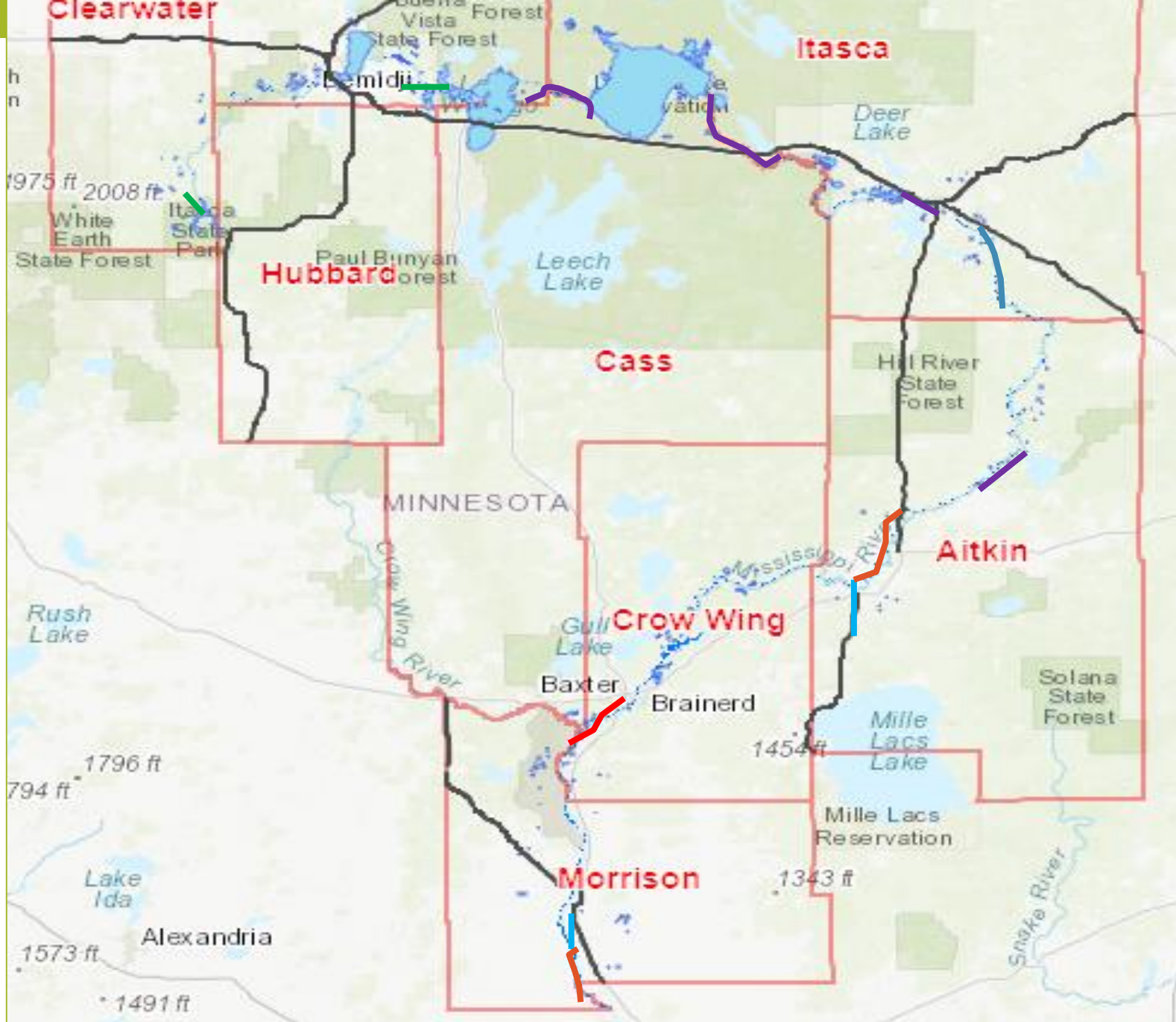
Sign Development & Objectives

- A 3 panel Kiosk.
- A part-way sign would be placed on public land for reassurance.
- An exit sign noting where to exit.
- Find 1 to 3 hour trips along the Miss. River or tributaries and develop signage.
- Guidebook information and maps are placed on signs.

exam



P
r
o
g
r
e
s
s
i
o
n



- 2020 Maple Island Park - Blanchard Dam; Kiwanis Park – CW State Park; Waldeck to Aitkin Camp.
- 2021 Ripple River – Aitkin Camp; Steamboat Park – Blackberry Bridge; Belle Prairie – LeBourget Park
- 2022 Big Winni – Leech Lake; Pokegama - Sylvan Bay; Big Sandy – Wolds Landing, Knutson Dam to Wini campground.
- 2023 Cty 2r- Andrusia; ISP- Gulsvig

Add In Events

- Grant provided by Enbridge and develop Resource retention idea.

What is Resourcetainment?

- Provide a natural resource experience with an economic, entertainment, or educational incentive to synergistically boost the experiences of both activities and be intentional about both.
- Work with an individual tourism entity in an MHB county where the recreational signage is placed to promote 1 event using this model.
- Have a survey to gather info about user experience.
- Pass out flyers to inform others about event next month.

Examples and Stories

- Little Falls
- Aitkin
- Crow Wing



PYGO – First Year Takeaways

- Successful event
 - 80+ Participants, cutoff registrations at 80 to make sure all areas were covered, had another 20+ individuals contact after cutoff.
 - Shuttled participants from parking area to launch. Had volunteers stationed to help with launch and with exit from the river.
 - Everyone who participated came off the river with positive feedback and a ton of energy.
 - Areas of improvement: Shuttling Logistics, portal bathroom at check-in, affordable kayak rentals (committee covered extra cost).
 - With the feedback received and knowledge of everything flowed, we know what to plan for and can easily increase our event capacity. 100+ individuals on the Mississippi in a single afternoon.



MCAF 2021

First year doing the Ride the River Fundraiser event for the Morrison County Area Foundation

Canoe and kayak ride down the Mississippi River starting at Belle Prairie Park and ending at Le Bourget Park



Ride the River Fundraiser

Canoe & Kayak Ride Down the Mississippi River

JULY 24, 2021 • 10:00 AM - 3:00 PM



Bring your own watercraft or rent from Shirley Mae's Outfitters • 320-414-0382

After-Party with Music & Activities
Food Trucks and Beer
Open to the General Public
11am-3pm

The ticket purchase includes: a t-shirt, meal ticket for the after event, and a chance to win the grand prize - a brand new kayak!

Start: Belle Prairie Park End: Le Bourget Park

Early Otter Price: \$40 (until July 1st)
General Ticket Price: \$45 (until July 14th)
Tickets Available on Eventbrite (scan QR code)



Thank you to our Sponsors



Net proceeds benefit Morrison County Area Foundation, a partner fund of the Initiative Foundation
www.morrisoncountyaf.org



2 kayaks were gifted a prize that participants had a chance to win.



Successful Event

- 50+ Participants
- After Party at Le Bourget Park
 - food trucks
 - beer
 - live band
 - frisbee golf demos
- Everyone who participated came off the river with positive feedback
- Raised around \$5,000 in registration and sponsors.





Survey Questions- Cumulative Totals

- How important is the issue of having a place to recreate on a waterbody for you?
70% very important
- How far did you drive to get to this event? 5-10 miles- 21%, greater than 40- 26%
- What places do you plan to visit after this event? Local restaurant- 60%, Local Brewery- 39%
- How much money do you think you will spend today during and after the event?
\$20-\$50- 41% \$51-\$75%- 37%
- Would you NOW consider traveling this section of the Miss. River with friends or relatives now that there is signage and you participated in the event today? Yes- 100%

Aitkin Resource Retainment Planning Table

INTENTIONALITY



Aitkin Planning with Public

	▼	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
See (Attracting)							Paddle your Glass Off		Steamboat Days/Ripplesippie				
Engage (Partner)		Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting	Monthly meeting



MHB Resource Retention Planning Table

INTENTIONALITY

MHB Planning with Agencies

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
See (Attracting)					Itasca State Park naturalist paddle	6/19 Aitkin Paddle your Glass off	7/24 Little Falls Ride the River 7/31 MHB Paddling Day	8/7 Aitkin Ripplesippie/				
Engage (Partner)												Regional Planning session

