

PAUL BUNYAN SCENIC BYWAY CORRIDOR MANAGEMENT PLAN UPDATE 2015



Prepared By:

THE REGION FIVE DEVELOPMENT COMMISSION

In light of funding changes through MAP 21 the Minnesota Department of Transportation (MnDOT) requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update each Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past Corridor Management plan from 2001.

The Paul Bunyan Scenic Byway Association has used this planning update process as an opportunity to re-evaluate several elements of importance including management, marketing, monitoring as well as future funding.

In addition the Byway Association has used this planning update process to reinforce the existing policies and practices pertaining to management, marketing, monitoring and future funding in order to both update as needed and reinforce past decisions that are still valid.

A major premise of this Corridor Management Plan update therefore, is to utilize portions of the previous corridor management plan and other local planning mechanisms whenever applicable.

Paul Bunyan Scenic Byway Corridor Management Plan Update 2015

DRAFT



Published by the
Region Five Development Commission
For the Paul Bunyan Scenic Byway
2015

What is Corridor Management Planning?

A Corridor Management Plan (CMP) is a written plan developed by the communities along a scenic byway that outlines how to protect and enhance the byway's intrinsic qualities and character that define their byway corridor. Most states, and the National Scenic Byways Program, require corridor management plans (CMP) for scenic byway designation. CMPs are community-based and flexible "living documents" that outline the goals, strategies, and responsibilities for preserving and promoting the byway. CMPs typically address issues such as: tourism development, historic and natural preservation, roadway safety, and economic development.

A CMP is designed to change with the community and respond to new proposals and developments along the byway corridor and they are often guided by the "14-point plan" recommended by the National Scenic Byways Program.

What Does Corridor Management Planning Do?

Corridor Management Plans (CMP) address wide variety of issues. The level of detail in a CMP is dependent upon its role in the community, the document can be fairly short and address issues in broad terms. However, a more detailed plan will be necessary if the CMP is to form the basis of state or national scenic byways applications, or for grant and other funding applications.

It is important to remember that the CMP is a guide that addresses issues but does not necessarily offer solutions for every problem. The CMP should address major goals, such as improved road access for other modes of transportation, like bicycles, but does not have to lay out a specific plan for implementing the goal.

At the very least, a CMP should identify and discuss the byway's intrinsic qualities, review the roadway's current condition and maintenance plans, explore visitor needs and expectations, and discuss how to promote the byway while protecting its outstanding features in the future.

How Does Region Five Assist with Corridor Management Planning?

The Region Five Development Commission was asked to partner with the Paul Bunyan Scenic Byway Association by MnDOT to update its Corridor Management Plan. Region Five Staff met with the Byway Association, to discuss the byway's intrinsic qualities, the current status of the byway's maintenance, marketing, monitoring, and funding opportunities. Armed with this information, Region Five Staff drafted the Corridor Management Plan Update (2015) with the intention of review and adoption.

In addition to Paul Bunyan Scenic Byway Association's Sustainability Plan (2008 - 2010), Region Five assisted in developing an Investment Priorities Addendum which is meant to assist the Byway Association in planning, prioritizing, programming and implementing its future projects.

Table of Contents

Acknowledgements	4
Executive Summary	7
Introduction	9
Citizen Participation	20
The Byway Setting	27
Resource Summary	42
Implementation	46
Marketing	56
TAP Funding Alignment	66
Monitoring	69
Maps	71
Appendices	74

Acknowledgements

The Association is particularly appreciative of the support provided by the following local government jurisdictions: Crow Wing County, Jenkins, Ideal, and Timothy townships; and the communities of Jenkins, Breezy Point, Crosslake, and Pequot Lakes. The contributions of the Paul Bunyan Scenic Byway Association Board in providing direction to the Corridor Management Plan are gratefully acknowledged.

Particular thanks to those members of the Paul Bunyan Scenic Byway Association who carefully reviewed and submitted comments on the CMP:

Table 1: Paul Bunyan Scenic Byway Association Board Members

Paul Bunyan Scenic Byway Association Board Members		
Rod Nelson, Chair	Roger Hoplin, Vice Chair	Kate Perkins, Secretary
Carol Ottoson, Treasurer	Dave Badger	Ron Johnson
Lynn Scharenbroich, Director Emeritus	Ryan Sjoblad	

Table 2: Advisors

Advisors		
Carol Altepeter, Explore Minnesota Tourism	Judd Brink, Birds of the Byway	Kathy Moore, Moore Consulting
Krista Okerman	Mary Plein, JM Plein Consulting	Paul Thiede, Crow Wing County Commissioner
Corrine Hodapp, USACE	Jo Bierman, Crosslake Area Historical Society	Cindy Myogeto, Crosslake Area Chamber of Commerce
John Wetrosky, Pine River Chamber of Commerce	Jenna Crawford, Pequot Lakes Area Chamber of Commerce	Ken & Pam Perry, birders

Table 3: Paul Bunyan Scenic Byway Association

Bold = Group of 54 Member

*** = Charter Member**

Group of 54 Members

Dave & Mary Badger*	Bait Box Marina*	Bay View Lodge (Jim & Mary Ann Berg)	Black Pine Beach Resort*	Boyd Lodge*
Breezy Point Resort*	Crosslake Communication	Mary Lu & Dick Dietz (Birch Breeze Charitable Fund)	Don & Deanna Engen	Ronda Hopkins & Charles Nolop
Lynn and Paul Hunt* (Hunt Utilities Group)	Ideal Community Service Organization	JM Plein Consulting	Adeline Johnson	Lakes State Bank* (Pequot Lakes and Crosslake)
Lakeside Lawn and Landscape (Bruce Zeman)	John & Karen Larsen	Moonlite Bay Family Restaurant*	Rod Nelson	Pequot Sand & Gravel
Don & Buff Spies*	Steve & Donna Stricker (Stricker Arts)	Towering Pines Resort*	Wildwedge Golf, Mini Golf, Maze & RV Park*	

Table 4: Regular Members

Funding Jurisdictions 2014				
Al's Marine	AmericInn Lodge & Suites	Beacon Shores Resort, Daniel & Karen Scholz	Expressions Shoe Center, Dean Brandt	Heath's Resort, Dave and Carol Heath
Don Hickman	Lake Country Crafts and Cones, Pat Netko	Lakeland Agency, Mark & Trudi Jurchen	Lakes Area Gallery & Frame Shoppe, Joe & Kristi Kraemer	Moonlite Square, LLC, Donna Halverson
Norway Ridge Supper Club, Jackie Clark	Gregg & Krista Okerman	Old Milwaukee Saloon & Eatery	Paul Bunyan Ice, Chris & Brenda Greer	Pine River Chamber of Commerce
Pine River State Bank, Chuck Nelson	Pine Terrace Resort	Pinedale, Vickey Leonard	Tip Top Resort, Gail Schultz	Wind, Water & Wheels, Jim Bergquist

Table 5: Funding Jurisdictions 2014

Funding Jurisdictions 2014		
City of Jenkins - panel partner	Ideal Township - donor	Timothy Township - panel partner

Table 6: In-Kind Donors

In-Kind Donors

Black Pine Beach Resort	Boy Scouts of America, Troop 36	Brainerd Daily Dispatch	Curt Cogan, DNR	Dave Badger
Echo Journal	Jerry Peterson	JM Plein Consulting	Keith Simar	Krista Okerman
Marina II Restaurant	Northland Press	Regina Gau	Ron & Joan Johnson	Stricker Arts (Steve & Donna Stricker)

Table 7: Project Supporters 2014

Project Supporters 2014				
Dave Badger	Black Pine Beach Resort	Bait Box Marina	Boy Scouts of America, Troop 36	Brainerd Daily Dispatch
Central Region Partnership – University of Minnesota	Crow Wing County Commissioners	Crow Wing County Highway Department	Curt Cogan, Department of Natural Resources	Darryl Skallet, Sons of the American Legion
Explore Minnesota Toursim	Echo Journal	JM Plein Consulting	Ron & Joan Johnson	Lake Country Crafts & Cones
Marina II Restaurant	Merrit Jewelers	Rod Nelson	Timothy Township	US Army Corps of Engineers – Headwaters District Crosslake
Whitefish Area Lodging Association				

Table 8 – Reciprocal Membership

Reciprocal Membership
Pequot Lakes Area Historical Society
Greater Lakes Area Performing Artists

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic



Executive Summary
Executive Summary Summary
Executive Summary

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and

Executive Summary

The Corridor Management Plan (CMP) for the Paul Bunyan Scenic Byway traces the beginnings of the Byway, from its conception as a means to ensure safer non-motorized travel along its roadways. Paul Bunyan Scenic Byway's Mission, Vision, and Goals are:

Missions: Promote, preserve and enhance the recreational, historic, cultural, scenic, natural and archeological resources along the 54-mile Paul Bunyan Scenic Byway.

Vision: Strengthen the quality of life and visitor experience along the Byway's route by promoting and enhancing the area's resources and amenities that support economic vitality.

Goals: Build awareness of the Scenic Byway in clever and compelling ways through: Community & regional projects and events; interesting stories from the area's past. Develop area amenities which are free to the public. Encourage cooperation and collaboration among the Scenic Byway's jurisdictions, preserving and enhancing the Byway's resources.

The Paul Bunyan Scenic Byway Corridor Management Plan provides a roadmap to resources along the route, identifies future improvements, facilities, and opportunities for interpretive programs and tourism promotion. The CMP address three elements important to the future of the Scenic Byway: management, marketing, and monitoring.

Sections 1 and 2 introduce the Byway and planning process and discuss how the public was involved in the planning process. Section 3 provides baseline information on the Byway corridor, summarizing the physical, biological, transportation and socioeconomic characteristics of the area. Sections 4 and 5 focus on Byway management, summarizing resources that exist in the Byway area, and how these resources can be preserved, protected, and enhanced through a variety of implementation strategies.

Section 6 discusses strategies for marketing the Byway and presents a draft marketing plan based on the Minnesota Office of Tourism Marketing Plan for Scenic Byways. Section 7 provides a guidance for alignment with Transportation Alternatives Program (TAP) funding in lieu of other funding opportunities that were either phased out or consolidated when the Federal Transportation Bill Map 21 was enacted.

The Scenic Byway passes through 10 local jurisdictions, each with its own special characteristics and resources that contribute to the Byway's recreational, cultural, historic, natural, and scenic values. Citizen organizations, local governments, individuals, and business interests throughout the Byway area have been involved in the planning process, identifying issues and interests, and providing information about resources. Their input has provided guidance necessary to prepare a management plan that reflects local values and opportunities to establish partnerships that support programs and activities to achieve common goals.

In light of funding changes through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic



Introduction

Introduction

Introduction

In light of funding changes through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byway Corridor Management Plan.

Section 1 - Introduction

The Paul Bunyan Scenic Byway in Crow Wing County Minnesota was designated a State Scenic Byway in June 1998. Located in the heart of the state's North Central Pine and Lake Region, the 54-mile route passes forests of jack, red, and white pine, spruce, cedar and birch/aspen mix. It circles around the 14 lakes of the Whitefish Chain and travels the north side of Pelican Lake. The natural resources of lakes and woods provide natural, scenic, recreational, historic, and cultural resource opportunities for residents and visitors alike.

The Byway area is one of the most popular visitor destination spots for Midwest travelers, many of whom return annually for their family summer vacations at the numerous resorts located along the route. The area's growth in permanent and seasonal residents, and in tourism, has resulted in expanded recreational opportunities oriented to these natural resources.

1.1 What is a Byway and Byway Designation

A byway is a set of roads that tell the story of their area's archaeological, cultural, historic, natural, recreational and scenic qualities in a compelling and extraordinary way. Byway routes are selected based on their characteristics and how well they represent their region.

Source: http://www.paulbunyan scenicbyway.org/about_paul_bunyan_scenic_byway

State of Minnesota Scenic Byway Designation

Minnesota Scenic Byways are roads that pass through 22 transportation corridors that feature many of Minnesota's finest cultural, historic, natural, recreational, archaeological and cultural locations and landscapes. Grassroots organizations have nominated these byways for byway designation and engage in planning, conservation, preservation and marketing activities to ensure a quality byway experience for visitors and residents.

Four state agencies, including the Minnesota Department of Transportation, the Minnesota Department of Natural Resources, the Minnesota Historical Society and Explore Minnesota Tourism, partner with these grassroots organizations and with local governments on byway projects.

Source: <http://www.dot.state.mn.us/scenicbyways/>

National Scenic Byway Designation

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. Established in Title 23, Section 162 of the United States Code under the Intermodal Surface Transportation Efficiency Act of 1991 and reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005, the program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States.

FHWA's May 18, 1995 interim policy provides the criteria for the National Scenic Byways Program. This policy sets forth the procedures for the designation by the U.S. Secretary of Transportation of certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational, and scenic qualities. There are 150 such designated byways in

46 states. FHWA promotes the collection as America's Byways®. This policy also specifies the type of projects eligible for funding and lists the funding priority for grants.

Source: http://www.fhwa.dot.gov/hep/scenic_byways/

1.2 The Paul Bunyan Scenic Byway

The Paul Bunyan Scenic Byway is one of eight Scenic Byways in Minnesota that has been designated as a National Scenic Byway under the National Scenic Byways Program, managed by the Federal Highway Administration.

The Paul Bunyan Scenic Byway is a 54-mile driving route made up entirely of county roads that take travelers through 13 jurisdictions and two counties (Crow Wing and Cass); with hiking and walking trails, recreational parks and lakes, wildlife management areas, and historical artifacts. The route has a non-profit organization, the Paul Bunyan Scenic Byway Association that manages the projects, programs and events along the route.

Source: http://www.paulbunyan scenicbyway.org/about_paul_bunyan_scenic_byway

The spine of the route is County State Aid Highway (CSAH) 16 that runs northeast from Trunk Highway 371 two miles north of Pequot Lakes. The nearly 13 miles along CSAH 16 passes sites of scenic, recreational, historical, and natural interest, such as the Uppgaard Wildlife Management Area, Rush Lake Floating Island, Island Lake Woods, and the site of a battle between the Dakota Sioux and Ojibwa in the early 1800's. CSAH 16 connects with CSAH 66 at the north end of Crosslake. At that point, Byway travelers can select either the 12-mile north loop around the Whitefish Chain of Lakes or turn south and travel south and west through 23 miles of beautifully wooded countryside and lakes on CSAH 3 and 11.

The DNR Walleye Stripping Station and the old Swanburg store are highlights along the north loop. The Crosslake Historical Society museum and historic village, the Corps of Engineers dam and recreational park, well known Breezy Point Resort and its famous Fawcett House, Lowell Wildlife Management Area, and the historic DNR fire tower are among the points of interest along the southern loop. The Scenic Byway connects with the Paul Bunyan State Trail, a paved hiking, biking, inline skating and snowmobiling trail at three locations, offering opportunities to drive the Byway, park and bike or hike the Trail. Numerous trails on publicly owned land along the 54-mile drive provide opportunities to stop and hike through the woods. Public accesses to lakes on the Whitefish and the Ossawinnamakee chains and to Pelican Lake are also located along the Byway.

The Paul Bunyan Scenic Byway Association

The Paul Bunyan Scenic Byway Association is a non-profit organization made up of businesses, agencies, organizations and individuals.

Vision:

Strengthen the quality of life and visitor experience along the Byway's route by promoting and enhancing the area's resources and amenities that support economic vitality.

Mission:

Promote, preserve and enhance the recreational, historical, cultural, scenic, natural and archeological resources along the 54-mile Paul Bunyan Scenic Byway.

Byway Beginnings

In 1995 Ideal Township, concerned for the safety of bicyclists on CSAH 16, raised funds to provide the local match money necessary to pave the shoulders of CSAH 16. In order to increase the priority of shoulder paving with the County Highway Department, the Minnesota Office of Tourism suggested the roadway might qualify as a scenic byway and that such designation could increase the priority of the paving project. A group of local residents worked together to complete the forms, inventory the byway, and submit the application for state designation. The June 1998 designation resulted in an assurance of shoulder paving on CSAH 16 by 2002. Paved shoulders, having become standard operating procedure for Crow Wing County, have been completed along the entire 54-mile route providing safe opportunities for non-motorized use. Certain segments are still considered bikeways. PBSBA continues to seek 8' paved bike path shoulders throughout the route. Shoulder paving.

Since its designation, a group of local citizens, with support from partnering state agencies, local government jurisdictions and organizations, have worked together preparing information, identifying and implementing projects that will protect and enhance the resources along the corridor. The group is organized as the Paul Bunyan Scenic Byway Association, a non-profit organization, made up of those businesses, agencies, organizations and individuals that have supported its projects and programs. A Board of Directors guides the work of the Association, to “preserve, protect and to enhance the scenic, natural, cultural, historic, recreational, and archeological resources along the 54-mile Paul Bunyan Scenic Byway.”

1.3 Corridor Management Planning

A Corridor Management Plan (CMP) is a written plan developed by the communities along a scenic byway that outlines how to protect and enhance the byway's intrinsic qualities and character that define their byway corridor.

Most states, and the National Scenic Byways Program, require corridor management plans (CMP) for scenic byway designation. CMPs are community-based and flexible "living documents" that outline the goals, strategies, and responsibilities for preserving and promoting the byway. CMPs typically address issues such as:

- Tourism development
- Historic and natural preservation
- Roadway safety
- Economic development.

A CMP is designed to change with the community and respond to new proposals and developments along the byway corridor and they are often guided by the "14-point plan" recommended by the National Scenic Byways Program.

Source: <http://www.scenic.org/issues/scenic-byways/byways-and-corridor-management-plans>

What's in a Corridor Management Plan?

Corridor management plans address a wide variety of issues. The level of detail in a CMP is dependent upon its role in the community and the byway planning process. If the CMP is intended solely for the local community, the document can be fairly short and address issues in broad terms. However, a more

detailed plan will be necessary if the CMP is to form the basis of state or national scenic byways applications, or for grant and other funding applications.

It is important to remember that the CMP is a guide that addresses issues but does not necessarily offer solutions for every problem. The CMP should address major goals, such as improved road access for other modes of transportation, like bicycles, but does not have to lay out a specific plan for implementing the goal.

At the very least, a CMP should identify and discuss the byway's intrinsic qualities, review the roadway's current condition and maintenance plans, explore visitor needs and expectations, and discuss how to promote the byway while protecting its outstanding features in the future.

Source: <http://www.scenic.org/issues/scenic-byways/byways-and-corridor-management-plans>

Federal Highway Administration's 14-Points

The Federal Highway Administration (FHWA) lists 14 components that must be in any CMP included in a byway's application for national recognition. The CMP will help your byway group envision future changes and address issues before they become a problem.

The FHWA requirements for a CMP are:

1. A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor. U. S. Geological Survey maps of your corridor region are ideal and inexpensive base maps for your corridor management planning group.
2. An assessment of the byway's intrinsic qualities and their context (the area surrounding them). The end product is typically a catalogue of the byway's scenic, historic, natural, archeological, cultural, and recreational qualities. A community visual assessment is an ideal way to involve a large number of local residents in evaluating the byway's resources' Say Can You See: A Visual Awareness Toolkit for Communities, available from Scenic America, is a good way to start.
3. A strategy for maintaining and enhancing each of the byway's intrinsic qualities. Ask what you want the byway corridor to look like in 10-15 years and develop goals and strategies to help you get there.
4. A list of the agencies, groups, and individuals who are part of the team that will carry out the plan. Be sure to include a description of each individual's responsibilities and a schedule of when and how you will review their progress.
5. A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities. Many communities have long-term land use plans that can be adapted for this purpose.
6. A plan for on-going public participation. This might include forming a CMP steering committee made up of local citizens, a schedule of regular public meetings, or a byway management planning forum.

7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road's character.
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians. Some CMP's incorporate plans to apply for Federal Transportation Enhancement funds to pay for the installation of special bicycle lanes along the byway or the creation of hiking trails.
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway. This might include landscaping to screen an industrial site, relocating utility wires and poles, or planning for the sensitive location of wireless telecommunications towers along the byway.
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways. Your CMP should also address the continuous designation of the road to ensure that billboard companies will not be able to find a loophole in your byway designation that would allow them to erect billboards along the corridor.
11. A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. Two popular and effective ways of addressing this issue are logo signs and tourist-oriented directional signs (TODS). Logo signs are located on interstate highway rights-of-way and advertise gas, food, camping, and lodging at nearby exits. Highway-oriented businesses can advertise their company's symbol, name, trademark, or a combination of these things on a logo sign. A few states, like Utah and Maine, provide TODS primarily on non-interstate rural highways to help motorists find local businesses. TODS indicate only the name of local attractions, mileage to the establishment, and direction.
12. Plans for how to market and publicize the byway. Most marketing plans highlight the area's intrinsic qualities and promote interest in the byway that is consistent with resource protection efforts and maintenance of the byway's desired character.
13. Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities. Byway groups should work with their state department of transportation to adopt context-sensitive highway design standards for the byway. Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation.
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors. Interpretation can include visitor centers, leaflets, audio tours, information panels, and special events. In this category, creativity makes a big difference.

Source: <http://www.scenic.org/issues/scenic-byways/byways-and-corridor-management-plans>

The Six Intrinsic Qualities Scenic

Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape--landform, water, vegetation, and manmade development--contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

Archaeological

Archaeological Quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

Cultural

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

Historic

Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

Natural

Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

Recreational

Recreational Quality involves outdoor recreational activities directly association with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

Source: <http://www.scenic.org/issues/scenic-byways/intrinsic-qualities-for-byways-designation>

1.4 The 2015 Corridor Management Plan Update

The original corridor management plan was developed in 2001 and addressed three main elements:

- Management

The management component discusses such issues as: amenities along the route; safety; development of enhancements; natural, cultural, scenic, and historic resource protection; recreational opportunities; interpretation of key resources and points of interest.

- **Marketing**
The marketing component identifies opportunities and appropriate mechanisms to provide information about the Byway to the public.
- **Monitoring.**
Finally, a component of the Plan included plans for ongoing monitoring and evaluating the Byway program, visitor needs, local impacts, facility improvements and maintenance requirements.

Throughout the years the Byway association has successfully implemented many of these strategies and has also had several new opportunities as well as some challenges. In addition to these opportunities and challenges, changes to the federal transportation bill (MAP 21) as well as changes in the economy and transportation environment have prompted the Byway Association to update the original CMP to reflect these changes.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past Corridor Management plan from 2001. The Paul Bunyan Scenic Byway Association has used this planning update process as an opportunity to re-evaluate several elements of importance including management, marketing, monitoring as well as future funding.

In addition, the Byway Association has used this planning update process to reinforce the existing policies and practices pertaining to management, marketing, monitoring and future funding in order to both update as needed and reinforce past decisions that are still valid. A major premise of this Corridor Management Plan update therefore, is to utilize portions of the previous corridor management plan and other local planning mechanism whenever applicable. The main areas of focus for the CMP update in 2014/2015 are described in detail in the paragraphs below.

Language Update

The first step in the CMP update process was to update any outdated language identified in the original CMP. Examples of this include:

- Replacing language referring to goals that have already been achieved.
- Replacing language referring to establishments, individuals, organizations or agencies that no longer exist or that are no longer located on the byway.
- The addition of language describing new establishments, individuals, organizations or agencies that now exist along the byway.

Demographic Update

The second step in the CMP update process was to update any outdated demographic information identified in the original CMP. As was mentioned above the original CMP was drafted in 2001 just after the 2000 US Census and therefor utilized the most current available information. However after the 2010 US Census and certain changes in the way the US Census is now conducted, particularly the use of the

American Community Survey (ACS), which gathers data in 3, 5 and 7 year cycles within the 10 year US Census cycle, significant new demographic information is available and warrants an update to the CMP.

Transportation Alternatives Program (TAP) Funding Alignment

Another lens through which the CMP was updated was that of funding opportunities. In light funding changed through MAP 21 the Minnesota Department of Transportation (MnDOT) requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update each Byways' Corridor Management Plans with the intent to better align them with current funding opportunities, particularly the Transportation Alternatives Program (TAP).

The federal government has developed and passed a transportation bill referred to as MAP-21 that established a consolidated program that provides funding for a variety of alternative transportation projects, including many that were previously eligible activities under separately funded programs. The TAP replaces the funding from pre-MAP-21 programs including Transportation Enhancements, Scenic Byways, Safe Routes to School, and several other discretionary programs with a competitive program to be developed by states.

Given this significant change in funding opportunities for Scenic Byways, and the fact that instead of having a standalone funding source, byways will now be competing with other types of projects such as Safe Routes to School, Trails, it was important to align the byways CMP with the new funding program structure.

FHWA 14 Points

As was noted earlier in this section the Federal Highway Administration (FHWA) lists 14 components that must be in any CMP included in a byway's application for national recognition. As part of the CMP update each of these 14 Points is examined.

Intrinsic Quality

In order to be designated a National Scenic Byway, a road must possess characteristics of regional significance within at least one of the intrinsic qualities. Another aspect of the CMP update was to identify and include any new elements along the byway relating to any of the six Intrinsic Qualities.

Investment Priorities Addendum

One of the elements identified in the CMP update work plan is to use strategies, recommendations, and specific projects identified through the various elements of the CMP to identify investment priorities for the byway; organize investments by transportation, intrinsic resource, planning and marketing categories identifying specific projects assigning priority within each category.

The purpose of this activity is to understand the general investment priorities for the byway so as specific projects are identified moving forward, they can be understood in the context of overall corridor priorities. In order to fulfill this required aspect of the CMP update, an Investment Priority Addendum has been developed and attached to the CMP update as Appendix A.

Formatting Update

Lastly, the CMP update included a formatting update. The formatting update allows the CMP to not only perform its manifest function as a planning mechanism, but also to serve a latent function as a promotional tool that can be used to market the many attractions of the Byway.

Many photos of the byway itself, the attractions along the byway and the surrounding area were incorporated into the CMP update so that the document could also act as a “coffee table book” appealing to not only the serious reader, but also to the casual reader as well.

1.5 Citizen Participation

The Paul Bunyan Scenic Byway passes through 14 local jurisdictions. Each jurisdiction has its unique characteristics and possesses important resources that contribute to the intrinsic Byway qualities. The Byway represents an opportunity to unify these communities. The Byway Association knows that local and visitor interests and concerns need to be heard and incorporated into Byway plans and programs. Because citizen participation is key to successfully implement actions that will protect and enhance valuable corridor resources, the Association is committed to a collaborative process. Citizen participation in the Byway provides the following functions:

- Provides input on important values to be considered in Byway management.
- Identifies issues and concerns regarding safety and increased road usage.
- Develops partnerships with interested entities to support Byway efforts.
- Develops a sense of community among all potentially affected interests.
- Is used to evaluate and monitor Byway activities, needs, issues, and marketing efforts.

During the development of the original CMP Association representatives met with citizen organizations, local jurisdictions, business and industry groups to inform them about the Byway and planning activities and to learn what issues and interests they may have in the Byway. Briefing materials that discuss the Byway and its resources were used to begin discussions with groups and organizations in the corridor area.

As a short-term public input strategy, Byway Association Board members maintained a “Listening Log” noting contacts members had about the Byway, what they had learned from discussions, and how this information can be used in preparing future updates to the CMP. Frequent contact with communities, organizations, and individuals is an ongoing practice of each Byway Association member and serves to keep interested parties up-to-date on the planning process, and how issues are being addressed.

CMP Update Participation

During the CMP update process Region Five Staff met several times with the Byway Association Board to gather information regarding the byway. In addition Region Five Staff interviewed several Byway Association Board members via telephone regarding several issues and questions relating to the CMP update and the byway as a whole. Region Five Staff also coordinated with Byway Association Board Members via e-mail whenever possible to reduce travel and reduce printing costs. Staff also met with other local county officials in order to gather pertinent information relating to the development of this plan update.

Furthermore, the Investment Priority Addendum was populated with projects based on direct input from the Byway Association Board and included in the CMP update by Region Five Staff.

1.6 Program Goals

The Paul Bunyan Scenic Byway will continue to be a recognized area amenity and a local and visitor travel destination. The Byway will serve as an area unifier, integrating goals and values with other initiatives and programs within the corridor. The Paul Bunyan Scenic Byway Program will:

- Build awareness of the Scenic Byway in clever and compelling ways through Community & regional projects and events
- Interesting stories from the area's past.

- Develop area amenities which are free to the public. Encourage cooperation and collaboration among the Scenic Byway's jurisdictions, preserving and enhancing the Byway's resources

DRAFT

In light of funding changes through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor



Citizen Participation

In light of funding changes through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing

Section 2 – Citizen Participation

Citizen participation has been key to the Paul Bunyan Scenic Byway plans and activities. Active participation by citizens was instrumental in the designation of the Byway in 1998 as well as in the development of the original CMP in 2001. Since then, participation by a variety of local interests and partnership among agencies, local jurisdictions and organizations has moved Byway efforts forward. The Paul Bunyan Scenic Byway Association recognizes the continuing importance of citizen participation and creative partnerships to ensure goals of the partnering agencies, as well as local interests, identified in the Corridor Management Plan (CMP) continue during implementation of the Plan and specific Byway projects.

The initial CMP was developed using a comprehensive citizen participation program. This program included:

- Obtaining input on important values, issues and concerns
- Developing a sense of awareness of the Byway and its value to the area
- Developing partnerships with interested entities to support Byway efforts
- Developing a sense of community and shared values

The process used, called Citizen Participation by Objectives, systematically identified potentially affected interests and issues, the objectives of citizen participation, and the techniques most appropriate to reach these interests. This section summarizes the process, objectives identified, techniques used, and the results. Finally, recommendations for future citizen participation activities are discussed. Appendix B lists the key objectives of the citizen participation process, recommended techniques and activities, and a summary of the input received.

2.1 Methodology

The first step was to identify potentially affected interests (PAIs) and issues. Byway Association representatives listed nearly 50 agencies, organizations, individuals, and interest groups that could affect or be affected by the Byway and Byway projects. A list of about 20 issues was then identified. A matrix was used to associate each identified PAI with the issues. A second step was to review and respond to a series of questions to identify specific objectives for participation. These two steps were the basis for identifying ways in which public participation would meet the objectives and reach the affected interests.

2.2 Results

The Byway Association realized there was limited awareness of the Byway within the local area. In order to obtain meaningful public input and support for the Byway and specific projects, area residents needed to know about the Byway and its value to the communities. Consequently, the primary objective of citizen participation during the Corridor Management Plan preparation has been to increase knowledge and understanding of the Byway and the management planning process. A number of activities to accomplish this were recommended along with an implementation schedule (see Appendix B).

Of those recommended, activities that were implemented included:

- Producing and releasing materials to PAIs and media.
- Using existing clubs, organizations, newsletters, and media to provide and receive information.
- Participating, observing, and recording information on community issues and interests.

Byway representatives met formally with more than 20 organizations and local jurisdictions, and informally with other citizen groups. The Inkslinger newsletter is sent twice a year to Association members and others; occasional articles appear local newspapers, and a number of special articles and stories about the Byway and its projects appear regularly in local and regional publications and were aired on area radio stations.

The results of these efforts have been very positive in increasing knowledge, awareness and partnerships for the Byway. Support for the Byway and its activities has grown, several jurisdictions have included financial support to the Byway as part of their annual budgets; local service organizations are supporting the Byway with financial and in-kind matches for projects that require local contributions. The Byway has become a recognized amenity for residents and visitors. Formal and informal meetings have also provided information about the Byway and its resources, issues of importance to area residents, and ideas/suggestions that could improve the Byway. Some of the issues, ideas, and important resources identified during meetings included:

- Paved shoulders, having become standard operating procedure for Crow Wing County, have been completed along the entire 54-mile route providing safe opportunities for non-motorized use. Certain segments are still considered bikeways. PBSBA continues to seek 8' paved bike path shoulders throughout the route. Shoulder paving.
 - At this writing, there is a need for rest facilities at these Byway kiosk points of interest: Old Grade Road; Rice Lake/Lowell WMA; Chiarella FMA. However these following sites do have rest facilities available as follows: Breezy Point has adjacent playground, park, and City Hall; Historic Fire Tower has a picnic table; Gateway Gazebo is adjacent to a hotel; Ideal Township has an adjacent playground, park, pavilion and restroom; Moonlite Bay - a restaurant; Pequot Lakes - is on the Paul Bunyan State Trail and is adjacent to Chamber of Commerce building, which is open 24 hrs.; Pine River - near bathrooms at adjacent picnic area; Timothy Township kiosk has a picnic table; Veterans Memorial Walking Trail has benches and a picnic table; and the Crosslake Corps of Engineers kiosk site has adjacent campground, park with seasonal restrooms, and playground.
 - Value of natural resources sites along the Byway, such as Uppgaard WMA and Rice Lake/Lowell WMA: at the Rice Lake/Lowell WMA, a local Eagle Scout lead a crew of boy scouts and created an access trail from roadway to kiosk; and with the partnership of local DNR an interpretive panel on topic of shallow lakes was installed at the site. At the Veterans Memorial Walking Trail a wetlands walkway has been added along with three interpretive panels on topic of the surrounding wetlands, flora and fauna. A walking bridge over the wetlands was built, giving access to the north side trail. Later, at the end of the wetlands walk, a trail around the island was added. At the Historic Fire Tower a new access path has been added, the tower structure was improved and historical structure restoration is ongoing.
How much progress since 2001?
 - Partnering with other agencies, organizations and government jurisdictions to coordinate projects of mutual interest (e.g., DNR fire tower project, partnership with the US Army Corps of Engineers in Crosslake - share interpretive/exhibit room and park area for events and programs, Merritt Jewelers created a Paul Bunyan Scenic Byway charm/pendant, Crow Wing County to

pave the road shoulders of the Paul Bunyan Scenic Byway, Sons of the American Legion to build and maintain the Veterans Memorial Walking Trail, Whitefish Area Lodging Association to update and distribute the popular Byway Tear Off maps every couple years, University of Minnesota Master Gardeners to landscape and beautify many of the Byway's 14 kiosks).
How much progress since 2001?

- Use of the Byway as a tourism amenity, including such activities as organized motor coach tours of the Byway-made available as part of existing events and last one was 2008; developing a Byway day trips guide on the Byway's website; promoting points of interest in Inkslinger newsletter; adding the Linda Ulland Memorial Gardens project - currently in its first phase of construction; publicized the Historic Fire Tower's upgrades; installed Paul Bunyan-sized foot prints at seven locations sites of interest along the Byway.

How much progress since 2001?

- To encourage product development that will promote the Byway and its resources, we have included the Byway logo on our Paul Bunyan Scenic Byway brochures and exclusive Byway Tear-Off Maps, Paul Bunyan Scenic Byway route is identified on county and state maps. Also a Byway charm/pendant, tee shirts, and promoting online via the Explore Minnesota Tourism website, the Whitefish Area Lodging Association website and our own Paul Bunyan Scenic Byway Association website.

How much progress since 2001?

- Developing additional year around recreational opportunities throughout the Byway area. A complete listing of information and suggestions from public participation activities is listed in Appendix B. Table 2-1 summarizes the roles and responsibilities of participants in the Byway planning process. A detailed listing of specific organizations and agencies contacted during the planning process and their input is identified in Appendix B.

How much progress since 2001? A one-time grant through Legacy funds for a two-year Geo Hunt event in 2009 & 2010; we have partnered with other organizations for area events.

The Citizen Participation process recognizes that objectives of public participation change as projects are planned and implemented. The Association has been extremely successful in gaining awareness and interest in the Byway. Increased support for the Byway and its activities are evident in the financial and in-kind commitments made by organizations and jurisdictions. This support and clear evidence of partnerships has resulted in a number of successful grant applications—from the National Scenic Byway Program, the Minnesota Department of Natural Resources, and the Minnesota Office of Tourism—to further goals of the Byway Association.

2.3 Future Citizen Participation Efforts

It will be important for the Byway Association to continue to build support for the Byway, to broaden knowledge of the Byway to a wider geographic audience, and to identify additional resources and sources of information. In order to clarify citizen participation objectives following publication of the Corridor Management Plan Update and implementation of specific projects, the Byway Association will regularly review and update its list of PAIs and issues, and review and appropriately revise key objectives and the participation methods.

Some participation activities initiated during the planning process will likely continue. Frequent contact with local jurisdictions and tourism organizations is important to maintain an interest in and support for the Byway. The occasional newspaper article and biannual newsletter provide continuing information about Byway activities to Association members and the public.

Other activities, such as public meetings or exhibits at local events may be appropriate to initiate now that the Corridor Management Plan is completed and implementation of specific projects move forward. Enhancements were made in Scenic Byway's 'Paul Bunyan' Exhibit Room, participated in the Annual Festival of the Arts at Pequot Lakes High School (2014), and other ongoing community event participation.

Regularly reviewing participation objectives and revising these objectives to relate to a new phases of Byway activities will aid the Association in selecting ways in which public participation can further Byway goals. Are these Goals Still Relevant? New Goals? Yes, it is an ongoing process as we continuously hone our objectives.

Continuing this iterative process throughout implementation of the Corridor Management Plan will:

- Update potentially affected interests of Byway activities, plans, and projects;
- Keep the Byway Association informed of local interests and issues;
- Provide new or updated information on other area projects and information on Byway resources;
- Ensure public participation objectives relate to Byway goals and objectives during each phase of Byway activities;
- Facilitate coordination of Byway activities with local, regional, and statewide activities relevant to the Byway.

Table 4: Partners/Participants Role/Responsibilities

Partners/Participants Role/Responsibilities	
Organization Name	Role/Responsibilities
Paul Bunyan Scenic Byway Association Up to 9 Member Board	<ul style="list-style-type: none"> • Overall Responsibility for planning, review. • Review and implementation of the CMP • Setting priorities • Subcontract management • Review and approval of subcontractor deliverables and payment. • Association members financially support Byway projects and operations and provide information used in planning and priority setting.
Minnesota Department of Transportation (MnDOT)	<ul style="list-style-type: none"> • Partner agency in the State Scenic Byway Program • State coordinator for National Scenic Byway Program • Prepares and approves agreements for National Scenic Byway grant funds

	<ul style="list-style-type: none"> • Provides review of grant applications for National Scenic Byway funds • Reviews and offers input on state scenic byway planning documents
<p>Minnesota Office of Tourism (MOT)</p>	<ul style="list-style-type: none"> • Partner agency in the State Scenic Byway Program • Provides input and information regarding tourism issues • Review of Byway documents • Review and approval of grant funds available through MOT • MN Dept. of Natural Resources (DNR) Partner agency in the State Scenic Byway Program • Provides information on natural resources issues • Review and approval of grant funds and projects funded by grants provided through the DNR
<p>Historical Society</p>	<ul style="list-style-type: none"> • Partner agency in the State Scenic Byway Program with information relating to cultural and historical resources. • Local historical societies (Pequot Lakes and Crosslake) provide specific local information on cultural and historic resources along the Byway and support Byway activities related to cultural and historic resources.
<p>Crow Wing County</p>	<ul style="list-style-type: none"> • Fiscal agent and lead agency for grant funds from the National Scenic Byway Program and National Trail Recreation Program. • Provides information on county issues and requirements (e.g., transportation, planning, and zoning). • Review and approval of contracts and contract payments. • Provides financial and in-kind support to Byway activities.
<p>Byway Cities and Townships</p>	<ul style="list-style-type: none"> • Provides information on local regulations and requirements • Provide financial and in-kind support to the Byway and to projects within its jurisdiction; • Coordinate projects and activities that support the Byway
<p>US Corps of Engineers</p>	<ul style="list-style-type: none"> • Provides information on resources along the Byway. • Review of Byway plans and activities. • Partner with the Byway on specific projects that relate to its interests.

Chambers of Commerce	<ul style="list-style-type: none"> • Provides financial and in-kind support to Byway activities, information on tourism and commerce.
Service Organizations	<ul style="list-style-type: none"> • Provides financial and in-kind support to the Byway and specific Byway projects. • Information and input on Byway resources • Organization projects that support the Byway
Lake Associations	<ul style="list-style-type: none"> • Provides information on Byway resources and project priorities
Economic Development Organizations	<ul style="list-style-type: none"> • Provides information on economic development activities within the Byway area.
Regional Development Commission (RDC)	<ul style="list-style-type: none"> • Provides information on regional issues and requirements (e.g., transportation, community development, economic development).

DRAFT

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic



The Byway Setting

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past Corridor Management plan from 2001. The Paul Bunyan Scenic Byway Association has used this

Section 3 – The Byway Setting

This section summarizes the physical, biological, transportation, land use, and socioeconomic characteristics of the area in which the Paul Bunyan Scenic Byway is located.

3.1 Physical Conditions

The Paul Bunyan Scenic Byway is located within the Pine River Watershed. The watershed contains 702 lakes with a total acreage of 60,394. Cross Lake Reservoir, Pine River Dam, and controls runoff from a 562-square mile basin, of which 24 percent is Lake Surface. The water in the Cross Lake Reservoir includes 14 natural lakes (the Whitefish Chain). Along the shoreline, the ground generally rises dramatically from the water and is densely covered with pine and hardwoods, such as oak and birch. More than 50 percent of the shoreline is comprised of Norway, White and Jack Pine (USACE 1999).

The entire Pine River watershed lies within the Northern Lakes and Forests Ecoregion, which is characterized by conifer and hardwood forests with generally flat and rolling terrain. The area experiences warm, short summers followed by winters which may be at times intense with snow on the ground from November to March. Mean annual precipitation is between 26 to 28 inches (MPCA 2000). February is typically the driest month; June the wettest. The majority of precipitation falls May to September. The mean temperature is 41.7 degrees Fahrenheit and ranges from a mean low of 8.0 degrees Fahrenheit in January, to 70.1 degrees Fahrenheit in July. Wind patterns typically flow from the west to the east. In the summer, warm moist air from the Gulf of Mexico dominates. In the winter, the area is dominated by cold, dry air from Canada (USACE 1999).

Soils within the watershed are primarily silty sands and sandy soils. Silty sands are located underneath woodland, mixed woodland and cropland areas. Sandy soils are commonly found in glacial outwash and alluvium (MPCA 2000). Bedrock hydrogeology and ground water are primarily Precambrian igneous and metamorphic rocks. The surficial aquifers are glacial outwash consisting of coarse-grained sands and fine-grained alluvium (MPCA 2000). Groundwater is the principal source of drinking water in the area. The topography of the Cross Lake Reservoir area ranges from 1,229 feet (reservoir shoreline) to 1,570 ft. The topography is typical of glacial effects, mostly level with gently rolling hills (USACE 1999).

The Northern Lakes and Forests Ecoregion is characterized by predominately forested and wetland land uses, which typically have low phosphorus exports compared to urban or agricultural uses. Low phosphorus loading to the lakes, combined with the moderate size and depth of the lakes contributes to generally good water quality (MPCA 2000). Lakes within the Cross Lake Reservoir currently fully support swimming use criteria of the Minnesota Pollution Control Agency. The lakes, however, are vulnerable to cultural induced eutrophication from point and non-point source pollution. Small increases in the phosphorus content could result in a perceptible loss in secchi transparency and increased frequency of nuisance algal booms. Extensive land development, urban and agricultural runoff, nonconforming septic systems are pollution concerns within the area (USACE 1999).

3.2 Biological Conditions

The Northern Lakes and Forest Ecoregion is characterized by conifer and hardwood forests interspersed with fields and meadows, lakes and wetlands. These areas support a diversity of plant and animal life, representative of the communities in which they live. Coniferous forests consist of pine (jack, red, and white), spruce and fir. Maples, oak, birch, and aspen are characteristic of the deciduous forest areas, and support a dense understory of brush and small trees. Wetlands generally occur in margins around the

lakes. The Uppgaard Wildlife Management Area (WMA) located along the Byway Spine (CSAH 16) is typical of the Byway biological resources—a second growth mixed coniferous and deciduous forest with lakes, meadow and marshland areas and flora and fauna that inhabit these communities. Large mammals include the white-tailed deer, black bear, wolf, and badger. Large cats, such as bobcat, lynx and cougar have been known to occur although these are rare sightings. Coyote also inhabit the area (DNR 1997).

The area supports a diverse small mammal population including red and gray fox, porcupine, raccoon, skunk, gophers, chipmunk, squirrel, rabbits, mice and vole. Beaver and muskrat inhabit areas near lakes and wetlands. Reptiles and amphibians include several species of turtles and snakes (non-poisonous), salamander, toads and frogs (Staples Technical Institute, ud). The Byway area has become known for its bird watching opportunities. The recently published “Birds of the Byway” identifies the variety of birds that can be seen throughout the area. Year ‘round residents include chickadee, nuthatch, bobwhite, woodpecker (red-bellied, downy, hairy, and pileated), titmouse and finch.

During various seasons, the area also sees a variety of migrant birds. Summer months’ colorful species include the scarlet tanager, indigo bunting, eastern bluebird, northern oriole as well as the goldfinch in its summer plumage. Redpoll, grosbeak, warblers, thrush, robin, vireo, sparrow, and junco are also seen in the area at various seasons, either passing through or as summer residents (PBSB 2000).

The numerous lakes and wetland areas also support a variety of waterfowl. The Common Loon, Minnesota’s state bird, is a most characteristic resident of lakes in the summer months. Other waterfowl include the heron (great blue and green), swans, white pelican, a variety of ducks, and cormorants. Raptors commonly seen in the area include owl, hawk, osprey, kestrel, turkey vulture, and the Bald Eagle. The Minnesota Natural Heritage Program was consulted in preparing the Environmental Assessment for the Byway Hiking

Trails Project. Special status species identified in the Byway area included the Bald Eagle and Blandings Turtle (DNR 2000). According to DNR Nongame wildlife specialist Pam Perry, Blandings turtle are uncommon in the area.

3.3 Transportation Systems

The Paul Bunyan Scenic Byway is a paved two lane, undivided roadway along its 54-mile route. The roadway is generally gently rolling terrain with areas of both flat and more rugged terrain. The roadways are functionally classified as collector roads. Functional classification is the grouping of roadways according to the traffic they are intended to serve. Design and operational characteristics of the road are coordinated with the functional classification and with adjacent land uses. Collector roadways provide both mobility and access, connecting local roads with arterial roads, which serve higher traffic volumes at greater speed.

Major collectors connect population centers, link important local traffic generators with population centers, and serve corridor movements with high traffic and trip lengths. Average Daily Traffic (ADT) is the annual average two-way daily traffic. Consequently, while the high volume summer season is represented in the annual average, the data do not show peak daily traffic volume that is experienced in the summer travel months. ADT for outstate counties are counted every four years. The most recent available data are for 2015; the ADT is scheduled for recount during 2019.

The Roadways Current Condition

The Byway roadway ranges from 40 feet (two 12-foot driving lanes and two 8-ft shoulders) to 36-ft wide along CSAH 15 and CSAH 1. Portions of the roadway through communities of Pequot Lakes, Crosslake, and Breezy Point are urban design with curb and gutter. The remaining sections are rural design.

All county roads along the 54-mile route have been upgraded to standards during the past 34 years and have a 9-ton structural capacity. This capacity would accommodate motor coach traffic. Safety issues generally relate to shoulder widths and paving to accommodate non-motorized uses (e.g., bicyclists), and heavy seasonal use of the roads, particularly along the south side of the Whitefish Chain of lakes (CSAH 16), through Crosslake (CSAH 3 and 66) and that portion of CSAH 11 between Breezy Point and Pequot Lakes. Commercial traffic is higher along CSAH 16 that connects with State Highway 371 and along roads through Crosslake that provide a route to Brainerd. Sand and gravel operations and construction equipment also contribute to commercial traffic along the route.

Since 2001 the County Engineers Office has paved 8-ft shoulders for multi-use along CSAH 16, 11, and 3 and have marked and signed them for multi-use. CSAH 1 and 15 now have 6-ft paved shoulders with advisory signing. CSAH 1 was reconstructed during the summer of 2001 and included shoulder paving as part of the project. Shoulder paving for CSAH 16 took place in the spring of 2002. In addition, 8-ft shoulder paving along CSAH 11 has been completed. The Byway Association will continue to work closely with the County Engineer's office to identify traffic and safety issues and provide improvements to accommodate increased visitor and resident travel which maintaining the rural and scenic character of the Byway route.

The Byway Spine

The Spine of the Byway runs along CSAH 16 from Trunk Highway 371 to its intersection with CSAH 66. The 13 miles travels over rolling terrain. CSAH 16 is surfaced with two 12-ft driving lanes and 8-ft paved shoulders. Traveling east, average daily traffic ranges: 2891 from Trunk Highway 371 to CR112; 3225 from CR112 to CR145; 2558 from CR145 to Birchdale Villa Drive; 2391 from Birchdale Villa Drive to Silver Peak Road; 1446 from Silver Peak Road to Johnie Street; 2502 from Johnie Street to CSAH66. (Projected count, Crow Wing County 2015) The shoulders are marked as a bike path. A 4-way stoplight has been installed at the CSAH 16 and Trunk Highway 371 intersection. And the turning lane from Trunk Highway 371 onto CSAH 16 has been widened and a turning lane added on CSAH 16 at the AmericInn property. Resurfacing is scheduled in 2015 for a 4.00 mile stretch of CSAH 16 from Peoria Road to 0.6 miles east of CSAH 39. In 2017, a 4.98 mile stretch of CSAH 16 from 0.6 miles east of CSAH 39 to CSAH 66 is planned for resurfacing.

The North Loop

The North Byway Loop travels north through Crosslake and Manhattan Beach (CSAH 66), then west (CSAH 1) and south (CSAH 15) around the Whitefish Chain. Average daily traffic along CSAH 66 through Crosslake to the intersection with CSAH 16 is considerably heavier than other segments with traffic estimated at 5893 ADT. This segment is also urban design (curb and gutter) at 44-ft width including parking lanes. Continuing north along CSAH 66, ADT is estimated at 1668 from Crosslake/Manhattan Beach to CSAH 1.

CSAH 1 is a 36-ft roadway with two 12-ft driving lanes and 6-ft wide paved shoulders. Resurfacing CSAH 1 was completed in 2001 and included paved shoulders. The Byway continues west along CSAH 1 to the City of Pine River. ADT is estimated 1390 from CSAH 66 to CR 134; 990 from CR 134 to Long

Farm Road; 1334 from Long Farm Road to Cass County Line; 2113 from Cass County Line to Trunk Highway 371. CSAH 15 turns the Byway route south from CSAH 1, a 36-ft roadway with 6-ft paved shoulders. ADT is lowest along this Byway segment, estimated at 556 from CSAH 1 to Silver Sands Road; 1001 from Silver Sands Road to Trunk Highway 371.

The South Loop

The Byway South Loop travels from Trunk Highway 371 in Pequot Lakes east on CSAH 11 to the Breezy Point Resort Gates, then north and east to CSAH 3. The loop continues north on CSAH 3 until the roadway becomes CSAH 66 at the Pine River Dam in Crosslake.

Average daily traffic is 1334 from Trunk Highway 371 through Pequot Lakes to CR 112; 6005 from CR 112 to Ranchette Drive; 5171 from Ranchette Drive to Shasta Drive; 3892 from Shasta Drive to CSAH 4 and the Breezy Point resort gates.

Continuing along CSAH 11, average daily traffic through Breezy Point to CSAH 3 is 3669 from CSAH 4 to Ski Chalet Drive; 4003 from Ski Chalet Drive to CSAH 3. (Projected count, Crow Wing County 2015)

The southern Byway loop continues north along CSAH 3 to CSAH 66 in Crosslake. ADT is 5393 from CSAH 11 to CSAH 36; 5393 from CSAH 36 to Riverwood Lane; 6005 from Riverwood Lane to CSAH 66. Roadway shoulders are paved.

Projected 2015 formula: $a \cdot (b^{(c-d)/20})$

a = Last Traffic Count number

b = Correction Factor from MnDOT

c = Project year

d = Year Traffic Counted

Safety

Safety has been a major concern for both motorized and non-motorized use of the Byway roads. Shoulder paving along CSAH 1 (the North Loop) and along CSAH 16 (the Spine) offer safety for non-motorized uses. This is particularly important along CSAH 16, which connects with the Paul Bunyan State Trail, a 100-mile hiking, biking, skating, and snowmobiling trail.

3.4 Land Use, Planning, and Ownership

Land Use Overview

Land along the Byway is primarily in residential and agricultural uses. Commercial and urban uses are located along the route as it passes through Crosslake, Pequot Lakes, Breezy Point, and Jenkins. Other commercial uses are interspersed along the Byway roadway. Commercial uses outside communities are characteristic of a rural area, and an area that supports a recreational and tourism economy. These include marina, resorts, tree farming/nursery facilities, restaurants and cottage industries.

Counties

Crow Wing County

Other commercial activities occur along the Byway, operating with County zoning variances. In 2008, the Crow Wing County Board consolidated 5 separate county departments into a single Land Services Department to improve services and reduce spending. Providing excellent customer service is the foundation of our new streamlined department. Whether it's protecting our natural resources, fairly

valuing property as part of the property tax process, or managing public lands for recreation and forestry, we are devoted to professional, efficient, and effective programs and services.

Land Services is comprised of the 3 programs and services:

- Environmental Services: Addressing, land subdivisions, land use permits, septic systems, solid waste management, stormwater management, surveying, and water planning.
- Property Valuation and Classification: Assessment: the valuation and classification process, homestead classification, property tax reduction programs, and your right to be heard.
- Public Land Management: Forest management, land sales, and recreation

In Crow Wing County zoning classifications are divided into sixteen (16) different land use designations. They include:

- Public Lands
- Agricultural/Forestry District
- Airport District
- Commercial District 1
- Commercial District 2
- Commercial/Heavy Industrial
- Commercial/Light Industrial
- Rural Residential – 20
- Rural Residential – 10
- Rural Residential – 5
- Rural Residential – 2.5
- Rural Residential – 1
- Sensitive Shoreland District
- Shoreland District
- Urban Growth District
- Waterfront Commercial

Source: <http://crowwing.us/90/Land-Services>

Cass County

While Crow Wing County has the primary responsibility for land use planning in the Byway area Cass County oversees land use planning for a small portion of the Byway along CSAH 1. The Land Department is responsible for managing 255,000 acres of tax forfeited land in Cass County.

Department activities include wildlife management, sale of timber, reforestation, forest inventory, agriculture and gravel leases and easements pursuant to a comprehensive forest management plan and coordinates management with state and federal resources management agencies. This Department also oversees all county tax forfeit land sales and the land exchanges.

In Cass County zoning classifications are divided into sixteen (16) different land use designations. They include:

- Shoreland
- Rural Residential – 1
- Rural Residential – 2.5
- Rural Residential – 5, 10 and 20

- Agricultural/Forestry
- Commercial 1
- Commercial 2
- Water Oriented Commercial
- Resource Protection

Source: http://www.co.cass.mn.us/esd/land_use_zoning.html

Municipalities

In addition to the County zoning services, several communities along the byway have their own zoning ordinances and have planning and zoning commissions that make land use recommendations to their respective city councils. These communities include:

- Pequot Lakes
- Breezy Point
- Crosslake
- Manhattan Beach
- Jenkins

Townships

Crow Wing County manages all zoning services for all townships throughout the county with the exceptions of Irondale and Crow Wing townships.

Signage and Outdoor Advertising

Outdoor advertising along the Byway route is generally limited to on-site signage for specific businesses, and these are primarily located within the communities through which the Byway passes. Crow Wing County, and each jurisdiction having zoning responsibilities along the Byway route have signage and outdoor advertising regulations. No outdoor advertising is allowed within the right-of-way of the Byway roadway. A group of billboards are located at the intersection of CSAH 11 and 3, and several exist along CSAH 3 north into Crosslake. A few billboards are located along CSAH 16 and CSAH 11.

In 1995, Crow Wing County placed a limit on the number of off-premise advertising signs that would be allowed along local and state highways. That number is not to exceed the number that existed, was approved or was pending review on July 25, 1995.

Communities along the Byway route will be encouraged to review off-site signage regulations for compliance with National Scenic Byway billboard requirements. Many tourism businesses located off the Byway route participate in the state service sign program.

Land Ownership

Land ownership along the Byway is primarily private with some parcels in public ownership, primarily state-owned. One parcel of federal land located at the Pine River Dam in Crosslake is owned and managed by the U.S. Army Corps of Engineers. A small parcel located on the south side of CSAH 16 is County tax forfeited land. Crow Wing State Forest is also located in the Byway area. The remaining public land is owned and managed by the State of Minnesota.

Parcels owned by the Department of Natural Resources are located throughout the Byway, most of which are managed for forestry purposes. The Uppgaard Wildlife Management Area (WMA) along CSAH 16 and the Lowell WMA along CSAH 11 are natural areas used primarily for hiking; hunting is also allowed at designated times at these WMAs.

3.5 Demographics

This section of the Paul Bunyan Scenic Byway provides a statistical and graphical representation of a number of key indicators of the composition, economic vibrancy and overall wellbeing of the community surrounding the Byway.

The section begins with a survey of Crow Wing County’s historical population, before moving on to the population’s gender composition. In addition, this section will show major trends associated with the county’s different age cohorts. Analysis of age cohorts can be particularly useful to local planners to project the future needs of the county. Finally this section provides different perspectives at the county’s employment and income climate, educational attainment of its residents as well as the overall housing stock.

Historical Population

Crow Wing County’s population reflects the net increase or decrease of individuals living within the county during a given period of time. Crow Wing County’s population has increased steadily from 62,609 in 2010 to 63,265 in 2014.

Table 5 - Historic Population

Jurisdiction	2010	2011	2012	2013	2014
Minnesota	5,310,418	5,348,036	5,380,615	5,422,060	5,457,173
Crow Wing County	62,609	62,652	62,850	63,125	63,265
Morrison County	33,230	33,248	33,097	32,884	32,810
Cass County	28,640	28,371	28,398	28,527	28,559
Aitkin County	16,219	16,110	15,945	15,774	15,771
Mille Lacs County	26,083	25,875	25,728	25,884	25,884

Source: <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

Population Projections and Gender

The Minnesota State Demographic Center, part of the Department of Administration, is the main provider of demographic data and analysis for the state. The Center provides yearly population estimates and long-term projections each decade, and analyzes and distributes data from the federal government and other sources to monitor key trends. Table 6 provides the State Demographic Center’s population projections for Crow Wing County from 2015 through 2045. Crow Wing County is projected to grow slowly but steadily.

Table 6 – Population Projections

County	2015	2020	2025	2030	2035	2040	2045
Crow Wing County	66,818	69,144	70,450	71,146	71,555	72,180	73,122

Source: <http://mn.gov/admin/demography/data-by-topic/population-data/our-projections/index.jsp>

Population Distribution by Age Cohort

Table 7 provides information about the number of persons by age cohort. This information is very useful to local officials and planners to determine both the current and future needs of the county. The table begins by listing the total population of Crow Wing County, and proceeds to break down the population into four year age cohorts, with the last cohort containing a larger spread of 85 years of age and over.

Table 7 - Number of Persons by Age

Age	All Persons	Total %
Total Population	62,500	100%
Under 5 years	4,025	6.4%
5 to 9 years	4,062	6.5%
10 to 14 years	3,865	6.2%
15 to 19 years	3,944	6.3%
20 to 24 years	3,187	5.1%
25 to 29 years	3,670	5.9%
30 to 34 years	3,481	5.6%
35 to 39 years	3,341	5.3%
40 to 44 years	3,631	5.8%
45 to 49 years	4,586	7.3%
50 to 54 years	4,591	7.3%
55 to 59 years	4,497	7.2%
60 to 64 years	4,056	6.5%
65 to 69 years	3,615	5.8%
70 to 74 years	2,761	4.4%
75 to 79 years	2,057	3.3%
80 to 84 years	1,616	2.6%
85+	1,515	2.4%

Source:

<http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

Table 8 shows the gender composition of individuals living in Crow Wing County and how the percentages compare with the State of Minnesota as a whole.

Table 8 – Persons by Gender

Jurisdiction	Male	Female
Crow Wing County	49.8%	50.2%
Minnesota	49.6%	50.4%

Household Income Distribution

Table 9 provides information on household income distribution within Crow Wing County. The median income in Crow Wing County is \$47,058. The civilian labor force consists of 31,256 individuals. 28,528 are employed and 2,601 are unemployed resulting in an unemployment rate of 5.2% as of 2013 American Community Survey Estimate.

Of the 26,963 income earning households in Crow Wing County, approximately 6.2% of them receive less than \$10,000 per year in taxable income. 6.4% households, receive between \$10-14.9k whereas 12.7% receive \$15-24.9k. Additionally, 11.6% households receive \$25-34.9k annually and 16% of households receive \$35-49.9k annually.

The largest cohort of households is comprised of the 20.8% households receiving between \$50-74.9k. 12.1% of households receive between \$75-99.9k and 9.6 % of Crow Wing County households receive \$100-149.9k. The last cohort with significant numbers is from \$150-199.9k having 2.5% of households. And finally, only 2.2% of households receive an annual income of \$200k or more.

Table 9 – Crow Wing County Household Income Distribution
Crow Wing County Household Income Estimates 2012

	Households
Total	26,963
Less than \$10,000	6.2%
\$10,000-\$14,999	6.4%
\$15,000-\$24,999	12.7%
\$25,000-\$34,999	11.6%
\$35,000-\$49,999	16%
\$50,000-\$74,999	20.8%
\$75,000-\$99,999	12.1%
\$100,000-\$149,999	9.6%
\$150,000-\$199,999	2.5%
\$200,000 or More	2.2%

Median Income (Crow Wing)	47,058
Median Income (Minnesota)	59,126

Figure 1 –Crow Wing county Household Income Distribution

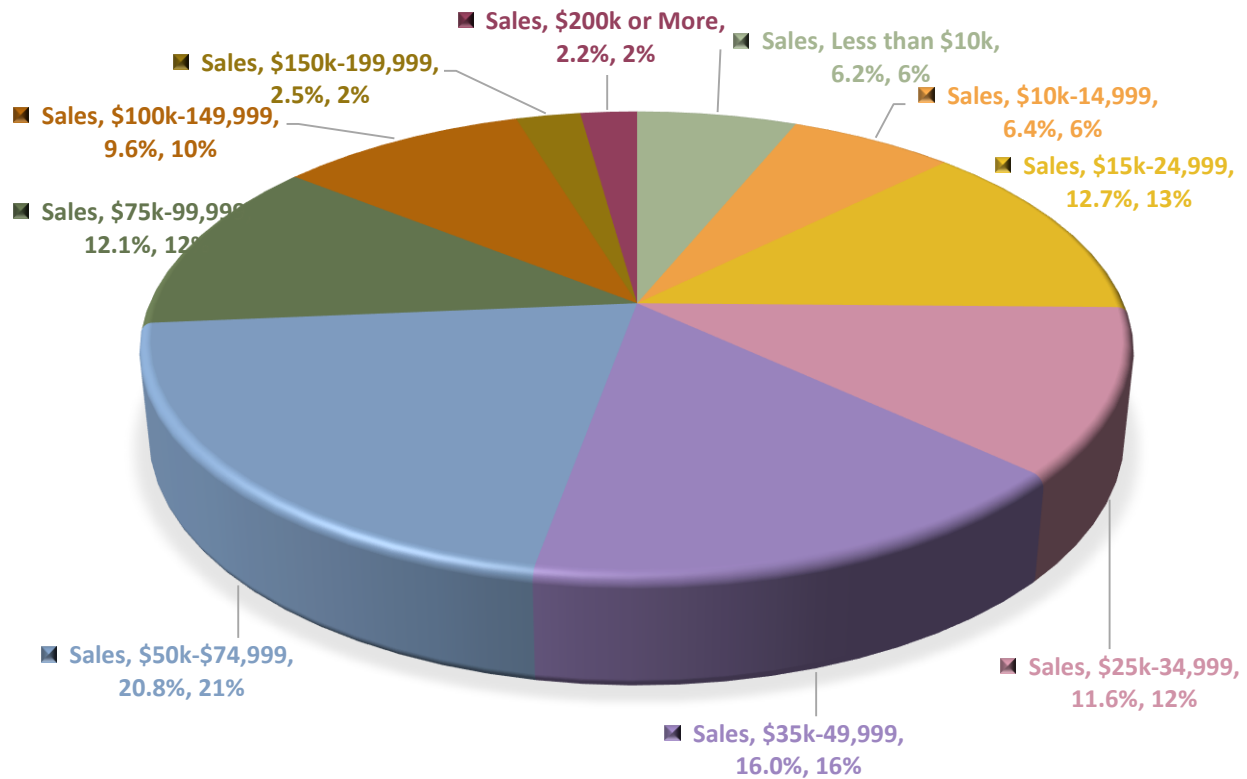
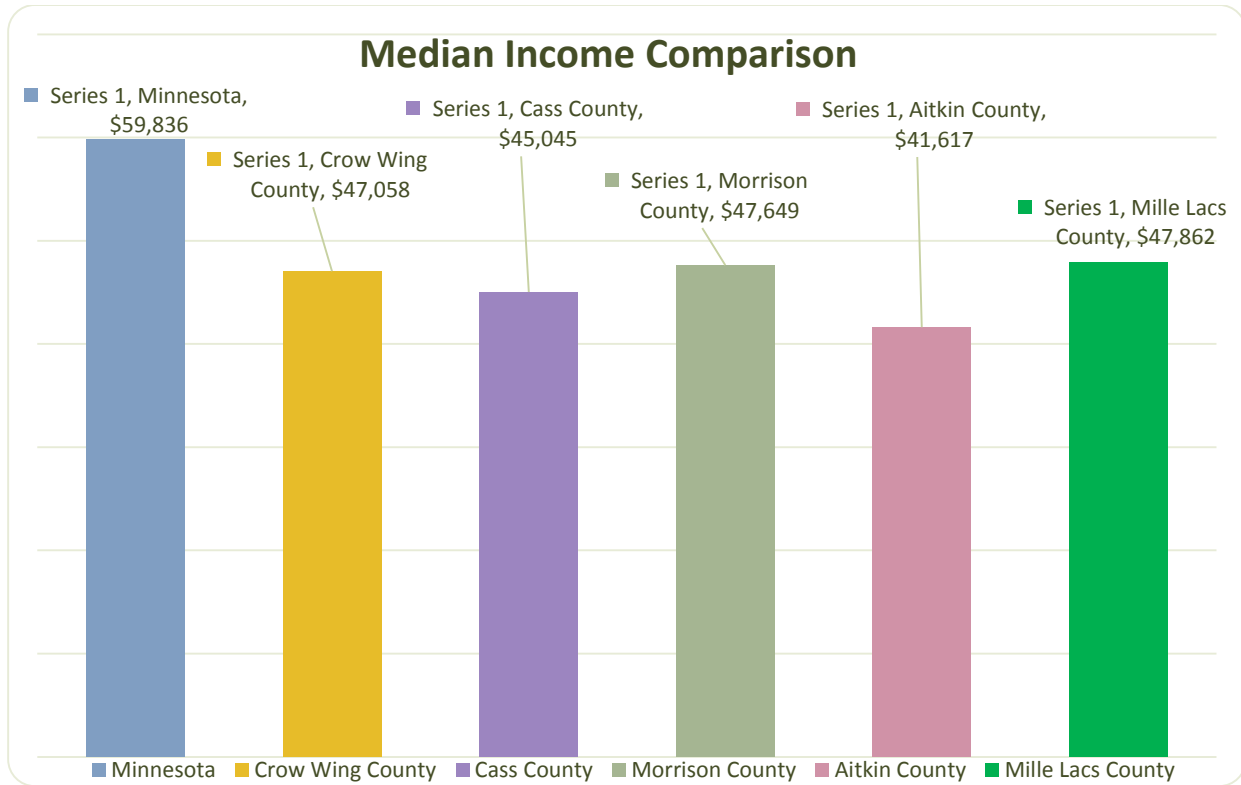


Figure 15 shows the median family income for Morrison County as well as the city of Little Falls and the state of Minnesota. The median family income is generally considered to be a better indicator than the “average income” because it is not dramatically affected by unusually high or low values. The U.S. Census Bureau uses the following definition of the median income: “Median income is the amount which divides the income distribution into two equal groups, half, having income above that amount, and half having income below that amount.”

Figure 2 – Median Income Comparison



Education

A major concern of local communities and school boards across rural Minnesota is the maintenance of quality education within areas of declining school age population. Some districts are using their proximity to each other to pool resources to provide education programs such as foreign languages, developmental education, and the education of exceptional children, as well as combining sports teams in order to be able to continue to offer those opportunities for children to participate.

There are presently 8 public school districts that extend into Crow Wing County: Pine River-Backus, Pequot Lakes, Crosby-Ironton, Aitkin, Brainerd, Onamia, Little Falls and Pierz.

Table 10: School Districts and Higher Education in Morrison County

School Districts in Crow Wing County					
Pine River-Backus	Pequot Lakes	Crosby-Ironton	Aitkin	Brainerd	Onamia
Little Falls	Pierz				

Higher Education

Central Lakes College is one of 31 Minnesota State Colleges and Universities offering excellent, affordable education in 46 communities across the state. CLC is a comprehensive community and technical college serving about 6,000 students per year. With a knowledgeable, caring faculty and modern, results-oriented programs in comfortable facilities, CLC is the college of choice for seekers of success.

Educational Attainment

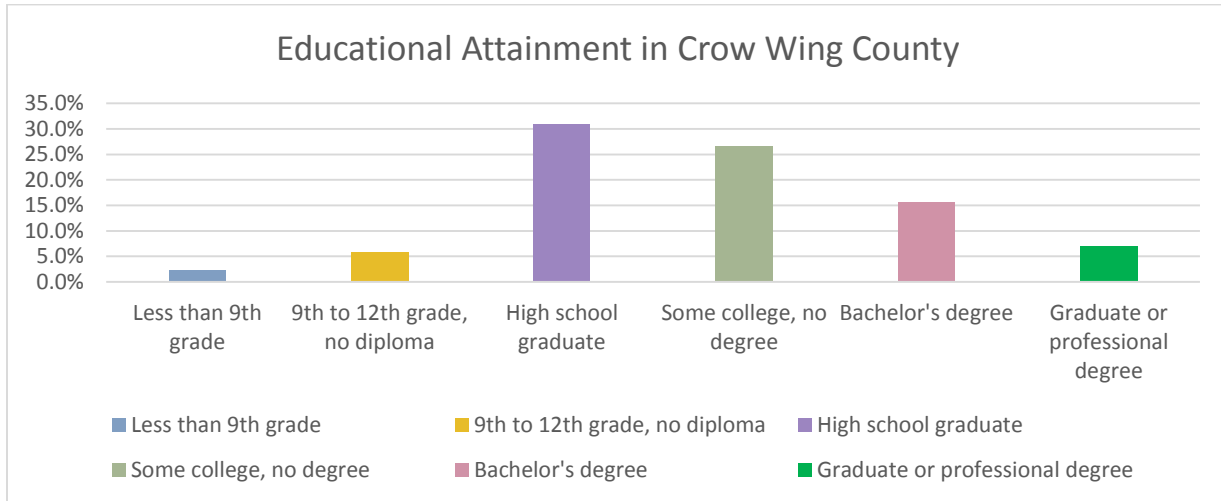
Education is crucial for the health and wellbeing of a community. Educational attainment shows the extent of a community’s formal education through categories such as the following:

- Less than 9th Grade
- 9th to 12th Grade
- High School Graduate (includes Equivalency)
- Some college (no degree)
- Associate’s Degree
- Bachelor’s Degree
- Graduate or Professional Degree

Table 11- Educational Attainment

Crow Wing County Educational Attainment	
Population 18 to 24 years	4,728
Less than high school graduate	12.4%
High school graduate (includes equivalency)	33.5%
Some college or associate's degree	47.8%
Bachelor's degree or higher	6.2%
<hr/>	
Population 25 years and over	43,724
Less than 9th grade	2.3%
9th to 12th grade, no diploma	5.7%
High school graduate (includes equivalency)	30.8%
Some college, no degree	26.7%
Associate's degree	12.2%
Bachelor's degree	15.5%
Graduate or professional degree	7%
<hr/>	
Percent high school graduate or higher	92%
Percent bachelor's degree or higher	22.5%
<hr/>	
Population 25 to 34 years	7,030
High school graduate or higher	95.4%
Bachelor's degree or higher	26.8%
<hr/>	
Population 35 to 44 years	6,876
High school graduate or higher	95.4%
Bachelor's degree or higher	26.8%
<hr/>	
Population 45 to 64 years	17,858
High school graduate or higher	94.5%
Bachelor's degree or higher	22.8%
<hr/>	
Population 65 years and over	11,960
High school graduate or higher	84.3%
Bachelor's degree or higher	21.6%

Figure 3– Educational Attainment by Percentage



Housing

Total housing units in Crow Wing County is shown in Table 12. In addition to numbers of housing, Table 12 shows the number of vacant houses. And lastly according to the American Community Survey (ACS), Crow Wing County has a homeowner vacancy rate of 1.4% and a rental vacancy rate of 1.5%.

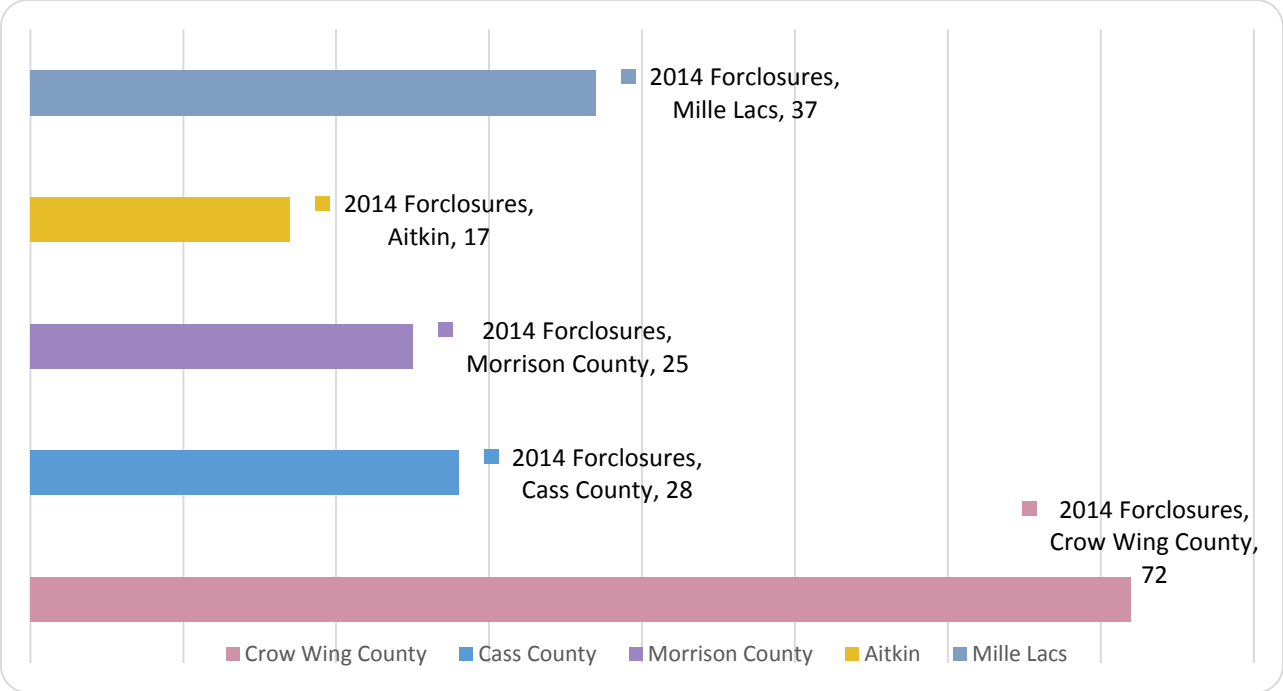
This information can be highly useful for city planners, developers, and property owners to determine the level of demand for new housing, existing housing, or rental units.

Table 12- Number of Occupied and Vacant Housing

Number of Occupied and Vacant Housing in Morrison County		
Housing Occupancy		
Total housing units	40,333	100%
Occupied housing units	26,963	66.9%
Vacant housing units	13,370	33.1%
Homeowner vacancy rate	2.1	(X)
Rental vacancy rate	4.6	(X)

Figure 4 shows County Foreclosure Counts for Crow Wing County and the five counties that are contiguous to it.

Figure 4 – Minnesota County 2014 Foreclosure Count



DRAFT

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor



Resource Summary

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally

Section – 4 Resource Summary

The Paul Bunyan Scenic Byway Association identified resources, or points of interest along the Byway route as part of its initial application for designation as a state scenic byway in 1998. During the Corridor Management Planning process, these resources were reviewed and categorized by their intrinsic value (as defined by the National Scenic Byways Program) and their significance evaluated to determine those resources to emphasize for Byway planning, for project development and for marketing. The resource inventory and evaluation process also provided direction for developing the overall Byway “story” or theme. During the process, more than 80 resources were identified within the area of the 54-mile route. These resources include those along the Byway roadways and resources located within the boundaries of the Byway loops.

4.1 Resource Evaluation

The first step was field verification and mile marking of all resources identified in the original listing submitted for Byway designation. During the field study, additional resources were identified and added to the initial list. Other resources were identified during meetings with citizens, local government jurisdictions, and organizations. This updated resource list was then used by the Byway Association Board to identify the resource category. Resources were categorized by intrinsic value or quality.

Definitions of each of the six categories (intrinsic values) were reviewed, along with the initial categorization to determine if there were resources that should be eliminated from or added to the listing, or if there should be changes to specific resource categories. Additional research on a number of the resources contributed to this re-evaluation process. Criteria were also developed to serve as a “checklist” as the resources were reevaluated.

The Resource Summary was reviewed again, and those that most contributed to each intrinsic value (category) were highlighted. This list was used to identify significance of the resources in terms of their value locally, regionally, or nationally. The list also was used to rank each of the six intrinsic values. A final Resource Evaluation was prepared that ranked the importance of each intrinsic quality to the Paul Bunyan Scenic Byway, and identified the level of significance of resources along the Byway. Finally, Byway significance worksheets were completed and an intrinsic value summary prepared for the top three ranked categories.

The majority of resources were considered locally or regionally significant. That is, the Byway resources are known within a local, statewide, or multi-state context; they contribute to a local or regional “theme.” Two resources, Breezy Point Resort and the folklore of Paul Bunyan were considered to have national significance.

4.2 Resources that Contribute to Intrinsic Qualities

In categorizing resources by intrinsic value and in ranking each intrinsic value, Board members found it challenging to distinguish cultural and historic resources, and between natural and scenic resources. The group recognized that the difference is not always clear, and that these values are closely tied, particularly cultural and historic resources. The Minnesota Office of Tourism recognizes this relationship and is currently emphasizing “cultural heritage” tourism. Similarly, natural and scenic resources are distinguished primarily from each other by the level of human influence. Using this as the main factor, most Byway resources were considered “scenic” rather than natural because of the degree to which the landscape has been affected by human use.

Recreational resources were rated the highest and most important intrinsic value for the Paul Bunyan Scenic Byway. The ranking was based on the variety of resources, availability of recreation year round, location of resources all along the Byway, and the appeal of these opportunities for all age, gender and family status groups. Historic and Cultural resources were ranked 2 and 3 respectively. The Byway has many specific historic resource sites, or areas that tell a story of the area and how its past relates to the present. These historic resources are the basis of the culture of the area.

Scenic and natural resources were ranked 4 and 5 respectively. While these two values were ranked lower, the group recognized that the natural and scenic resources of the area (the lakes and woods and wildlife they support) are the basis for the recreational, historic, and cultural values that exist along the Byway. Finally, archeological resources were ranked last. Although no such resources have been identified to date directly along the Byway, a number of Woodland culture Indian mounds (approximately 2,000 BP) are known to exist in the area, primarily located along the lakes.

These resources contribute to the cultural and historic context of the Byway area. Appendix C lists the Byway resources, their location along the Byway, and the category each resource best represents. In many cases, the resources contribute to several intrinsic quality categories. For example, most lakes represent scenic and recreational qualities. Resort properties were originally designated cultural/historic and recreational. However, this was revised to be listed only as cultural/historic resources because, while resort properties offer recreational opportunities, these are available only to resort guests. Resort properties that offer public recreation (e.g., golf at Breezy Point, skiing at Boyd Lodge), are thus designated recreational as well as cultural/historic.

During the inventory review, three Byway areas, or segments, emerged: the Byway spine, the North Loop, and the South Loop. While each segment contains some or all of the identified intrinsic qualities, each has resources that more strongly characterize particular intrinsic qualities present along the Byway. These characteristics suggest resources that can be enhanced along each segment to support the Byway story.

The Byway Spine CSAH 16 was identified as the “spine” of the Byway route. Traveling along the south side of the Whitefish Chain, this roadway is the “heart” of the family resort area. The 10 family owned resorts located along this 13-mile segment date back to the 1920’s and 30’s and tell the story of the industry beginnings as farms and logging camps. The spine also includes recreational opportunities associated with the area natural resources-hiking and biking through the well-known Uppgaard Wildlife Management Area and the Island Lake Woods site. Highlights along this roadway include: Resorts: Hay Lake Lodge, Sunset Knoll, Clamshell Beach, Towering Pines, Black Pine Beach, Boyd Lodge, Pine Terrace, Bay View, Lovelands all dating to the 1920’s and 30’s.

Uppgaard WMA: This 110-acre tract has been specially landscaped to attract wildlife. Wide walking trails meander through the property, which includes two ponds. Island Lake Woods: 158-acre forested area, much of which was replanted in 1958. The west edge abuts Upper Hay Lake. Hay Creek runs through the parcel and is designated as a fish management area. Cross Lake/Rush Lake: Scenic views of these popular recreational lakes that are part of the Whitefish Chain. Indian Battle site: Site of battle and massacre of the Ojibwa Indians by the Dakota Sioux Indians in 1801.

North Loop

This loop travels north from Crosslake around the north side of the Whitefish Chain of lakes. Here the Corps of Engineers Dam, the old log landing, Northgate Lane and the Old Grade Road tell the story of the logging industry. Historic town halls, churches, cemeteries, and an old store are also located along this 12-mile route. Route highlights include: Crosslake Historical Society Museum and Historic Village:

Showcasing the lake area's first residents, the buildings date back to the late 1800s. COE Dam and Recreational Park: Crosslake's oldest historical site, the dam was originally built in 1885 and 1886 to raise the water level for navigation including transport of logs.

The Old Log Landing is a historic grounds for dumping logs into the lake that were carried by railroad over the Old Grade Road. Old Grade Road: This railroad bed was used to move logs during the 1880's. Timothy Township hall, Jenkins Township hall: Former one-room schoolhouses Walleye stripping station: Operated by the DNR, walleye are intercepted as they enter the river to spawn. Driftwood Resort Museum: Traces the history of family resorting in the Whitefish area.

South Loop

The 23-mile southern loop passes along the north side of Pelican Lake. Here the variety of year-round recreational resources is evident. Public access to Big Pine Lake and Pelican Lake are located along this loop. The new Deacon's Lodge Golf course, golf courses at Breezy Point resort, horseback riding stables, the new ice arena, cross country ski trails, and hiking trails at the Chiarella site are among the variety of recreation offered along the southern loop. This route also directly connects with the paved Paul Bunyan State Trail at Pequot Lakes.

Highlights along this route include: Pine Lake: Scenic lake connected to the Whitefish and Ossawinnamakee chains through creeks and streams. DNR Fire Tower: One of the few remaining actively used fire towers in Minnesota; listed on the National Register of Historic Towers. Breezy Point Resort: Once owned by Captain Billy Fawcett, this resort hosted the famous and infamous. Crosscountry skiing, golfing and boat access are available to the public. Deacon's Lodge: Ranked in the top 10 new public courses; designed by Arnold Palmer. Chiarella Forest Management Area: Managed by the DNR, this 77-acre tract is being developed with interpretive hiking trails. Paul Bunyan State Trail: Paved hiking/biking/inline skating and snowmobiling trail following the old Burlington Northern railroad bed.

Table 4-1 Intrinsic Qualities Checklist*

Archeological Quality

Physical evidence of historic or prehistoric human life that are visible and capable of being inventoried and 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, history.

Historic Quality

Legacies of the past associated with physical elements of the landscape; reflect actions of people. Specific set of events, an 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 and 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 support 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* Definitions taken from Federal Highway Administration, National Scenic Byways Program, 1999. “Byway Beginnings”

In light of funding changes through MAP 21, the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor



Implementation

In light of funding changes through MAP 21, the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a

Section 5 – Implementation

Once a Byway has been designated, resources identified and inventoried, it's time to tell others about the Byway travel opportunity. Interpretation, “telling the Byway story” is a key piece of the tourism picture. Advertising and promotion may attract travelers; interpretation will provide visitors with information about the resources and their value.

5.1 Interpreting the Paul Bunyan Scenic Byway

Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource. Interpretation uses a variety of methods to relate what is displayed to something within the experience of the visitor. The goal of interpretation is to present a whole, rather than a part, and to provoke the visitor.

Interpretation gives visitors a reason to stay longer, and to “spread the word” about their experiences and this translates into positive economic impacts. Interpretation expands local knowledge of the area and its resources, may enhance support, and offer educational opportunities to schools and other not-for-profit organizations.

Currently, the Paul Bunyan Scenic Byway is marked and identified as a Scenic Byway by highway signs along the 54-mile route. While there are many interesting and important historic, natural, scenic, and recreational resources along the route, there is little to indicate these points of interest, or to tie these resources together to tell the Byway story. A first step in implementing an interpretive program is to define a unifying “theme” that connects resources and sites into a cohesive product.

Lakes and Woods

The lakes and woods have been the focus of life for residents and travelers to the Paul Bunyan Scenic Byway area since human populations expanded into the Great Lakes area between 12,500 and 9,000 years ago. The Woodland Indians traveled seasonally through the lakes and rivers seeking deer, elk, antelope and bison. Around the lakes of the Whitefish Chain they came to bury their dead in round, conical or dome shaped mounds, one of the defining characteristics of the Woodland culture. Excavated Woodland mounds include a series at the U.S. Army Corps of Engineers dam on Crosslake and around Lake Bertha.

The areas around the Mississippi River, including the Pine River, were favorite hunting and wild ricing grounds for the Dakota Indians who also used the Pine River as a means to travel to and from the Gull Lake and Leech Lake areas. Their way of life was a continuation of the Woodland culture that had existed for a thousand years. Both the Dakota and Ojibwa traveled primarily by water. They came to the Whitefish area via the Crow Wing and Gull rivers into Gull Lake, then into Sibley Lake at Pequot Lakes and finally portaging canoes over to Upper Hay Lake.

These same waterways and portage trails became the route of the fur traders and explorers of the 1600s. The arrival of Sieur Duluth in 1679 who traveled with the Dakota from Lake Superior signaled the beginning of the fur trade in Minnesota. Beaver, mink, fisher, marten, and weasel pelts from the Whitefish Chain were taken by canoe, traveling from Fond Du Lac to Grand Portage, the most important fur trading location from the 1770s to the early 1800s. Jean Baptiste Perrault and his partner Alexis Reaume wrote of the Whitefish Lake and Pine River in his diary in 1784. A temporary trading post was built on the north shore of Whitefish Lake about 1801.

In 1805 Lt. Zebulon Pike, sent by President Jefferson to lay claim to the Louisiana Purchase, wrote of his arrival at Whitefish Lake. Joseph Nicollet mapped and charted the waterways, describing the forests, rivers and lakes through which he passed, including the Pine River and Whitefish Chain.

The woods became the source of the logging industry, and the lakes the mechanism to transport logs to the sawmills. Today, the lakes and woods provide recreation for residents and visitors. Logging and Resort Beginnings The area encompassing the Paul Bunyan Scenic Byway is known as the land of Paul Bunyan, the famous logger whose legendary feats were told during late evenings at the logging camps that dotted the north central woods and lakes area in the mid 1800's. The lakes and land offered resources to meet an escalating demand for lumber in the U.S. during the 1850s. The white and red pine forests provided the lumber, the lakes and rivers the means to transport the lumber.

During the early logging years, logs were driven from the woods to the mill down the water courses leading into the Mississippi and St. Croix rivers, making the Pine River a major thoroughfare for lumber transport. In 1885-1886 the U.S. Army Corps of Engineers dam at Crosslake was constructed to increase Mississippi River discharges during low flow periods to aid navigation, to control the heavy runoff from spring break-up, and to lessen the potential for flooding downstream.

For the logging industry, this created an advantage. In the spring, logs were driven through the dam's sluiceway into the south fork of the Pine River and on to mills at Brainerd or south via the Mississippi River to St. Paul. The last drive down the Pine River was the spring of 1902 and by 1910 there were no more loads of logs dumped into Cross Lake. As the logging industry diminished in the early 1900's, the lakes and land again became a focus of a new industry.

Settlers and homesteaders arrived with the coming of the railroad in the early 1900s. Many tried farming the land but found it difficult to make a living. Even before the coming of the railroad, hunters and fishermen sought out the area, camping or finding lodging in the logging camps, which became the first visitor "resorts." Red Cedar Lodge located at the mouth of the Pine River and Upper Whitefish, had been headquarters for a log booming assembly area. As the logging industry diminished, the loggers' cabins were turned into resort cabins.

Other resorts evolved as farmers supplemented their incomes by taking in fishermen and hunters. The railroads promoted the growing resort business as well. Built originally to serve the logging industry, towns grew up along the railway stops and the trains began hauling passengers. In Pequot Lakes and Crosslake, the railroads provided service to the Whitefish Chain; horse-drawn carriages took visitors to the resorts. As the tourism business grew, stories of Paul Bunyan changed as well.

The area, with its vast lakes became known as "Paul Bunyan's Playground," the lakes created by his footsteps as he walked across the landscape. His fishing bobber sits above the town of Pequot Lakes, which added "Lakes" to its name in 1940 to symbolize the importance of the lakes that drew a growing tourist business and resort industry. Family resorts sprouted in the 1920s-1940s, drawing weekend "fishermen" from throughout the region. Families arrived for their vacations, primarily to fish and swim in the numerous lakes. The area had its famous visitors as well.

Captain Billy Fawcett's Breezy Point Resort hosted the Hollywood elite-Clark Gable and Carol Lombard are listed among the guests at the famous Fawcett House, which still stands in the center of this well-known resort on Pelican Lake. Breezy Point, and other resorts, such as Manhattan Beach Lodge, were known as getaway spots for Chicago mobsters of the 1930s. Old timers tell stories of the slot machines buried in Pelican and Trout lakes - tossed in the lakes as a last ditch effort to stash the evidence during police raids.

Today roadways that have replaced the railroads continue to bring visitors to the area. Indian mounds have been excavated as new homes are built for the growing permanent and seasonal populations. But the draw of the lakes and land remains the same-the visitors and new residents come to the area to enjoy the natural resources, and those resources continue to provide the mainstay of the area's economy.

Today visitors and residents alike enjoy the varied recreational opportunities offered along the Byway area-hiking in the woods; biking along the Paul Bunyan State Trail, a former railroad bed; fishing, swimming, and boating in the lakes; horse-back-riding along country trails; snowmobiling and cross-country skiing in the winter; birding and wildlife watching. The lakes and land are the focus of life for visitors and residents, just as they were 2,000 years ago.

5.2 Interpretive Recommendations

The following suggest possible "themes" for interpreting the Byway and its resources. These "themes" are potential ways to tie the resources together, to "tell the story" of the Byway in a way that can connect the resources to the traveler. These recommendations are variations of a focus on the lakes and woods.

Folklore theme

The name "Paul Bunyan" is a nationally recognized folk legend. The image conjures up stories of logging camps, history of the north woods, and the lakes created by Paul's footprints as he walked across the landscape. Minnesota tourism information labels this area as "Paul Bunyan's Playground," known for its variety of recreational opportunities. The Byway is named after this legendary folk hero, and the Byway logo is of Paul and Babe the Blue Ox. A Byway folklore theme focusing on Paul Bunyan could tie history, culture, natural, scenic, and recreational resources together and capitalize on a nationally recognized icon.

Natural Resource theme

The Paul Bunyan Scenic Byway is located in the heart of Minnesota's north central pine and lakes region. The 54-mile route winds around the state's most beautiful and well-known lakes, such as the Whitefish Chain of Lakes, Pelican Lake, and the Ossawinnamakee Chain of lakes. The lakes and woods, characteristic of the Byway area, are the core of its natural, scenic and recreational resources, and the basis of the history and culture of the area. A Byway theme could focus on how the natural and scenic resources of lakes and woods were the basis for the Indian culture, and the fur trading, logging and subsequent resort and tourism industry. The lakes and woods story could be told from a "Paul Bunyan" perspective, thus weaving this folk hero into the Byway story.

Human Use of Resources theme

A third option is to focus on people, on the changing human use of the natural and scenic resources (lakes and woods) beginning with the Woodland Indians, development of fur trading and exploration, to the logging industry of the mid 1800's, followed by the growth of the resort industry to the current recreational uses of these resources. This focus connects the water and woods to people's work and play, past and present. The stories could be told through the Paul Bunyan legend. Interpretive emphasis would be on the later history of the area. These are the intrinsic qualities for which the area is best known and which were ranked of highest significance to the Scenic Byway.

One suggested theme phrase is "Legacy of Legend, Lakes, and Land." This theme phrase can encompass the Byway's intrinsic qualities-history, culture/folklore, natural and scenic resources, and the past and present use of the lakes and land. Furthermore, "legacy" has a future implication as well, and offers an opportunity for natural resource stewardship interpretive messages.

The interpretive story, using the “Legacy of Legend, Lakes and Land” could begin with Paul Bunyan (the well-known legend) telling the story of the area that is today known as “Paul Bunyan’s Playground.” Through Paul Bunyan, the story could be told of the first people who used the lakes and the woods, then move into his period, (the logging industry), then trace the settlement of the area and growth of the resort and tourism industry. The end of the story then becomes a new beginning—the lakes and land continue the legacy of human use of the resources. This can lead into a final stewardship message about the resources of lakes and land.

5.3 Interpretive Planning

Developing a Byway theme is one step in the Interpretive Planning process; it weaves the intrinsic qualities and resources along the Byway into a cohesive story, establishing a connection between the visitor and Byway resources. Interpretive planning is a process to identify effective ways to connect visitors with resources in a way that results in greater understanding, appreciation and behavioral change. Interpretive planning must also consider visitor needs and how, when and where to tell the story. In 2002 the Paul Bunyan Scenic Byway Association submitted an application to National Scenic Byways Program grant to prepare an Interpretive Plan as its next step in developing the Byway Program. This interpretive plan, completed in 2004 did the following:

- Identified traveler needs and interests;
- Developed an overall Byway theme and subthemes;
- Identified resources and evaluate their interpretive value; and
- Identified methods and locations to “tell the Byway story.”

5.4 Projects and Priorities

Over the years, several projects to enhance existing Byway resources and provide information about the Byway and its resources have been identified by the Byway Association, and by others during meetings with agencies and organizations. The projects were prioritized and potential sources of funding identified. Inherent in these discussions is the understanding that priorities can change, and will continue to change, based on public input, and as opportunities are presented to implement other specific projects. This has been the case for a number of suggestions and project ideas.

- The current Birds of the Byway project grew out of an idea to highlight the numerous osprey nests that occur along the route. Shortly thereafter, funds became available through the Office of Tourism for wildlife tourism marketing. The “Trail of the Osprey” became the Birds of the Byway brochure. This project was completed in 2000.
- Enhancements to the DNR fire tower access and development of interpretive facilities were identified by the Byway. Sibley Township also identified an interest in the project, separate from the Byway. The Township provided funds and has worked with the DNR and Crow Wing County Highway Department to improve access to this facility. This original project was completed in 2001. Sibley Township was annexed into the City of Pequot Lakes. Other supporters came forward, and the site continues to enjoy regular improvements and increasing public visitation.
- Computerized information kiosks were made available to local jurisdictions along the Byway and installation was considered a priority. Once obtained, the kiosks were found unsuitable for the proposed use and the project discontinued by the Byway Association. Later, the Brainerd Lakes Area Chambers of Commerce considered installing updated kiosks at several locations, including one location along the Byway, as a pilot project. While this did not make it to fruition, it points again to the importance of continuously reviewing projects and implementation actions, including funding opportunities. Appendix C lists early projects that were initially identified,

potential funding sources, project status, and responsible jurisdictions, agencies and organizations. Projects listed in Appendix C focus on developing facilities designed to enhance Byway resources, or provide information about the Byway resources. The following describes and discusses categories of projects, and their priority.

5.5 Planning Projects

Interpretation

The Paul Bunyan Scenic Byway Association has identified this as a top priority and has submitted an application for a National Scenic Byway Organization grant. The Association recognizes that interpretation is necessary to adequately tell the Byway story, to assess the value of the resources as they relate to the Byway story, and to identify and implement specific projects—both development of facilities and information—that will support the Byway Program. Completion and implementation of the Interpretive Plan is necessary to provide a tourism product.

Marketing

Marketing involves promoting the Byway as a tourism product. It assumes the Byway offers facilities, resources, and information of significant interest to attract visitors. Preparing a Marketing Plan is important to strategically target markets and to use appropriate mechanisms to reach those target markets. The public participation process described in Section 2 has increased awareness of and interest in the Byway, primarily among residents.

Public relations efforts, such as the bi-annual newsletter, regular website content and social media additions and other news articles offer information about the Byway. These efforts—public participation and public relations—provide important links to marketing. However, these are aimed at providing information, gaining recognition and support of the Byway and its activities. Marketing is specifically oriented toward attracting travelers for an economic benefit. Section 6 presents an initial marketing strategy for the Byway. It suggests marketing strategies and priorities, identifies challenges to Byway marketing and opportunities to use those challenges to promote the Byway. A comprehensive marketing plan will identify: visitor characteristics and needs, target market groups, mechanisms to reach target markets most effectively, and tie these to the Byway theme and resources. The Sustainability Plan, developed in 2008, addresses funding and financial capacity for the PBSB. Sufficient funding is the underpinning of any marketing effort.

5.6 Enhancement Projects

Transportation

Transportation safety issues, specifically paving shoulders along the Byway route have been addressed since the original CMP in 2001. The Byway was initiated because of the desire by local residents to pave shoulders along CSAH 16 to provide increased safety for bicyclists and pedestrians along the road. Township officials along the north loop of the Byway have also noted the importance of paved shoulders. Paved shoulders on CSAH 11 between Breezy Point Resort and Pequot Lakes have been cited as important to bicyclists because that route also connects directly with the Paul Bunyan State Trail in Pequot Lakes. With the increased popularity and use of the Paul Bunyan State Trail that connects with the Byway at four locations, paved shoulders would provide additional opportunities and increased safety for non-motorized travel between the Byway and the Trail. The table below lists the paved lane widths and shoulder widths along the Byway.

Table 13 – Paved Lane Width and Paved Shoulder Width Along Byway

ROAD	FROM	TO	PAVED LANE WIDTH	PAVED SHOULDER WIDTH
Crow Wing CSAH 1	W. Crow Wing/Cass CO. LINE	CSAH 66	12'	6'
Crow Wing CSAH 66	CSAH 3	CSAH 1	12'	8'
Crow Wing CSAH 15	TH 371	CSAH 1	12'	6'
Crow Wing CSAH 16	TH 371	CSAH 66	12'	8'
Crow Wing CSAH 3	CSAH 11	CSAH 66	12'	8'
Crow Wing CSAH 11	TH 371	CSAH 3 Barclay Ave & Hwy 371 in Pine River	12'	8'
Cass County CSAH 1	E. CO. LINE		12'	6'

A separate turn-lane has been completed as part of the DNR fire tower project on CSAH 11 along with a paved parking area.

The Hiking Trails project, which involves developing hiking trails at two parcels of forested land along the Byway, includes off-road parking areas. Turning access from the roadway to the trail sites was evaluated and improvements planned by Crow Wing County, as needed. Access and off-road parking is always a consideration as a part of those types of projects. The Hiking Trails project is completed.

One access issue has been identified at the Whitefish Golf Club on CSAH 16. Currently, the access road is located at a curve in the road. Potential traffic congestion during the summer months may make access to and from the golf club difficult, as visibility to those turning from the golf course onto CSAH 16 is limited, particularly by eastbound traffic. Consideration should be given to access improvements at this location. This, however, is a county issue, in conjunction with the golf course owner.

5.7 Facilities

Natural Resources

During the initial public outreach meetings when public meeting participants were asked to identify their favorite locations along the Byway, natural resource sites, such as the Uppgaard Wildlife Management Area (WMA), were most often cited. While the Uppgaard WMA is also the most well-known site along the route, and consequently the most likely to be identified, it does indicate the value placed on these resources and the importance of providing opportunities to enjoy the natural setting.

The success of the Birds of the Byway brochure also indicates a need and market for natural resource/wildlife oriented opportunities. High priority should be given to developing similar opportunities for hiking and biking in a natural setting. Both the Island Lake Woods and Chiarella Forest Management Area sites that are part of the Hiking Trails project have supported this priority. As these projects are

developed, there will also be a need to develop appropriate facilities for multi-modal access. Similar projects along the Byway that emphasize the natural resource setting should be considered a priority. Several already completed projects identified by the Byway Association focus on improvements to sites relating to the Byway's natural and scenic qualities and resources. These include:

- Lowell Wildlife Management Area
- Uppgaard Wildlife Management Area
- Trail Meets the Byway Recreation Developing additional recreational opportunities was also identified as important to residents.

The increasing use of the Paul Bunyan State Trail for bicycling, in-line skating, hiking, and snowmobiling demonstrate the popularity of these outdoor activities to residents and visitors. The Byway Hiking Trails project is intended to provide additional hiking opportunities in the area. During public meetings, additional snowmobile trails, particularly along the northern Whitefish area, and canoe access at Upper Hay Lake were identified as recreational needs. Rush Lake residents are looking toward offering boat tours that highlight geographic features. Other recreation-oriented projects include:

- Pine Lake picnic area
- USACOE Dike 16 trails
(not completed)

Cultural/Heritage

Cultural heritage tourism been identified as one of several target markets by the Minnesota Office of Tourism. Along the Paul Bunyan Scenic Byway, the Historic Village at Crosslake is a popular visitor attraction and was identified during public meetings as a favorite spot. The Byway offers numerous opportunities to relate the culture and history of the area that is closely tied to its natural resources. These include:

- Byway stories (Part of many projects including the LUMG-Linda Ulland Memorial Gardens)
- Interpretive Center (in progress)
- Byway Art (Done. And continuing with a new Birds of the Byway Note Cards project.)

5.8 Cooperative Projects

High priority should be given to projects proposed and led by jurisdictions, agencies, or organizations that support the Byway, enhance resources along the Byway, and offer attractions for Byway travelers and residents.

Crosslake is currently expanding its parks and recreation facilities with plans to prepare an off-road biking/hiking trail along Westshore Drive between CSAH 16 and 39 (Done). In addition, the City intends to improve the Crosslake nature trail area off CSAH 103, which connects with the Byway's CSAH 3 roadway. (A trail was completed but at this writing, we don't know the exact route.)

The new Town Square project in Crosslake, completed in 2005 draws an increased number of visitors to the area. The City of Breezy Point has received an outdoor recreation grant to improve its City Park facilities along CSAH 11. The project includes a hiking trail, playing fields, and a pavilion.

The Pelican Woods Cemetery and Nature Trails in Breezy Point includes a walking trail and gardens developed by local master gardeners. These goals, projects, and actions undertaken by local jurisdictions within which the Byway travels, support Byway goals, enhance the Byway's intrinsic values and its resources, and provide facilities for resident and visitor enjoyment of the area.

The Byway Association should place high priority on working and coordinating with these and other jurisdictions in Byway planning and facility development.

DRAFT

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with



Marketing Marketing Marketing

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor

Section 6 - Marketing

The Paul Bunyan Scenic Byway Association has been involved in marketing activities, primarily through its public information and public relations efforts since the Byway was officially designated in 1998. The Association has worked closely with other tourism groups to promote the Byway as an adjunct amenity for visitors, and to increase awareness and appreciation of the Byway and its resources among permanent and seasonal residents. Paul & Babe's GeoHunt, Historic Mailboat presentations, Interpretive panels, Paul Bunyan Exhibit Room, Photo Op cut-outs at Corps Playground, Paul Bunyan-sized foot prints.

The Byway public information and public relations efforts are closely tied to marketing and represent a first step toward designing and implementing marketing strategies to encourage Byway travel and attract more visitors to the area. Public information activities are increasing awareness of the Byway within the local area. Through the Corridor Management planning process, Byway Association representatives met with local and area groups discussing the Byway, its purpose, value, and resources and sought ideas and information about these resources, as well as others that may have been overlooked in the initial inventory. This public information process had a “marketing” effect. As knowledge and awareness of the Byway increase, appreciation of and interest in exploring its resources increase, thus promoting travel among area residents and their visitors. This was borne out in the University of MN research project designed to assess the economic impact of the Byway on the area.

Public relations provides another link to marketing, one aimed at gaining recognition and support for the Byway. It is also a cost-effective method of promotion because it does not rely on paid advertising or costly collateral materials. Rather, the focus is on placing editorial material in existing publications. Feature stories in a national publication, or news items on local radio are examples of public relations that also promote or “market” the Byway. Marketing involves promoting the Byway as a tourism product to identified population segments. Clearly, the research cited above, shows that the PBSB is already being viewed by many travelers as a tourist attraction.

This section of the Corridor Management Plan (CMP) summarizes current activities, identifies issues and opportunities for promoting the Paul Bunyan Scenic Byway, and offers recommendations for Byway marketing. Finally, a marketing plan, adapted from the Minnesota Scenic Byways Master Marketing Plan is presented.

6.1 Current Activities

The focus of the Paul Bunyan Scenic Byway Association promotional activities has been on informing the community about the Byway and soliciting their ideas through presentations to community groups, feature and news articles in local media, and regular updates of activities through the newsletter and website. One promotional piece, “The Birds of the Byway” brochure, targeted to the growing segment of bird enthusiasts, identifies prime spots for bird watching along the Byway as well as species likely to be found during each season. In addition, the Pequot Lakes Visitor Guide lure book includes a Byway feature and map. Specific promotional activities have included:

- Newsletter, “Inkslinger” is distributed bi-annually to all Association members, supporters and local jurisdictions;
- For several years, a monthly column, “Byway Bylines,” was published in the Lake Country Echo, a local weekly newspaper;

- A map and description of the Byway is included in the Pequot Lakes-Breezy Point Visitor Guide;
- The Brainerd Lakes Area Chambers of Commerce have denoted the Byway route on its area map since it was officially designated as a Byway.
- A website, www.paulbunyan scenicbyway.org is on line with links from the Brainerd and Pequot Lakes Chambers of Commerce, the Whitefish Area Lodging Association, Minnesota Office of Tourism, and National Scenic Byway websites;
- A brochure, “Birds of the Byway,” was published and distributed and is currently in its third printing. The brochure prompted a birdsofthebyway.org website, and most recently Birds of the Byway Note Cards.;
- Summary and feature presentations have been made to a number of area organizations and local jurisdictions through which the Byway passes.
- A bus tour of a portion of the Byway was offered to visitors and residents during the first annual Whitefish Area Lodging Association’s Eco-weekend, which featured points of environmental interest in the Whitefish area.

6.2 Issues and Opportunities

The Paul Bunyan Scenic Byway like many MN Byways faces a number of challenges in developing and implementing a successful marketing program. Each challenge, or issue, however, presents an opportunity to enhance effectiveness of marketing efforts.

Issue #1

Since its designation in 1998, a small group of volunteers has worked hard to increase awareness of the Byway and its potential as an amenity for permanent and seasonal residents, and an attraction for visitors. In order to sustain its activities, enhance Byway resources, and promote travel, the Association needs to achieve more active participation by current members, and increase participation by a broader range of community interests. Marketing efforts need to target area residents as well as visitors to increase interest and participation in Byway activities.

Opportunity #1

Local service organizations are often seeking to be involved in the community and specific projects to benefit the communities. Involving community organizations in projects that support Byway activities will heighten awareness, broaden participation, and increase support, and at the same time, enhance Byway resources. Furthermore, these groups will promote their activities, indirectly promoting the Byway. Several local jurisdictions through which the Byway passes have prepared or updated comprehensive plans, and are involved in park and recreation planning.

In Crosslake, park and recreation department plans for biking and hiking trails are located within the Byway area. In Breezy Point, an Outdoor Recreation grant is being used to further develop a city park adjacent to the Byway. A new Crow Wing County Recreation Board may also provide expertise and financial resources. Supporting these efforts and incorporating these resources into the Byway Program will broaden knowledge and support for the Byway.

Issue #2

The Paul Bunyan Scenic Byway connects with the Paul Bunyan Trail, a 100-mile paved biking, hiking and snowmobile trail, at three locations. This has created confusion for many residents and visitors who assume the Byway is the trail. This is complicated by the fact Byway designation was initially sought in order to obtain county priority in paving shoulders along one Byway segment to provide a bike path. To overcome this confusion, the Byway needs to build a stronger identity, distinct from the Paul Bunyan Trail.

Opportunity #2

Although the Byway is often confused with the trail, the connections between the trail and the Byway offer unique, cooperative marketing opportunities. The trail is well known, publicized, and marketed. It is well represented by state legislative efforts. U.S. Representative Jim Oberstar was a bicycle enthusiast who was also instrumental in introducing and supporting federal legislation that established the National Scenic Byway Program in 1991. Since Rep. Oberstar's passing in 2014, participation from other like-minded biking enthusiasts in trail and byway promotion might help make the distinction between the two while promoting both.

Traveler profiles indicate visitors are interested in people, learning, and ideas. Marketing targeted to the local history, culture and the variety of recreational opportunities along the Byway have and will continue to help distinguish it from being simply a "bike path." Exhibits at Trail-Byway connections that focus on the natural, historic, cultural, and recreational resources along that segment of the Byway would distinguish the Byway from the Trail yet offer a physical connection for bicyclists. The completed Trail Meets the Byway project did indeed highlight the Byway at two physical connections to the State Trail.

Issue #3

Currently, the Byway is marked and identified as a Scenic Byway by signs along the 54-mile route. While there are many interesting and scenic places along the route, there is currently not enough to indicate these points of interest, or to tie these resources together to tell the Byway story. The Byway needs a unifying "theme" to connect its resources and sites into a cohesive marketable product.

Opportunity #3

Paul Bunyan is a nationally recognized folk legend based in stories from logging camps. Minnesota tourism information labels this area as "Paul Bunyan's Playground," known for its variety of recreational opportunities. The Byway is named after this legendary folk hero, and the Byway logo is of Paul and Babe the Blue Ox. A Byway theme needs to use the national recognition of Paul Bunyan and associated folklore to tell the Byway story (see Section 5.0, Implementation). This is what prompted the "Explore the Lore" theme; a working concept under the larger umbrella theme of 'Legacy of Legend, Lakes and Land'.

6.3 Recommendations

Recommendation #1

Continue to develop the unified concept or "theme" of Legacy of Legend, Lakes and Land and the underlying Explore the Lore theme for the Byway. Successful marketing will depend on developing this Byway theme within which its resources, the "pieces," fit together to tell a compelling story. The Byway "story" should attract visitors, keep visitors interested, and offer a benefit to visiting the Byway. It can also suggest target markets, and ways in which to reach those markets.

Recommendation #2

Develop a comprehensive marketing plan to guide overall promotional efforts for the Byway. The marketing plan should:

- First and foremost, identify funding sources for any chosen marketing efforts.
- Identify and define population segments (target markets) on which to focus marketing efforts.
- Use a variety of tools and techniques to market the Byway.
- Establish priorities and timelines for marketing and promotional activities. Target markets may be geographic, interest-related, or socioeconomically (age, income, family) related. The National Scenic Byway Program has conducted research in Minnesota about current Byway travelers. The Brainerd Lakes Area Chambers of Commerce, in cooperation with the University of Minnesota tourism center, conducted a tourism study of visitor characteristics and preferences. Studies like this can be used by the Paul Bunyan Scenic Byway Association to help identify and define its target markets. The National Scenic Byways Program provides assistance in measuring Byway visitation. Identifying target markets and developing the Byway theme will suggest techniques that will most effectively market the Byway.

It is important that the Association use a variety of methods, particularly because it is likely the target markets will include a mix of population segments (i.e., wildlife enthusiasts, older baby boomers, etc.). The National Scenic Byways Association has available a Marketing Tool Kit to assist local Byway organizations in marketing efforts. It does not, however, provide trained personnel to implement the marketing ideas in the kit. Funding for professional help is the Byway's responsibility. Possible tools and techniques include:

- Collateral materials - printed promotional materials such as brochures and maps
- Advertising - paid display ads in national, regional, and local print and broadcast media
- Exhibits - displays at tourism events, information centers, and at local events (e.g., Bean Hole Days, Whitefish Area Property Owners Association annual meeting)
- Editorials - feature stories for print and broadcast media, tourism and special interest magazines and newsletters
Tour packages - special interest or vacation package tours. Special interest packages could be developed in conjunction with related tourist areas (e.g., a tour of Lake Country scenic byways, a watchable wildlife tour that includes the Byway as well as other nearby wildlife areas). Vacation packages could be developed in partnership with airline, car rental and lodging establishments for a “fly-drive” tour.
- Local business - post Byway activities and resources at local businesses; make sure employees are aware of the Byway and points of interest and that they tell visitors about the Byway. Guest service directories at lodging establishments can also provide information about the Byway.
- Internet - This is perhaps the fastest growing, most effective and efficient way for product marketing. More and more information is available via the Internet-collateral material is published on the Internet; maps are available on the Internet; travel reservations and plans are made on the Internet. Publishing and distributing informational material via the Internet is cost effective, particularly in terms of the time and dollars to publish and distribute printed materials. The Internet can be used to allow visitors to custom design their Byway tour.

Recommendation #3

Use the Byway as an opportunity to expand the tourist season. Motoring trips are particularly suitable for spring and fall seasons. This is also a prime time for wildlife viewing and bird watching. Some

population segments prefer travel during these seasons because they are less crowded with other visitors and travel costs are often lower (lodging and air travel is often less because of lower demand).

Marketing Plan For the Paul Bunyan Scenic Byway: The Minnesota Scenic Byways Commission developed a “Master Marketing Plan for Minnesota Scenic Byways” in July 1998 that provides a statewide scope for marketing the state’s scenic byways. The plan provides direction to byway groups in marketing the state and national scenic byways within Minnesota, and ways in which the nature and extent of these byways can be conveyed to travelers. The Commission intended the Statewide Marketing Plan to offer a unified approach to marketing state scenic byways, believing a unified approach would be most effective “in raising awareness of Scenic Byways and use of these transportation assets.”

The Paul Bunyan Scenic Byway Association has reviewed this Statewide Marketing Plan and found its goals, objectives, and strategies to be consistent with marketing concepts identified by the Association for the Paul Bunyan Scenic Byway. The Paul Bunyan Scenic Byway Association has used the “Master Marketing Plan” as the basis for the Paul Bunyan Scenic Byway Marketing Plan, adapting the statewide plan to focus on those goals, objectives, and strategies that are specific to and priorities of the Paul Bunyan Scenic Byway. In this way, the Paul Bunyan Scenic Byway marketing efforts are consistent with statewide plans and can be easily integrated into the state’s scenic byway marketing efforts. It is hoped that statewide Byway support will once again return to its 1998 level. At this time, the State Marketing Plan is not supported either with staff or funding.

Marketing Goals

Repetition

Increase awareness of the Paul Bunyan Scenic Byway by using various media to repeatedly identify the Paul Bunyan Scenic Byway and its resources. As has been borne out over the years with the Byway's frequent community participation, repetition aids in consumer recognition.

Synergy

Create public awareness of the Paul Bunyan Scenic Byway as a tourism attraction through synergistic efforts among all agencies, organizations, and interests that have a stake in the successful marketing of the Paul Bunyan Scenic Byway. This includes the four state agencies that make up the State Scenic Byway Commission (Office of Tourism, Department of Natural Resources, Historical Society, Department of Transportation), local and regional tourism organizations, the travel and tourism industry, local and regional government, economic development and business interests.

Partnering

Continue to use partnerships with other public and private (profit and non-profit) entities whenever possible and where applicable, in marketing products and marketing activities. Marketing efforts can be enhanced and their success increased by working in partnership with other organizations.

Cooperation

Seek opportunities to cooperatively market with other Scenic Byway interests. This may include intersecting Byways, those that can be packaged as sequentially driven or theme related. Marketing Objective To convey to travelers the Paul Bunyan Scenic Byway’s unique scenic, historic, cultural, recreational, and natural resources, to generate an appreciation of these resources and stimulate travel along this roadway. Marketing Strategies

Media

Achieve media awareness and coverage of the Paul Bunyan Scenic Byway.

Focus initial efforts on increasing media awareness and coverage of the Paul Bunyan Scenic Byway. The Byway Association has already taken steps to promote the byway in local and regional media outlets. A monthly column “Byway Bylines” has appeared in the Lake Country Echo, a local weekly newspaper. Several free-lance writers have expressed interested in writing stories of resources along the Byway. In addition, regional publications and media have contacted the Association for Byway information. These contacts have included potential stories of family resorting, watchable wildlife, and roadside art. To date, these efforts have largely been ad hoc, or response to specific requests. The Association could increase media coverage by developing a more strategic and proactive approach that builds on these initial, and future contacts.

Activities

- Use the current website and social media to spread Byway info.
- Identify target geographical area
- Prepare list of media and contacts, including magazines, newspapers, radio and television outlets within targeted geographical area
- Prepare basic media kit and tailor cover pages to targeted media or interest areas
- Develop and distribute press releases of Byway newsworthy events and activities
- Develop list of interest areas related to Byway resources to use for targeting specific media markets
- Prepare list and gather photos for human interest and feature story ideas for submittal to targeted media outlets
- Distribute information to targeted media

Prepare and distribute marketing materials and information.

Basic informational materials can be tailored to specific target groups, including media, consumer groups, tourist and tourism agencies and organizations, public agencies, service and special interest organizations. The Association has developed a list of agencies, organizations and individuals that may have an interest in or be affected by the Byway and the relevance the Byway may have to their interest. Having basic informational materials available would allow Byway representatives to respond quickly to comments, questions and requests. Support for and interest in the Byway can be enhanced if information is tailored to the specific group’s interest area. Activities:

- Prepare informational materials about the Byway (information in the media kit may be appropriate for this purpose)
- Identify interest area categories related to potentially affected interests
- Prepare briefing sheets related to interest area categories
- Continue to design, prepare and distribute maps, brochures, and other information about the Byway

- Incorporate information in existing publications and on the Paul Bunyan Scenic Byway website

Create Consumer Awareness.

Continue citizen participation activities initiated during the Corridor Management Planning process and identify other participation techniques that will nurture awareness, interest, and support of the Paul Bunyan Scenic Byway among local residents and visitors. The Association identified goals for citizen participation during the Corridor Management Planning process. The goals emphasized a need to increase awareness of the Byway, generate interest in the Byway, and obtain support for Byway activities. Specific activities were identified and are being implemented during this planning phase. In order to maintain this awareness, interest, and support, and to generate additional support, it is important to continue a citizen involvement program.

Activities:

- Review and re-evaluate citizen participation objectives and priorities identified for corridor management planning
- Identify any new or additional priorities and participatory techniques
- Revise citizen participation program, including additional techniques and develop implementation schedule.

Create Cooperative Marketing Opportunities.

The State Scenic Byway Commission supports marketing activities conducted in cooperation with other scenic byway interests. Such cooperation offers an opportunity to leverage resources-personnel and financial-and potentially achieve a greater return. The Paul Bunyan Scenic Byway relies largely on donations of volunteer time and money. Financial assistance in the form of grants requires personnel time to prepare grant applications and usually requires a local dollar match. By cooperative marketing a broader network of personnel and financial resources would be available and could provide more widespread awareness of the Paul Bunyan Scenic Byway and its resources and Byway travel increased.

Activities:

- Participate in Scenic Byway conferences and workshops to network with other Byway representatives
- Review Paul Bunyan Scenic Byway resources and identify cooperative marketing opportunities based on common resource areas
- Identify geographically or theme related attractions, including other Scenic Byways, that offer cooperative marketing opportunities Cooperative Marketing Opportunities Scenic Byways A number of the State's scenic byways travel through north central Minnesota; many also focus on natural resources, such as lakes and woods. Cooperative promotion between these Byways could include joint advertising, website links, and tour packaging as sequentially driven or theme related routes. Scenic Byways most appropriate for cooperative marketing efforts include:
 - The Great River Road - This route follows the Mississippi River 562 miles in Minnesota from its source at Lake Itasca. The route passes through Bemidji, Cass Lake, Grand Rapids, Aitkin and Brainerd. The Great River Road is located seven miles from the Paul Bunyan Scenic Byway at CSAH 11 and 3 south of Crosslake.

- Lake Country - 88 miles of lake country between Detroit Lakes and Walker with a spur route from Park Rapids to Itasca State Park
- Avenue of the Pines - 46 miles through Chippewa National Forest between Deer River and Northome.
- Edge of the Wilderness - 47 miles through pine and hardwood forests, lakes and rolling hills from Grand Rapids north to Effie. Edge of the Wilderness is also a National Scenic Byway.
- Scenic Highway-28 miles through the Chippewa National Forest from Cass Lake to Blackduck. Tourism Organizations Statewide, regional, and local organizations involved in tourism represent an opportunity for cross marketing through website links, promotional information distribution, and development of joint marketing information. The Minnesota Office of Tourism, for example, publishes a Minnesota State Scenic Byway lure book that is available at visitor rest stops throughout the state and is also distributed at conferences, workshops, and exhibits. The Pequot Lakes-Breezy Point lure book includes a section on the Paul Bunyan Scenic Byway.

The Whitefish Area Lodging Association's first annual Eco-Weekend organized by people who were members of both organizations, featured natural resource areas of the Paul Bunyan Scenic Byway. Tourism related organizations that could be tapped for cooperative marketing include:

- Chambers of Commerce (Pequot Lakes, Brainerd-Crosslake, Pine River)
- Whitefish Area Lodging Association
- Heartland Tourism Association

Special Events

Special events in the area also offer cooperative opportunities to promote the Paul Bunyan Scenic Byway. These may include:

- The Governor's Fishing Opener if it comes to the area again
- Whitefish Area Lodging Association (WALA)-Golf Scramble & any other special events.
- Whitefish Area Property Owners Association annual meeting - Scenic Byway exhibit and informational materials.
- Breezy Point Ice Fest - snowmobiling and winter recreation along the Byway Resource-Related The Byway can also partner with interests that focus on the resources along the Byway (natural, scenic, recreational, historic, and cultural).
- Pequot Lakes and Crosslake Historical Societies
- Paul Bunyan Trail - The Byway adjoins this well-known paved hiking/biking/inline skating and snowmobile trail in four locations. Shoulders of CSAH 16 were paved and marked as a bikeway in 2002, offering an opportunity to jointly promote biking the trail and byway. Annual Tour of the Lakes bike ride could feature a Paul Bunyan Scenic Byway ride.

- Snowmobile trails - Groomed snowmobiling trails follow portions of Paul Bunyan Scenic Byway. The Association could work with snowmobile organizations (e.g., Ideal Snow Pros) to market the Byway. A special Byway snowmobile ride could be held as part of the Breezy Point Ice Fest.

DRAFT

In light of funding changes through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor



In light of funding changes through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past Corridor Management plan from 2001.

Section 7 – TAP Funding Alignment

The Transportation Alternatives Program (TAP)

TAP combines funding for Transportation Enhancements, Safe Routes to School infrastructure, and Scenic Byways - separate programs under the previous federal transportation bill - into one grant program. Interested applicants must submit a letter of intent describing the key components of their project. A regional representative will contact applicants to help review the project proposal and the steps necessary for delivering a federally funded project prior to local communities and regional agencies submitting a full grant application.

The TAP Guidebook can be found on MnDOT's website. The guidebook lays out Transportation Alternatives Program information, the Federal program requirements, the qualifying requirements as well as non-qualifying activities.

Eligible project sponsors include:

- Local governments
- Regional Transportation Authorities
- Transit Agencies
- Natural Resource or Public Land Agencies
- School Districts, Local Education Agencies, or Schools
- Tribal Governments; and
- And other local or regional governmental entity with responsibility for oversight of transportation or recreational trails (other than a metropolitan planning organization or a state agency) that the state determines to be eligible, consistent with the goals of subsection 213 of title 23.

The Guidebook also lays out Local Match and Cost Sharing Requirements, as well as the timeline for project development. Lastly it provides key contact information for Regional Development Organizations and for the Area Transportation Partnership (ATP).

Minimum and Maximum Federal Request

- Minimum total project cost of \$100,000.
- Maximum total project cost of \$1,000,000.

Local Match Requirements

- Federal Contribution: 80%
- Local Cash Match: 20%

Selection Process

The selection process for TAP projects is extensive, beginning with a letter of intent from the potential applicant which is reviewed by a regional staff member. The regional staff member works with potential applicants to ensure project eligibility and ultimately project deliverability.

Once eligibility is determined, the potential applicant is invited to complete a full application. The full application is then submitted to MnDOT and sent to the appropriate Regional Transportation Advisory Council (TAC) to be reviewed and ranked. The Top two projects from each region receive additional regional significance points at the ATP. Once the TACs have ranked the projects from their respective regions, all TAP applications are reviewed by the TAP subcommittee and the ATIP before a final list is sent to the ATP for review and inclusion in the State Transportation Improvement Program (STIP).

- Letter of Intent (LOI)
- RDO Eligibility Review
- Invitation to apply for Full Application
- Full application deadline
- Regional Ranking for Regional Significance Points
- Transportation Alternatives Program (TAP) Subcommittee ranking
- Annual Transportation Improvement Program (ATIP) Ranking
- Transportation Partnership (ATP) Review

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways



Monitoring
Monitoring
Monitoring **Monitoring**
Monitoring Monitoring

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past

Section 8 - Monitoring

Ongoing monitoring and evaluating the Byway Program is essential for successful implementation of the Corridor Management Plan and to meet goals of the Paul Bunyan Scenic Byway. Monitoring involves regularly reviewing and critically evaluating Byway projects and programs, public participation activities and input, marketing efforts, resource value and significance. It involves assessing changes that may affect the Byway and its resources, such as development and transportation projects in the area, and impacts that Byway projects may have on the area. Finally, it involves evaluating resident and visitor needs and interests.

The following recommends monitoring activities that will support both management and marketing of the Byway and implementation of the Corridor Management Plan.

Safety

Continue to work together with state and local agencies and organizations to identify safety issues, access to Byway resources, and roadway use by both motorized and non-motorized travelers.

Annual Review

Conduct an annual review of Byway projects and activities, including public participation and marketing efforts. Early on the Association developed a list of potential projects and their priority for implementation. In some cases, project implementation has been accelerated, and in some cases, projects have been dropped. It is important that the Byway Association Board regularly review its potential projects and priority list in light of changing circumstances. An updated Investment Priorities Addendum has been attached to this plan as Appendix A.

Key Partnerships

Continue annual meetings with local jurisdictions. A few local government jurisdictions along the Byway route have been supportive of Byway activities; some have also implemented projects that complement the Byway. It is important for the Byway Association to maintain dialogue with these jurisdictions for continued support and new support, to coordinate activities that affect the Byway, and to partner in projects that benefit the Byway and its communities. Work with area Chambers of Commerce and the Minnesota Office of Tourism to evaluate information, and to design and implement surveys that provide information about Byway travelers.

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic



Maps
Maps
Maps

In light funding changed through MAP 21 the Minnesota Department of Transportation requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past Corridor Management plan from 2001.

Maps

1. Paul Bunyan Scenic Byway
2. Crow Wing County Zoning Map

(The Remainder of this Page Intentionally Left Blank)

DRAFT



The Paul Bunyan Scenic Byway is a 54-mile State and National Scenic Byway with hiking and walking trails, recreational parks, wildlife management areas, and historical artifacts.

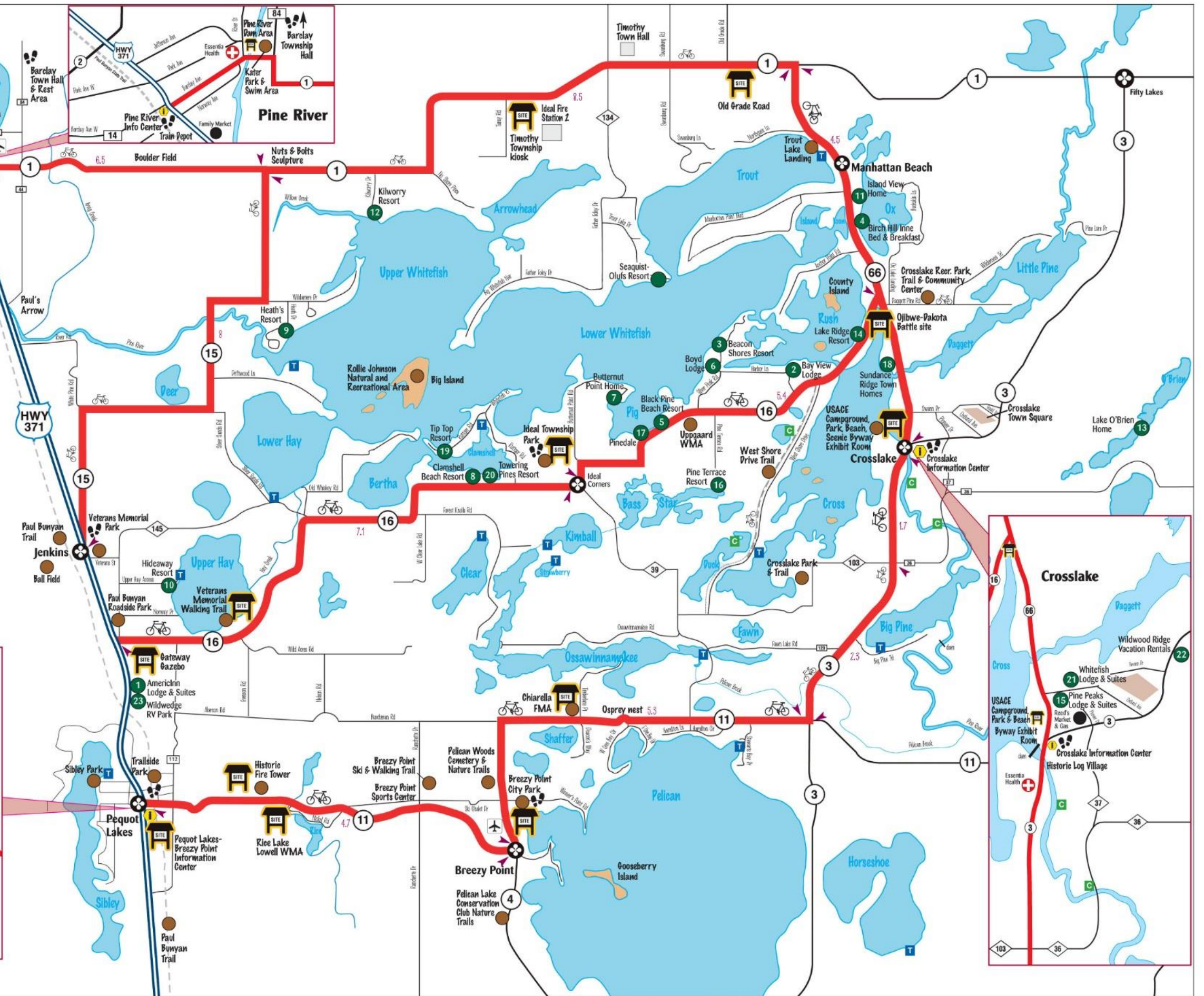
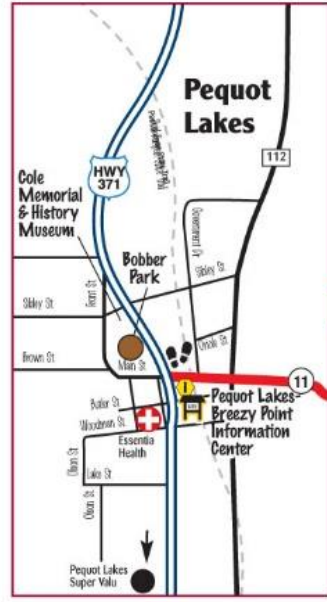
Explore the Lore!
PaulBunyanScenicByway.org

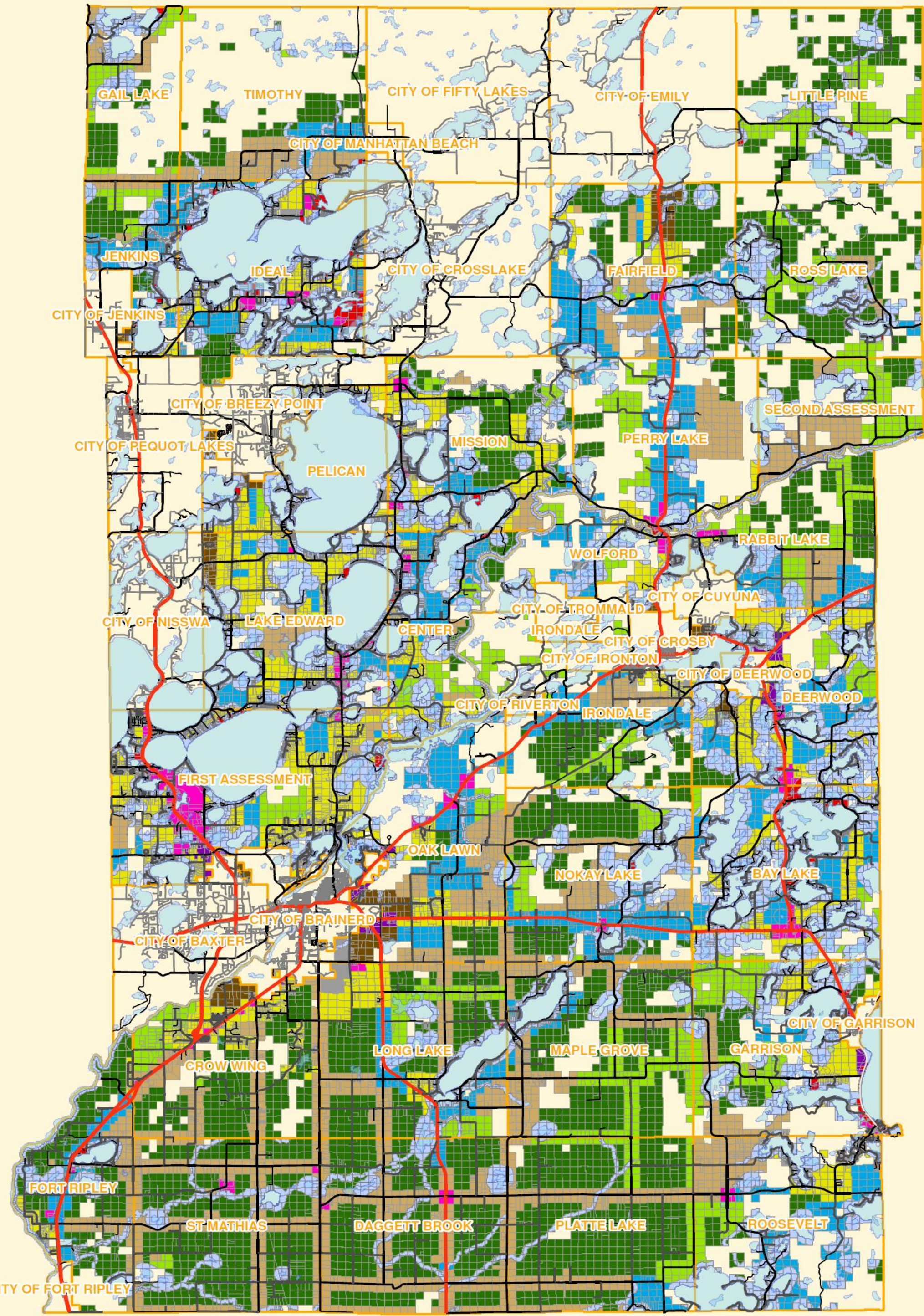


Byway Mileage breakdown:

CSAH 1	15
CSAH 66	4.5
CSAH 9	4
CSAH 11	10
CSAH 16	12.5
CSAH 15	8

- Scenic Byway
- ▲ 4.7 ▲ Mileage marks
- Paul Bunyan Trail
- 8 ft. shoulder
- 6 ft. shoulder
- City/Town
- Chamber/Info Center
- Interpretive Kiosk
- Paul's Footprints
- Lodging
- Parks, Trails, Beaches
- Grocery
- Medical: Essentia Health Clinic
 Crosslake: (218) 692-1010
 Pequot Lakes: (218) 568-4416
 Pine River: (218) 587-4416
- Airport
- Public Water Access (Trailer)
- Public Water Access (Carry)





Crow Wing County Land Use Classifications

Agricultural/Forestry District	Commercial/Heavy Industrial District	Rural Residential - 5	Shoreland District	City / Township Boundaries
Airport District	Commercial/Light Industrial District	Rural Residential - 2.5	Urban Growth District	Lakes
Commercial District 1	Rural Residential - 20	Rural Residential - 1	Waterfront Commercial	
Commercial District 2	Rural Residential - 10	Sensitive Shoreland District	MULTUSE	



Appendices

A. Potential Scenic Byway Funding Sources

B. Investment Priorities Addendum

C. Paul Bunyan Plan Maintenance

Appendix A: Potential Scenic Byway Funding Sources

Funding Source	Responsible Entity	Infrastructure	Non-Infrastructure	Notes
Scenic Byway Solicitation Transportation Alternatives Program (TAP)	MnDOT ATPs / MnDOT	X		Final solicitation occurring in CY 2015 http://www.dot.state.mn.us/map-21/tap.html
Regional Sustainable Development Partnership	U of M		X	http://www.extension.umn.edu/rsdp/
Community Development Funding	DEED	X		http://mn.gov/deed/government/financial-assistance/community-funding/
Greater Minnesota Public Infrastructure Program	DEED	X		http://mn.gov/deed/government/financial-assistance/business-funding/infrastructure-grants.jsp
Explore Minnesota Grant Program	Explore MN		X	http://www.exploreminnesota.com/industry-minnesota/ways-to-get-involved/grants/
Parks and Trails Legacy Grant Program	DNR	X		http://www.dnr.state.mn.us/grants/recreation/pt_legacy.html
Outdoor Recreation Grant Program	DNR	X		http://www.dnr.state.mn.us/grants/recreation/outdoor_rec.html
Highway Safety Improvement Program (HSIP) Rail-Crossings	MnDOT	X		
General transportation programming	MnDOT; Counties; Cities	X		Share Byway needs with responsible roadway entities; some may be able to be accommodated through standard transportation programming processes.
Minnesota Geospatial Information Office	MnGeo		X	Not a funding source but may be used as an information resource http://www.mngeo.state.mn.us/
Minnesota State Demographic Center	Admin Minnesota		X	Not a funding source but may be used as an information resource http://mn.gov/admin/demography/
State Health Improvement Program (SHIP)	MDH	X	X	http://www.health.state.mn.us/healthreform/ship/
County Fair Arts Access and Cultural Heritage Grants	MDA		X	http://www.mda.state.mn.us/en/grants/grants/countyfair.aspx
Recreational Trails Program	DNR	X		http://www.dnr.state.mn.us/grants/recreation/trails_federal.html

Local Trail Connections Program	DNR			http://www.dnr.state.mn.us/grants/recreation/trails_local.html
Regional Trail Grant Program	DNR	X		http://www.dnr.state.mn.us/grants/recreation/trails_regional.html
Other DNR Grants	DNR	X		Depending on the project, other DNR grants may be appropriate http://www.dnr.state.mn.us/grants/index.html
Minnesota Historical and Cultural Heritage Grants	MHS		X	http://legacy.mnhs.org/grants
RDC Transportation Planning Grants	MnDOT / RDCs		X	
Private Foundation Grant Opportunities	Varies			http://www.lmc.org/page/1/private-grant-sources.jsp
Chambers of Commerce	Varies		X	Local chambers may have funding available to assist with byway activities related to economic development
Byway Membership Fees	Byway groups		X	Consider charging a byway membership fee to accomplish small projects and/or provide match to other grant opportunities
Advertising Revenue	Byway groups		X	Sell advertising in byway publications to cover costs
Regional Arts Councils			X	http://www.arts.state.mn.us/racs/
Hazard Mitigation Assistance	FEMA	X		https://www.fema.gov/hazard-mitigation-assistance
Federal Land Access Program (FLAP)	FHWA	X		http://flh.fhwa.dot.gov/programs/flap/
Minnesota Design Team	AIA Minnesota		X	http://www.aia-mn.org/get-involved/committees/minnesota-design-team/
SHPO Grants	MHS		X	http://www.mnhs.org/shpo/grants/

Appendix B: Investment Priorities Addendum

Project Information			Project Manager				Which Category Describes Your Project? (select all that apply)									Funding						Local Project Priority Ranking
Project Name	Location: Municipality	Location: Address or Project Limits	Name	Title	Entity	E-mail	Planning	Transportation	Intrinsic Resource						Marketing	Total Estimated Project Cost	Fully Funded	Partially Funded (list amount funded)	Additional Funding Yet To Secure	What Specific Sources Will Fund This Project?	Other Fund Sources Anticipated To Fulfill Project Needs?	
									Scenic	Recreational	Archeological	Historical	Cultural	Natural								
EXAMPLE: Project xyz	County, City, Township															\$	Yes/No	\$	\$	List fund type by name and source agency	List fund type by name and source agency	1,2,3 etc.
Crosslake Winterfest - SoupFest	Crosslake, MN	USACE Campgrounds & Park	Carol Ottoson	coordinator		baitbox@crosslake.net					X					\$200	Yes			Memberships	0	3
Linda Ulland Memorial Scholarship	Crow Wing, Cass counties	Crow Wing, Cass counties	Mike Schwieters	Coordinator		mike@boydodge.com							X		X	\$1000	Yes			Memberships	0	1
Pequot Lakes Festival of the Arts	Pequot Lakes, MN	PL High School	Donna Stricker	Coordinator		dedmanstricker@gmail.com							X		X	\$10	Yes			Memberships	0	5
St. Pat's Day - parade	Crosslake, MN	CSAH 66	Corrine Hodapp	USACE Mgr.		Corrine.k.hodapp@usace.army.mil				X					X	\$200	Yes			Memberships	0	3
Pequot Lakes Historic Fire Tower project continuation	Pequot Lakes, MN	CSAH 11	Kate Perkins	Coordinator		katelperkins@gmail.com						X		X		\$2000	Yes			Anonymous donation	Pequot Lakes Historical Society	2
Byway Tear Off Map & distribution	Crow Wing & Cass counties	NA	Dave Badger	Coordinator		dfmfbadger@tds.net		X	X	X	X	X	X	X	X	\$5000	No	0	\$5000	WALA, Wood sales	Memberships	1
Inkslinger Newsletter	MN	NA	Mary Plein	Coordinator		mary@pleinconsulting.com									X	\$700	Yes			Memberships	Wood sales	1
Crosslake Days Chili Fest	Crosslake, MN	USACE Campgrounds & Park	Ron Johnson	Coordinator		ronjohn@tds.net				X						\$200	Yes			Memberships		5
Interpretive panel kiosks	Crow Wing & Cass counties	Crow Wing & Cass counties	Dave Badger	Coordinator		dfmfbadger@tds.net									X	\$350	Yes			Memberships, Jurisdiction donations		2
Organization evaluation-sustainability	USACE Crosslake - PBSBA office	Crosslake, MN	Rod Nelson	Board Chair		Lerone01@comcast.net	X									0	NA			Depends on outcome	Memberships, fundraising	1
Annual Membership Meeting	Bites Grill & Bar	Pine River, MN	Krista Okerman	Coordinator		gnskorkerman@msn.com	X			X						\$1750	No	\$500	\$1250	Ticket sales	Memberships	1

Appendix C: Paul Bunyan Plan Maintenance



Paul Bunyan Scenic Byway Investment Needs Summary Update Mechanism Estimate

The Investment Priority Addendum spreadsheet is intended to inform future planning processes, as well as to project future investment needs for communities along the Paul Bunyan Scenic Byway.

This spreadsheet was developed by the Region Five Development Commission in Cooperation with the Paul Bunyan Scenic Byway and made possible through a contract from MnDOT. Information contained in this spreadsheet was obtained by several interviews, e-mails and phone conversations with multiple local stakeholder's byway members and community groups.

As such the current version of this document is a snapshot of planning activity along the byway as of May 2015. In order to maximize the utility of this spreadsheet an updating mechanism must be developed. In order to update this document a significant investment of staff time is required to regularly follow up with each entity and record new planning projects or initiatives. Furthermore, an effort should be made to check off projects as they are completed or no longer being considered.

Ideally a single entity familiar with the process, the communities along the byway and familiar with transportation needs would be identified to update the spreadsheet annually. Based on the experience and time spent putting together the initial Investment Priority Addendum spreadsheet, the following is an estimate of hours and activities needed to maintain the document annually:

- **15 Hours interviewing local officials regarding new planning initiatives/projects via in person interviews, e-mails, phone conversations.**
 - o MnDOT Districts.(Dist. Planners)
 - o Counties (Engineers)
 - o Municipalities (City Admins. Clerks, or public works directors)
 - o Townships (Clerks, board supervisors)
 - o Other Agencies

- **20 Hours compiling responses and updating document/denoting competed projects.**

- **5 Hours of follow up/requesting additional project information. I.e. funding questions, or project lead contact info.**

Total 40 Hrs



Published by the
Region Five Development Commission
For the Paul Bunyan Scenic Byway
2015



US Army Corps
of Engineers
St Paul District



In light of funding changes through MAP 21, the Minnesota Department of Transportation (MnDOT) requested that the Regional Development Commissions (RDC) partner with Scenic Byways throughout the state to update the Byways' Corridor Management Plans with the intent to better align them with current funding opportunities.

The 2015 Paul Bunyan Scenic Byway Corridor Management Plan Update is the first update to the original Corridor Management Plan. Therefore, this document is a continuation of the Paul Bunyan Scenic Byways' ongoing planning and maintenance process. This plan formally replaces the past Corridor Management plan from 2001.

The Paul Bunyan Scenic Byway Association has used this planning update process as an opportunity to re-evaluate several elements of importance including management, marketing, monitoring as well as future funding.

In addition, the Byway Association has used this planning update process to reinforce the existing policies and practices pertaining to management, marketing, monitoring, and future funding in order to both update as needed and reinforce past decisions that are still valid.

A major premise of this Corridor Management Plan update therefore, is to utilize portions of the previous corridor management plan and other local planning mechanisms whenever applicable.