

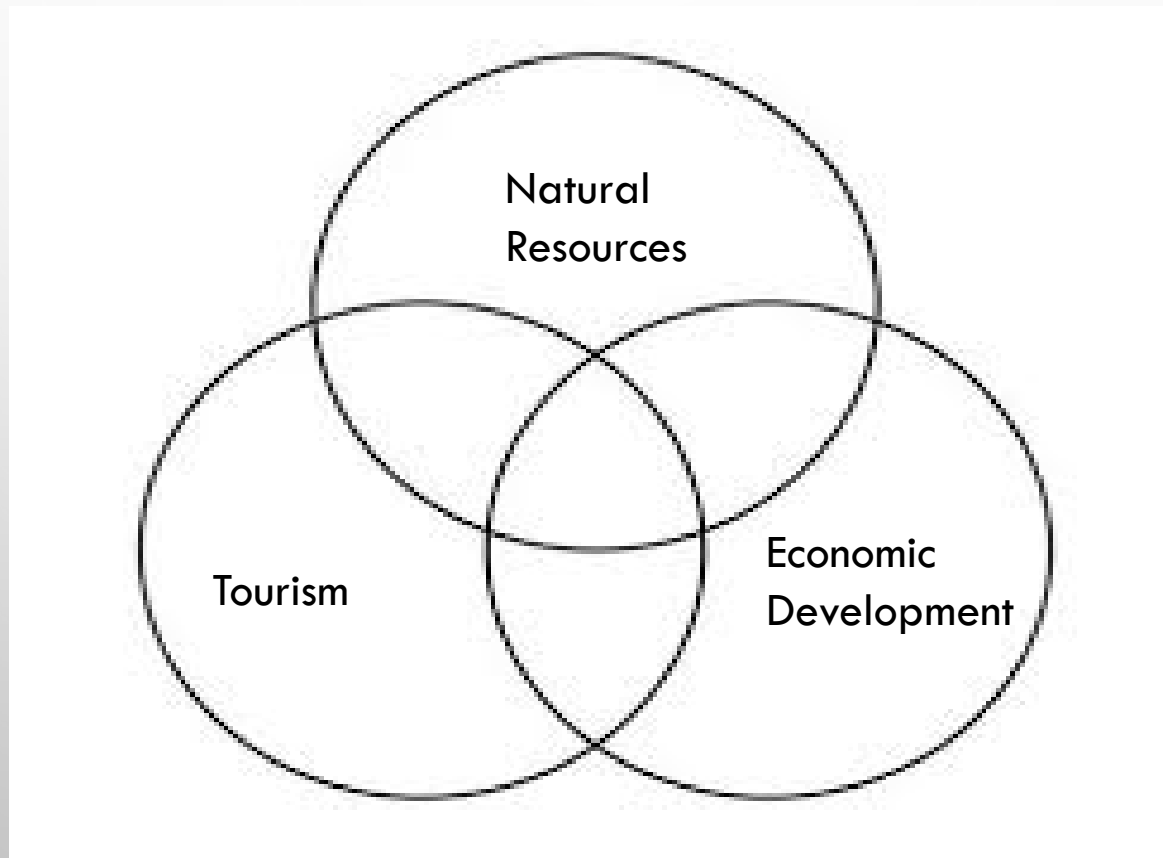
The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the upper half of the slide.

MHB RESOURCETAINMENT PROGRAM

ECONOMIC DEVELOPMENT THROUGH NATURAL RESOURCE MARKETING

MHB RESOURCETAINMENT PROGRAM

Theme: People want to experience our natural world, not just see it!



A LOGICAL PROGRESSION OF REACHING PEOPLE THROUGH RESOURCETAINMENT

- SIGNAGE INFRASTRUCTURE- LOCAL
- RESOURCETAINMENT PADDLING EVENTS- LOCAL + A FEW OUTSIDERS (CABIN OWNERS)
- RESOURCETAINMENT RECREATION INFLUENCER PROMOTION

IN THE BEGINNING

SIGNAGE





PROMOTING NATURAL RESOURCE PLACES AND EVENTS PILOT PROJECTS

- AITKIN- PADDLE YOUR GLASS OFF EVENT
 - GRAND RAPIDS- PROMOTION
- 

AITKIN- PADDLE YOUR GLASS OFF

- AN EVENT TO HELP PEOPLE EXPERIENCE THE
MISSISSIPPI RIVER



ECONOMICS

- 2024 EVENTS + SIGNAGE SCANS= \$61,550
- 2025 EVENTS + SIGNAGE SCANS= \$30,500
- TOTAL= \$92,050
- 2022 & 2023 TOTAL= \$42,280

RECREATION INFLUENCER PROGRAM

- FAMILIAR THINGS MRPC DOES
 - ENSURE SIGNAGE IS COMPLETE AND CONSISTENT ON ROADS.
 - MARKETING???





WHY NOT MARKET YOURSELF

- POST TO THE SAME AUDIENCE
- LACK OF RESOURCES OR WILL TO BUILD SOCIAL MEDIA PLATFORM & NOT MANY SOCIAL MEDIA FOLLOWERS





Hubbard County

ca County

son Countv

Minnesota Traditions

45K followers • 37 following

[Learn more](#)

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Intro

Educating on how to protect our great state's lakes & rivers from Aquatic Invasive Species.

[Page](#) · Environmental Conservation Organization

[MISSISSIPPI HEADWATERS BOARD](#)
is responsible for this Page

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minnesotatraditions.com

100% recommend (9 Reviews)

Posts

[Filters](#)



Minnesota Traditions

★ Favorites · December 23 at 10:34 AM · [Public](#)

📍 Happy Holidays from Minnesota Traditions!

As we embrace the holiday season, let's take a moment to appreciate the spirit of community, gratitude, and our beautiful Minnesota winters.

This year, whether you're enjoying a winter hike through the snowy trails, embarking on a snowshoeing adventure, or participating in a local holiday festival, remember the importance of protecting our lakes and rivers. Small actions lead to big changes! ... [See more](#)



Photos

[See all photos](#)



WHY PROMOTE PLACES ON THE GREAT RIVER ROAD?

- THIS AREA IS KNOWN FOR TOURISM AND RECREATION, WHY NOT PROMOTE IT?
- YOU ALL HAVE “EASTER EGGS” IN YOUR AREA.



What Are Visitors Doing? (POIs Visited)

	2021	2022	2023
Outdoor Rec	51.6%	58.4%	48.1%
Accommodations	12.3%	10.9%	10.3%
Attractions	15.5%	13.5%	15.8%
Food	7.7%	4.7%	6.8%
Arts & Entertainment	3.0%	3.0%	5.0%

The background features a light gray gradient with several realistic water droplets of various sizes scattered in the corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

NEW PILOT PROJECT WITH GRAND RAPIDS



**DESTINATION
MARKETING
COLLABORATION**

Visit
GRAND RAPIDS
MINNESOTA

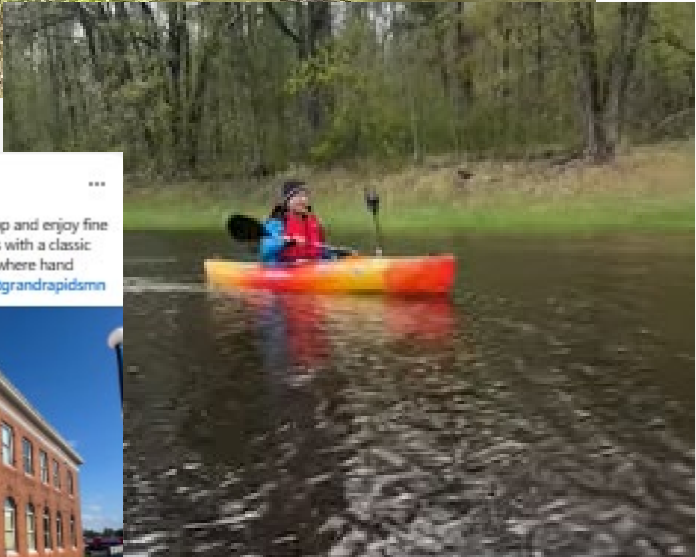


TRAVEL INFLUENCER STYLE OF COLLABORATION

Benefits & Opportunities:

- Dual promotion of messaging
 - Showcasing a travel destination along the Mississippi & paddling opportunities
 - Highlighting Minnesota Traditions messaging
- Storytelling style of collaboration
- Showcase through first-hand experiences
- Content creation
 - Real and authentic video, social media content
- Shared through multi-media
 - Rolled out through both partners social media channels & uploaded to YouTube page

ADDED VALUE



Minnesota Traditions is at The Pines Restaurant
August 18 · Grand Rapids

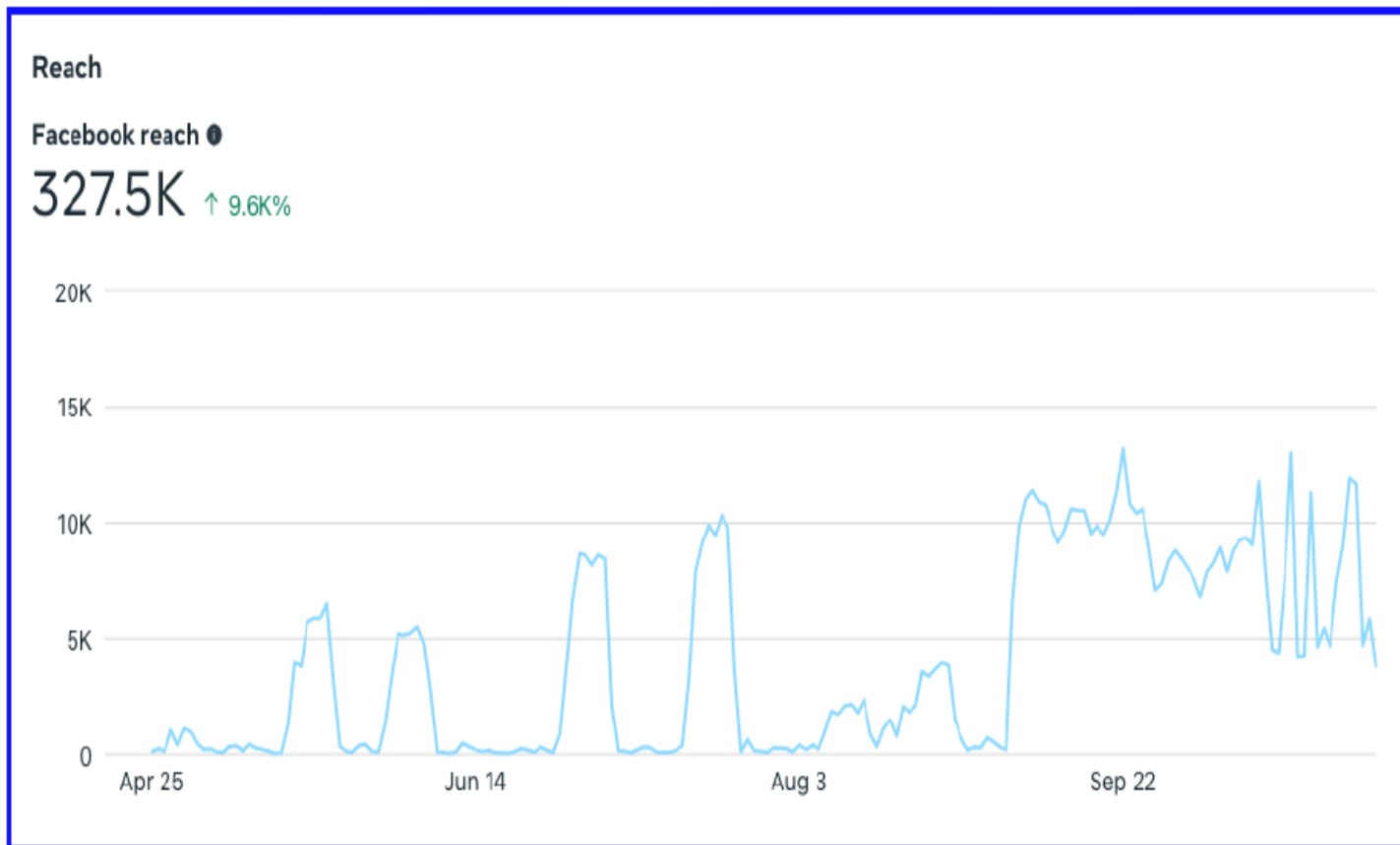
When you're enjoying nature's natural beauty in Grand Rapids MN, be sure to stop and enjoy fine dining at The Pines restaurant. It offers a farm-to-table uniquely created delicacies with a classic architectural atmosphere. DON'T forget to go downstairs to the "speak easy" bar where hand crafted cocktails and a roaring twenties vibe. #mississippiheadwatersboard #visitgrandrapidsmn



- Video Reels
- New Content
- Real Travelers Perspective
- Leveraging the connection of the Mississippi with the other amenities
- Subtitle Minnesota Traditions messaging

PERFORMANCE METRICS ON MN TRADITIONS GRAND RAPIDS

Reach:



- KEY WORD: COLLABORATION

11:53

66

Minnesota Traditions is at The Dines Restaurant

ECONOMIC DEVELOPMENT
TOURISM + NATURAL
RESOURCES

ECONOMIC DEV. +
TOURISM + NATURAL RESOURCES
31,863 VIEWS



You're reaching a wider audience

We increased your distribution because you've frequently posted high-quality content.



2w Like Reply 1

Comment as Tim Terrill



WORDS OF WISDOM

- WORK WITH MORE COUNTIES OR CITIES TO PROMOTE NATURAL RESOURCE TOURISM WITH INFLUENCER STYLE CONTENT- **COLLABORATION IS THE KEY**
 - LET'S GET OUT OF THE FRIEND ZONE AND INTO A RELATIONSHIP
- 