



Avenue of the Pines Scenic Byway Council Strategic Plan

Established 2019

Mission

The mission of the Avenue of the Pines Scenic Byway Council is twofold.

First, to improve the quality of the experience within the Byway corridor and improve the quality of the corridor itself. This is both for visitors and for local residents.

Second, is to increase the economic impact of tourism along the Byway corridor.

Five-year Shared Vision

- The Byway Council will be active, inclusive, and well organized.
- There will be thriving communities along the Byway.
- There will be a wide variety of amenities along the Byway.
- There will be excellent, easy to use wayfinding along the Byway.

Three Year Interim Goals

- Develop a capital improvement plan for the byway corridor.
- Create and install wayfinding signage.
- Develop a strong, functional organization structure for the Council.
- Develop a marketing plan and identify resources.

Short Term Action Plan

These items will be completed, started and well underway, or established as ongoing tasks within the next eighteen months.

Organizational Issues:

- Set a meeting calendar with dates, times, and locations.
- Establish leadership assignments.
- Establish a recruitment plan.
- Establish the Council Structure and governance policies.
- Set in place a leadership structure.

Infrastructure Issues:

- Get MNDOT approval for the logo.
- Start a capital improvement plan.
- Start installing the new logo signage.
- Identify grant opportunities.

Marketing and Promotion Issues:

- Develop a task group to inventory the amenities along the corridor.
- Meet with potential funding partners for the interpretive plan.
- Establish a stand-alone online presence.
- Develop marketing materials.