

North Shore Scenic Drive Council
Long Range Strategic Plan
2007

Mission Statement

The mission of the North Shore Scenic Drive Council is to cooperatively enhance the economic benefit of travel along Lake Superior's North Shore and improve the quality of the route, while preserving its cultural, social, and natural integrity.

Long Range Vision

- **The North Shore Scenic Drive Council will be a stand alone organization.**
- **There will be an integrated look to all way finding.**
- **The scenic qualities of the North Shore Scenic Drive will be enhanced and well maintained.**
- **Story telling of the North Shore Scenic Drive messages will be effective and coordinated.**
- **The resources and infrastructure of the North Shore Scenic Drive will be integrated.**
- **There will be a unified delivery system for everything along the North Shore Scenic Drive.**

Three Year Goals

- **Measurably improve the scenic qualities of the Byway.**
- **Get the Cairn signs built.**
- **Establish the North Shore Scenic Drive Council as a self-sufficient entity.**
- **Work with other entities toward our goals and vision.**
- **Coordinate marketing efforts for the Byway.**
- **Be a catalyst for infrastructure improvement and development.**

Short Term Action Plan

The following items were deemed to be of short term importance and will comprise the bulk of the Council's work plan. Information in parentheses indicates who will be responsible for taking the lead on that specific item.

Coordinate marketing efforts for the Byway.

- Get the National Scenic Byway Conference held in Duluth. (Mark, Bryan, Council)
- Develop promotional items for resale. (Mary, Frank)
- Develop a collective story of the North Shore with a common theme, and promote the story. (Rick)
- Continue providing an adequate supply of North shore brochures. (Mary, Council)
- Develop a webisode for the North Shore and Explore Minnesota Tourism web sites. (Dan, Mary, Tim)

Be a catalyst for infrastructure improvement and development.

- Demonstrate a way to manage a forest between a viewpoint and the lake. (Andrew)
- Significant progress made for a gateway interpretive center in the Duluth area. (Bryan, Council)
- Develop overall connectivity system between trail systems, the highway, and the lake – strategic plan. (Mark, Duane, Dan)
- Add value to existing pull-off areas by adding info kiosks, maps, etc., before we try to create more. (Bryan, Council)

Work with other entities toward our goals and vision.

- Indicate the importance of the Byway to MNDOT. (Bryan, Council)
- Support the Coastal Management program to fund the Split Rock River Wayside. (Jim, Bryan)
- Partner with DNR State Parks to help them maintain the Parks along the Byway. (Dan)
- Connect and communicate regularly with all local units of government along the Byway. (Bryan)

Establish the North Shore Scenic Drive Council as a self-sufficient entity.

- Develop a network of fundraising within the North shore communities. (Council)
- Develop a semi-annual community newsletter and distribute it to all the businesses on the North Shore. (Bryan)
- Maintain a dynamic North Shore Scenic Drive Council, with a cross section of interests, agencies, and organizations along the North Shore. (Council)
- Review existing organizations for merger. If none work, incorporate the Council. (Council)

- Seek other funding sources and become less dependent upon Scenic Byway grants. (Council)
- Develop a membership program to generate funding and participation. (Council)

Get the Cairn signs built.

- Five cairn signs will be built. (Bryan)

Measurably improve the scenic qualities of the Byway.

- Finalize the billboard and gapping issues along the corridor. (Bryan)
- Work with the North Shore Management Board in identifying and preserving scenic views. (Bryan)
- Establish some model scenic easements for both ridgeline and lake views. (Council)
- Cooperatively developed vegetation management plan for forested areas along the Byway. (Council)