



2014 Annual Report



Upper Minnesota Valley
**REGIONAL
DEVELOPMENT
COMMISSION**



Helping Communities Prosper





Message

from the
Board Chair

Greetings to all,

It has been an eventful year at the Upper Minnesota Valley Regional Development Commission. The many contracts we have with local units of government (cities, counties, school districts, townships and tribes) for technical assistance and planning have pushed the Commission to maintain maximum efficiencies. As we now stand, with a full complement of staff, the Commission is more than ready to work with our communities, assisting them with planning efforts ranging from Comprehensive Plans and Safe Routes to School Plans to commercial and residential property rehabilitation plans. Economic and community development solutions are constantly on our staffs' minds as they work on communities' concerns.

I have lived in, worked in and served this region for over twenty years and one important fact that I have noticed is that communities depend on each and every single individual, business, school, hospital, and religious or civic organization to thrive. I believe that none of these fore mentioned entities can excuse themselves from being a part of the solution. Every person, family, business, or organization that moves into or out of a community, has an impact on that community.

This is why I am such a believer in the Upper Minnesota Valley Regional Development Commission and the work we do to assist local units of government so they can thrive.

Sincerely,

Gary Hendrickx



Message

from the
Executive Director

Another year has flown by and our office continues to work toward our mission of "enabling the region to thrive by assisting units of government". I hope you will be interested in the many great examples of the work our agency has been busy with in the last year to help address the region's needs. We spent significant time this year adding and replacing staff in order to better serve the region. We

have four new faces in the office working on our revolving loan fund, Prairie Waters Tourism, and our general community development department and we will be adding additional staff in economic development and our finance department sometime in 2015. We are thrilled to introduce these great employees to the region and will be making an effort to let them get to know you. Adding employees has not been without its challenges, however. We like many other businesses in Greater MN, have had a hard time finding the skilled workforce that our technical and ever-changing to-do list requires. Many potential employees may not even consider a move to our area of the state due to the lack of information available on our communities and what we have to offer here. Some may not consider our region since their significant other may also need to find a career here and they are unable to or unsure of how to connect with other employment opportunities. Some would not make the move here since our region's wages are lower than other areas of the state. Still others just write us off since they have a misconceived notion that there is nothing to do here. These are challenging issues our region must continue to address in order to compete for the talent required to support our region's future.

Several in our office recently attended the University of Minnesota- Morris' Symposium on Small Towns and the topic for the year was *Understanding Rural Migration: Myths, Trends, and Opportunities Exposed*. There was some really thought provoking information and conversation at this event from across the Midwest, and I encourage you to search for the Center's website or the University of MN Extension's "Brain Gain" website for some interesting reading and research (some of which was done right here in our five county region). I know our staff will over the next year continue to discuss the information we learned at the symposium and follow up on how we can help our communities address this futuristic issue. In order to help the region "thrive" the region will need to try some new strategies that both our local and new residents can support and work toward. If you or your community is interested in this issue, I encourage you to connect with our office and we can develop and share some ideas for your community to try.

"I can accept failure, everyone fails at something. But I can't accept not trying." ~ NBA Superstar Michael Jordan

As we reflect on what we have done in this last year, and those details are outlined in this report, we are challenging the agency to do even more and be the best at what we can do. We are looking forward to another exciting year working on a new set of projects that will help our community prosper. If you have questions about how we can help your community—do not hesitate to contact our office!



Mission

Enable the region to
thrive through assisting
local governments

Commission Board Members

Big Stone County

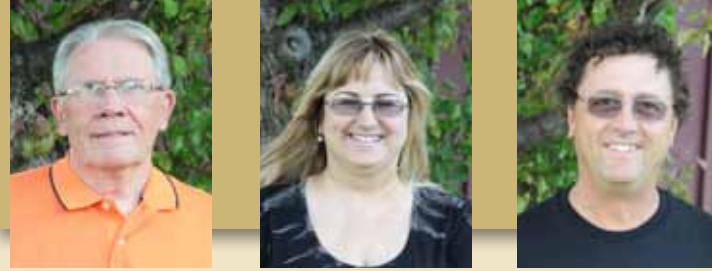


Brent Olson
County Board

Scott Rixe
Municipalities
Graceville City Council

Harold R. Dimberg
Townships
Ortonville Township

Chippewa County



Jim Dahlvang
County Board

Debra Lee Fader
Municipalities
Montevideo Mayor

Jim Schmaedeka
Townships
Louriston Township

Lac qui Parle County



Graylen Carlson
County Board

Jeff Olson
Municipalities
Dawson City Council

Mark Bourne
Townships
Hamlin Township

Swift County



Gary Hendrickx
County Board

Mike Fugleberg
Municipalities
Benson City Council

Warren Rau
Townships
Hegbert Township

Yellow Medicine County



Gary L. Johnson
County Board

Scott Peterson
Municipalities
Granite Falls City Council

(Vacancy)
Townships

Public Interest & Tribal Council



Juanita Lauritsen
Work Force
Council/ Private
Industry Council

Vicki Oakes
Ortonville EDA

School Board



Brett Buer
Dawson-Boyd School

Kathi Thymian
Ortonville School



Bruce Swigerd
Prairie Five CAC, Inc.

(Vacancy)
Upper Sioux
Community



Staff

<i>Back</i>	Randy Larson Jr. Loan Officer	Arlene Tilbury Financial Director	Melissa Carruth Communications Coordinator	Lindsey Knutson Community Development Planner	Dawn Hegland Executive Director
<i>Front</i>	Emily Zeug-Robertson Community Development Planner	Erin Smith Community Development Planner	Kristi Fernholz Community Development Senior Planner	Jackie Sigdahl Administrative Assistant	

Welcoming new UMVRDC staff!

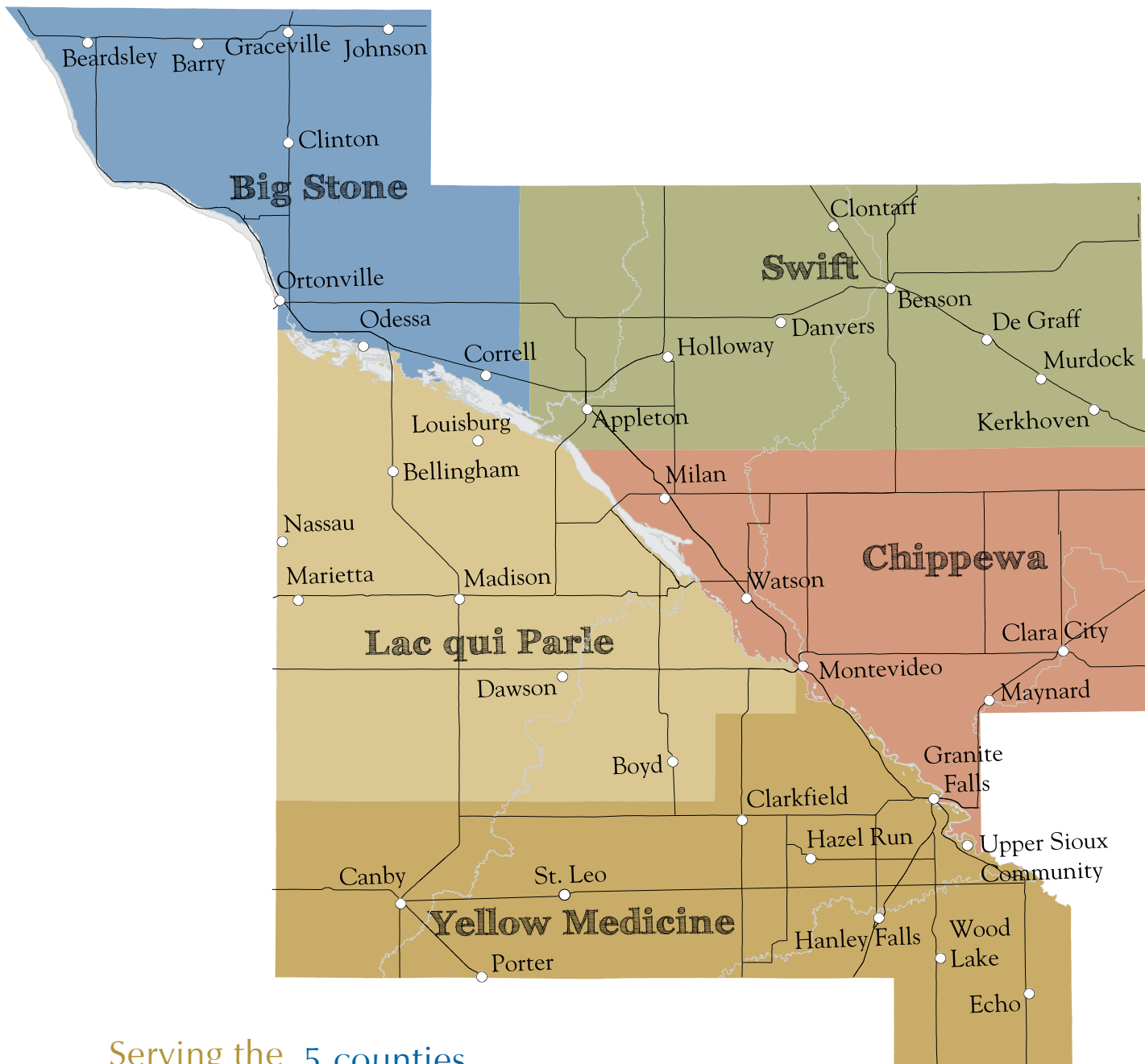
Randy Larson Jr.
Started in January as the Loan Officer for the RLF program and working in the Finance Department

Erin Smith
Started in June as a Community Development Planner and the West Central Clean Energy Resource Team Coordinator



Melissa Carruth
Started in January as the RDC Communications Coordinator and coordinating the Prairie Waters Tourism program

Emily Zeug-Robertson
Started in March as a Community Development Planner and working on Hazard Mitigation Plans and Safe Routes to School Plans



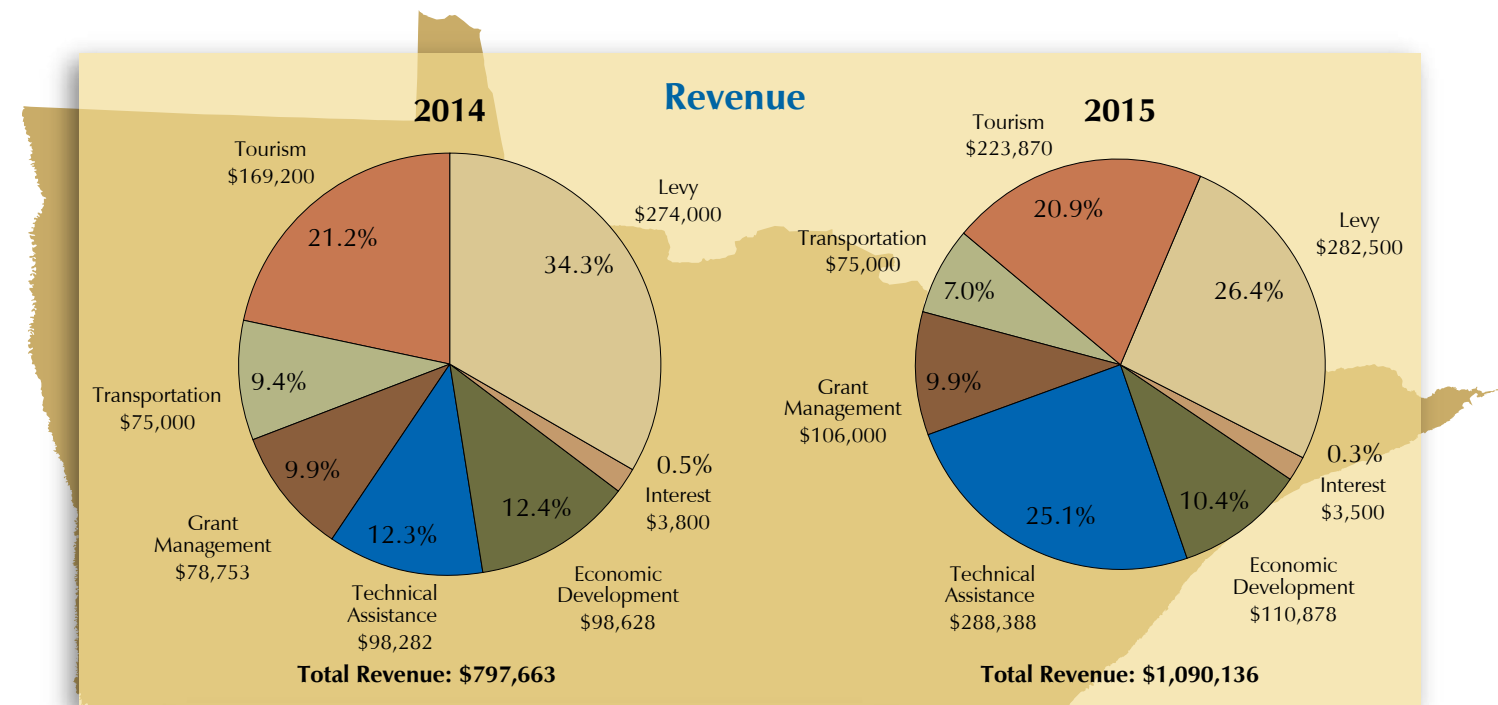
Serving the 5 counties,
37 communities,
1 tribal nation,
94 townships, and
10 school districts
in the Upper Minnesota River Valley

The amount of money invested in our region as a
result of the UMVRDC's work in FY 2014:

\$3,754,206

Financial Report

Revenue and Expenditure Comparison
Current FY 2014 and Proposed FY 2015



Expenses		
	FY14	FY15
Salaries/Fringe	\$ 548,811	\$ 756,175
Commissioner's Expense	32,500	28,000
Audit	12,000	13,000
Computer Technical Assistance	10,000	12,000
Contract for Services/Comm. Dev	3,000	0
Copy Charge/Xerox Lease	8,500	8,500
Depreciation	11,000	11,000
Dues	4,500	5,000
Insurance	1,200	1,200
Intern	7,000	0
Legal Fees	2,000	2,000
Miscellaneous/Employee Morale	3,000	3,000
Office Rent	12,210	12,210
Postage	7,000	7,000
Printing/Advertising	9,000	8,000
RDC Marketing Items	2,000	2,000
Registration/Training	10,000	10,000
Repairs/Maintenance	2,000	2,000
Software/GMS Maintenance	6,000	6,000
Sub./Publications	2,000	2,000
Supplies	6,000	6,000
Telephone/Internet	4,000	4,000
Web Hosting/Maintenance	3,500	3,500
Travel/Staff	25,000	34,000
Meander Art Crawl	32,000	31,500
Prairie Waters	25,000	40,000
Byway	8,000	41,276
SRTS - Products	0	15,000
GIS for Hazard Mitigation Chippewa	0	7,255
GIS for Hazard Mitigation YM	0	3,100
GIS for Hazard Mitigation Big Stone	0	3,100
GIS for Hazard Mitigation Upper Sioux	0	3,100
County Reimbursement for Hazard Mitigation	0	6,000
TOTAL	797,221	1,087,456
Excess Revenue	442	2,680

FY 2014 Ending Account Balances

General Checking	\$119,667
Money Market	\$302,699
CD	\$300,744
Scenic Byway	\$6,790
Auto	\$39,696
Equipment	\$21,199
RLF Available for Lending	\$267,589

Grant Writing & Management

Granite Falls DNR Outdoor Recreation Grant Program Application

The UMRDC assisted the City of Granite Falls in writing a grant application to make improvements to Memorial Park to the Minnesota Department of Natural Resources' Outdoor Recreation Grant Program. The grant request was for \$100,000 to make repairs to the park's



Memorial Park Granite Falls

main shelter, make improvements to the campgrounds and to replace the restroom and shower facilities at the park.

The total project costs estimated around \$282,000. Grant awards will be announced sometime in July.

Granite Falls Final Flood Mitigation Project Underway

The UMRDC has been working with the City of Granite Falls in their flood recovery efforts since the first flood of 1997. The final flood recovery project is the replacement of the sanitary lift station on Minnesota Avenue. This project will relocate a large lift station that handles the entire wastewater load of the city and lifts it up above the flood plain to the treatment plant away from the Minnesota River. This final project is being funded with a Federal EDA grant of \$1,512,000 with the remainder coming from the Minnesota DNR. The total projected cost of this project is \$2,370,000. UMRDC staff has worked with the City of Granite Falls in their disaster recovery efforts utilizing approximately \$20 million from state and federal funding sources.

In 2014 the UMRDC fiscally managed:

\$736,875

in grants for counties and cities

Countryside Public Health SHIP Grant Application

The UMRDC staff assisted Country Public Health with grant writing for planning funds through the Statewide Health Improvement Program (SHIP). SHIP aims to help address health inequities in the region through policy, systems and environmental changes. This year's SHIP application was successful and enabled Countryside Public Health to undergo the planning phase of assessing the health inequities in the region and determine what strategies to pursue through policy, systems and environmental changes to improve health outcomes in Region 6W. We are excited to continue this relationship and partner with Countryside Public Health on projects in our region in the years to come!

Small Cities Development Program (SCDP) Grant Writing

The UMRDC successfully helped the community of Clara City secure \$613,295 in Department of Employment and Economic Development (DEED) funds that will leverage other local funds provided by project participants to rehabilitate commercial properties, and owner-occupied, rental and multi-unit housing projects.

It is estimated that 32 units will be improved with these funds beginning in fall 2014. Clara City contracted with the UMRDC to author the grant application, and manage the grant implementation in conjunction with Prairie Five Community Action Council on their behalf.



Potential multi-family rehabilitation project in Clara City.

Clara City's \$613,295 grant will be used to rehabilitate:

- 9 residential homes
- 5 single family rentals
- 1 multi-family rental serving (14 families)
- 4 commercial rehabs

Small Cities Development Program (SCDP) Grant Management

UMVRDC staff are experts in the fiscal administration and technical reporting obligations of grants like the Small Cities Development Program. The UMRDC authored two successful SCDP applications in 2013 and are currently assisting with the grant management for the following property rehabilitation:

Benson's \$597,940 grant will be used to rehabilitate:

- 24 owner-occupied homes
- 5 rental units

Ortonville's \$552,000 grant will be used to rehabilitate:

- 20 owner-occupied homes
- 5 commercial properties

Revolving Loan Fund (RLF)

Since 1998, the UMRDC's RLF has partnered with financial institutions and other gap lenders to grow and retain the work force in our five county region (Big Stone, Chippewa, Lac qui Parle, Swift, & Yellow Medicine). By filling the financial gaps, businesses and entrepreneurs gain access to funds that are necessary to see their project come to fruition. The UMRDC's RLF is designed to aid in the creation and retention of jobs in the region. There have been many inquiries. A total of 3 loans were closed for new and expanding businesses in the region. The amount loaned out this fiscal year totaled \$186,000. Loans for the businesses listed below were approved for equipment, fixed assets, inventory, working capital, and real estate.

- Lamecker General Store, Kerkhoven - \$25,000 Working Capital - New Business
- R & R Outdoors, Appleton - \$11,000 Fixed Asset/Working Capital - New Business
- Northern Geo, Appleton - \$150,000 Fixed Assets/Working Capital - New Business

A combination of 22 jobs were created or retained as a result of these business start-up and retention projects. A total of \$1,438,000 was leveraged in public and private funds.

Financial partners involved with these projects included local banks/ financial institutions, Joint Power Area Cooperative (JPAC), The Appleton Project, Southwest Initiative Foundation, Swift County Rural Development Finance (RDA).

In addition to the loans above, two additional loans totaling \$300,000 have been approved and are pending closing dates. These two projects will leverage an additional \$19,360,580 in our region.

- Blugrass Proteins, Inc., Dawson - \$200,000 Machinery & Equipment - New Business
- West Central Powder Coat, Inc., Benson - \$100,000 Real Estate - New Business



Northern Geo - Appleton

FY 2014 Revolving Loan Fund

Total Funds	\$1,766,915
Loans Current	35
Loans Delinquent	0
Loans Deferred	1
Total Receivables	\$1,199,327
Funds Committed	\$300,000
Total Available for Lending	\$267,589

The UMRDC's Hedgehog Grant

The UMRDC mission statement directs us to "enable the region to thrive by assisting units of government". We know through our recent survey that local governments have lots of needs but are having a hard time paying for them. Those needs prompted the creation of the Hedgehog Grant to help subsidize the cost of our grant writing and planning services.

In FY 2014, the UMRDC have subsidized the following work:

- \$5,000 Appleton Technical Assistance Contract
- \$4,000 Clara City SCDP Grant Admin Contract
- \$4,357 Dawson Sidewalk Plan

This year we used \$13,357 to leverage an additional \$67,357 in new revenue

Applications and more program details are available on our website. To talk about potential projects that might be eligible for the Hedgehog Grant, please contact Dawn Hegland, Executive Director at 320-289-1981 extension 101.



Technical Assistance

Appleton Technical Assistance Program

The city of Appleton has contracted with the UMRVDC to provide a wide variety of planning services for their community. As a smaller community, Appleton has a long list of needs and projects, but does not have the staff time to work on these important projects. This collaboration between the city and the UMRVDC will allow for the capacity to implement projects and utilize the expertise of UMRVDC staff. The city council prioritized the following list of projects that staff will work in the following months:

- Writing of Small Cities Development Grant (SCDP) to address housing and a new Water Plant
- Housing survey as part of the SCDP grant
- An overall look at housing in Appleton and coordinate with county-wide efforts
- Overall coordination of communication efforts in Appleton – communicating between groups to accomplish projects to retain residents and help attract new residents
- Work on broadband efforts – coordinate meetings to discover options and work towards implementation of those options
- Develop proactive strategies to retain businesses in Appleton
- Develop strategies for the downtown business district
- Comprehensive Plan and Capital Improvement Plan

These planning services start on the tail of the Minnesota Design Team planning session in Appleton in the spring of 2014. Appleton has been extremely active in planning and visioning, and the next step is to implement and organize all of the various efforts in the community.



Members of the Minnesota Design Planning Team who led community visioning in Appleton in April 2014

Dawson Community Survey

Dawson's City Council had been receiving feedback from residents about the need for sidewalk improvements as well as the desire to remove sections of sidewalks. They had talked about conducting a sidewalk plan to guide investment decisions, but decided they needed to gather more input from the community first.

As a result, Dawson asked the UMRVDC to help them create and disseminate a sidewalk survey to get more input about resident's views of sidewalks, where they would like to see them, where it's ok not to have sidewalks, how to pay for the infrastructure as well as how to ensure they are maintained throughout all seasons. The sidewalk survey results will help inform a sidewalk plan for the city to strategically guide sidewalk investment in their community.



Newly constructed curb ramps in Dawson

Canby Zoning Ordinance Update

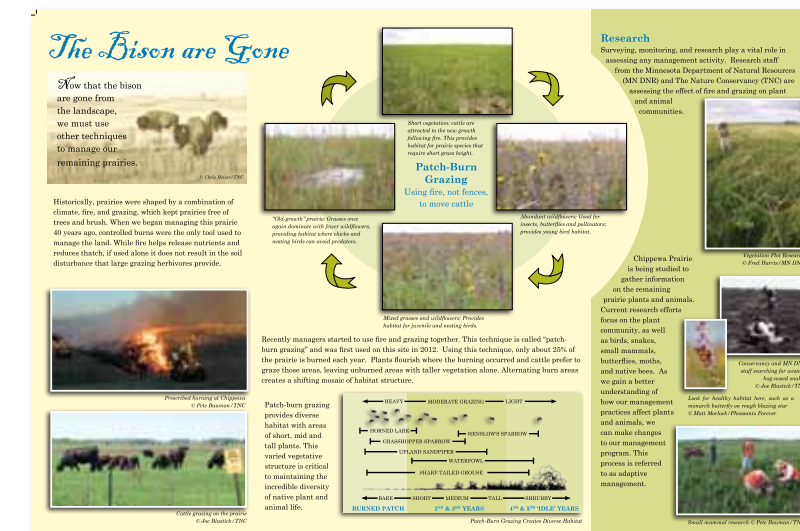
UMVRDC staff is working with the City of Canby to update their zoning ordinances. After reviewing their Comprehensive Plan, Canby found their zoning ordinances were not consistent with the needs and vision identified in their Comprehensive Planning process. To ensure better consistency, and legal compliance with the Comprehensive Plan and community's vision, Canby decided to work with the UMRVDC to make updates to their zoning ordinances that would better suit the community and be more user friendly for residents.



Technical Assistance cont...

Nature Conservancy Interpretive Panels

UMVRDC staff worked with The Nature Conservancy to design and fabricate seven interpretive panels. Four panels will go to the Chippewa Prairie near Appleton and Milan, two panels will go to Hole-in-the-Mountain Prairie near Lake Benton, and one panel will be placed at the 7-Mile Fen near Clear Lake, South Dakota.



Region 6W Public Art Planning

Conversations about regional public art projects continue! Following the Rural Arts Summit in 2013, the UMRVDC received a small planning grant to do a regional arts project. As part of this grant, we have accomplished the following so far:

- We received 76 interested responses from a survey sent to city, county, EDA, chamber officials and community leaders that helped develop a list of city/county needs.
- Through a follow-up survey, we developed a list of public art ideas to pursue.
- Montevideo started discussions about a mural project in their downtown.
- Sent out a Call for Artists. We received proposals from nine different artists. Three proposals will be chosen in which the artists will develop designs.

Beautification of the downtown was the most universal theme for why our communities would want a public art project. Some fun projects await!

Some of our top City/County needs:

- Downtown beautification
- Playground equipment
- Place to display art in public
- Work with artists-in-residence
- Internet in public places
- Teenagers involved
- Community bikes
- Picnic tables
- Garbage cans/recycling
- Trails – use art to identify additional trails

Trails/natural areas:

- Crosswalks
- Artwork/design to mark the trails
- Art installations in the landscape

Downtown beautification:

- Murals
- Bike Racks
- Benches
- Mosaic
- Lighting projects - LED



Appleton's mosaic bench - a public art project created with the community



Hazard Mitigation Process

Hazard Mitigation Planning is in full swing! As a result of the Disaster Mitigation Act of 2000, FEMA requires that local units of government have a Multi-Hazard Mitigation Plan in place to be eligible for Hazard Mitigation Grant Program (HMGP) funds. In order to continue to be eligible for HMGP funds, all plans must be updated every five years. All five counties in Region 6W completed the necessary plan updates between 2009 and 2010, and it is now time to update the plans again.

Starting this spring, Chippewa, Big Stone, and Yellow Medicine counties began the plan update process with the assistance of the UMRVDC. The process to update, write, review, and submit each plan will take approximately 18 months from start to finish. It is the goal of each county to involve a great variety of people to ensure that key interests and issues are not left out and to increase the chance for lasting solutions. The first round of task force meetings for these three counties started in May and will continue into the summer months. Swift and Lac qui Parle Counties will begin updating their plans soon.

Helping Communities Prosper

Transportation



Transportation Planning

The UMVRDC continues to provide local transportation planning assistance to the region through a contract with the Minnesota Department of Transportation (MnDOT). Transportation issues continue to be critical for our region. We rely heavily on the existing transportation system to get to work, school, medical appointments, vacation, and commodities into and out of the region.

Staff participated in the West Central and Southwest Minnesota Area Transportation Partnerships (ATPs) in MnDOT Districts 4 and 8, which review and rank applications for 2018 federal funds for transportation projects including roads, bridges, trails, public transit, and transportation alternative projects. The ATPs plan and program projects for a four year period of time in the Statewide Transportation Improvement Program. The total transportation investment for projects using federal funds in Region 6W for the four year time period of 2015 to 2018 is \$49,629,100.

The total for projects programed this year, for construction in 2018 is \$13,660,842.

In addition to serving on the two ATPs, other transportation planning work done this year includes:

- Participation in the Southwest Regional Toward Zero Deaths and Southwest Safe Communities Coalition committees, both aimed at reducing fatalities and serious injuries on our roadways
- Working with local communities to develop Transportation Alternatives projects such as trails, scenic turn outs and overlooks, Safe Routes to School (SRTS) projects and other projects that enhance the transportation system for a wider variety of users
- Representing the RDCs throughout Greater Minnesota on the statewide Safe Routes to School Steering Committee to direct policy, programming and planning efforts for the SRTS program in Minnesota
- Representing the interests of Region 6W on MnDOT's statewide functional classification review committee and working with our local county and city engineers to update the functional classification system in our region
- Assisting MnDOT with various statewide planning such as the Bicycle System Plan, the Highway Safety Improvement Plan and the Minnesota State Highway Investment Plan
- Communicating with local communities in Region 6W about state and federal transportation opportunities and programs to help them improve their transportation system

Safe Routes to School

With help from UMVRDC staff, both Montevideo Public Schools and Clarkfield Area Charter School were awarded Safe Routes to School (SRTS) planning grants to complete plans that identify problem areas and solutions the community can implement to encourage more students to walk and bike to school safely. The Safe Routes to School model takes a comprehensive approach to addressing safety issues that hinder children walking and biking to school by looking at the barriers through the 5 E's of bicycle and pedestrian planning.

5 E's

- Evaluation
- Education
- Encouragement
- Engineering
- Enforcement

This year, staff have been working on the SRTS plans for Montevideo and Clarkfield to help make it possible for more students to safely walk and bike to school. The plans will be complete sometime next fall.

In addition to doing the SRTS plans, over the past year through a grant from MnDOT, the UMVRDC has provided technical assistance to all schools in the region regarding Safe Routes to School and to serve as a Safe Routes to School Coordinator. This technical assistance allows the UMVRDC to help the SRTS teams and the schools organize one event and to implement one program that will encourage students walk and bike to school more often. This grant also provides money for each school to use for implementation purposes, such as incentive prizes for students or school patrol equipment.



Appleton students and parents participating in the Walk to School Day.





Minnesota River Valley National Scenic Byway

“The purpose of the Alliance is to encourage economic development through the promotion, preservation and protection of the intrinsic qualities of the Minnesota River Valley.”

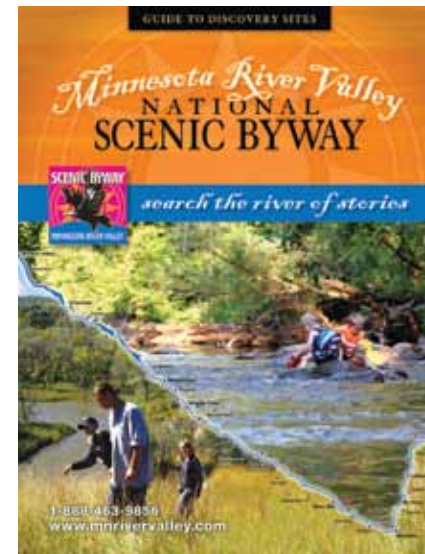
The Minnesota River Valley National Scenic Byway Alliance (MRVSA) is a group of committed individuals from the 287-mile Byway Corridor representing a variety of interests including Chambers of Commerce, various attractions and historic sites, State Parks, local and state governmental bodies, private businesses, and concerned individuals. The UMVRDC has been providing staffing and fiscal services to the Byway since 1996.

This is the third year the Federal Highway Administration Grant to update the Byways existing Corridor Management Plan, create an interpretive plan, and develop ten new interpretive panels.

The byway worked hard to complete their interpretive Plan. They worked with Bluestem Consulting to prepare their interpretive plan. This plan will guide much of the Corridor Management Plan.

The UMVRDC continues to work with the alliances as the coordinator. Other projects from this past year include:

- Distribution of the new Byway Guides (printed summer 2013) to Byway businesses and attractions, the Mall of America, Travel Information Centers on the state’s southern borders, as well as fulfilling visitor requests by phone and website: www.mnrivervalley.com
- Working with MnDOT to establish a planning grant that will allow the byway to work developing a project list along the byway that may utilize MnDOT Transportation Alternatives Funding.
- Organized the second annual Byway –Long Garage Sale
- Attended and presented at the statewide Scenic Byway Conference held in Duluth in March.
- Maintaining a Byway Facebook page is a dynamic resource for the happenings along the byway! Like us on facebook!



www.mnrivervalley.com
888.463.9856



Visit our website or call our toll-free number to request one of our FREE Visitors Guides!

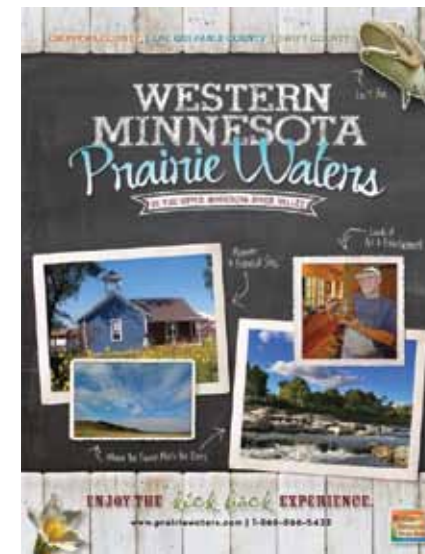


Western Minnesota Prairie Waters Regional Tourism

The mission of Western Minnesota Prairie Waters is to promote our area as a great place to visit, live and work. The RDC staff continue to seek out projects that accomplish that mission while taking advantage of a mix of old and new mediums: printed and online.

Following are some of the highlights of what Prairie Waters has been working on the past year:

- Hosted our Annual Gathering at the Watson Hunting Camp. Guests were treated to a demonstration on trap shooting from the High Prairie Sporting Clays. The evening ended with door prize drawings, and those still in attendance were treated to prizes donated and collected by board members from businesses around the region.
- Wrote a successful grant to Explore Minnesota Tourism procuring \$4,000 for advertising in our region.
- Maintained and updated the Prairie Waters website.
- Promoted the area and highlighted events on our Facebook Fan page. We currently have over 2,634 fans that we market to with weekly updates, photos, and links to stories about the region.
- Collaborated with Have Fun Biking Guide to promote biking in the Prairie Waters region. The guide contains maps showing bike trails, routes for road biking, and low-traffic roads that are suitable for biking.
- Created and placed numerous ads in our region’s newspapers, statewide, and in out-of-state publications such as Midwest Living, AAA Home & Away, & Outdoor News.
- Continue to distribute *Antiques, Local Shops, Dining and Lodging Guide*. This full-color guide is a comprehensive listing of shops, restaurants and accommodations available in the Prairie Waters region. It is a collaborative effort between Prairie Waters and participating Chambers of Commerce.
- Continue to distribute Prairie Waters Regional Visitors Guides. These guides are distributed to chambers, cities and businesses throughout the region; Travel Information Centers across the state; Mall of America; and sent out as we receive requests for information. In 2014 we responded to over 5,000 information requests.
- Purchased 16 disc golf sets for locals and visitors to borrow free of charge and use at one of the many disc golf courses within the region.



www.prairiewaters.com
866.866.5432



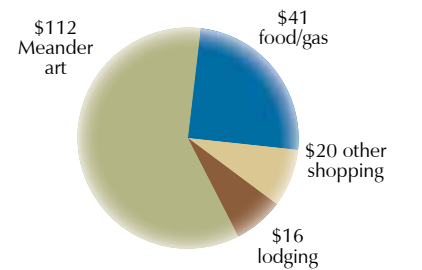
Meander Art Crawl

The UMVRDC helped coordinate planning, manage finances, and develop and implement marketing for the 10th annual Meander in October 2013. Including writing a successful grant to the Southwest Minnesota Arts and Humanities Council that helps pay for advertising and organization of the event. Forty-five local artists participated. The event continues to grow and documents the economic impact in the region.

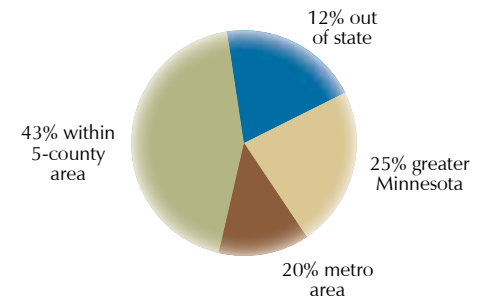
2013 Meander Economic Impacts

- \$90,874 in Meander art sales was reported by artists during the Meander weekend
- The average art sales per artist was \$2,271 an increase of 1% from 2012
- 76% of the money raised to organize the Meander through sponsors and artists was spent on products or services (printing, paper, advertising, graphic design, staffing) in the five county area
- Customers visited an average of 11 studios over the weekend
- 71% of customers said the quality of the art was excellent
- 77% of customers said their overall experience was excellent
- 79% of customers said they plan to attend the next Meander

Average Expenditures per Customer: \$189



Where Attendees Came From



Moonstone Farm is just one of the locations that has been a Meander destination for all 10 years of the Meander Art Crawl. Photo by Jeffrey Blaseg



artsmeander.com
866.866.5432



Meander 2014 is October 3, 4, & 5!



Upper Minnesota Valley
**REGIONAL
DEVELOPMENT
COMMISSION**

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323 W. Schlieman Ave. Appleton, MN 56208

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we deeply
passionate
about?

What
drives our
resource
engine?