

## How did we get started?

- Community Brainstorm sessions within Itasca County created the idea to help drive additional traffic to communities while displaying communities story "history" and utilizing untapped resources "mine pits".
- Looking for ways to provide a no cost, informative, family friendly or independent way to discover the area through an interactive user experience.
- We believe the idea is a positive regional driver to communities, history, and economic development.
- Collaborating with multiple organizations to bring this idea to life.



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## Partners

- Sarah Carling - CEDA ( Community & Economic Development Associates)
- Megan Christianson - Visit Grand Rapids
- Beth Pierce - Iron Range Tourism
- Lilah Crowe - Itasca County Historical Society
- Charlie Moore - ARDC
- Ardy Nurmi-Wilberg - Club Mesabi & Great River Energy Mesabi Trail Tour

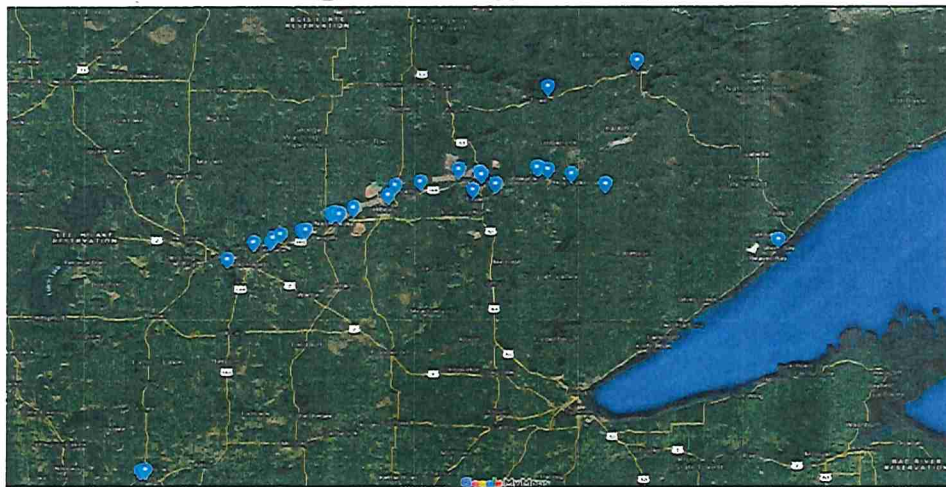


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## Google Maps Layout







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## Communities Impacted - 30

- Crosby
- Iron-ton
- Cuyuna
- Cohasset - Tioga
- Arbo Township
- Grand Rapids
- Coleraine - Mt. Itasca & Longyear Park
- Bovey - Canistota
- Taconite
- Marble
- Calumet - Hill Annex
- Nashauk - LaRue & Hawkins
- Keewatin - O'Brien & Keetac
- Hibbing - Hull Rust
- Chisholm - Discovery Center & Bruce Mine
- Buhl - Stubler Pit
- Mountain Iron - Locomotive Park
- Virginia - Finn Town, Bridge View, Tom Rukovina Memorial Bridge
- Eveleth - Leonidas Overlook
- Gilbert - Lake Ore-Be-Gone
- Biwabik - Giants Ridge/ Mine Lake
- Aurora - St James Mine Lake
- Hoyt Lakes - Skibo & Longyear Drill Site
- Great Scott Township/Kinney - Kinney Lake
- Ely - Pioneer Mine
- Tower
- Soudan - Soudan Underground Mine
- Silver Bay
- Babbitt - North Shore Mine
- White Township



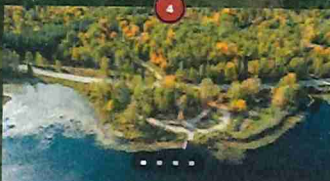
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YAMC WARD Edge Of the Wilderness Scenic Byway

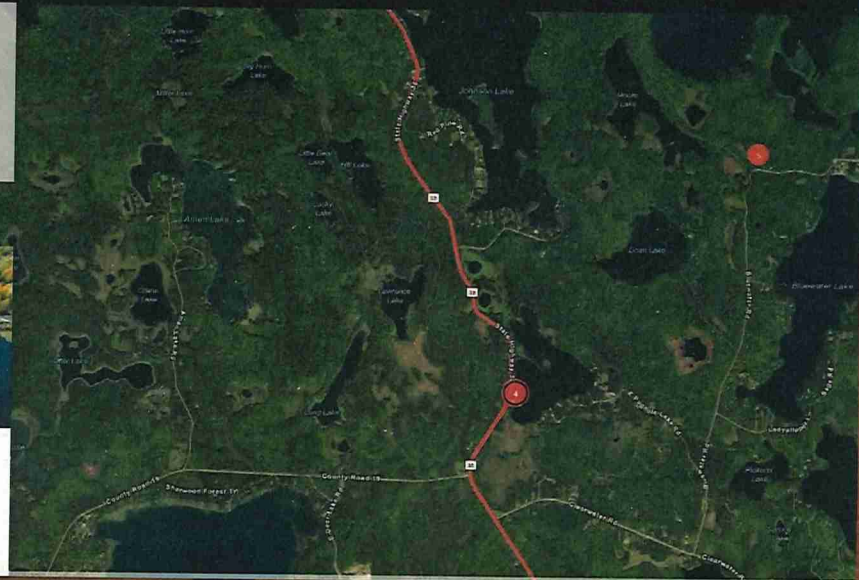
Known as Eastern Eden, provide sustainable wood products while gardeners everywhere rely on peat and moss. This bog is one of the largest and more mature bogs along Highway 38. We encourage you to look throughout The Edge for other examples of bogs.

[Navigate here](#)

### Birch Stand at Pughole Lake

Who's Watching Who?

From the breath of dawn through the blaze of dusk, you'll encounter a spectacular sunrise or





## Goals and Products

- Help market and promote the mine areas to attract new visitors in NE Minnesota.
- Provided an interactive way to explore and learn about the active, inactive, and reclaimed mine areas
- The goal is to generate a positive economic impact through travel and tourism while highlighting interesting geological sites that contain history and culture of the NE Minnesota area.
- Highlight interesting things to do, trails to explore, and showcase businesses/amenities near the identified areas.
- New photo and video assets will be created, and these can be used by all project funders and partnering communities to help attract new visitors.

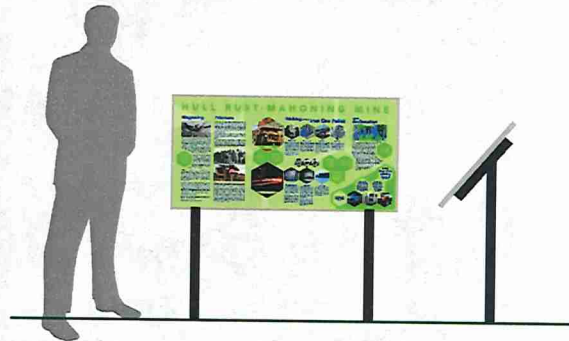


## Community Gain

- Additional visibility/marketing through video mapping and marketing campaigns
- Ability to highlight up to 15 amenities within your community for additional promotion. (things to do, trails to explore, and showcase businesses/amenities near the identified areas.)
- Each community will be provided all video and photography taken, which can but used for things such as, social media, updating websites or any other community/marketing needs.
- Updated interpreted signage in identified locations
- Regional Marketing Campaigns



## Interpretive Sign Example



## Draft Budget

<u>Item</u>	<u>Vendor</u>	<u>Cost</u>
ESRI Mapping	ARDC	\$3,700
Videography/Photography	TBD	\$48,750
Interpretive Signage	TBD	\$52,800
Marketing & Print	TBD	\$64,000
Google Mapping	Megan Christianson	<u>In Kind</u>
Est. Total (phase 1)		\$169,250
Way Finding Signs (phase 2)	MN DOT	\$73,900
Project total:		\$243,150





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## Current Commitments

Organization	Donation	Organization	Donation
Visit Grand Rapids	\$10,000	Biwabik	\$1,000
Iron Range Tourism	\$10,000	Crosby	\$1,000
Nashwauk	\$2,000	Cuyuna Lakes Chamber	\$1,000
Cohasset	\$5,000	Great Scott Township	\$1,000
Bovey	\$1,500	Eveleth	\$1,000
Keewatin	\$2,000	Silver Bay	\$1,000
Ely	\$2,000	Aurora	\$1,000
Mt. Iron	\$1,000	Babbitt	\$1,000
Arbo Township	\$1,000	Buhl	\$
Coleraine	\$2,000	Ironton	\$
Taconite	\$1,000	Tower	\$
Marble	\$2,000	Hibbing	\$
Virginia	\$1,500	Grand Rapids	\$
Calumet	\$1,000	City of Cuyuna	
Gilbert	\$1,000	Soudan (Breitung Township)	
Chisholm	\$3,000	White Township	
Hoyt Lakes	\$1,500	IRRR – Culture and Tourism	



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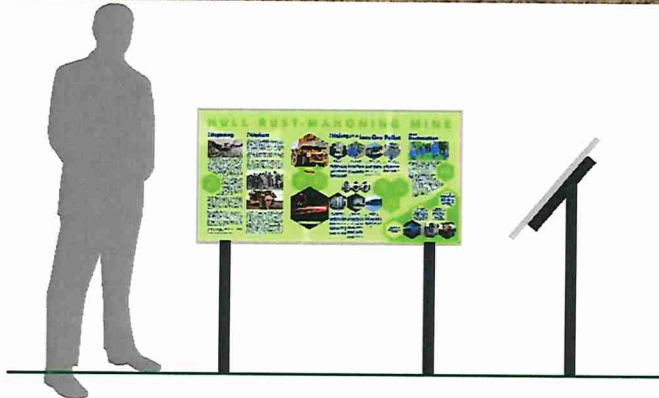
## Q & A

## THANK YOU

## Community Benefits from Project

With your partnership and support your community can expect the following in return:

- Communities will receive all photos and video footage (includes B roll footage).
  - Community Video – 1-3 minute Video that highlights the community and mining area.
    - Can upload to YouTube page, social media pages, and add to websites.
  - Historic Mine Location Videos (one video per location/active mines will only receive with approval).
  - Still Photographs- great to use for marketing, social media, website updates, marketing brochures, etc.
- Community will receive additional visibility/marketing through interactive maps.
- Community will receive additional visibility through strategic regional marketing campaigns.
  - \$60k digital marketing campaign in addition to social media posts to promote the Mine Tour.
  - \$4k for printed brochure that will be distributed to each partners to display in their community.
- Communities can provide up to 15 additional attractions/trails/amenity resources that they wish to highlight and promote on the interactive maps.
  - Things to do, trails/parks, museums, old historic locations, businesses, etc.
- Updated interpreted signage per the identified historical mine locations.
  - Locations currently identified for your community:
    - TBD
  - Example of interpreted signage



Northern Minnesota Mine Tour Project  
Letter of Request

April 21, 2021

Dear Breitung/Soudan Council,

This letter is a request for a marketing contribution and a letter of support to the Northeast Minnesota Mine Tour Project.

We value the active, inactive, or reclaimed iron ore mines in Northern Minnesota. We have identified 30 mine locations that span from Ironton, Minnesota to Silver Bay, Minnesota. We feel that the Northeast Minnesota Mine Tour Project will help to market and promote the mine communities by:

- Providing new photo/video assets of the community & mine area
- Creation of new interactive and mobile friendly ESRI and Google maps
- Creating new interpretive signage at mine area that includes a QR code link to the interactive map
- Includes up to 15 additional identified community amenities
- Marketing Campaigns

We feel that these assets and resources will allow all of us to better market and promote your community's assets and amenities as a great place to do business, work, raise a family and visit. This project will allow us to showcase your community for future economic development opportunities as well.

We have identified the following mine location(s) within your community:

- TBD

We hope that you consider a minimum of a \$1,000 marketing donation and letter of support to the Northern Minnesota Mine Tour Project. The estimated value for services/good to your community per our budget is \$8,105. Thank you for your consideration, and if you should have any questions, please feel free to contact Sarah Carling, CEDA, 218-398-6400 or via email: [sarah.carling@cedausa.com](mailto:sarah.carling@cedausa.com).

Sincerely,

Sarah Carling  
Community & Business  
Development Specialist  
Community Economic  
Development Associates

Megan Christianson  
Executive Director  
Visit Grand Rapids

Beth Pierce  
Executive Director  
Iron Range Tourism Bureau



<<Organizations Letterhead Here>>

<<DATE>>

To Whom It May Concern:

This is a letter of support for the Northeast Minnesota Mine Tour Project. At the \_\_\_\_\_ DATE \_\_\_\_\_ City Council meeting, it was approved to give our written support.

The \_\_<<CITY OR ORGANIZATION NAME>>\_\_\_\_\_ is or has been supported by the existing active, inactive or reclaimed iron ore mines. We look forward to being a partner in the NE MN Mine Tour Project where we will receive:

- New photo/video assets of the community & mine area
- Included on the interactive and mobile friendly ESRI and Google maps
- New Signage at mine area that includes a QR code link to the interactive map

We feel that these assets and resources will allow us to market and promote our community's assets and amenities as a great place to do business, work, raise a family and visit. This project will allow us to showcase our community for future economic development.

We hope that you consider a matching grant for the Northeast Minnesota Mine Tour Project that our \_\_\_\_\_>>community/organization\_\_\_\_\_ will benefit from.

Sincerely,

<<Name>>

<<Title>>

<<Organization>>