

PAUL BUNYAN SCENIC BYWAY

Interpretive Plan

Crow Wing and Cass Counties, Minnesota



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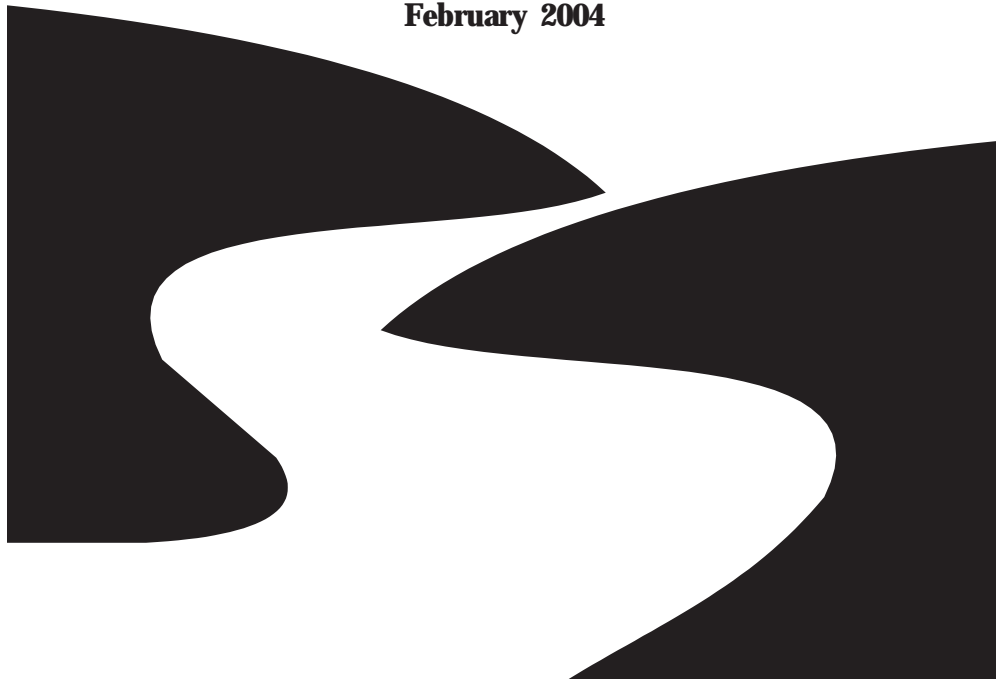


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Executive Summary

The Interpretive Plan (IP) for the Paul Bunyan Scenic Byway weaves the intrinsic qualities represented by its resources into a unified and cohesive story that will be told through various media to Byway travelers.

The IP is the Byway's second major planning effort and a companion document to the Corridor Management Plan (CMP) completed in 2001. The CMP identified goals, strategies and responsibilities for protecting and enhancing the resources and qualities of the Byway. The IP is the next step in the evolution of Byway development.

Using the resources and intrinsic qualities as its basis, the IP identifies the stories of the area and its people, places and ways to tell these stories and methods to evaluate the interpretation of these resources. Throughout the Byway area, Native Americans, trappers, explorers, loggers, railroaders, early settlers, area resort pioneers and visitors have created a rich history and culture rooted in the lakes and forests. Interpretation will make these stories come alive for residents and visitors.

Section 1.0 introduces the Byway, summarizes previous planning efforts, and explains the Interpretive Planning process, and its goals and objectives. Activities to involve citizens in Byway planning, and previous and ongoing interpretation efforts are also summarized.

Section 2.0 evaluates the Byway resources for their intrinsic qualities (natural, scenic, recreational, historic, cultural and archeological), for their interpretive value and for their market potential. It presents a tool for the Byway Association to use in assessing the significance of resources including ones that may be added in the future.

The Byway market, its current and potential users, are identified in **Section 3.0**. Identifying Byway audiences supports development of an interpretive program that responds to the interests of travelers, both residents and visitors.

A variety of tools and techniques for interpretation are discussed in **Section 4.0**. This is the heart of the Interpretive Plan. The section first summarizes and evaluates various interpretive methods. It next identifies a unifying theme and sub-theme and suggests places and ways to relay the theme and sub-theme. Interpretive topics will relate to the natural resources through stories-both truth and lore-of the people who live, work and travel here.

Sections 5.0 and 6.0 discuss implementation of the Interpretive Plan including potential funding sources (5.0) and recommends evaluation and monitoring activities to determine program success (6.).

Citizen organizations, local governments, individual and



business interests throughout the Byway area have been involved in the planning process, providing information about resources. Their input and support has offered guidance to prepare a plan that reflects local values and opportunities to establish partnerships that support programs and activities to achieve common goals.

The Association is particularly appreciative of the support provided by Crow Wing County and the 14 local jurisdictions through which the Byway passes. The contributions of the Paul Bunyan Scenic Byway Association Board and its chair Lynn Scharenbroich are gratefully acknowledged. Particular thanks to those who reviewed and submitted comments on the IP.

We are also appreciative of the agency representatives that offered support and encouragement:

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1.0 Introduction

The Paul Bunyan Scenic Byway in Crow Wing County Minnesota was designated a State Scenic Byway in June 1998. Located in the heart of the state's North Central Pine and Lakes Region, the 54-mile route passes forests of jack, red, and white pine, spruce, cedar and birch/aspen mix. It circles around the 14 lakes of the Whitefish Chain and travels the north side of Pelican Lake. The natural resources of lakes and woods provide natural, scenic, recreational, historic, and cultural resource opportunities for residents and visitors alike. The Byway area is one of the most popular visitor destination spots for Midwest travelers, many of whom return annually for family vacations at the numerous resorts located along the route. The area's growth in permanent and seasonal residents, and in tourism, has resulted in expanded recreational opportunities oriented to these natural resources.

The Byway passes through 14 local jurisdictions and connects with the Paul Bunyan State Trail in four locations. The Minnesota Scenic Byway Commission in 2003 approved a six-mile extension along County State Aid Highway 1. This addition to the Byway's original 48-miles extended the route into adjoining Cass County and to the community of Pine River. The extension also added the fourth intersection with the Paul Bunyan State Trail. *Figure 1-1* shows a map of the Byway.



Naturalist Tour at Uppgaard Wildlife Management Area

The spine of the Byway route is County State Aid Highway (CSAH) 16 that joins Trunk Highway 371 two miles north of Pequot Lakes. The nearly 13 miles along CSAH 16 passes sites of scenic, recreational, historical, and natural interest, such as the Uppgaard Wildlife Management Area and Veterans Memorial Trail at Island Lake Woods. At the intersection of CSAH 16 and 66 Byway travelers can select either the north loop around the Whitefish Chain of Lakes or turn south and travel south and west through beautifully wooded countryside

and lakes on CSAH 3 and 11. The Old Grade Road, Swanburg and Norwood cemeteries tell of logging railroads and early settlement of the area along this northern loop. Agricultural activities along the Byway are most prominent here. The boulder field along the 6-mile route extension into Pine River on CSAH 1, is a legacy of the great glaciers that created today's landforms, lakes, and woods. Along the Byway's southern loop, the Crosslake Historical Society historic village, the Corps of Engineers dam and recreational park, and the historic DNR fire tower are highlights.

Throughout the area, Native Americans, trappers, explorers, loggers, railroaders, early settlers, area resort pioneers, and visitors who traveled here have created a rich history and culture rooted in the lakes and forests that continually draw people to use and enjoy these resources.

The Paul Bunyan Scenic Byway Association began its planning process in August 2000 with a grant from the Federal Highway Administration for preparation of a Corridor Management Plan (CMP). The Corridor Management Plan identified the goals, strategies, and responsibilities for protecting and enhancing the qualities of the Byway. Narrative, maps, and illustrations documented the Byway's current uses and qualities, identified activities and facilities to improve and protect the corridor, and proposed a time frame for implementing the actions.

Completed in 2001, the CMP continues to guide the Byway Association in making decisions about future plans, projects and activities that enhance intrinsic qualities of the Byway and about opportunities to market the Byway and its amenities. Completion of the CMP is a step toward potential future designation (by the U.S. Secretary of Transportation) of the Paul Bunyan Scenic Byway as one of America's Byways.

1.1 Corridor Management Planning

1.1.1 Goals and Objectives

During preparation of the CMP, the Scenic

Byway Association identified goals and objectives for the Byway. Program goals identified in the CMP are:

- The Paul Bunyan Scenic Byway will become a recognized area amenity and a local and visitor travel destination.
- The Byway will serve as an area unifier, integrating goals and values with other initiatives and programs within the corridor.

The objectives identified to meet these goals are:

- Promote connections between the Byway and other resources that support varied recreational opportunities;
- Enhance and promote knowledge and understanding of the environmental, historic, cultural, scenic and recreational resources of the Byway;
- Promote stewardship of these resources;
- Serve as a catalyst for positive impact on tourism and economic diversity;
- Establish partnerships with organizations, agencies, and communities that, working together, support programs and activities to achieve common goals.

1.1.2 Citizen Participation

Citizen participation has been a critical element of the Paul Bunyan Scenic Byway plans and activities. Active participation by citizens was instrumental in designation of the Byway in

1998. Since then, participation by many local interests and partners from agencies, jurisdictions and organizations has moved Byway efforts forward.

One of the initial steps in preparing the CMP was developing a process that would provide frequent opportunities to obtain input from diverse stakeholders. The objective of the citizen participation program was to:

- Obtain input on important values, issues and concerns
- Develop a sense of awareness of the Byway and its value to the area
- Develop partnerships with interested entities to support Byway efforts
- Develop a sense of community and shared values

The process used, called Citizen Participation by Objectives (CPO), systematically identified potentially affected interests and issues, the objectives of citizen participation, and the techniques most appropriate to reach these interests.

During preparation of the CMP, key objectives were identified. These focused on

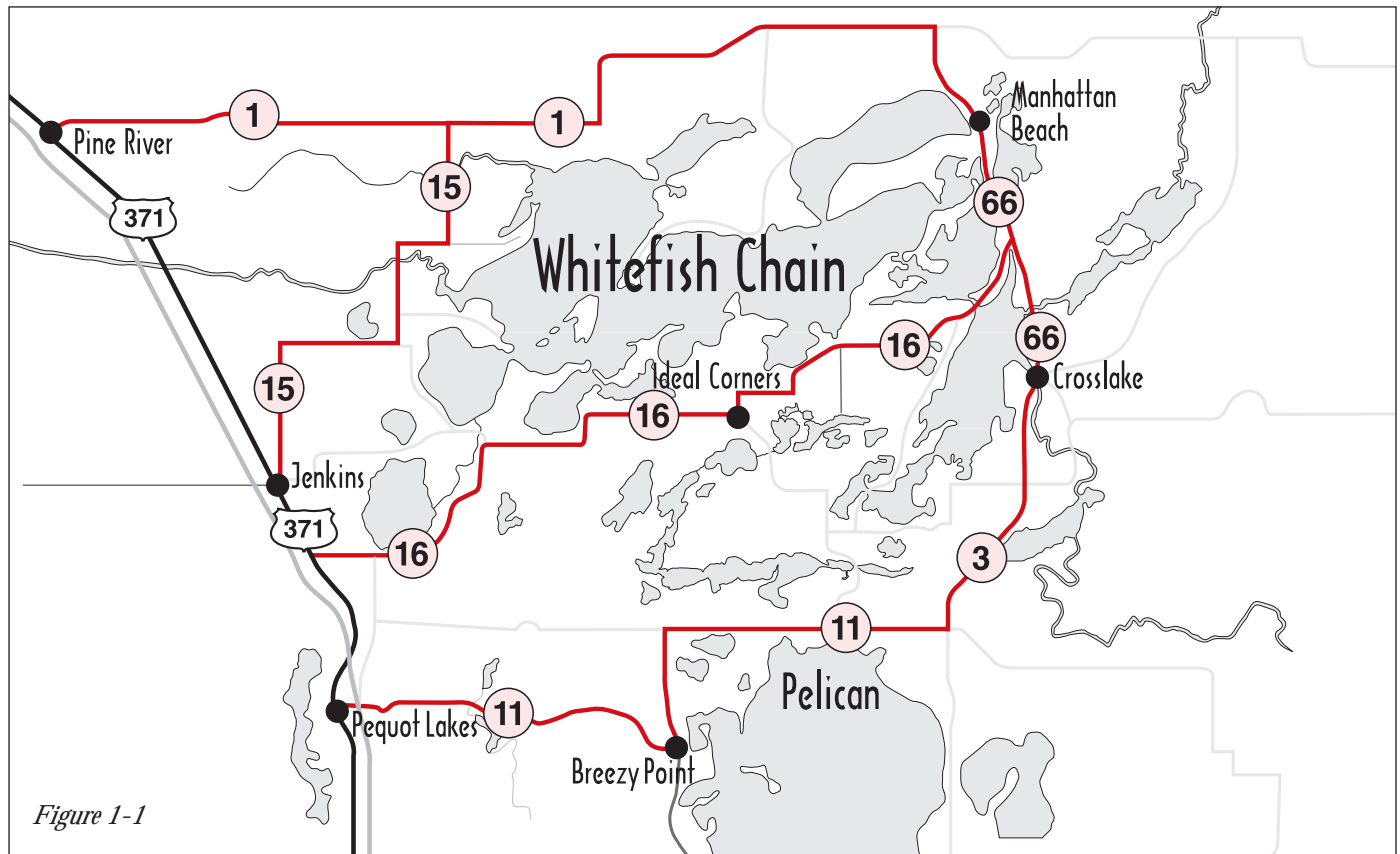


Figure 1-1

establishing the Byway and its organization as a credible organization, gaining awareness of the Byway and its amenities among area residents and visitors, and obtaining information for preparation of the CMP. (More detailed discussion of the CPO methodology and results is contained in the CMP).

Following publication of the CMP, and as specific projects were implemented, the Byway Association reviewed and updated its list of interests and issues and key objectives. Two new objectives focused on nurturing relationships and credibility, and further articulating issues and opportunities.

1.2 Interpretive Planning

The Byway's second major planning work began in 2003, again through a National Scenic Byway grant from the Federal Highway Administration. This effort, the subject of this document, is to prepare an Interpretive Plan (IP) to weave the intrinsic qualities of the Byway (scenic, natural, historic, cultural, recreational) into a cohesive story and relate the story to receptive audiences. The CMP offered several interpretive theme suggestions based on preliminary interpretive materials already developed for the Byway. The CMP, its interpretive recommendations, and existing interpretive materials are the springboard for this Interpretive Plan. The IP provides a process for telling the Byway story by:

- Identifying the Byway theme and sub-theme(s);
- Identifying methods to evaluate resources for their intrinsic quality, significance, and interpretive value;
- Identifying ways to tell the "stories" and to assess the effectiveness of these methods;
- Identifying opportunities to integrate the stories into Byway marketing efforts;
- Developing an action plan that includes specific steps, responsible entities and potential partnerships, costs, and funding opportunities needed to execute the IP.

The CMP focused primarily on physical resources at specific geographic locations. The IP addresses these plus nonphysical influences that have value for interpretation but are not easily tied to a particular Byway site. These influences may present opportunities for the Byway to appeal to a broader market, to expand the "stories" beyond a primarily local or regional audience, and to seek a wider range of potential partners.

The IP is a companion document to the CMP. Both documents guide the Association in implementing projects and programs that will support the Byways goals and objectives. As such, the IP should be regularly reviewed, its progress monitored, and the effectiveness of interpretive efforts evaluated. Recommendations for monitoring progress and

evaluating effectiveness are discussed in Section 6.0.

1.2.1 Goals and Objectives

The first step in the interpretive planning process was to review the Byway's program goals, and identify the goals and objectives specifically related to this second planning phase. While the program goals implicitly reflect values of the State Scenic Byway partner agencies, the Association reiterated and reinforced these values in establishing its goal of interpretive planning.

Interpretive Planning Goal

The Byway Association determined that its Interpretive Plan would express the values of partner organizations in telling the Byway stories to develop and promote the Paul Bunyan Scenic Byway. Partner agencies include the Minnesota Office of Tourism, Minnesota Department of Natural Resources, Minnesota Department of Transportation, and Minnesota Historical Society. These values include:

- Promote tourism
- Promote environmental stewardship
- Provide safe, multi-modal use of the transportation system
- Promote history, culture and the arts

Objectives for interpretation of the resources were then established.

Interpretive Plan Objectives

- Create an "experience" for Byway users of the area, its places and stories
- Motivate people to experience the Byway
- Motivate travelers to the next experience on the route
- Make stories "come alive" through stories of people
- Promote interaction with Byway users
- Promote knowledge and understanding of the Byway area and its resources

The Association discussed ways to achieve these objectives within the context of the Interpretive Plan. The group identified the following expectations for the Interpretive Plan that would support these objectives:

- Identify a variety of ways to create a Byway

- experience that will motivate people to travel the Byway
- Identify interpretive “hubs” to tell the story(ies)
- Identify interpretive opportunities that are independent of seasons and specific sites
- Consider interpretation at places/sites that offer partnership opportunities
- Consider audience diversity in identifying and developing interpretive opportunities
- Consider safety when identifying and developing resources to visit and use
- Plan interpretive points to accommodate a variety of traffic and transportation modes
- Promote Byway resources and experiences as an area amenity.
- Target some Byway promotion on area residents, as a place to take friends and family
- Use the Interpretive Plan to draw broader user groups
- Verify and test interpretive messages and experiences

1.2.2 Public Participation during Interpretive Planning

When the Byway Association began work on the Interpretive Plan, its first activity was to establish goals and objectives for interpretive planning and for public participation. A group of Byway Association members met to discuss public participation efforts. Expectations of continuing public involvement and needs for involvement during the IP process identified were to:

- Involve resident and visitors in message testing
- Seek stories and information for interpretation
- Establish a process for regular feedback and for continuing dialogue with potentially affected interests
- Identify partnerships including potential sources of financial support
- Increase credibility and legitimacy of the Byway and the Association that will lead to new partnerships and long-term financial support
- To become acquainted with other potentially affected interests, particularly those interests along the Byway extension into Cass County.

Following this meeting, citizen participation objectives were reviewed and those that responded to the expectations and needs were highlighted as key objectives. Appendix A describes the objectives and techniques recommended.

During February and March 2003, Scenic Byway representatives met with nine of the jurisdictions through which the Byway passes. These included the townships of Mission, Pelican, Timothy, and Ideal, and the cities of Breezy Point,

Manhattan Beach, Pequot Lakes, Crosslake, and Jenkins. The meetings were to update the jurisdictions on Byway projects, to introduce information on the interpretive planning phase, and to seek input from residents that could be used in the Interpretive Plan. Timothy Township and Manhattan Beach residents offered information about resources along the northern loop, specifically, the “posting tree” located along CSAH 1. Other residents noted the need for visitor facilities along the route and opportunities to coordinate interpretive information with other activities along the Byway. Centennial celebrations throughout the area were noted (e.g., Crosslake, Jenkins) as possible linkages to the Byway.



Cleverly shaped by lightning, the lone pine became an information site during the 1950's and 60's where Paul Bunyan and others could find news about everything from the local movies to neighborhood garage sales.

A consumer intercept questionnaire was conducted during August 2003. The survey elicited information from Byway users about their knowledge and interests in the area, verified the significance of the Byway’s intrinsic qualities, identified specific resources or locations that attract visitors, and verified a proposed Byway interpretive theme and sub-theme. Several of the intercept survey questions were proposed to a group of local residents during an October 2003 Byway presentation to obtain input from residents. Results of the intercept survey are discussed in Section 2.4.

1.2.3 Status of Interpretation

Byway interpretation began in 2001, prior to initiation of the formal interpretive planning

phase, with the successful award of two grants through the Minnesota Department of Natural Resources. These two projects-The Trail Meets the Byway and the Hiking Trails-required the Association to develop a preliminary Byway theme and to prepare interpretive information for sites and facilities proposed in the grant applications. A workshop session with DNR forestry, non-game wildlife, and fisheries specialists identified a theme focused on natural resources and the changing use of these resources. Specific points for the theme and interpretive materials were:

- Resources we see and use today are the results of a glacial legacy (landforms, soils/forests, water)
- These resources have drawn people to the area for thousands of years
- People have used the resources-the lakes and land-in a variety of ways
- The Scenic Byway area is representative of these resources and the changing use

The slogan "Legacy of Legend, Lakes, and Land," was adopted by the Association to reflect this theme.

Hiking Trails

In April 2001 the Byway Association secured a National Recreation Trail Program grant to develop hiking trails and install interpretive information on two DNR owned parcels located along the Byway. Project activities at the Chiarella Forest Management Area (FMA) on CSAH 11 northeast of Breezy Point included:

- Clearing a one-mile loop hiking trail
- Constructing and installing a kiosk with trail map and site interpretive information
- Grading a parking area

Interpretive information tells of the legacy left by the Chiarella family when they donated the parcel for public use and of forest and wildlife resources and management on the site.

The second site, known as the Veterans Hiking Trail, is located on a 158-acre parcel along CSAH 16 three miles northeast of Pequot Lakes. Activities at this site included:

- Clearing a two-mile hiking trail
- Constructing and installing a kiosk with trail map and site interpretive panels
- Grading a parking area at the trail head
- Constructing and installing a pedestrian bridge over Hay Creek

This interpretive panel relates the story of the 1958 fire that destroyed much of the forest and of its recovery and reforestation. Copies of the interpretive panels at these sites are contained in Appendix B.

Trail Meets Byway

Authorized in August 2001, this DNR Environmental Partnership grant involved installation of interpretive panels at two locations where the Paul Bunyan State Trail and the Paul Bunyan Scenic Byway intersect. The panels provide bicyclists and motorists with information on natural resources along the Byway route. The first panel is at the Trailside Information Center in Pequot Lakes and identifies environmental resources along the southern loop of the Byway. At the Americinn near the intersection of the Trail and the Byway at CSAH 16, a gazebo was constructed and two interpretive panels installed. One panel provided information on the Byway area, and the second, more specifically on the natural resources along the northern loop. This project was completed during the summer of 2002.

Emerging Opportunities

The Byway Association has identified the following interpretive opportunities to expand existing facilities and to partner with other agencies and organizations.

Veterans Hiking Trail. This proposed project would construct a walkway through a bog area extending the existing hiking trail and providing access to an upland forest at the Island Lake Woods site. Trail signage would include information on natural resource characteristics.

US Army Corps of Engineers (USACE) Interpretive Center. The Byway is finalizing an agreement with the USACE for office space at the USACE Pine River dam and campground facility in Crosslake. Also in process is a cooperative agreement between the Corps and the Association to develop an interpretive center, likely located at the Crosslake facility.

Mail Boat. During the Ideal Township Centennial in 2002, an historic boat that delivered mail to resorts along the Whitefish Chain of Lakes until the mid-1960s was displayed. When work on the IP began, re-creating the mail boat service was identified as a resource for interpretation. Re-creating the service offers a way to view the Byway area via the major natural resource (the Whitefish Chain of Lakes) and to present different perspectives of

the Byway theme. A National Scenic Byway grant application has been submitted for this project.

St. Cloud State University Storytelling. Through cooperative efforts between Byway Association volunteers and Master Storyteller Jerry Wellick, St. Cloud State University has used the Byway as a focal point for undergraduate and graduate level courses in storytelling. Students enrolled in these classes interview area residents and/or select places along the Byway to use as the basis for stories they collect or create. Interviews and storytelling have been videotaped.

DNR Fire Tower. A joint effort between the Pequot Lakes Historical Society, Crow Wing County Highway Department, and the DNR with support from the Byway Association has improved access to this nationally recognized fire tower. A new access trail to the tower, improved turn-off from CSAH 11, directional signage, a paved and stripped parking lot, and picnic area have been developed. However, to date there is no interpretive information on site.

Ongoing Interpretive Activities

Other area interests have implemented interpretive activities and facilities that provide linkages to the Byway resources.

- Between Memorial and Labor Day, a local naturalist conducts a weekly interpretive hike through the Uppgaard Wildlife Management Area (WMA) on CSAH 16.
- The Crosslake Historical Society maintains an historic village museum across from the USACE Pine River dam and campground. The village contains a number of historic buildings from the area and exhibits of early settlement. The facility is open during the summer season and features special programs and living history presentations.
- The Minnesota Resort Museum at Driftwood Resort along the north shore of Whitefish Lake contains memorabilia and information about the state's early resort industry.
- Ideal Township prepared a video of interviews with long-time township residents and gathered historical information for display at its Centennial Celebration in 2002.
- Historical information collected for the Crosslake centennial in 2003 provides stories of early residents and the development of the community.
- A second set of playing cards explore "truth and lore" of people and places along the Byway.
- Byway Association participation in the Jenkins Centennial celebration in 2004 will offer an opportunity to present Byway interpretive information.

2.0 Byway Resources and Qualities

2.1 Resources that Contribute to Intrinsic Qualities

During Corridor Management Planning the Scenic Byway Association categorized resources identified in the original listing submitted for Byway designation. During field study, additional resources were identified and added to the list. Resources were categorized by intrinsic quality outlined by the Federal Highway Administration. A summary list was prepared and the resources were evaluated for significance in terms of their value locally, regionally, and nationally. The majority of resources were determined to be known within a local or regional (statewide or multi-state) context. Two resources, Breezy Point Resort and the folklore of Paul Bunyan were considered to have national significance.



Paul Bunyan Cookie Co. icon
Born with a sweet tooth, Paul loved big cookies.
A local restaurant owner found evidence of this at an estate sale in a nearby town and hung the evidence in his A-Pine Restaurant.

The Association then reviewed the resources and ranked the importance of each intrinsic quality to the Byway. Recreational resources ranked highest based on the variety of resources, availability of recreation year round, location along the Byway and the appeal of these resources for all age, gender and family status groups.

Historic and cultural resources ranked second and third respectively. Scenic and natural resources were ranked fourth and fifth with archeological resources ranked last. The group recognized that, although natural and scenic ranked lower, the lakes and woods are the basis for the recreational, historic, and cultural values.

In addition to physical resources-those tied to a specific place-the Association identified other resources, both physical and non-physical that are not necessary tied to a specific location. One resource of primary significance for the Byway is the legends of Paul Bunyan and the relationship of those tales to the forest products industry. Another resource is the historic mail boat, which traveled between resorts on the Whitefish Chain until the mid-1960s. Both the Paul Bunyan legends and the mail boat have the potential to be key interpretive devices. The Paul Bunyan tales, or the tall tale genre, to interpret resources and the stories of people who traveled and lived here provides entertainment as well as interpretation. The re-created mail boat service, offers a chance for visitors to see the area via the Whitefish Chain and to tell stories of the travelers and how they have used the lakes.

2.2 Resource Value and Interpretive Significance

The interpretive planning process called for development of a template to evaluate Byway resources and their interpretive value. The template applies to both tangible, physical resources and non-physical resources. The template:

- evaluates resources that may be suggested for inclusion as a Byway resource
- reviews current Byway resources for their significance
- focuses definition of a Byway theme and sub-theme
- evaluates resources for their interpretive opportunities
- prioritizes resources for interpretive planning and implementation



2.2.1 Evaluation Template

The template consists of a stepwise evaluation process, a checklist, and finally, a scoring system and ranking matrix.

Template Process Diagram

The process diagram (*Figure 2-1*) is a flowchart that uses a stepwise methodology for evaluating resources. The process diagram focuses on evaluating resources for conformance to National Scenic Byway intrinsic qualities, significance, and contribution to the Byway theme and sub-themes. Resources are eliminated if they fail the first three steps in the process. The flowchart recognizes that even if a resource does not fit into the theme it may have value for interpretation. It also includes an opportunity to evaluate resource significance based on marketability. Consequently, even if some resources fail to meet significance criteria they may be of value to users, or be of economic value and should remain as potential interpretive resources.

Template Checklist

The second portion of the template is a checklist (*Figure 2-2*). The checklist has three parts: 1) Resource Value/Significance, 2) Interpretive Value, and 3) Resource marketing. The Resource value/significance part evaluates resources in light of National Scenic Byway definitions. This is important for the Byway should the Association seek designation as a National Scenic Byway or All American Road. The interpretive value section determines the extent to which resources relate to the Byway theme and sub-theme, or the extent to which the resource may have a “stand-alone” story of significance. Finally, the marketing criteria identifies how resources might draw visitors to the area or to the resource, the interest value of the resource in attracting visitation. A weight was assigned to resource significance criteria. No weight was assigned to the interpretive significance questions because they require only a yes and a no response. The number of yes votes is counted to score the interpretive segment of the evaluation. Once the resource has been taken

Figure 2-1

Template Process Diagram

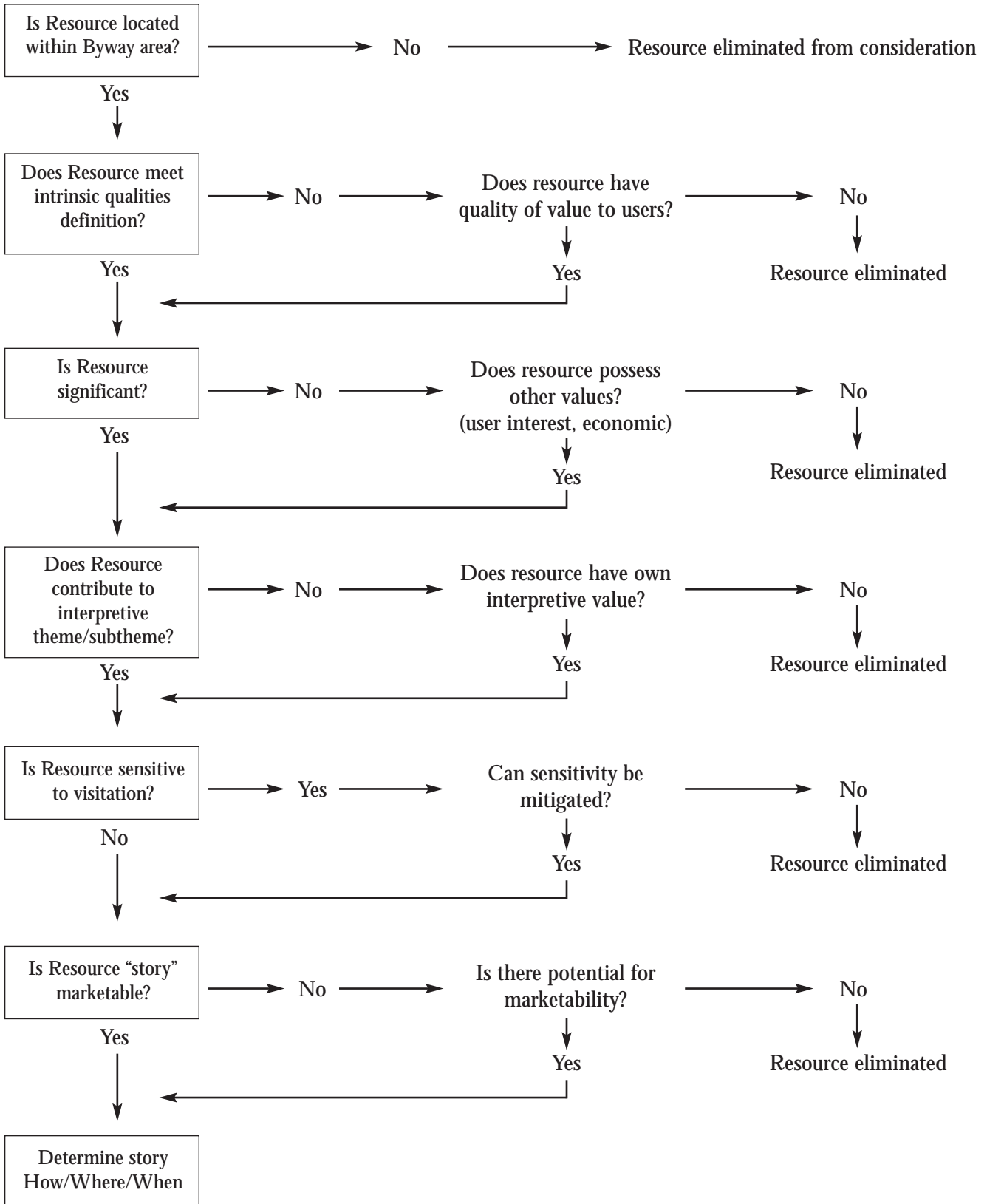


Figure 2-2

Template Checklist

Name: _____

Description: _____

Location: _____

Does the Resource fall within the designated Byway Area: Yes _____ No _____

Intrinsic Quality (Check all that apply):

Natural _____ Scenic _____ Cultural _____ Historic _____

Archeological _____ Recreational _____

Resource Value/Significance

1. Is resource known or of interest:

Locally _____ Regionally (multiple states) _____ Nationally _____

(1)

(2)

(3)

2. Has the resource received any official designations?

Yes _____ No _____

Local _____ Regional _____ National _____

(1)

(2)

(3)

3. Is the resource recognized by other agencies or organizations?

Yes _____ No _____

(1)

4. Is the resource (1 point for each item checked):

Unique _____ Representative _____

Irreplaceable _____ Distinctly characteristic _____

5. Is the quality of resource integrity:

Highly disturbed _____ Somewhat disturbed _____ Undisturbed _____

(1)

(2)

(3)

— OR —

Undeveloped _____ Somewhat developed _____ Highly developed _____

(1)

(2)

(3)

6. Is the resource(s) visible from the Byway?

Yes _____ No _____

(1)

7. Does the resource draw interest or visitors from outside the immediate area?

Yes _____ No _____

(1)

8. Is there support for the resource value (citizen, political, financial)?

None evidenced _____ Some support _____ Widespread support _____

(1)

(2)

9. Does the resource support linkages among resources along the Byway?

Yes _____ Potentially _____ No _____

(2)

(1)

10. Is access to this resource available?

No _____ Could be developed _____ Yes _____

(1)

(2)

Resource Significance score: _____

Interpretive Significance

1. Does the resource support Byway goals?

Yes _____ No _____
(1)

2. Does the resource relate to other resources?

Yes _____ No _____
(1)

3. Does the resource contribute to a unified Byway theme or sub-theme?

Yes _____ No _____
(1)

4. Will interpretation of this resource enhance the Byway theme or sub-theme

Yes _____ No _____
(1)

5. Is documentation available to support stories about this resource?

Yes _____ No _____
(1)

6. Would interpretation of this resource pose health, safety or environmental risks or hazards?

Yes _____ No _____
(1)

7. Are interpretive messages already associated with this resource?

Yes _____ No _____
(1)

8. Are there limiting factors associated with interpretation of this resource (e.g., seasonal, access, ownership)?

Yes _____ No _____
Describe _____ (1)

9. Is there local support for interpreting this resource?

Yes _____ Some _____ None known _____
(2) (1)

Resource Marketing

1. Will interpretation of this resource attract new visitors?

Yes _____ No _____
(1)

2. Does the resource and its interpretation meet target Byway market?

Yes _____ No _____
Visitor types _____ (1)
Geographical area _____ (1)

3. Does interpretation of this resource support Byway marketing goals?

Yes _____ No _____
(1)

through the assessment process (e.g., completed steps outlined in the flowchart), the score is totaled and used to prioritize resources. Definitions for each intrinsic quality, criteria for resource significance and marketability provide guidance in determining intrinsic quality category, level of significance, marketability, etc.

Interpretive Resource Evaluation

The evaluation process applies a set of criteria to each resource that has been identified or that may be recommended for inclusion. While the criteria are intended to provide objective evaluation, interpretation of the criteria and their applicability is subjective. Furthermore, there may be some resources that, by themselves, do not meet significance criteria but, when taken together with other resources, contribute to the Byway stories or theme or offer linkages to other Byway resources. This may be the case with some resources that are primarily commercial ventures (e.g., resorts, marinas, shops, etc.) but contribute to the Byway theme/stories (resorting industry) or intrinsic quality (recreational facilities). A draft checklist was initially prepared. A numerical value was placed on each question. Total possible points for each category were:

- Resource Value/Significance 25
- Interpretive Significance 10

Two-person teams of Byway Board members used the checklist to evaluate the intrinsic quality significance of resources along segments of the 54-mile route. The resources evaluated were those identified in the Corridor Management Plan (CMP Appendix A). Resources were evaluated, scored, and prioritized first on the resource value/significance criteria. Resources were then evaluated for their interpretive value.

Resources were then scored for marketability and scores totaled. Those with the highest total score were identified as highest priority for interpretation and marketing. Resources with the highest points in the first two sections (resource value/significance and interpretive value) were also used to identify potential interpretive “hubs” (major locations for interpretation), and the theme or sub-themes related to those resources. *Table 2-1* summarizes the results of the resource evaluation.

2.3 Byway Theme

Interpretation is based on a unifying theme that reveals meaning for the Byway. One of the Byway Association goals is that the Byway serve as an area unifier, “integrating goals and values” within the corridor. The theme is the central, key idea that Byway users will come to realize.

Topics are the subject matter that the theme reflects. Topics of interpretive panels for the Trail Meets Byway and the Hiking

Trails projects told of the natural resources-how they developed and are managed-and of the people to have used these resources.

During preparation of the Interpretive Plan, the Byway Association reviewed the natural resource focused theme and slogan and discussed possible sub-themes. Information from the resource evaluation effort more specifically identified unique and special features of the Byway. Based on this evaluation, the Association refined its interpretive theme to:

“The natural resources have lured people to use and enjoy the lakes and the land.” The slogan “Legacy of Legends, Lakes, and Land,” was created to reflect this theme.

Interpretive topics that reflect the natural resource focus of the theme include information on the formation of the lakes and land, forestry and forest management, watersheds and lake management, wildlife, and stewardship of these resources.

The Association then discussed possible sub-themes. Initially, two sub-themes were identified. One focused on people who travel here and how they use the lakes and the land. The second focused on stories by and of people who create legends. After further discussion, the Association determined these two sub-themes should be combined. The resulting decision was to develop one sub-theme:

“The history and culture of the area results from the people who travel here and the stories they tell of the lakes and the land.”

Interpretation will tell stories of people and how they used the lakes and the land for more than 2000 years. The stories-both truth and lore-are of and by these people who traveled through, lived, worked, and played here. These stories create the legends of these lakes and land. Interpretive topics that reflect the peoples and stories include:

- Native American culture (Paleo to Modern), how and where they traveled, their use of the resources, evidence of past and present existence and lifestyle
- Trappers and traders, how and where they traveled, how they used the lakes and the land
- Explorers, including Pike and Nicollet, why they were here, where they traveled

Table 2-1

Resource Evaluation Summary

RESOURCE	RESOURCE VALUE			TOTAL
	Significance	Interpretation	Market Potential	
Corps of Engineers Dam	17	10	4	31
DNR Fire Tower	17	9	4	30
Crosslake Historic Museum and Park	16	9	4	29
Uppgaard Wildlife Management Area	15	10	4	29
Golf Courses	19	6	3	28
Whitefish Chain of Lakes	16	8	4	28
Paul Bunyan State Trail	17	6	4	27
Fawcett House at Breezy Point Resort	14	9	4	27
Pine River	15	8	3	26
Island Lake Woods	12	10	4	26
Whitefish Area Resorts	14	7	4	25
Snowmobile Trails	13	6	4	23
Rice Lake/Lowell Wildlife Management Area	13	6	4	23
Driftwood Resort Museum	11	8	4	23
Ideal Township	10	8	4	22
Breezy Ice Arena	13	5	4	22
Chiarella Forest Management Area	11	9	2	22
Dike 16	12	7	2	21
Lady of Snows Chapel	13	4	1	18
Site of Indian Battle	8	6	4	18
Pine Lake	10	5	2	17
Pelican Brook	12	4	0	16

Matrix Explanation

The matrix reports scores for the top ranked resources after evaluating for significance, interpretive value, and marketing potential. Resources that had 10 or more points for resource significance were then evaluated for their interpretive and market potential. The one exception is the site of the Indian Battle. This received further consideration because, while its significance is limited as it presently is, there is widespread interest and value for interpretation of Native American stories.

While only those resources with a significance score of 10 or more were further considered, these resources remained in the inventory and may be considered for further interpretation. In fact, it is probable that some of the top-ranked resources will have lower priority for further interpretation or that their interpretation will be better suited if joined with another resource. For example, Dike 16 might be included as a part of an interpretive opportunity at the Corps of Engineers facility in Crosslake. Similarly, a number of resources that ranked lower for resource significance, have relationships with other Byway resources that suggest important interpretive opportunities. For example:

- Boulder field on CSAH 1 and the glacial erratic on CSAH 16 -both represent remnants of the glacial legacy that created the lakes and the land
- Manhattan Beach Lodge and Birch Hill Inn on CSAH 66-both have stories of famous and infamous visitors
- Jenkins and Timothy Town Halls on CSAH 1 and 15-both are former one room school houses that help tell the story of early settlement
- Old Grade Road/Northgate Lane/Old Log Landing-these sites relate to the area's logging history

Finally, this matrix only summarizes physical resources along the Byway. Such non-physical resources as the Paul Bunyan legends are key elements of Byway interpretation. These non-physical resources may be linked to and interpreted at a specific place (e.g., forest management at Chiarella FMA), at special events or festivals, or included in other interpretive messages. It is important to consider the value of these non-physical resources for interpretation, and the methods of interpretation.

- Loggers/logging industry, Paul Bunyan and the Paul Bunyan tales
- Transportation development, including railroads to support the logging and tourism industries
- Early settlement of the area (logging, farming, tourism)
- Today's travelers (residents and visitors)
- Changing uses of the resources, culture and economy of the area

The influence of natural resources for human settlement and stories of the peoples who have affected the character and development of an area is a theme commonly used by other byways. What sets the Paul Bunyan Scenic Byway apart is its image as the "Paul Bunyan" Scenic Byway—the land of this legendary lumberjack. The Byway name implies that visitors will hear the folklore of Paul Bunyan. Interpretation must reflect this identity to meet visitor expectations. The Association decided that the presentation style should be truth and lore, interpreting the theme through the lore of the lakes and land and the people who travel here.

The Association selected the slogan "Explore the Lore" to represent the sub-theme. The slogan is a good reflection of both the Paul Bunyan identity and the interpretive style.

2.4 Intrinsic Quality and Theme Testing

Once resources were assessed and a theme and sub-theme proposed, visitor interviews were conducted. The goal of the interviews was to identify expectations and interests of visitors in the Byway area and to validate the appropriateness of the Byway theme and sub-themes.

The method used was interception with interactive person-to-person interviews at locations geographically dispersed along the Byway at a variety of places where visitors frequent. These included community information centers, restaurants, lodging facilities, and points of interest.

2.4.1 Interview Design

The first part of the questionnaire was oriented toward verifying the significance of Byway resources for their intrinsic qualities as defined by National Scenic Byway Program. The questions focused on the intrinsic qualities the Byway Association ranked highest. These were: recreational, cultural/historic, and natural/scenic.

The second group of questions were designed to learn if the people and culture of the proposed theme and sub-theme matched ideas of visitors and to identify the most commonly thought of legends and interests.

The final part of the questionnaire provided general demographic information about respondents. One question

solicited ideas about roadside signage and interpretive panels.

A total of 18 surveys were conducted between August 11 and August 16, 2003. Survey locations included: Pequot Lakes, Jenkins, Crosslake, Ideal Township, and Breezy Point. Respondents included a range of visitor types and age groups, including families, young adults, and older adults. Some results were closely tied to the location of the interview. For example, interviews at the Trailside Information Center in Pequot Lakes, located along the Paul Bunyan State Trail, generated a high response by bicyclists. Similarly, those interviewed at the Corps of Engineers campground in Crosslake were most interested in camping-related activities.

Following completion and tabulation of survey results, the interpretive theme and sub-theme, interpretive hub and topic recommendations were reviewed and revised to reflect interests expressed in the survey.

2.4.2 Survey Response Summary

The following presents the interview questions followed by a summary of interview responses.

Intrinsic Qualities

General—

1. When thinking of this area of Minnesota, what are the first three things that come to mind?

Lakes and woods were the most frequent responses. Vacation, and relaxation was also mentioned frequently. A range of other responses included relatives, trails and biking, campgrounds, fishing. Interestingly, several respondents noted the increase in numbers of people, traffic, costs, and lack of jobs.

2. Thinking about the area around the Whitefish Chain of lakes, I wish I had more information on:

Most responses related to information on places to go and things to do, such as bike and hiking trails, events, restaurants, campgrounds, fishing spots, and resorts. Only a few respondents identified a desire for more information on history, culture, and nature in the

area. One respondent desired further information on boat rules and boat rentals.

Cultural/Historical—

3. Name a unique cultural aspect of this area (festival, event, food, story etc.)

About half of the respondents were unable to respond to this question. Those that were able to identify a cultural aspect of the area most frequently mentioned Paul Bunyan and lumber/logging. Other responses focused on special events such as Bean Hole Days (Pequot Lakes) and the 4th of July celebration. Pow-wows and wild ricing were also identified.

4. What stands out as the one thing that expresses best the customs and traditions this area?

Again, only about half of the interviewees responded to this question. Paul Bunyan was again mentioned, along with outdoor-related activities (fishing, lakes).

5. Can you identify a significant aspect of the history of this area?

About half of the interviewees responded to this question. Logging was the most frequent response. Others included fishing, railroads, Breezy Point Resort, the Crosslake dam, and camps.

Natural/Scenic—

6. What natural resources play a significant role in this area?

Lakes and woods were the most frequent response. Others related to natural resources such as fishing, wildlife, scenery, and the seasons.

7. Is there a specific view along the Scenic Byway (show map) that has attracted your attention?

The view of Cross and Rush lakes from the bridge on CSAH 16 was the most frequent response. Others included views of Big Trout Lake and Moonlight Bay. There were a number of more general responses (sunsets, views of the lakeshore). A number of respondents said they had not driven the Byway route.

8. If you were going to show this area to someone new to the area, what or where would you show them and why?

Most of the responses related to natural resources-lakes (general and specific lakes), wildlife, woods, bike and nature trails-and to outdoor activities-camping, tubing, boating. A few mentioned small towns, shops. The Crosslake Historic village was identified. One youngster mentioned butterflies.

Recreational Quality—

9. Name three recreational activities you participate in around this area. Are there specific areas you go?

The first part of the question evoked a number of responses. Biking and hiking were the most frequent responses. Most others related to use of natural resources-boating,

swimming, fishing, and hunting. A variety of other responses included birding, golfing, camping and shopping.

10. I might return to this area in winter if . . .

Having snow and snow-mobiling were the top responses. Others indicated they would return if they had the time and money, if there were more things to do, or if friends and relatives were here in the winter months.

11. Is there a recreational activity you would like to have offered that is not available here?

Most respondents were satisfied with the currently available recreational activities. A few activities mentioned included para-sailing, more hiking trails, art museums and galleries, art classes, and more nature activities for children.

12. If it rains during your visit, what are you most likely to do?

Stay inside and read, play cards and board games were the most frequent response, followed by shopping. Going to movies, eating out were also noted.

Theme/Subtheme—

1. For the past 2000 years, people have come to this area to live, work, and play. Identify three groups of people you believe established the culture of the area and what it is today.

Native Americans, loggers, and Scandinavians were the top responses. The next group of responses was trappers, railroaders, fishermen, original resorters, and tourists.

2. Legends have naturally evolved from the people who came and who come to this area. List three legends (stories) true or lore, you believe are important to the culture of the area.

Paul Bunyan was, not surprisingly, the most frequent response (15). The story of Whitefish and the Crosslake dam was mentioned. Other responses included Indians, the Pequot Lakes Bobber, Bean Hole days, and fish stories.

3. What kinds of stories do you like to hear/learn about when you travel this area?

Respondents most frequently identified stories of the history and early settlers. Closely related to this response were legends of local people and local customs and issues. Lakes and nature, geology, and Indians were also mentioned.

4. *What is the best story you will take home from this trip?*

This question did not draw good response. Many said the story had not happened yet. Those responses that were given were personal stories of things that had happened during the trip (the mouse on the pontoon, seeing a mother loon with her chicks), stories of family and friends, or general impressions (great weather, beautiful sunsets).

5. *Indicate your level of interest with the following kind of stories: (interested/neutral/not interested)*

This request for more specific information revealed a great interest in information about early settlers, and local history. A bit surprising, stories about explorers received the most positive responses. The number next to each category indicates those that expressed interest.

Native American	16
Trappers and traders	14
Explorers	23
Nature	18
Logging/lumberjacks	19
Rich and famous people	8
Gangsters	9
Railroading	14
Early settlers	22
Resorts and tourism	9

General/Demographic—

1. *What entices you to stop and read a roadside sign?*

This question elicited responses, not about sign content, but about location, safety, and ease of access. A scenic overlook was a major reason people stopped. Historical markers were noted but generally only if there was advance notice of the marker, the sign was distinct and visible from the driving lane.

2. *What would encourage you to return to the area?*

Family and friends was the biggest reason for people to return to visit. Many respondents were already repeat visitors.

3. *Age* (range from 4 to 80 years)

4. *Gender* (male and female)

5. *Profession of adults* (retired, finance, utilities, medical, law, student, marketing, engineering, trucking, real estate, ministry)

6. *Place of residence* (city and state) *two out-of-state* (Chicago and New Jersey)

7. *Where are you staying tonight* (all categories were represented)

- Own residence
- resort
- hotel/motel
- campground
- friends/relatives



Everybody knows how Paul loved to fish. Local residents happened upon Paul's bobber in the 1980's and promptly put it to good use as a water tower.

Several questions from the August interview were tested on a group of area residents as part of a Byway presentation in October. Those results are similar to responses of visitors but with more emphasis on local events (e.g., Bean Hole Days, lutefisk suppers), and special places that are known to residents (e.g., Big Island). Popular activities included outdoor recreational activities, such as fishing and boating, but also included activities expected of residents, such as visiting with friends and church activities. Paul Bunyan was identified and logging was a frequently noted cultural and historic aspect of the area. Scandinavians were also noted frequently. Responses are indicative of the group—older, long-time residents at a church-related function.

Clearly the results of the interviews show that natural resources—lakes and woods—are the most notable elements of the area. Closely associated are the outdoor activities that are related to the natural resources—water-based recreation (boating, fishing, and swimming), hiking and biking. People come here for the recreational opportunities the natural resources offer. This would indicate that a key intrinsic quality is recreation, and a natural-resource theme appropriate.

A cultural/historic focus on Paul Bunyan, logging and lumberjacks was also demonstrated in the responses. The development of the area through stories of the travelers also seems appropriate. However, visitor interest seemed to emphasize more recent history—logging and early

settlement. In developing the interpretive program, it would appear more detailed information be presented on later cultural heritage of the area. The one exception was a high interest in stories of explorers.

3.0 Byway Market

The current and potential Byway market includes those presently using the Byway and potential new users, both residents and visitors. Identifying these audiences supports development of an interpretive program that will achieve goals the Byway identified in the CMP and during interpretive planning. These goals focus on:

- Fostering cooperation and partnerships
- Becoming a recognized area amenity
- Promoting positive economic impacts
- Promoting knowledge, understanding, and appreciation of the area and its intrinsic qualities

The resources and intrinsic qualities of the Byway area, and the theme that ties these together into a unified “story” offer opportunities to target user groups to meet Byway goals.

3.1 Current Byway Users

Current Byway users include area residents-permanent and seasonal-and visitors. Both groups use Byway roadways primarily as transportation routes to and from their place of work, home, and vacation or to attend area events and activities. Use of these roadways is increasing through permanent and seasonal population growth and increases in area tourism.

Byway communities have seen significant population growth during the 1990s-127 percent in Breezy Point, 67 percent in Crosslake, and about 12 percent in Pequot Lakes. Population increases-both resident and visitors-have resulted in increased travel along these roadways. Plans for widening Trunk Highway 371 to four-lanes between Nisswa and Pine River reflect a need to accommodate increased traffic and improve safety.

Recent increases in tourism have come as a result of several factors:

- more efforts by tourism organizations to market the area
- economic and political factors that have encouraged travel closer to home
- more friends and family visitation that accompanies population growth

A yearlong tourism study by the University of Minnesota Tourism Center offered more information. The study characterized visitors to the Brainerd area finding that:

- 84.4 percent have incomes above \$40,000; nearly

36 percent of these have incomes above \$90,000.

- average travel party size is 3.84 people;
- 40 percent are two-parent families with children; 35 percent are couples with grown children.
- 83.6 percent of visitors are from Minnesota
- 92.4 percent consider the area their primary destination
- 93.1 percent are repeat visitors
- 70 percent indicated they planned to return to the area
- The primary reasons for their visit:
 - Going to cabin/vacation home (26.5 percent)
 - General leisure (15.8 percent)
 - Visiting friends and family (15.7 percent)
 - Outdoor recreation (12.8 percent)
- Visitors spend an average of 5 nights in the area
- The most important sources of information that contributed to their awareness of the area were previous visits and recommendations from friends and family.

Based on this information, the typical area visitor is a married, higher income Minnesotan who has visited previously. Most have children and are here to enjoy their own cabins, visit friends and family or for general recreation and leisure. Information from the intercept interviews (section 2.4) and a hand tally of visitors to the Pequot Lakes Trailside Center are consistent with the Tourism Center findings.

3.2 Target Byway Users and Markets

In identifying and selecting target markets it is important to consider marketing efforts of other organizations and businesses. Resorts, restaurants and retailers market their services independently or as part of a tourism organization. Chambers of Commerce, tourism associations such as the Whitefish Area Lodging Association, and the Minnesota Office of Tourism already actively markets the Byway, its services and attractions to draw visitors. Selection of target markets and marketing efforts

need to be compatible with these other marketing efforts. The Byway Association does not need to duplicate these efforts.

The purpose of marketing the Byway is important in identifying and selecting target markets. Businesses generally market their goods or services to generate additional revenue. Tourism organizations market to draw visitors to an area and promote positive economic activity. The Byway Association shares these goals, but is also driven by a desire to educate and entertain Byway users.

The primary market for the Byway Association is people who have already arrived in the area with the purpose of sharing the area's intrinsic qualities in an entertaining manner and to depart with a greater awareness of unique people and resources.

Within this market are several subgroups:

1. Residents, both permanent and seasonal. Marketing to this group will gain awareness of and support for the Byway and a greater appreciation of the area that will result in positive word of mouth promotion. The Byway provides an additional amenity for residents, friends, and family.

2. Potential repeat visitors. Research confirms strong loyalty among existing area customers. To market to this group, the Byway interpretive program should offer these visitors a new and exciting attraction, an additional activity that meets their needs and interests and another reason to return to the area. These customers may also respond to the Byway as a rainy day, fall, or winter season activity or get-away destination. To these visitors, the Byway will be an addition in a comfortable and familiar setting.

3. New visitors attracted to the area for the first time. For new visitors, the Byway can be a "discovery," an unexpected attraction. Most new visitors are likely here to enjoy the lakes, leisure, and recreational opportunities. The Byway Interpretive Program can tie these resources together leading to greater appreciation of the area's intrinsic qualities and providing

another reason to return to the area.

Several characteristics of these market groups influence development and implementation of the Byway's Interpretive Program.

Age. Products offered must match age interests. Families need products attractive to both children and adults. Seniors may seek active but less physically demanding activities. Teens and adult singles frequently seek highly social events and products.

Type/Reason for Visit. Information developed by Colle + McVoy, the Minnesota Office of Tourism's 2002 advertising agency, revealed that consumers distinguish between a vacation and a getaway. Vacations are characterized as trips to somewhere with the expectation that something will be accomplished or experienced. Vacations are anticipated and planned and they are expected to be times of rediscovery filled with thinking, talking and listening. Vacations actually begin with the planning. Getaways, on the other hand, are trips of avoidance and escape meant to relieve stress. They are temporary reprieves and are often spontaneous thus involving less anticipation and planning. Vacations are primarily summer events in Minnesota. Getaways may happen in summer but are stronger in autumn.

Season of Visit. While the Byway area has a long history of providing family summer vacation experiences, business is growing in



other seasons. While spring remains the most challenging season, autumn offers substantial opportunity and, where facilities are developed for outdoor activities, winter is also a growing seasonal market. The Byway interpretive plan should take advantage of these seasonal opportunities.

Transportation Mode. How visitors transport themselves to and around the Byway are important considerations. Because the Byway is primarily highway based, most travel will be via automobile. The recent construction of paved shoulders on many Byway roadways presupposes some level of bicycle traffic. Motorcycle and motor coach travel must be considered and, because so much of the Paul Bunyan Scenic Byway is parallel to bodies of water, pleasure boats will navigate the Byway too. Snowmobile and cross-country ski travel is expected in winter and there is growing evidence of ATV travel along the Byway. Targeted marketing needs to identify the relative importance of reaching each of these populations.

4.0 Interpretive Tools and Techniques

4.1 Methods of Interpretation

The Byway Association identified the need to analyze methods to disseminate information and to use a range of techniques for interpreting the Byway theme and sub-theme. Byway visitors vary in age, gender, and family status; they have different interests and reasons for traveling, and they have a range of learning styles. Successfully offering a Byway travel experience for this diversity requires use of several interpretive tools.

In addition to learning the Byway stories through interpretation, it is equally important that travelers be able to “find their way” along the route. Interpretation is ineffective if travelers are unable to easily navigate the Byway and locate the resources—places and activities—that provide the experience. Finally, the interpretation—both the stories and the methods used to convey the stories—must be of interest to the target markets.

The following summarizes methods of interpretation that are frequently used by Byway organizations. Some methods may be more appropriate for wayfinding, others for interpretation and others as marketing tools. Some methods can serve as wayfinding, marketing, and interpretive devices. Descriptions of these methods are contained in Appendix C.

4.1.1 Museum, Visitor and Interpretive Centers

These are building facilities that generally provide visitor

information and services and may include interpretive information. Gifts and other merchandise may also be sold. In most instances, these facilities are not specific to a byway but are sites located along byways that are identified as a point of interest or Byway resource.

Museums

Many byways, especially those with substantial economic resources or strongly involved state and federal agencies, tell at least part of the area’s stories through museums. The museums may be specific in purpose, such as a local history museum, or they may focus on a broader range of interests. Many museums along byways pre-date byway designation and have been incorporated as a byway interpretive resource or point of interest. As such, they may interpret an element of the byway story but are not byway specific. The Minnesota Resort Museum at Driftwood Resort and the Historic Log Village in Crosslake are examples along the Paul Bunyan Scenic Byway. Both interpret a part of the Byway story (resort history and early settlement of the area) and are pre-Byway resource sites. Similar museums are common along other byways, such as the Otter Tail County Historical Museum along the Otter Trail Scenic Byway.

Visitor Centers

Visitor centers are commonly of two types—those that welcome visitors to a community or area, such as the Pine River Information Center and the Pequot Lakes Trailside Information Center, and those that provide visitor services for a specific attraction. Visitor centers may contain interpretive displays but their focus is on providing information and visitor services. The Pine River Visitor Center displays a few historic artifacts. The Pequot Lakes Trailside Center provides only visitor information (maps, brochures) and services (e.g., restrooms). The proposed Lakes Area Welcome Center south of Brainerd will offer information, services and interpretive displays by organizations, such as Minnesota Lakes Association and the Department of Natural Resources.

Interpretive Centers

Interpretive centers focus on telling the story of the place or area; visitor information and services are secondary to the interpretive message. The Cultural Center at Pipestone National Monument, the Prairie Wetlands Learning Center along the Otter Trail Scenic Byway, and the Stearns County Interpretive Center along the Glacial Ridge Scenic Byway are examples of facilities that focus on learning and interpretation of a site or area. State parks and forest ranger stations also often have centers for interpretation. Most of these offer visitor information about the site as well. Along the McKenzie Pass-Santiam Pass Scenic Byway in Oregon, interpretive information is located at the ranger stations.

4.1.2 Signage

Signage is a common interpretive mechanism. All byways incorporate some type of signage, both for wayfinding and for interpretation. Byway logo signs mark the route and usually incorporate an implicit interpretive message. The Paul Bunyan Scenic Byway logo of Paul and Babe suggests the land of this legendary character and a rich logging history. Signage, for wayfinding and for interpretation, must carefully consider design, visibility, consistency, clarity of message, and durability.

Wayfinding

Wayfinding signs help the visitor navigate the route and locate points of interest and interpretation. The Byway logo sign, frequently placed along the roadway and at road intersections identifies the route. U.S. road symbol signs are also used for wayfinding. Most applicable to scenic byways are the motorist services and recreational signs. The DNR Historic Fire Tower access, the Uppgaard Wildlife Management Area, several public water accesses and cross-county ski trails along the PBSB are identified by these brown recreation signs and symbols.

Gateway Signs

Many byways have installed signage to identify a major entry onto a byway. The Edge of the Wilderness Scenic Byway has five gateway signs located at a key location (Bigfork), the beginning of the byway (Grand Rapids, Effie), and where a trunk highway intersects the byway (Marcel, Lind-Greenaway Mine). The Edge of the Wilderness gateways contains interpretive panels within a stone base, wood-covered structure. The Paul Bunyan Scenic Byway constructed and installed a gazebo at the CSAH 16 Byway entrance as a “gateway.” Interpretive panels relate information about the Byway area and natural resource sites along CSAH 16 and the northern loop of the route. In order to be effective as a gateway, wayfinding

signage is needed. Gateway signs may be appropriate at several other sites, most likely where the Byway intersects with Trunk Highway 371 (Pequot Lakes, Jenkins, Pine River).

Interpretive Panels

Interpretive panels have two components-the panel itself and the supporting base. The National Park Service (NPS) publishes detailed information about these components (See Appendix C). One important element with all signage is the need for consistency in design and sign placement. A sign design manual may be important to ensure signs installed at a later time continue consistent practices. While interpretive signs can be fabricated from almost any material, the three types commonly used are porcelain enamel, screen prints and digital prints. The PBSB currently uses digital print on vinyl. Sign bases may also be made from a variety of materials. NPS has developed sign base standards manufactured by several vendors at relatively low cost. The Paul Bunyan Scenic Byway has used bulletin cases that permit information panels to be changed easily.

4.1.3 Performance Based Interpretation

This interpretive mode has many variations. Oral interpretation has a long tradition and is perhaps the most effective way to create a personalized experience in relaying Byway stories. However, oral interpretation has limitations-it may be seasonally dependent, it relies on availability of knowledgeable, skilled people, it may reach a limited number of visitors because of space constraints and scheduling and it may be costly.

Storytelling

Stand-alone storytelling has not been used extensively as an interpretive method. However, the oral tradition of storytelling as live real-time interaction between speaker and audience has strong traditions, especially for intergenerational communication. It was typical in pioneer communities, a popular entertainment in lumber camps and remains the primary vehicle to pass cultural traditions in Native American

communities. St. Cloud State University has used the Paul Bunyan Scenic Byway as a focal point for teaching storytelling. Master Storyteller Jerry Wellick of St. Cloud State University has expressed interest in developing this interpretive method for the Byway. Because of the connection with the University, storytelling may also provide linkages to other interpretive methods (e.g., school curriculum). Storytelling was used during the Ideal Township Centennial Celebration when several long time residents gathered at the Township Hall to talk about their life experiences.

In-person interpreters

Many byways, especially those with ties to historic sites or public lands, use in-person interpreters who interact directly with visitors. National and state park rangers typically offer in-person interpretation. Along the Paul Bunyan Scenic Byway, the



naturalist led hike through Uppgaard Wildlife Management Area (WMA) is an example. This service is available weekly during the summer or by special arrangement with the local naturalist. On-board interpretation for motor coach tour is a common form of guided travel that uses in-person interpreters. Step-on guides board a motor coach as it enters an area and accompanies the coach throughout the planned tour. During the Governor's Fishing Opener in 2001, a media

tour of a portion of the Paul Bunyan Scenic Byway used special interpretive guides (e.g., fish and wildlife experts) at specific stops and others offered an overview of the Byway. The Lake Country Scenic Byway's Ambassador Program uses knowledgeable guides for Byway tours.

Costumed interpreters

Costumed presenters "dress the part" to tell the story, incorporating costumes and other props in the messages they communicate. Costumed interpreters may speak in the first or in the third person to incorporate non-factual information (e.g., Paul Bunyan Legends). The US Army Corps of Engineer



A maker of world famous thimbles, Fred Gridley (mayor of Manhattan Beach) becomes a medieval Viking named Fredrik, the Bearclawed, at regional festivals.

District Manager at the Pine River Dam in Crosslake uses costumes, and costume changes, to enhance his interpretive messages.

Re-enactors

This method is typically used to re-create historical events, such as the Civil War or important historical battles. Re-enactor groups are usually composed of well organized, dedicated hobbyists who focus on events, such as recreated battles or eras.

Stage Performances

Good stage performances keep an audience's attention for the duration of a performance. Performers need to be skilled at improvisation if the program calls for audience interactions. The Ballad of Lucette, a locally written and performed play is presented annually in Hackensack. An alternative performance method is to have shorter presentations in a street, park, or at other public place. Musicians and vocalists can be incorporated as part of the interpretive performance.

A traveling presentation in the style of medieval plays in which a play is presented in scenes that move from place to place may be another possibility. Related to this is a Traveling Trunk Program with interpretation delivered in a variety of venues. The trunk is stocked with artifacts, clothing and props that permit audience participation. This method is also well suited to classroom presentations.

4.1.4 Audio and Visual Presentations

Video tape

Video tape and DVD are widely used to transmit information and for interpretation. Many museums and visitor center, including those along scenic byways, use video presentations to introduce the history or a site. The Lake Country Scenic Byway uses a video presentation, and a video about scenic byways is available through the Minnesota Office of Tourism. The Ideal Township produced a video for its centennial celebration in 2002 that featured long-time residents and the history of the area.

Computer and Internet Linkages

Interactive computer (kiosks) can be effective in delivering interpretive messages. However, they are usually confined to museums or visitor centers where security and technical assistance is available. Interactive computers are one-on-one sessions so this method does not offer a chance for group interaction.

Internet access is widely available and has become a major source for visitors to obtain information, usually prior to a trip. The Paul Bunyan Scenic Byway maintains a website that may offer some interpretive potential. The Tall Tale link, for example, includes an array of stories tied to the area. The American Recreation Coalition, in partnership with Florida International University, has piloted a virtual tour product showcasing the Logan Canyon National Scenic Byway. The virtual tour offers the visitor an opportunity to explore byway features. The Paul Bunyan Scenic Byway website includes a tour link.

Highway Advisory Radio

This method uses low wattage radio transmitters operating under a routinely granted Federal Communications Commission (FCC) license to broadcast messages to visitors over their car radio. The FCC license allows a maximum 10-watt signal, which has a range of .25 to 5 miles, depending on topography and other factors. This system is commonly used for travel weather advisories. A Crosslake church uses highway advisory radio to broadcast outdoor services during the summer months.

Audio tours

In this interpretive method, visitors stop and pick up an audio playback device, carry it with them as they tour the area, and play back selected scripts at marked points along the tour. This interpretive method is often used in museums where visitors carry a hand held tape or digital recorder as they roam exhibits.

Listening Posts

Similar to the audio tour, and also frequently used in museums and interpretive centers, this audio playback device remains at each interpretive stop and is activated by the visitor. Activation can be by motion detector, by pushbutton or other switching device. Solid state units may be used outdoors with 12-volt power. This technology is often combined with interpretive panels.

4.1.5 Printed Materials

Printed materials are among the most commonly used interpretation method. Maps, brochures and newsletters are all ways to communicate interpretive messages.

Maps

Maps and the accompanying text can be used for interpretive messages. They contain the information type visitors most frequently seek. To be most effective maps must also be suitable for navigation. Character maps that illustrate features but are not accurate in scale, completeness, or orientation frustrate users. The Paul Bunyan Scenic Byway tear-off map is inexpensive and convenient but needs some revisions to improve for wayfinding and interpretation.

Newsletters

Organizational newsletters, such as the *Inkslinger*, can be venues to distribute interpretive information. The newsletter may be most valuable to tell recipients about new byway interpretive projects and activities. Distribution to community residents with a particular interest in the byway's efforts helps gather detailed information, especially from those with first hand local knowledge.

Brochures

Brochures, whether tour or single topic/site brochures are frequently used for interpretation. Almost all byways in Minnesota have published tour route brochures that provide a byway map, identify points of interest and provide general interpretive information about the Byway area

and specific points along the route. Many of these tour brochures are used as marketing tools that are distributed in response to inquiries from visitors and potential visitors. Tour brochures may or may not contain advertising to support publication costs and may be distributed free, loaned from a visitor station, or sold. Single topic/site brochures focus on a specific interest or site. The Birds of the Byway brochure interprets information about resident and migratory birds without requiring the visitor to visit any particular point of interest in order to enjoy a birding experience.

Illustrations/Art

The Paul Bunyan Scenic Byway is uniquely positioned to use published illustrations from the Paul Bunyan folktales. Copyright ownership will need to be determined and permission secured to use the illustrations. The Paul Bunyan legends have inspired numerous works of art including a motion picture, an opera, painting, sculpture, and murals. The Byway has used art for marketing and fundraising. One deck of Byway playing cards provide illustrations and information about specific historic or cultural sites long the route. A second set of cards depicts truth and lore associated with the Byway and its people. Original oil paintings by a local artist depict scenes along the Byway.



2.1.6 Other Methods

Kinetic Devices

Because interpretive programs along byways usually involve automobile or motor coach travel between points of interest, active people appreciate some kind of physical exercise upon reaching each of the points of interest. Incorporating some form of physical activity at displays aides those who learn better from kinetic activities and may help inform and entertain children.

Contests and Games

Because visitors will travel the Byway route and because many visitors stay at local resorts or campgrounds, opportunities exist to create games that carry interpretive messages. During the Pequot Lakes Summer festival, the Paul Bunyan Scenic Byway sponsored a Paul Bunyan Day with contests and games

(e.g., flapjack eating, tobacco spitting, logrolling, etc.). The playing card project is another method the Byway is using for interpretation that incorporates games as well as art.

Events

Telling the byway's story by participating or sponsoring events is a commonly used interpretive method. Depending on the event, the message may be directed at area residents, visitors, or potential visitors. The Pine River summer celebration annually features a lumberjack show and celebrates the logging heritage of this Byway community. In 2003 the Byway supported the Lakers Car Club for their annual fall leaf drive, which included a drive around the Byway.

School Curriculum

Interpretive programs are usually thought of as experiences for visitors. However, adding informative and entertaining elements directed at area residents can generate significant community involvement. Interpretive elements can be incorporated into school curricula. The new Pequot Lakes elementary school located along the Byway adjacent to the Lowell Wildlife Management Area may offer environmental/natural resource interpretive opportunities. The Byway area could be a focus of a local history curriculum or unit. Further collaboration with St. Cloud State University could foster storytelling classes in area schools or use storytelling through interviews with long-time residents for local history interpretation. Working in cooperation with educators to develop educational exercises, field trips, classroom presentations and projects can expand the interpretive audience and generate increased local interest and knowledge of the Byway.

4.2 Interpretive Methods Evaluation

The Byway Association identified seven specific methods to be evaluated for effectiveness in interpreting the Byway resources, features, and stories. These were:

- interpretive informational panels at eight to 12 locations

- 4-color brochure(s)
- maps-padded tear-off and demarcation of the route on existing tourism maps
- living history presentations
- video-tape (with audio)
- school curriculum
- web site additions and upgrades

These seven interpretive methods are evaluated, followed by a discussion of other options. Table 4.1 compares the interpretive methods. The evaluation also includes suggestions that would enhance the interpretive aspects of these methods.

4.2.1 Interpretive Panels

Interpretive panels are among the most frequently used interpretive tool. Panels are well suited as interpretive tools along roadways because travelers can stop at their leisure and learn about the area or particular point of interest. When placed outdoors, panels provide a continuous source of information at all times of the day and may be lighted for after dark use. However, in order to be effective, panels and their location must encourage travelers to stop, read the signage and experience the values and information offered. Once travelers stop the panel design and message must encourage readership and participation. Field maintenance is required as outdoor signs are subject to vandalism and deterioration. By their nature, sign panels also have limited space. To be effective of interpretive panels must:

- Provide safe access, adequate parking, advance warning of signage and suggest panel content
- Incorporate attractive design that is consistent with other Byway materials and themes
- Deliver message of interest to travelers that reflects the Byway theme

Interpretive panels currently in place at four Byway locations (Section 1.4) are contained in wood frame bulletin style cases. Digital print on vinyl contributed to the low initial costs but limited signage longevity. All four of these sites have adequate access and parking but wayfinding is inadequate.

Recommendations:

- Review and redesign existing panels, reprint on more durable material
- Design and install wayfinding signage including themed structure/symbol and brown recreational signs at existing panel sites
- Design, construct and install single/double-sided panels at six additional locations

- Work with DNR and Pequot Historical Society to install interpretive signage at the Historic Fire Tower

4.2.2 Brochures

Brochures are a frequently used interpretive tool. However, it is important to differentiate between brochures that are used for marketing and those that are interpretive. Many byway tour brochures include interpretive material but are also distributed in response to visitor inquiries. If potential visitors read interpretive information prior to arrival, they may find it unnecessary to travel the route, or they may find information on the route repetitious. Brochures can relay a relatively large amount of information; they can be easily carried, can be designed for specific visitor groups, and can be used to communicate different themes. In order to be effective for interpretation, the brochure must:

- Have an attractive design that is consistent with other Byway materials
- Be written to hold reader interest and reflect the Byway theme
- Encourage travel along the route
- Be easy to understand and to use while driving or walking

Recommendations:

- Design a Byway tour brochure with map of resource sites and interpretive activities
- Develop topic specific inserts including suggested itineraries or Byway day trips
- Design brochures consistent with other interpretive materials

4.2.3 Maps

Maps are commonly incorporated into Byway tour brochures. Demarcation of the Byway route on existing maps is effective as an awareness building mechanism but offers limited interpretive opportunity. The current Byway tear-off map denotes the route and provides brief information about points noted on the map. However, the present map is neither navigational nor interpretive. Resources indicated on the map are an inconsistent mix of businesses,

commercial ventures, natural resource and historic sites. Many of the places have changed or no longer exist. The tear-off map is inexpensive to publish and easily updated. It has been most helpful as a visitor directional guide.

Recommendations:

- Redesign the tear-off map to use as a navigational tool and guide to area services.
- Develop design consistent with other Byway materials
- Include Byway teaser interpretive information, such as a car or orienteering game for travelers.

4.2.4 Performance Based

Live presentation has the potential to be a very effective interpretive device for the Paul Bunyan Scenic Byway. However, it may require a large number of staff or volunteers who must be knowledgeable, skilled, and well trained to deliver a consistent message. This device may be most effective during the summer tourism season. There are a variety of interpretive options within the oral tradition implicit in performance based interpretation. Costs for costumes and props, and the number of volunteers needed is also a consideration for implementation. An in-person interpreter offering guided tours at a historical or natural site (e.g., Uppgaard WMA) would not require the resources that a costumed stage performance would require. Live presentations are suitable for interpretation of stories and legends that are not place or resource based, such as the Paul Bunyan tales or old timers stories. A variety of venues are also possible with this method.

Recommendations:

- Partner with DNR for in-person interpretation at the Historic Fire Tower
- Partner with USACE for costumed interpretation at campground and for special events
- Develop themed portable stage performance
- Reconstruct mail boat for in-person interpretation via the Whitefish Chain
- Expand Byway storytelling program with St. Cloud State University and present at special events, schools, resorts
- Evaluate event participation by Byway representatives and incorporate as appropriate

4.2.5 Videotape (with audio)

Video-tape/DVD presentations are most often used as an orientation at a visitor or interpretive center. They can also be used as classroom presentations. Video presentations are highly

portable and require little involvement of interpretive staff. Professional help in script writing and production is required to produce high quality presentations. An audiovisual presentation cannot be easily altered without incurring additional costs. Considerable volunteer time is also needed. Previously produced videos (e.g., Ideal Centennial) could be used as part of a new Byway video.

Recommendations:

- Video-tape ongoing interpretive efforts, particularly performances and storytelling, for future use and presentation
- Develop videotape as a visitor orientation to the Byway area.

4.2.6 School Curriculum

Developing school curriculum is not a particularly effective or efficient interpretive tool. It is aimed at a relatively small group that is not among the Byway's target markets. Furthermore, curriculum needs to meet state standards and would likely be used only at local schools and only if educators decide to use it. This technique would be most useful as a unit or presentation that supports existing curricula. Other interpretive methods (e.g., storytelling) can be incorporated into programs at schools.

Recommendations:

- Encourage school district to use Byway interpretive facilities and activities as sites for field trips
- Strengthen the Byway's partnership with St. Cloud State University for classes in story telling, and other educational opportunities such as intergenerational story telling in local classrooms
- Provide the Byway video tape to school district for educational presentation

4.2.7 Website Additions and Upgrades

The website does not offer strong potential as an interpretive method. Potential visitors prior to coming to an area generally use the website as a planning tool. The website is better used for

marketing than for interpretation. However, it could offer information about Byway interpretation and interpretive activities to encourage visitors to tour the Byway when they are here.

Recommendations:

- Continue updates and improvements to website focusing on its marketing and trip planning functions
- Use website to provide information on interpretive opportunities for Byway visitors

4.2.8 Other Interpretive Methods

The following other methods were not specifically identified by the Byway Association but should be considered as part of the overall interpretive program.

Museums/Visitor/Interpretive Centers

While initial costs of these facilities are high, they can be most effective for interpretation, particularly to tell a broad story of the area. Museums and interpretive centers are effective in drawing visitors and potentially attracting new visitors. Museums/interpretive centers offer partnership opportunities and can utilize more technically sensitive interpretive devices, such as videos, exhibits, listening posts.

Recommendations:

- Continue work with USACE to establish an interpretive center at the Pine River Dam and recreation area in Crosslake
- Work with Brainerd Chambers of Commerce to include Byway interpretive information at new Visitor Center
- Work with Pine River Chamber of Commerce to incorporate Paul Bunyan memorabilia as part of artifacts displayed at the Visitor Information Center.

CD Auto Tour

This method allows visitors to enjoy the Byway and its resources while traveling the route. If CD tracks are keyed to resource sites, visitors may begin the tour at any location. Different tracks could link to specific sites and interpretive panels and incorporate Paul Bunyan tales, birdcalls related to Birds of the Byway or other special interest topics. Distribution is an issue, however, and would likely have to be available for purchase or rental at visitor centers and gift shops. Professional voice talent would add to quality but also increase initial costs.

Recommendation:

- Consider developing CD auto tour for distribution at visitor and information centers.

Games and Events.

Byway games have entertainment and educational value that can appeal to families. Their interpretive value may be limited but could be used to encourage visitors to proceed to the next attraction along the route to solve a riddle or find an object. A car game could be incorporated into an auto CD tour, a Byway map, or tour brochure. Events offer an opportunity to interpret the Byway theme and sub-theme through games or contents, performances or storytelling. Special events attract both residents and visitors and provide an entertaining experience for those attending. Most Byway communities have special events, particularly during the summer months that could incorporate Byway interpretation.

Recommendations:

- Develop a car game as part of tear-off map, tour brochure or CD auto tour
- Identify local special events that could include Byway interpretation and activities appropriate for community events

4.3 Interpreting Byway Resources

The interpretive resource evaluation (Section 2.0) suggested major locations for Byway interpretation. These locations or “hubs” would focus broader interpretation of the theme and provide a starting point for interpretation of the sub-theme and specific topics that would be relayed at other locations or venues. Potential interpretive hubs have high significance scores, represent locations dispersed along the route and offer potential to develop ancillary facilities (e.g., restrooms, parking, picnic areas, etc.). Primary points of entrance to the Byway route, or “gateways” provide general Byway information that may include interpretation and visitor facilities. Other Byway resources offer opportunities for interpretation of specific topics. This section discusses potential hubs, gateways, and other locations for interpretation, and suggests interpretive subjects and methods at these locations.

4.3.1 Interpretive Hubs

U.S. Army Corps of Engineers Campground and Pine River Dam

The USACE campground and dam in Crosslake represents an opportunity to fully develop the Byway theme, particularly if the proposed cooperative agreement between the Byway Association and the USACE results in development of an interpretive center at this location. The site ranked high in resource significance, interpretive and marketing value. The campground and dam strongly connect with the natural resources, history, and culture of the area. The dam and its purposes (navigation, logging, recreation), the creation of the Whitefish Chain, evidence of early Indian culture (mounds), the connection to explorers, the use of waterways (lakes and Pine River) as a transportation route for Indians, traders, trappers, and logging are all embodied at this location. Today the dam and campground demonstrate the importance of recreation and river navigation. The location across from the Crosslake Historic Log Village makes a connection with a living history exhibit about the early settlers of the area. Interpretation at this hub could take a variety of forms including interpretive panels and exhibits, in-person or costumed interpretation, storytelling, games or contests and special events. The USACE administrative facility and campground has visitor facilities. The planned interpretive center might also provide a location for sale of Byway-related merchandise (e.g., CD Auto tour, playing cards, artwork) and additional visitor facilities.

Ideal Township Hall and Park

Located near the geographic center of the Byway, Ideal Township Hall and park is a center of the Whitefish Chain of Lakes and family resorts characteristic of the Byway. This site provides an opportunity to tell stories focusing on the development of family resorts during the 1920s and 1930s following the migration westward of the logging industry. Founding and growth of the township is steeped in stories—a mixture of truth and lore that fit well with the proposed Byway sub-theme and interpretive communication style. Information gathered for the Ideal Township Centennial (2002) could provide a basis for developing this story. This site offers an opportunity to tell the stories through summer events (e.g., Ideal Day) at the park and in the township hall. An interpretive panel might be suitable near the park and pavilion area. The Ideal Township area could also explore stories of lake-based businesses (e.g., ice harvesting, bait collection, guide services) that have ties to early settlement and development of resorts. This site ranked higher for its interpretive and marketing value than its resource significance. Its location as the geographic center of the Byway and the center of the Whitefish Chain and

family resort industry make it a strong candidate as an interpretive hub. Visitor facilities, including restrooms, picnic and playground equipment, and easy access and adequate parking are presently available here.

Pine River Visitor Center

This location is a center and major entrance to the Byway's northern loop and to the recent 6-mile Byway extension. It also connects with the Paul Bunyan State Trail located adjacent to the visitor center, and was recently designated as an official Minnesota Office of Tourism Visitor Center. Pine River has a rich logging history, celebrated annually at the community's summer festival, which features a lumberjack show. Agricultural activities are strongest along the northern loop. Resources include the boulder field, which makes an interpretive connection to the glaciers and creation of the area's natural resources. The old rail depot near the information center has been identified as an historically significant resource. The site can explore the broad Byway story—from the creation of the resources with the retreat of the glaciers to today's recreational use of the resources. The logging story, the connection of the Pine River to the Whitefish Chain and to the Mississippi River, the truth of the Pine River log drives, the lore of Paul Bunyan, farming and early settlement following the decline of logging, are stories that can be told through interpretive panels, special events and activities. The Whitefish Chain and the Pine River were Byway resources that ranked high in significance, interpretive and marketing value. Intercept survey respondents favored Paul Bunyan tales, stories of logging and early settlers. The visitor center currently displays logging, farming, and early settlement artifacts and could provide a basis for a small museum display. Visitor facilities and information are currently available here. Its location along the northern loop, its connection to the State Trail and Byway's northern entrance, and breadth of interpretation possible here, make this site both a hub and gateway.

Breezy Point

A location in this growing community, or at Breezy Point Resort is an opportunity to interpret some of the legends of rich and famous people who visited and continue to visit the area and to explore today's recreational use of the resources. The Fawcett House and its developer Captain Billy Fawcett of Hollywood publishing fame exemplify the origins of Breezy Point Resort. Access to this facility (Fawcett House) is limited, however, because it is a rental property on the resort grounds. Interpretation at this site would require coordination with Breezy Point Resort. Several golf courses are also located on resort property and in the area. Deacons Lodge golf course located within the City of Breezy Point was developed by Arnold Palmer, and named after his father. The golf facility can make a connection with the well-known people who enjoy the area, and the development of golf as a recreational activity. Area golf courses, the Fawcett House, and Breezy Point resort were ranked very high in terms of significance, interpretive and marketing value. These resources were also ranked of potential national significance. Interpretive panels located on resort grounds or at the Breezy Point City park, guided tours of the Fawcett House, and golf tours and contests are potential ways of relating these stories.

4.3.2 Gateways

Americinn Gazebo

A gazebo constructed as part of the Trail Meets Byway project, displays interpretive information at this major entry to the Scenic Byway (Highway 371 and CSAH 16). Information focuses on environmental resources and places of interest (e.g., Uppgaard WMA) along the northern loop of the Byway. One panel provides general information about the Byway area. This site is at the intersection of the Byway and the Paul Bunyan Trail, which offers an opportunity to develop the site as a rest stop for trail users and an introduction to the Byway route, facilities and resources. It may be best used as a wayfinding exhibit and rest stop (drinking fountain, picnic tables, and benches).

Pequot Lakes Trailside Information Center

Interpretive information currently located at a kiosk along the Paul Bunyan Trail emphasizes environmental resources and points of interest along the southern loop of the Byway. This spot is appropriate as a wayfinding exhibit, rest stop for trail users, and introduction to Byway route, facilities and resources. Picnic tables, soda machines, and rest room facilities are located in the information center. The Trailside Center's adjacent park area is used for a number of community events during the

summer months. This location could be used as a central area for interpretive activities during these local festivals and events (e.g., Bean Hole Days, Arts and Crafts festival), or a new Paul Bunyan festival. The Trailside Center is also located along a former railroad grade (now the Paul Bunyan State Trail). Early resort visitors arrived via the railroad, then were transported by horse-drawn lorries to the resorts. An interpretive panel in the Trailside Center could tell these stories.



Island Lake Woods
Some of Paul's favorite logging trails ended up as part of the DNR lands. The Veterans Hiking Trail at Island Lake Woods is one of them. You can almost hear the call, "Timberrrrr", as you walk the trails.

4.3.3 Other interpretive locations and topics

Island Lakes Woods, the DNR Fire Tower, Chiarella Forest Management Area (FMA)

These three sites all tie to a natural resources story of forest management. An interpretive panel at the Veterans Hiking Trail at Island Lake Woods presents a story of wildfire and how fire changes the nature of the forest. Additional forest management interpretation could be included in a new or updated interpretive panel or as trailside signs. The site is tied to the DNR Fire Tower, once manned by a well-known local forester who failed to detect the Island Lake Woods fire because of a blind spot at the DNR tower. Parking facilities and marked hiking trails are located at both sites. At the DNR fire tower trailhead there are picnic tables and grill facilities. Parking is paved and stripped. However, no site interpretive information is available at the tower or access trail. Interpretive panels at this site might tell stories of early and modern forestry and the tie to the Island Lake

Woods site. Seasonal guided hikes to the tower with live interpretation by foresters could also be used as an interpretive device.

At the Chiarella Forest Management Area (FMA) there is a cleared hiking trail, small parking area, and an interpretive panel that tells the story of one family's legacy of natural resource protection.



There is no wayfinding signage to the Veterans Hiking Trail or the Chiarella FMA. A standard brown highway recreation sign is located along CSAH 11 for the DNR Fire Tower parking area. Similar signage needs to be installed for the Veterans Hiking Trail and Chiarella FMA. Byway themed signage at all sites would also facilitate wayfinding.

Uppgaard Wildlife Management Area (WMA) and Lowell WMA

These two sites offer opportunities to tell a natural resource story of flora and fauna of the area. The Uppgaard WMA includes well-developed and maintained hiking trails and demonstration areas. A local naturalist presents weekly guided walks of the area during the summer season. There is adequate parking, and trail maps are available at the trailhead. Drinking fountains and restrooms are not available. There is a bulletin board style kiosk at the entry that contains some information about the site. This panel and an additional panel could offer more interpretive information. A gazebo is located in the southern section of the parcel. An interpretive panel similar to those at the Americinn gazebo could be installed at Uppgaard WMA gazebo.

Lowell WMA is located along the shore of a natural resource lake with encroaching residential development. A new elementary school is under construction on an overlook above the WMA. Parking facilities and signage are necessary to further develop this site as a Byway resource. With the new elementary school, this site offers potential for interpretation

through school field trips and environmental curricula. If parking were developed, this location would also be appropriate for an interpretive panel.

The DNR Stripping Station and Pelican Brook

These sites can present the aquatic ecology resource story. However, interpretation at these sites is limited. The Stripping Station is open only for a short time during the spring. During that time DNR staff are available to demonstrate and discuss the process, its purpose, and value for the lakes. The site is located a distance off the Byway and wayfinding also limits its accessibility. The Pelican Brook site is located along the Byway but adequate and safe access for pull-off is limited. Bus tours of the Byway's southern loop have included step-on guides providing brief interpretive information about Pelican Brook and its value as a spawning area of the Red-tailed chub, a water quality indicator species. Because of access limitations, these two sites are best suited for step-on interpretation as part of scheduled Byway tours. Information about these resources can be included in a tour brochure, video or CD auto tour.

Timothy Town Hall and the Old Grade Road

These places along the Byway's northern loop could present stories of early settlers, the transition from logging camps to farms and resorts. The story of the Swanburg area is a colorful tale of local entrepreneurship. Timothy Township is interested in developing a park near its township hall. If developed it could provide a location for interpretive panels. The Old Grade Road has early settlement, transportation, and logging connections. An interpretive panel at the Old Grade Road along CSAH 1 could be developed as a rest area if access and parking were developed.

4.4 Interpreting the Byway Story

The Byway theme and sub-theme reflect the resources and intrinsic qualities of the area and along the route. Folklore, tall tales, and legends are reflected in the Byway name—Paul Bunyan, the theme slogan—"Legacy of Legends, Lakes,

and Land, and the sub-theme slogan-“Explore the Lore.” The Byway will use both truth and lore to tell the legends and stories of the resources and the people who use the lakes and the land. This may take the form of a Paul Bunyan-style tall tale, a juxtaposition of truth and lore or paired “then and now” stories.

4.4.1 Interpreting the Byway Theme

The focus of the Byway theme (Section 2.3) is on the natural, scenic, and recreational intrinsic qualities. The formation of the lakes and the land, the topography, soils, vegetation, lakes and rivers and wildlife and how these resources have been used are stories that Byway travelers want to hear. The glaciers that formed the lakes and the land were huge and the earliest wildlife were giant elk, bison, and beaver. These prehistoric features lend themselves to a larger than life Paul Bunyan-style interpretive mode.

Lakes and Rivers

Water is the defining natural resource of the Byway area. The lakes and rivers dominate all other resources, activities and business along the Byway. Visitors will better understand the Byway’s intrinsic qualities if they see them in a unified context. The Pine River and Whitefish Chain of Lakes are major interpretive assets and offer several story lines:

- The watercourses, topography and geographic extent of the Pine River watershed
- The relationship of the Pine River to the Mississippi River
- Fishing and fisheries management
- Water flow and water resource management
- Function of the dikes and dam

Vegetation and Wildlife

The vegetation and wildlife have supported human use of the area for thousands of years. Stories of the development of the forests, the wildlife they support, and how these resources have been used are part of interpreting the Byway theme.

Specific stories may include:

- How the landforms and soils determine the indigenous plant and animal species that live here and how these support subsistence and economic activity for the native peoples, explorers, traders, and pioneering Europeans, today’s residents and visitors
- How the forests evolved as a logging resource and changes since the forest logging era
- How American forestry and forest management practices have evolved

Because Paul Bunyan is the Byway brand, there is a great opportunity for interpreting these stories. A number of Byway resources present appropriate venues. The DNR Fire Tower, for example, is a larger than life structure that offers a ready connection with larger than life elements of the Paul Bunyan tales. The tower affords a venue for tales of forest management or stories of foresters and those keeping watch over the area’s natural resources.

The Island Lake Woods site presents another opportunity to tell of forest management, and to connect its story of forest fire to the DNR Fire tower. In 1958 the DNR lookout at the fire tower was unable to detect a wildfire because this property rests in a blind spot. That fact plus the involvement of many residents in the fire suppression work makes an interesting story connecting the two Byway resource sites.

The Uppgaard and Lowell Wildlife Management areas offer significant interpretive assets for telling of wildlife and wildlife management.

Resource Use

The natural resources have been used by travelers for more than 2000 years—for food, for work, for transportation, and for recreation. The stories of the resource use can explore the changing nature of the use—from subsistence hunting and fishing to today’s recreational use.

The Byway has interpretive significance as a transportation route. Many visitors will be familiar with the development of the Interstate highway system as the backbone of the Nation’s surface transportation system serving the major population hubs of the nation. The Byway is uniquely positioned to tell the story of multi-modal transportation of an earlier era. The waterways were used as transportation routes for the Native Americans, traders and trappers and explorers. Later the lakes and rivers were used to transport logs and even the mail. On land the evolution of the Leech Lake Trail into the railroad from Brainerd to Leech Lake; the change from logging camp tote roads to township, county and state highways; the development of railroad logging and its evolution into passenger service serving the

resort industry before being supplanted by modern highways are all related stories.

The history of railroads that once served the byway area begs to be told as a part of the area's development. Early logging was limited to forests adjacent to flowing water where logs could be easily skidded downhill to water courses and floated to a downstream sawmill. As these stands were harvested, railroads were constructed to transport logs from upland timber stands to the mills. As logging diminished, railroad companies sought other sources of revenue and promoted train travel to resorts. Subsequently the automobile and improved highways lead to the demise of passenger train service and the further growth of family resorts.

4.4.2 Interpreting the Byway Sub-theme

The focus of the sub-theme (Section 2.3) is on the Byway's cultural and historic intrinsic qualities. The sub-theme tells both truth and lore of the people who shaped the culture of the area.

Native Americans

The Native Americans were the first to come to the area to hunt and fish, using the waterways and overland portage routes. Later they guided traders, trappers, and explorers. Native Americans were the dominant culture from prehistoric to the beginning of historic times.

A significant 1801 battle between the Dakota and Ojibwa occurred along the Byway route. The stories of this cultural group might be told through the stories of a Native American family through many generations. Consultation with the Mille Lacs Band of Ojibwa could help present this story.



Traders and Explorers

The fur traders and explorers began the European settlement of the area following rivers and trails originated by Native Americans. First were the French, then the English. The French Canadian voyageurs joined the Hudson Bay and Northwest companies of England to continue their lifestyle-trapping and trading and mixing the Indian and French cultures. Hunting, once subsistence for Native Americans, now became trapping for the skin of fur bearing animals that brought fabulous prices in European cities. Trading posts were established, one along the north shore of Whitefish Lake. Next came the explorers -Zebulon Pike searching for the source of

the Mississippi River and Joseph Nicollet, who mapped and charted the waterways. Options to tell this part of the Byway story include:

- Diary entries made by the early traders and explorers
- Then and now stories of trapping through the eyes of long-time residents (e.g., Johnny Knutson)
- Then and now stories of early exploration and more recent discoveries
- Mapping the area in the 1800s (Nicollet) and mapping the area today. Visitors might create a map of their own special places.

Loggers

Logging and lumbering is perhaps the most well known aspect of the Byway history and culture. In the mid-1800s the demand for lumber drove people to turn to the white pine forest of the Upper Great Lakes including the Byway area. Again the land was used for economic gain and the waterways as a transportation system for movement of logs. This aspect of the Byway's cultural development is most appropriately told through the legends of Paul Bunyan, the greatest lumberjack of them all. The development of the logging industry, the creation of towns adjacent to sawmills and the development of modern forest management policies could be relayed through tall tales and legends, and from Paul Bunyan's viewpoint.

Early Settlers

While most loggers moved west after the pine forests were cleared, some stayed and turned to farming. But most found the generally sandy and sometimes rocky soils upon which the pine forest flourished were not well suited for grain and livestock farming. The early homesteaders supplemented their income by



providing lodging first for loggers then for visitors who came to hunt, fish, and use the resources as recreation. The resort industry was born from early logging camps and farms. Even before the railroads began bringing visitors, hunters and fishermen sought the Whitefish Chain, staying in logging camps or in one of the small hotels that sprung up. In order to relate the resort industry to the Paul Bunyan brand, it may be helpful to tell the resort story as derivative from the logging era, i.e. railroad transportation of logs declined and the railroads sought to sustain earnings by transporting visitors to the area.

Stories of these early settlers ranked high in interest among intercept survey respondents. The stories of John Knebel, founder of Ideal Township who started Camp Bertha Resort with money he made cutting and hauling logs; of Matt Kemp whose homestead became Shady Rest Resort; and of Joe Meyer who owned Camp Foley on Big Trout Lake are part of the fascinating story of early settlement and development of the resorting industry. Resort development can also include stories of ancillary economic activities that were necessary to serve the early tourists-ice harvesting, fishing guides and the mail delivery via boat.

The simple resorts became more elaborate and new ones were built to cater to the rich and famous who traveled here during the 1920s and 1930s. The story of Breezy Point and Captain Billy Fawcett are historic and cultural resources important to the Byway. Notorious and celebrity guests at the resort, the resort's development, remaining historic structures, the life of Captain Billy and the resort's past and present rich and famous guests are all entertaining and informative stories.

Travelers of Today

Today's travelers are part of the evolving culture of the area. People continue to be drawn to the area to enjoy the lakes and land. Hiking, bicycling, wildlife watching, hunting, fishing, boating, snowmobiling, cross country skiing, shopping, dining and relaxation are all recreation attractions of the Byway area. The golf courses at Breezy Point are historically significant and that unique quality could play a part in interpretation of this newest recreational activity. The celebrity of the course designers and their famous guests over the years complement the Explore the Lore interpretive sub-theme.

4.5 Interpretation, Methods, and Venues

Table 4-1 summarizes the interpretive methods and estimates costs. *Table 4-2* identifies interpretive topics, suggested methods for relaying these stories, and potential places or venues for implementation.



**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
<p>Brochures</p> <p><u>Byway Tours</u> or <u>Topic</u> or <u>Site Specific</u></p>	<p>Are portable.</p> <p>Can become souvenirs.</p> <p>Allows more information to be communicated.</p> <p>Can deliver message to people who do not visit Byway</p> <p>Can be ad-driven.</p> <p>Easily confused with marketing pieces.</p> <p>Often discarded after use.</p>	<p>Need good writing, editing and graphics to be effective.</p> <p>Better if pocket or glove box size.</p> <p>Must be distinguished from lure publications.</p>	<p>Depends upon where distributed.</p>	<p>2,000 = \$2,700 5,000 = \$3,890 10,000 = \$5,640</p> <p>based on: 20-page booklet style, 4-color, two-sided</p> <p><i>tabbed inserts, add:</i> 2,000 = \$620 5,000 = \$860 10,000 = \$1,160</p> <p><i>does not include design, layout and editorial costs.</i></p>	<p>Only at press runs.</p> <p>Using digital press allows for short runs at lower costs.</p>	<p>May link to maps, advertising, visitor services or agency messages.</p> <p>Link to website.</p> <p>Link to interpretive panels</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
<p align="center">Maps</p> <p>PBSB tear-off maps have been well received by the Byway community and visitors.</p>	<p>Maps usually are more effective when they interpret site specific stories or places, less so with non-physical resources such as the Paul Bunyan tales.</p> <p>Supports way- finding to interpretive sites and venues.</p>	<p>Depends upon the navigational quality of the map and where/when it is distributed to visitors.</p>	<p>Maps delivered to visitors after they arrive are effective, those sent beforehand less so.</p>	<p>5,000 = \$990 10,000 = \$1,350</p> <p><i>does not include design, layout and editorial costs.</i></p>	<p>Text is relatively easy to update at time of press runs. Cartography more difficult.</p>	<p>Distribution at TICs is more likely if the map is the best navigation aide available for the area.</p> <p>Consider combining with Pine River Chamber or similar map.</p> <p>Frequently linked to Byway tour brochure.</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
<p>Panels: at 8 to 12 sites. (4 existing)</p> <p>Includes the sign panel plus the supporting structure or kiosk.</p>	<p>Available to visitors any time of day.</p> <p>Effective at attracting attention if well placed and designed.</p> <p>Relatively expensive initial cost.</p> <p>Field maintenance required.</p> <p>Limited amount of information can be presented.</p>	<p>Must provide advance warning, safe turnouts and attractive scenic views.</p> <p>Some structures allow for two- sided panels.</p>	<p>Definitely meet visitors already in the area.</p> <p>Visitors regard panels as additional area attractions.</p>	<p>Frame: \$200 Posts: \$200 Panel: \$450 (Phenolic 24x36") Photoshop file & installation extra.</p> <p><i>does not include design, layout and editorial costs.</i></p>	<p>Panel may be replaced as needed but field life is expected to be ten years.</p>	<p>Might be linked to DNR and COE panels and to each other through games, Q&A, routes, etc.</p> <p>Link to tour brochure.</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
Website	<p>Easily updated.</p> <p>Not accessible by most visitors after arrival.</p> <p>Generally used for tour planning.</p> <p>Cannot be used while on the route.</p>	<p>Websites are better as marketing rather than interpretive tools.</p> <p>Can provide information on interpretive activities.</p>	<p>Fails to meet target market of visitors on the byway because most have no internet access after arriving in the area.</p>	<p>\$100/yr. to maintain presence</p> <p>\$200-\$300 per pkg. to add information</p> <p>\$100-\$1,000 per pkg. to develop information (photography, copywriting, etc.)</p>	<p>Easiest to update.</p>	<p>May be linked to any other website.</p> <p>Can link to brochure, storytelling, byway tour.</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
Curriculum	<p>Can increase local knowledge of Byway. Targeted at narrow age group.</p> <p>Is more local awareness building and partner development than interpretation.</p> <p>Requires professional educator to produce.</p>	<p>Promotes local support but may not increase byway business</p> <p>Only effective if educators choose to use it. May be either educational subject (history, math, etc) or skill (reading writing, etc) based.</p>	<p>Since it is most likely to be used in local schools this method does not meet target markets of visitors who have already arrived in the area or potential new visitors to the area. Could support friends and relatives by creating better awareness.</p>	<p>\$500/day for consulting services with St. Cloud State professors</p> <p>No cost if St. Cloud incorporates Byway into existing class content.</p>	<p>Updates are often slow to reach classroom teachers.</p>	<p>Expand relationship with St. Cloud State.</p> <p>Link to storytelling through intergenerational exchanges in local schools and incorporate Byway resource sites into class fieldtrips.</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
Videos and CD/DVDs	<p>Easily distributed.</p> <p>Portable.</p> <p>Visually involve visitors.</p> <p>Little involvement of interpretive staff required.</p> <p>Expensive if professionally done.</p> <p>Not easily updated.</p>	<p>Most effective if used a part of a visitor center orientation or presentation.</p> <p>Other interpretive efforts, especially performances should be recorded for future use.</p>	<p>If presented to visitors after their arrival in the area video/CD/DVDs reach the target market.</p>	<p><u>Unedited video footage:</u> \$350 per 30 min.</p> <p><u>Voice recording:</u> \$1,000 per 20-30 min. using local or regional talent \$5,000-\$10,000 per 30 min. using national talent.</p> <p>May incorporate existing recordings (Ideal Township, Whitefish Chain videos) to lower costs.</p>	<p>Requires professional studio help to update.</p> <p>Digital imagery is more easily updated.</p>	<p>Link with cable TV, visitor centers, gift shops.</p> <p>Link to Byway tour brochure, storytelling, or other performance-based interpretation</p> <p align="center"><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
<p>Interpretive Performances</p> <p>including costumed performers, storytelling, stage performances or in-person interpreters.</p>	<p>Can incorporate both physical and nonphysical resources.</p> <p>Can build on local skills and stories.</p> <p>More seasonal.</p> <p>Requires skilled performers.</p> <p>Difficult to maintain consistency of the interpretive messages.</p>	<p>Live presentations can be the most effective interpretive method.</p>	<p>Attracts visitors already here and can reach local audience.</p>	<p>Depends upon the amount of volunteer support. Must include prop, costume, supply and venue costs.</p>	<p>Very easy but may take training and practice by performers.</p>	<p>Can be linked to other activities and events in the byway area.</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
Museums/Visitor and Interpretive Centers	<p>Opportunity to interpret broader story.</p> <p>High initial cost.</p> <p>On-going maintenance and operating costs.</p> <p>Buildings are sometimes multi- use (information center, interpretive center, highway rest area, picnic ground, etc.).</p>	<p>Effective in drawing visitors to a particular site but may be less effective in moving visitors about the byway.</p>	<p>Definitely meets the target market of visitors already in the area and helps draw new visitors to the Byway.</p>	<p>Very expensive but construction grants from agencies are possible.</p> <p>Partnership with USACE offers funding potential</p> <p>Opportunities for memorials.</p>	<p>Most expensive to update, usually by replacing displays.</p>	<p>Can be linked to other activities and events in the byway area.</p> <p>Can be linked with all the other interpretive features and programs of the Byway.</p> <p align="right"><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
<p>Audio Visual</p> <p>Listening Posts</p> <p>Audio Tours on keyed CDs</p>	<p>Relatively inexpensive to produce.</p> <p>Allows self pacing by Byway travelers.</p> <p>CDs must be sold or distributed with expectation they will not be returned.</p> <p>Listening post technology may not work at low temperatures.</p>	<p>These methods continue the oral tradition of storytelling.</p> <p>Listening posts require site based messages to be effective.</p> <p>CDs must be recorded in a specific sequence (e.g. west to east) but keying the messages to sites may allow for enjoyment in any order.</p>	<p>Good at serving visitors already in the area. May not be helpful in attracting new visitors.</p>	<p><u>Voice recording:</u> \$1000 per 20-30 min. for local or regional talent \$5,000-\$10,000 per 30 min. for national talent</p>	<p>Because the tracks would be digitally recorded, they are easily updated but professional voice talent adds to quality.</p>	<p>Could link to interpretive panels and incorporate Paul Bunyan stories or special interest topics.</p> <p><i>*connections with other organizations and/or other interpretive methods</i></p>

**Paul Bunyan Scenic Byway Interpretive Plan
Table 4-1 Interpretive Methods Summary**

2004

Interpretive Method	Pros/Cons	Effectiveness	How This Method Meets Target Market	Cost	Easy Updating	Linkages*
<p align="center">Other Games, Events</p>	<p>Require someone to produce them and monitor their performance. Emphasize the themes and sub theme.</p>	<p>Games may have limited interpretive value but could be a teaser to encourage travel.</p> <p>May provide memorable and entertaining experiences for visitors.</p>	<p>Very effective with visitors who have already arrived.</p>	<p>Costs associated with time to design. Minimal costs for participating in existing events.</p>	<p>Games are easily updated usually consisting only of printed rules, exercises, score sheets, etc.</p> <p>Events are usually recurrences of parades, story-telling or similar "products" already in the Byway's repertoire.</p>	<p>Easily linked to other byway activities by advertising, sponsorships and promotions.</p> <p align="right"><i>*connections with other organizations and/or other interpretive methods</i></p>

Table 4-2

Interpretation and Methods Summary
Paul Bunyan Scenic Byway: A Legacy of Legends Lakes and Land
Explore the Lore*

Interpretative Topics	Interpretive Methods	Implementation	
		How	Where
Natural Resources Glacial legacy-the formation of the lakes and the land And the subsequent new plant and animal communities	Tour brochure CD Auto tour Interpretive panel	Tour brochure with map identifying location of “meteor” and boulder field Possible location near boulder field on CSAH 1 Pine River Chamber of Commerce	
Waterways: Whitefish Chain—creation of the chain	Tour Brochure CD Auto Tour Interpretive panel In person interpreters	Visitor/interpretive Center at USACE Pine River Dam in Crosslake and/or Brainerd visitor center USACE Pine River Dam and/or scheduled lake tour	
Dike System—purpose, dike features	Tour Brochure CD Auto Tour Interpretive panel In person interpreters	Establish location near Dike 15 or 16 (CSAH 16) USACE Pine River Dam and/or scheduled lake tour	
Watershed Management—its value to protect resources	Interpretive panel	In coordination with MLA at new Brainerd Center Part of display at USACE Pine River Dam	
Pine River—relationship to watershed, transportation and economic value	Interpretive panel Tour Brochure CD Auto Tour	Possible location along CSAH 15 at highway bridge or at bridge in Pine River	
Environmental resources that support or are supported by lakes and land—terrestrial and aquatic flora and fauna, How they came to be here, ecological changes	Tour Brochure CD Auto Tour Video In person interpreters Interpretive panel School curriculum	Byway hubs/Visitor centers Boat tour Gateway site, USACE Pine River Dam in Crosslake Field trips to environmental resource sites	

Table 4-2
Interpretation and Methods Summary
Paul Bunyan Scenic Byway: A Legacy of Legends Lakes and Land
Explore the Lore*

Interpretative Topics	Interpretive Methods	Implementation	
		How	Where
Aquatic resources	Step-on guide Interpretive panel	Pelican Brook Boat landings (coordinate with DNR/MLA)	
Fisheries/fisheries management	In person interpreter	DNR Stripping Station	
Wildlife	Interpretive panel In person interpreter	Lowell WMA, Uppgaard WMA Uppgaard WMA including night walks	
Forestry/forest management	In person interpreter Interpretive panel	DNR Fire Tower DNR Fire Tower Chiarella FMA Veterans Hiking Trail	
Travelers Early Travelers: Native Americans	Tour Brochure CD Auto Tour Interpretive panel		Moonlight Bay or battle site
Trappers and Traders	Tour Brochure CD Auto Tour Interpretive panel Costumed interpreter Storytelling by old-timers		USACE visitor/interpretive center Special events/USACE interpretive center Byway hubs, schools, special events
Explorers	Tour Brochure CD Auto Tour Interpretive panel Costumed interpreter		USACE visitor/interpretive center Special events/USACE interpretive center Boat tour

Table 4-2
Interpretation and Methods Summary
Paul Bunyan Scenic Byway: A Legacy of Legends Lakes and Land
Explore the Lore*

Interpretative Topics	Interpretive Methods	Implementation	
		How	Where
Early Settlers: Loggers/logging industry	Tour Brochure	Byway hubs Pine River Chamber USACE Pine River Dam in Crosslake Pine River on CSAH 15 Old Grade Road Special/community events St. Cloud State class USACE Pine River Dam in Crosslake Special/community events Artifacts at Pine River Chamber	
	CD Auto Tour		
	Video		
	Interpretive panel		
	Storytelling		
	In person/costumed interpreter		
	Contests/games		
	Museum		
Railroads/Transportation	Tour Brochure	Byway hubs Possible locations at Pequot Lakes Trailside Center, Swanburg, Old Grade Road, Jenkins, Old log landing Boat tour (including mail boat re-creation) Traveling performance re-creating the route of travelers	
	CD Auto Tour		
	Video		
	Interpretive panel		
	In person interpreter		
	Costumed performance		
Pioneer Settlers (including stories of agriculture, ice harvesting)	Tour Brochure	Byway hubs Possible locations at Swanburg, Swanburg or Norwood cemeteries, Pine River Chamber, Ideal Township Historic Log Village in Crosslake, Pine River Chamber	
	CD Auto Tour		
	Video		
	Interpretive panel		
	Museum		

**The "Explore the Lore" slogan will be used to develop these stories, using the methods identified, through folklore, including the stories of Paul Bunyan.*

Table 4-2
Interpretation and Methods Summary
Paul Bunyan Scenic Byway: A Legacy of Legends Lakes and Land
Explore the Lore*

Interpretative Topics	Interpretive Methods	Implementation	
		How	Where
Resort/tourism development	Tour Brochure CD Auto Tour Video Interpretive panel In person interpreter Museum		Byway hubs Ideal Township Hall Breezy Point City Park Re-creation of mail boat Artifacts at MN Resort Museum
Today's Travelers: Changing resource use, economics	Video CD Auto Tour		Byway hubs
Recreation use	Tour Brochure Tear-off map Interpretive panel		Lakes and land draw travelers for recreation use Recreational resources Breezy Point—golf opportunities
Economics	Tour Brochure CD Auto Tour Tear-off map Interpretive panel		Shopping, visitor services Incorporated into other panels (e.g., jobs of yesteryear such as farming, ice harvesting, logging would be part of those topic panels)
Legends and Lore including: Paul Bunyan, old timers, rich and famous	Tour Brochure CD Auto Tour Video Storytelling Contests and games		Byway hubs Special/community events, schools, resorts, USACE Campground, area camps Special events, incorporated into brochure, tear-off map, CD auto tour, website

5.0 Implementation

Implementing recommendations in this Plan is a next step in developing the Byway as an area amenity and visitor attraction. The CMP identified and prioritized a number of projects to enhance resources and attract Byway visitors. Several of the interpretive projects are among those prioritized in the CMP. Interpretation at Chiarella FMA, the Veterans Hiking Trail, Uppgaard and Lowell WMAs, the DNR Fire Tower, for example, already provide or will provide greater appreciation and enjoyment of these hiking trails.

Board priorities and direction for implementing interpretive projects are summarized in Section 5.1. Section 5.2 presents a work plan for implementing these priorities. *Table 5.1* summarizes the projects, estimates costs, identifies potential funding sources, and suggests an implementation schedule.

5.1 Interpretive Priorities

During a workshop session the Byway Association Board discussed the interpretive methods evaluation (Section 4.2) and recommendations and set implementation priorities. Developing the Byway “brand,” the design, format, and presentation style for interpretive material was identified as the top priority. This branding will provide consistency of message, style, and format for all interpretive materials. Specific interpretive messages, materials, and facilities will be developed in conjunction with or subsequent to completion of Byway branding.

The Board identified interpretive panels, maps, and brochures as top priorities. These will be developed in conjunction with the Byway branding. Some interpretive activities, such as oral presentations, interpretive centers, games and events, and website updates are lower priority but implementation has already begun or could begin in the near term and expand over time. The lowest priority activities are those identified for implementation over the long term (7-10 years).

These priorities and implementation are reflected in proposed scheduling presented in *Table 5.1*.

5.1.1 High Priority Activities

The following were identified as high priority actions for implementation within the next one to three years. These priorities will be developed in conjunction with the Byway brand.

Interpretive panels

Interpretive panels at 8 to 12 additional locations were identified as a top priority and will be developed in conjunction with the Byway brand. The Board identified the need to further evaluate the number and location of additional panel sites. Other sites will consider locations that are geographically dispersed along the route, offer safe access, and can provide adequate parking. Panel sites will connect to an interpretive message appropriate for the location. Potential locations and interpretive messages (See also section 4.3) include:

- Ideal Township Park-development of family resorts, lake based business
- DNR forest Tower site-forest management, stories of early foresters, connection to the fire at Island Lake Woods
- Lowell WMA-flora and fauna characteristic of natural environment lakes including fur bearing animals and wild rice
- Uppgaard WMA-flora and fauna of the area, landscaping for wildlife
- Old Grade Road--logging
- Timothy Township Hall-early settlement
- Pine River Visitor Center-evidence of glaciers, logging industry, connection of the Pine River to the Whitefish Chain and Mississippi River, farming and early settlement,
- Breezy Point City Park-development of Breezy Point Resort and community, stories of famous visitors, development of golf as a major recreational activity

Maps

Revisions and redesign of the Byway tear-off map is a top priority. The Byway Board recommended the tear-off map be used primarily as a navigational aid and guide to area services and facilities. The tear-off map could be developed in partnership with Byway communities and Byway member businesses could be identified on the back of the map. Byway interpretation on this map would be indirect, incorporating a car game or orienteering game to entice visitors to drive the Byway. The map design will be consistent with the Byway brand.

A new Byway tour map will introduce interpretive messages and identify interpretive facilities and activities along the route. This new map will be included in a Byway brochure.

Brochures

Design of a Byway tour brochure is a high priority. The brochure format and text will be developed in conjunction with the Byway brand. A Byway map will be included in the tour brochure. The brochure must be easy to use while traveling the route. A booklet with tabbed inserts of specific interest topics and suggested itineraries (such as day trips) is one suggested format.

5.1.2 Secondary Priority Activities

Secondary priorities are those that have already been initiated and will be expanded, are continuing activities, or are new activities that will be implemented in the near or mid-term (years one through six) and expanded or continued into the long term.

Oral Presentations

Oral interpretive methods are an attractive interpretive method for the Byway. These methods offer an opportunity to set the Paul Bunyan Scenic Byway apart from other byways that focus on printed materials (brochures and panels) for interpretation. Furthermore, the Byway theme lends itself to interpretation through oral traditions.

Two oral interpretive programs currently occurring along the Byway will be expanded. These include the story telling program in conjunction with St. Cloud State University and the use of in-person interpreters at specific venues along the Byway.

A St. Cloud State University course on developing community uses the Byway as its instructional focus. The relationship with St. Cloud State will be expanded by offering training in storytelling, intergenerational storytelling with local schools, and storytelling at or as a special event.

The Byway will also expand in-person interpretation at appropriate sites along the Byway. The in-person interpretation that presently occurs during the summer months at Uppgaard WMA is a prototype for similar oral interpretation at the DNR Fire Tower, at USACE campground, and at the DNR stripping station.

A re-creation of the boat that delivered mail to resorts on the Whitefish Chain of Lakes is another priority for oral interpretation. This project will be initiated in the near term with implementation in the mid-to-long term. It will require arrangements for use of either the restored mail boat or a re-creation, story development, and interpretive training.

A troubadour or costumed stage performances will be part of the Byway's oral interpretive activities but is a lower priority scheduled for implementation in the long term.

Website

The website was not considered a primary tool for interpretation. However, the Board did recognize its importance for marketing and identified the need to frequently update and improve the website. Inclusion of information on interpretive facilities and activities will strengthen its value as a marketing device.

Interpretive Center

An Interpretive Center was identified as a priority that is being initiated but would likely be implemented during the mid-to-long term. The Board suggested opportunities for Byway interpretation at two facilities:

- The Pine River Information Center
- The USACE facilities in Crosslake

The Pine River Information Center currently exhibits artifacts that represent early settlement and logging. Paul Bunyan memorabilia has been collected by a Board member for use in a museum or display. The Byway will work with Pine River to include Paul Bunyan memorabilia and an interpretive exhibit in the information center.

The Byway is establishing a cooperative agreement with the USACE that will eventually result in an interpretive center, likely located at the USACE Pine River Dam and campground in Crosslake. Completion of this project will occur in the long-term, however, it is important to continue working together to complete and implement the cooperative agreement and initiate interpretive facility planning. A draft cooperative agreement has been prepared. After revisions are made and the agreement signed, a small display of interpretive information can be installed to establish this site as a Byway interpretive center.

Games/Events

Use of games and events for Byway interpretation was considered of moderate

priority with implementation in the short term and continuing through the long-term. A GPS “orienteeing” game to stimulate interest in traveling the Byway and visiting sites and facilities will be developed in the short-term and posted on the website and included on the revised tear-off map. Other games and contests will be developed during the mid-term and incorporated into interpretive materials and/or community events. Continuing participation in community parades and developing a parade “give-away” were suggestions to increase awareness of the Byway and to encourage visiting the Byway or a Byway site. visiting the Byway or a Byway site

5.1.3 Lower Priority Activities

Lower priority interpretive activities are those the Board identified for implementation in the long term.

Video Tape

The time and expense of video tape production led to a lower priority ranking. The Board will focus preparation of a video or DVD as a Byway orientation device for use at information centers and/or at the USACE interpretive center. Near-term actions that will facilitate future preparation include: reviewing existing video tapes, such as the one prepared for the Ideal Centennial, for excerpts that can be used in an orientation video, and video taping Byway interpretive activities, particularly oral presentations.

School Curriculum

School curriculum was not considered of high value as an interpretive tool. Its value is primarily in increasing local awareness of the Byway and in developing partnerships with local school districts. However, the Board will encourage school field trips to Byway interpretive facilities and activities and work with Pequot Lakes School District to apply for LCMR grant to develop interpretive facilities at Lowell Wildlife Management Area.

CD Auto Tour

The Board is interested in developing a Byway CD auto tour. The time, expense and logistics of preparation resulted in its lower priority ranking. In the short-term, the Board will begin developing the auto tour by identifying potential elements that could be included in a CD.

5.2 Work Plan and Implementation Schedule

Table 5-1 presents a work plan and implementation schedule for recommendations and priorities established by the Byway

Board. The implementation schedule identified short-term priorities (implementation within three years), mid-term priorities (implementation during years four through six), and long-term priorities (years seven to 10). Several projects identified in Table 5-1 will be implemented simultaneously. This includes Byway branding, gateway design, tour brochure format and design, and interpretive panel format and design. Publication of the brochure and construction and installation of interpretive panel bases and panel printing will be subsequent projects.

5.2.1 Action Items

Actions necessary to initiate high priority, near-term projects (first three years) include:

1. Prepare request for proposal (RFP) and hire contractor for development of Byway brand, format, style and interpretive messages for tour brochure, interpretive panels, and gateway signage.
2. Review tear-off map, redesign and produce new map that includes the CSAH 1 extension to Pine River. Solicit support of local Chambers of Commerce for developing an ad-driven Byway map. Navigation and services and facility directory should be major attribute of the map.
3. Determine sites for use of in-person interpreters; prepare interpretive script and contact appropriate agencies or organizations for interpretive support.
4. Gather Paul Bunyan and other memorabilia and contact the Pine River Chamber of Commerce for support in establishing a Byway exhibit at the Pine River Information Center. Prepare interpretive information for the exhibit.
5. Determine sites for additional interpretive panels and draft interpretive message theme appropriate for each new site.
6. Develop storytelling training program and storytelling activities in cooperation with St. Cloud State University.
7. Identify interested persons to develop a car game and/or orienteeing game that will be posted on the website or included on Byway publications (e.g., tear-off map).

5.2.2 Funding Resources

Grants from the National Scenic Byway Program are the single most significant funding opportunity in terms of potential dollars for facilities. The Association has received two NSB grants—for the preparation of the CMP and for preparation of this Interpretive Plan. A third application has been submitted to re-create the mail boat service. National Scenic Byway grants are funded through Federal transportation appropriations. Grant applications are submitted annually to the State Scenic Byway Commission. The applications are reviewed by the State Scenic Byway Commission, ranked, and submitted to the Federal Highway Administration. Grants are selected by the Secretary of Transportation.

Some projects may also qualify as a Transportation Enhancement activity. Ten percent of Federal Highway funding allocated to each state must be used for enhancement projects. The shoulder paving along CSAH 16 was funded as a transportation enhancement.

At the state level, the Byway has received funding through two of the four partner agencies. The Birds of the Byway brochure was funded through a grant from the Minnesota Office of Tourism and the Trail Meets the Byway project was funded through an environmental partnership grant through the DNR. The DNR was also the administering agency for the Byway's National Recreation Trail Grant for the Hiking Trails project at Island Lake Woods and Chiarella FMA. The Legislative Commission on Natural Resources (LCMR) also provides grants for major resource-related projects. A listing of potential grant resources was provided in Appendix D of the CMP.

Local and regional organizations and jurisdictions also offer funding opportunities. The Initiative Foundation in Little Falls

contributed match money for the CMP and the Central Minnesota Partnership in Staples provided match money for the Interpretive Plan. Local jurisdictions have also been a source of funds for the Byway. Several Byway cities and townships have provided continuing financial support to the Byway. Service organizations such as the Ideal Community Service Organization and Pequot Lakes Women's Club have provided funds for Byway projects. Other organizations, such as the Pelican Lake Conservation Club and Crosslake-Ideal Lions clubs have charitable gambling programs that support 501-c(3) organizations and may offer funding opportunities for the Byway. The Whitefish Area Lodging and Tourism Association (WALA/WATA) uses funds raised from local lodging taxes for promotional activities in the Byway Area. Some implementation projects, such as the tour brochure, may qualify for such funding. These regional and local organizations may be most helpful in providing matching monies for grants. The Brainerd Lakes Area Chambers of Commerce, Pequot Lakes and Pine River Chambers market the Byway as part of its promotional activities.

The Byway Association itself has been successful in fund raising activities. The Byway art project (playing cards and original art) raises funds primarily for operational expenses. A raffle held during the summer of 2003 raised nearly \$20,000 for a bog walk extension to the Veterans Hiking Trail.



Table 5-1
Implementation Schedule

Project	Funding	Short Term			Mid Term			Long Term
		2004	2005	2006	2007	2008	2009	2010 - 2014
<u>Branding Packages</u>	TEA-21 WALA/WATA	X						
<u>Tour Brochure</u> Design/script Publish	FHA WALA/WATA Cities/Townships	X	X					
<u>Tear-off map</u>	Byway businesses Chambers	X						
<u>Interpretive panels</u> Location/story development Construct/install	TEA-21 FHA	X	X	X	X			
<u>Gateway signs</u> Design Construct/install	TEA-21 FHA PBSB	X	X	X	X			
<u>Trail signage</u> Veterans Hiking Trail Chiarella	PBSB DNR grants City of Breezy Point DNR grants		X					
<u>School curriculum</u>	PL School District							X
<u>Auto CD Tour</u>	WALA/WATA MOT PBSB		X	X	X	X		

Table 5-1
Implementation Schedule

Project	Funding	Short Term			Mid Term			Long Term
		2004	2005	2006	2007	2008	2009	2010 - 2014
<u>Video</u>	Legion Service Organizations Cities/townships							X
<u>Storytelling</u> St. Cloud State		X	X	X				
<u>Mail boat re-creation</u>	ICSO TEA-21 Ideal Township		X	X	X			
<u>In person interpreters</u>	PBSB DNR	X	X	X	continuing			continuing
<u>Costumed performance</u>	PBSB Historical Society Arts Council							X
<u>Museum</u> Pine River	PBSB Chamber	X	X					
USACE	USACE PBSB							X
<u>Games/Events</u>	Business	X	X	X	continuing			continuing
<u>Website</u>	PBSB	continuing			continuing			continuing

6.0 Evaluation and Monitoring



Evaluating the interpretive program and monitoring implementation is critical to determine if the program is successful-if interpretive efforts meet traveler expectations and Byway goals. Evaluation and monitoring will help determine if changes need to be made in projects or priorities, or if further development or expansion of interpretive activities is feasible. Monitoring will also help the Association focus efforts and move forward with priority projects.

6.1 Evaluation

The intercept interviews conducted during August 2003 evaluated visitor knowledge and interests of the area. It validated the Byway intrinsic quality and resource assessments and helped the Association further develop the Byway theme and focus story development.

The next step is to evaluate reaction to the proposed interpretation prior to completion of the Byway image (brand), tour brochure and interpretive panels. This formative evaluation will test the design and message to determine if it attracts attention and interest, and if it communicates intended messages. Pre-testing proofs of interpretive material allows the Association to change the design or message to make sure it meets objectives.

The following recommends techniques that can be used to pre-test interpretive materials. The Byway Association may elect to use one or more of these techniques.

1. Develop questionnaire that can be coded and statistically analyzed. This would involve a series of closed questions that use either a verbal (e.g., poor, average, good, excellent) or numeric (1 to 5) scale to rate the design and message content. A questionnaire would be completed by visitors and distributed at visitor information centers, or included in check-in packets at area lodging facilities. Discount coupons for area businesses or attractions could be given to those who complete the questionnaire.

2. Develop qualitative questionnaire with open-ended questions to provide insight into visitor opinions and offer suggestions for changes and improvement. This would be similar to the August intercept study. An interviewer would ask randomly selected people at a range of popular visitor stops. The qualitative survey would require fewer respondents.
3. Organize a focus group to interview people who represent a variety of interests. This might be most appropriate to obtain input from area residents, tourism professionals, and related business interests (e.g., retail, lodging).

Once the Byway brand, brochure and panels have been completed, summative evaluation will determine the success of the interpretation and suggest opportunities for further development or expansion of interpretive facilities. This follow-up evaluation will also be helpful for oral interpretation, such as in-person interpreters, storytelling, or costumed interpreters. Evaluating these activities will allow changes to be made in presentation, scripting, etc.

Suggested summative evaluation techniques include:

1. Observing visitors at interpretive panels
2. Intercept survey of visitors at interpretive facilities
3. Visitor completed questionnaire with incentive for completion. A pre-addressed and stamped postcard-size questionnaire can be inserted into the tour brochure. Questionnaires can be distributed following an oral presentation.

6.2 Monitoring

The Byway Association annually reviews Byway projects and activities including citizen participation objectives and information received from public meetings. The review has resulted in revisions to project priorities and implementation. This annual review should continue and be expanded to include priorities established in this Interpretive Plan. The review should incorporate projects and priorities included in the CMP.

Paul Bunyan Scenic Byway

Appendix A

Citizen Participation

Key Objectives during Interpretive Planning

1. Maintain legitimacy of the organization, its projects and programs.

During the CMP phase, the Byway Association focused on establishing legitimacy and credibility. Completion of a number of projects and continuing contacts with area organizations, agencies and jurisdictions have established the Byway as an area amenity and the Association as a credible organization that accomplishes its goals. The Byway Association identified the need to maintain and enhance this legitimacy by nurturing and expanding its relationships and partnerships. This will also support development of additional partnership efforts, and long-term financial support.

2. Get to know all potentially affected interests (PAIs)

The Association has spent considerable time during the past several years making contacts with individuals and organizations that may affect or be affected by the Byway and its programs. These contacts have resulted in positive relationships and partnerships that support the Byway. With the Byway extension into Pine River, it is important to continue these efforts including meeting with PAIs along the northern route extension.

3. Identify all potentially relevant opportunities

This continues to be a key objective of public participation for the Byway. During the Interpretive Plan phase, the Association has identified the importance of interpretive opportunities that involve partnerships with existing organizations (e.g., U.S. Army Corps of Engineers).

4. Generate Opportunities

This objective is newly identified as key for the Interpretive Plan phase. It focuses on maximizing input from PAIs to generate ideas, solutions, and opportunities for the Byway. Creative ideas and opportunities from a broader public are particularly important as the Association efforts focus on interpretive planning. This objective recognizes the Byway Association may have "blindness" that its expertise can create and that people who are not burdened by this expertise may have ideas that have the potential to contribute to Byway goals.

5. Nurture and Protect Credibility

Closely related to the first objective, the Byway needs to continue to build awareness, knowledge and interest in the Byway and its resources. It needs to continue to demonstrate its ability to accomplish goals and implement projects in order to continue to build long-term support.

6. Have your Communications Received and Understood

This objective was identified as key during the CMP process. It acknowledges that just preparing and transmitting information does not assure that the intended interests receive it or that it is interpreted as intended. During the IP phase, it is important to again evaluate the messages, to whom messages are intended to reach, and what communication channels are most appropriate.

7. Receive and Understand Information that is Communicated

This objective is particularly important for preparation of interpretive materials. It is important for

the Association to "listen" to and understand what stakeholders (PAIs) are communicating about the Byway and its activities. If the Association intends to use public participation activities to test interpretive messages, it will be vital that the Association understands what is being communicated.

Recommended Techniques and Activities

Produce and release materials —Continue to produce the quarterly newsletter and monthly news columns; update media briefing materials and Scenic Byway background paper; prepare portable exhibit about the Byway and its resources. (Responds to objectives 1, 5, and 6)

Action: L. Ulland and Associates to discuss with Association chair and meet with JM Plein Consultants to design exhibit, obtain cost estimates, etc.

Use existing mechanisms —Continue to meet regularly with local organizations and government jurisdictions to provide updates of Byway projects and activities. Provide information to business interests and training to local tourism-related business staff. (Responds to all identified objectives)

Action: L. Ulland and Associates to meet with Association chair and schedule meetings. Focus initially on government jurisdictions, then identify and schedule organization meetings. (Note: jurisdiction meetings scheduled for February and March).

Open House — Hold an open meeting/forum to offer an opportunity for one-on-one communications; develop a basic Byway exhibit for display at open meeting as well as at other public venues. (Responds to objectives 1, 2, 3, 4, 5 and 7)

Action: Prepare exhibit materials for use at the Corps of Engineers open house in June 2003. Plan Scenic Byway open house upon completion of the Interpretive Plan (summer 2004).

Advisory Committee/Nominal Group — Use nominal group or other techniques to obtain input from a divergent group of interests that will offer substantive content-related input to the Byway, its activities, projects, programs, and interpretive information. This input will be used evaluate the interpretive theme/sub-themes, test messages, and evaluate resources.

Action: L. Ulland to work with the Association to identify appropriate individuals or organizations. This may include those who participated in the interpretive plan goal setting workshop, local representatives on the County Park Board, representatives of the arts community.

Paul Bunyan Scenic Byway

Appendix B

Interpretive Panels



Welcome! to the Paul Bunyan Scenic Byway

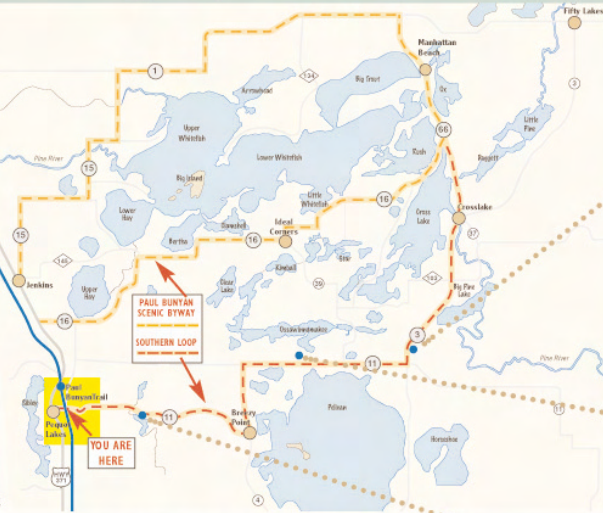
a Legacy of Legends, Lakes and Land

This is called the land of Paul Bunyan, the giant logger who, legend says, formed the lakes as he walked across the landscape. Paul Bunyan and his crew gave us our legends, but our lakes and land are the legacy of the great glaciers. Between 75,000 and 11,000 years ago these giant sheets of ice moved across the wide, level plains of the state, scraping the soils, tearing the rocks, grinding and mixing it all together. As the glaciers moved with their load they dropped this debris as the ice melted, leaving us with sandy soils, rolling hills, river valleys, lakes and swamps.

The glaciers left behind a changing environment and a succession of plants and animals. Where the glaciers left excessively drained sandy soils interspersed with lakes, the jack pine and northern pin oak grew. The white and red pine forests grew in the rolling to irregularly shaped areas where sediment built up at the glacier's edge. The hardwood forests of oak, birch, and aspen emerged when the climate warmed, then the pine advanced again as the climate cooled.

The forests, plants, and animals that inhabited this post glacial land paved the way for human populations drawn by these resources- the Native Americans, the trappers, the explorers, the loggers, the farmers- to move into the area. Today we continue to use these natural resources. The lakes and land now provide a recreational haven for boating, fishing, swimming, a hike in the woods, wildlife watching, and a bike ride around the lakes.

Travel the Byway, look for remnants of the glaciers, reminders of earlier travelers, and the resources that continue to draw us to the lakes and land.



Here the Paul Bunyan Trail meets the southern loop of the 48-mile Paul Bunyan Scenic Byway. The Byway offers travelers a chance to see and enjoy cultural, historic, recreational, scenic and natural resources of the area. Early travelers used our natural resources- the lakes and the land- for travel, for food, for work, and for recreation, creating a rich cultural and historic heritage. Traveling east on the Byway, feel the cooling temperatures as you dip into valleys, smell the pine forests, listen for the sounds of wildlife, and watch for the bobbing white tail of the deer, and even an occasional black bear. 🐾

This storybook "babbling brook" is a natural spawning area for the Horney Head Chub, perhaps the fisherman's most desirable bait minnow. The presence of the chub throughout its life cycle indicates pristine water quality in this stream, which flows into the Pine River and eventually the Mississippi.



A turn to the north and a short drive on Timberlane Road offers a break to hike through a forest of young Norway pine. Notice the aspen struggling to emerge among the pine, and the older hardwoods that occupy areas of rolling terrain. Spot the bluebird nesting boxes in the forest-edged meadows, their preferred habitat.



The lakes and land support a variety of plants and animals. Along the Byway, look for Osprey on their platform nests. At the Lowell Wildlife Management Area south along the roadway, Rice Lake still provides an abundance of wild rice. One of the few remaining natural wildlife lakes, it's a home for fur-bearers, waterfowl and small fish that meant survival for the Indians, trappers, and explorers who traveled these paths and waterways. Take the road south, park and walk the path along the west side of the lake.

The Paul Bunyan Scenic Byway Association thanks the MN Dept. of Natural Resources, Pequot-Breezy Chamber of Commerce and City of Pequot Lakes for their support and sponsorship of this project.

Trail Meets the Byway panel



Paul Bunyan Scenic Byway

a Legacy of Legends, Lakes and Land

Here the Paul Bunyan Trail meets the gateway to the 48-mile Paul Bunyan Scenic Byway. As you travel east along the spine of the route you'll smell the fresh, clean water before you catch a panoramic view of the Whitefish Chain of Lakes at the bridge separating Kush and Cross lakes. Many of the lakes are hidden behind the mixed coniferous and deciduous forests that border the roadway. Listen for sounds of songbirds. Watch for Bald Eagles perched in the trees or soaring overhead. As you head north then west on the northern loop you'll pass through plains interspersed with lakes, jackpine and northern pin oak forests. Feel the hotter and drier air here on the north shore, the result of its southern exposure.

The lakes and the land, its forests and wildlife are a legacy of the last ice age that have drawn human populations to the area since the last glaciers retreated more than 10,000 years ago. As you travel the Byway, circling the 14 lakes that make up the Whitefish Chain of Lakes, you'll be traveling the same routes used by earlier travelers. The Native Americans, trappers, explorers and loggers used these rivers and lakes for transportation, food, work, and recreation. The area provided hunting grounds and wild rice for the Native Americans, furs for the French traders. The waterways offered transportation routes between Gull Lake and Leech Lake, to Hudson Bay, and for the loggers, a way to transport timber to the Mississippi River.

Today we continue to use these natural resources. The lakes and land now provide a recreational haven for boating, fishing, swimming, a hike in the woods, wildlife watching, and a bike ride around the lakes.

As you travel the Byway, look for remnants of the glaciers, reminders of earlier travelers, and the resources that continue to draw us to the lakes and land.

When Joseph Nicollet camped near the mouth of the Pine River in 1836, he described its waters as "transparent and pure as crystal." This bridge crosses the river before it empties into Whitefish, then flows into Cross Lake before it joins the Mississippi River.

The Pine River has been a major thoroughfare for thousands of years - first for the Native Americans, then the fur traders in the 17th and 18th centuries.

Explorers such as Joseph Nicollet and Zebulon Pike traveled along the Pine River and into Whitefish in search of the source of the Mississippi River. Then in the 1890s, loggers used the river to move timber into Whitefish, through to Cross Lake, and finally, down the Mississippi.



If you visit in April, stop at the Walleye stripping station, a short drive down Driftwood Road where the Pine River empties into Upper Whitefish Lake. Operated by the Department of Natural Resources, walleye are intercepted as they begin their run up the river to spawn, stripped of their eggs and sperm, and returned to the river. The fry are hatched, raised in rearing ponds, and later stocked in these and other lakes.

Bring your binoculars and plan to stay awhile at the Uppgaard Wildlife Management Area. As Minnesota's first "Landscaping for Wildlife" demonstration project, this parcel uses plants, nest boxes, feeders, dust beds, brush and rock piles and snags to attract wildlife, from deer to butterflies. Wide walking trails meander around two small lakes and through meadows and marshland, offering a potpourri of plant and animal life. Take the trail through the ruffed grouse management area, sit behind one of the wildlife blinds, binoculars in hand, to spot the beaver, deer, and songbirds. Enjoy the wildflower gardens and wildlife orchards.



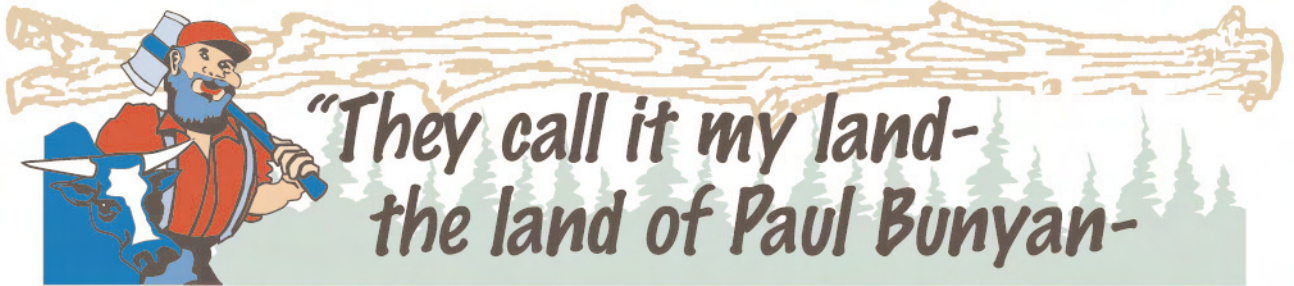
Take a turn to the north at Pine Cone Road for a hike through mixed pine, spruce, aspen and oak forests at Island Lake Woods. Walk through the forest to Hay Creek. The creek, a designated aquatic management area, connects Upper Hay Lake to Lower Hay Lake on the Whitefish Chain. North of the creek, the forest is primarily red pine; the area south is a mixture of white pine, spruce, aspen and oak.



Hidden behind the forests that border the Byway spine is the oldest evidence of the great glaciers. Legend says the ground shook when a "meteor" fell during the 1920s. But geologists tell us the "big rock" is two billion years old, ancient rock that was pulled up and transported to this site by the glaciers 10,000 years ago.

The Paul Bunyan Scenic Byway Association thanks the MN Dept. of Natural Resources, the Whitefish Area Lodging Association and American for their support and sponsorship of this project.

Gateway Environmental panel



"They call it my land- the land of Paul Bunyan-

...the lakes formed by the footsteps Babe, my blue ox, and I made as we crossed the landscape. Then we used the lakes and the land, felling the great white pine and moving the timber through the lakes and down the river. But the lakes and the forests were here long before we were. The lakes and the land had been used before-for transportation, for food, for recreation. Our time is recent, and only a blink of Babe's eyelash in time, a time that began thousands of years before we came to use these lakes and this land."

The lakes and the land are the legacy of the great glaciers- giant sheets of ice that began moving across the plains 75,000 years ago. When the glaciers stopped their advance and retreat 11,000 years ago, what was left were these rolling hills, river valleys, lakes and swamps.

The glaciers left an environment where the white and red pine grew during periods of cooling. The hardwood forests of oak, birch, and aspen emerged when the climate warmed. The forests drew animals-the deer, giant elk, bison, and a beaver that could grow to 500 pounds and be 7 feet long!

Then the first humans came to this land. The people who came here 10,000 years ago were called PaleoIndians. When the large animals disappeared, they learned to hunt smaller game, to fish, and to use plants. As these people became more efficient in using the lakes and the land their lifestyle changed. Now they became known as "Woodland" Indians. It is these people, who lived here 2,000 years ago, who built the burial mounds scattered around the Whitefish Chain of Lakes. When Elmer Schultz trenched a new waterline in the late 1950s on the peninsula between Clamshell and Whitefish lakes, he found the skull and bones of an Indian woman buried with her pottery bowl.

PaleoIndians hunt giant beasts with chipped stone spears.



For many years the Dakota (Sioux) Indians continued to live this woodland culture. Traveling in log dugout canoes the Dakota paddled the Pine River to and from Gull Lake and Leech Lake. Then came the Ojibwa (Chippewa) Indians who traveled these lakes and rivers in canoes made of birch bark.

- 1600s - Dakota and Ojibwa trade with French.

The lakes and the land next drew the fur traders. When Sieur Duluth traveled to the Whitefish area in 1679 proclaiming the country for France, it signaled the beginning of more than 160 years of a way of life for both the Indians and white traders. The French traders were the first to take the beaver, mink, fisher, marten and weasel pelts by canoe up the Mississippi River.

The fur traders became the guides and interpreters for the explorers. First came Zebulon Pike. Then Joseph Nicollet, who, with his Ojibwa guides, charted the waterways as they traveled into Upper Whitefish.

- 1805 - Zebulon Pike camps along Whitefish

The fur traders and trappers, the colorful French-Canadian voyageurs, and the explorers opened the land to a future of logging, railroading, hunting and fishing.



- 1850s - Timber harvesting begins



In the 1850s the loggers came-from Maine, New York and Canada-and the legends of Paul Bunyan with them. In the winter logs were cut, then skidded on horse-drawn sledges to the nearest lake or riverbank where they remained until spring.

Then the logs were rolled into the high waters and floated to mills downstream. The Pine River was a major thoroughfare. After the Corps of Engineers built the dam at Cross Lake in 1885 the logs were driven through the dam's sluiceway into the south fork of the Pine River.

Crosslake Dam creates Whitefish Chain



It took only 30 or 40 years to log off the timber close to waterways. The largest stand of timber left by 1889 was the Crosslake tract, extending from Whitefish north to Leech Lake. But the timber was beyond the reach of skids and sleighs. So the railroad was built. Logs were hauled out of the woods by rail and dumped into Cross Lake where they could be driven over the dam, down the Pine and Mississippi Rivers.

When there was no more timber to harvest the lumberjacks moved west. The last run down the Pine River to Whitefish was in 1902. But word of the fine hunting and fishing these lakes and this land offered had spread. Even before the railroads were built people sought out the Whitefish Chain. First they pitched tents in the logging camps. One logging camp where logs were moved into Whitefish from the Pine River, became the Red Cedar Lodge.

- Late 1800s - Railroads bring visitors to Lake Country



The railroads promoted this early tourist trade. From Crosslake and Pequot Lakes visitors boarded horse-drawn carriages to these resorts. Ice harvesting became a major industry. Lake ice was cut into square cakes, pulled from the lake, then loaded onto horse-drawn sleds and carried to the icehouses for next summer's use.

John Knebel moved here in 1898, finding this the "Ideal" place to live. He started Camp Bertha Resort in 1923 with the money he saved cutting timber and hauling logs. Family resorts sprouted in the 1920s and '30s. Families arrived for their vacations, to fish and swim, to enjoy the lakes and the land.

- 1920s - Family resorts offer lodging for weekend fishermen



- 1960s - Golfing, hiking, biking and boating become major recreation



Once there were hundreds of family resorts throughout the Whitefish Chain, Pelican Lake and the Ossawinnamakee Chain. Now only a few of those remain.

"For thousands of years the lakes and the land supported the Indians, then the traders and explorers. In just 60 years, my "jacks", along with the railroads and logging companies changed this land forever. Roadways have replaced the railroads. Indian mounds have been excavated for new homes. But the lure of the big fish and the trophy buck, the bike trails and golf courses continue to entice visitors to use these lakes and this land."

The Paul Bunyan Scenic Byway Association thanks the MN Dept. of Natural Resources, the Whitefish Area Lodging Association and American for their support and sponsorship of this project.

Gateway Timeline panel

Veterans Hiking Trail



at Island Lake Woods

IT WAS A DRY DAY IN MAY 1958- AND A STRONG SOUTHEASTERLY WIND WAS BLOWING.

From the fire tower east of Pequot Lakes forester Art Savage scanned the skyline. A Department of Natural Resources forester in Pequot Lakes since 1939, Art was experienced at spotting fires. From the tower you could see 50 miles on a clear day. But there was a blind spot at the tower and he didn't see what the lookout at the Spider Lake tower 25 miles away saw— fire!

By the time crews arrived- from Pine River, from Pequot Lakes, the state foresters, neighbors- the flames were crowning the treetops. The inferno was jumping the old route 16 and route 145 along Upper Hay Lake. The wind blew the blaze northward from the Ideal Township dump where it had started. Reinforcements were called, the Red Cross set up a food station, and neighbors came to help. There was no 911 to call in 1958- you just called your neighbors, and all came. By the evening, 400 men had brought the fire under control, but not until nearly 800 acres of timber had burned.

Long time residents remember the fire. They came to help- as fire fighters, to serve food, to be stewards of the land. Some speculated the sun shining through a glass jar at the dump started the fire. Others said, "in those days, there was always something burning at the dump." They remember the next year the blueberries were great picking because "they always come up good the year after a fire."

Fire and climate- two important influences on the type of trees and plants that grow here. When the climate cooled and became wetter 1,000 years ago, the white, red, and jack pine moved from the east. The climate caused changes in the type and frequency of fires, which changed the type of plants we see here today. Fire contributes to the natural selection and development of plants.

This area is known as a fire dependent pine/oak system. The jack pine can establish seedlings after severe crown fires, like the fire of 1958. The thick bark of the red pine is adapted to surviving fires and at establishing seedlings when the soil is exposed by fire.

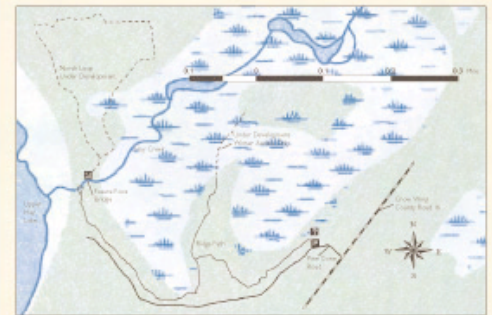
After the fire of 1958 Art launched a replanting program. The area was planted with Norway (red pine) and white pine. In some areas, spruce was planted. By 1986 the white pine and spruce had grown to 30 feet. Today, as you walk the trails through this area, devastated by fire in 1958, notice the height of the trees, evidence of their ability to survive and recover. ♣

Hay Creek separates the north and south sides of this parcel and connects Upper Hay Lake to Lower Hay Lake on the Whitefish Chain. In this area, Hay Creek is managed by the Department of Natural Resources for northern pike spawning. It is classified as an Aquatic Management Area. The importance of this natural spawning area is its high quality emergent aquatic plants- among the last of its type in the Whitefish Chain. Lakeshore development has eliminated much of this type of habitat, making it more important to protect for the future.



This 158-acre parcel is owned by the Department of Natural Resources and managed for timber production. The logging operations thin out the trees, allowing light into the forest and promoting growth of the remaining trees and the under-story. Most of the harvested timber is converted into pulp. The parcel is located in Section 36, School Trust Fund land. Proceeds from the timber sales provide funds to support public education.

Look at the trees growing along the wider paths that follow the logging road. Notice the vegetation characteristic of a fire dependent pine/oak system- the jack and red pine, northern pin oak. Follow the path along Hay Creek and see evidence of beaver hard at work on the trees along the creek. A bridge will cross Hay Creek connecting the south and north sections. The bridge will join the North Loop through a cathedral-like forest of Norway pine that have grown to 50 feet in height since they were planted in 1961. In the past 10 years, replanting efforts have focused on providing a more diverse forest. Follow the Ridge Path to the marsh and a view of the island 100 yards away. A future walk will allow visitors to hike along the bog to the island.



The Paul Bunyan Scenic Byway Association thanks the MN Dept. of Natural Resources, and David and Mary (Dresden) Badger for their support and sponsorship of this project.

Veterans Hiking Trail at Island Lake Woods panel



Veterans memorial panel

CHIARELLA



FOREST MANAGEMENT AREA



WHEN LILLIAN AND CHESTER CHIARELLA DONATED THIS 77-ACRE TRACT OF LAND, THEY WANTED TO LEAVE A LEGACY FOR THE PUBLIC. THEY BELIEVED THAT "WHAT YOU DO FOR OTHERS LIVES ON FOREVER."

Their legacy of this land began in 1975 when the Minnesota Department of Natural Resources prepared a private forest management plan for the parcel.

In the following 15 years, 12,800 Norway pine and 500 wildlife-attracting shrubs were planted.

Clover was seeded in wildlife openings, houses for Eastern Bluebirds were erected. Then, in 1992 the Chiarella's gave this land to the Department of Natural Resources on the condition it remain undeveloped and in state ownership.

Today, this forest of rolling upland and lowland woods remains a welcome green space in the midst of rapid residential development.



Norway Pine



As you begin your walk over the ridge, notice the hardwoods - a forest of birch, aspen, and oak.

At the top of the incline, the space opens onto a meadow. Bluebird houses have been erected at the forest edges throughout the property. Meadows, orchards, and woodland edges are all preferred habitat for this beautiful songbird. Listen for the birds, spot the bluebird houses, and maybe some nesting pairs.



Follow either the path to the left or right through the lowland areas of mixed hardwood forest. Watch and listen for the warblers, the ovenbirds and the black and salmon-colored American redstart, or the least flycatcher, who catches insects with a loud snap of the beak. Maybe you'll spot a red-eyed vireo or hear the distinctive song of the veery. If you're lucky, you may hear the whistle of the broad-winged hawk.

As you reach the uplands, the forest changes, opening to fields of Norway pine. Selective thinning of these Norway pine begins when the trees reach 25 years of age.

The smallest, suppressed trees are removed to allow more room for the larger, dominant trees to grow. These first trees become pulpwood, rails for log homes, or even a rustic log chair. This first thinning also develops access logging trails.

As you enjoy these hiking trails, remember the legacy that began when Lillian and Chester dedicated this land for forestry and for the public.

The Paul Bunyan Scenic Byway Association thanks the MN Dept. of Natural Resources for their support and sponsorship of this project. This panel completed in June, 2003.