



**3rd Annual *Harnessing the Power of Our Watershed* Virtual Conference  
February 16, 2023 - 9:00 to 11:00 a.m.  
Notes and Takeaways**

**North Woods and Waters of the St. Croix Heritage Area – An Update – *Melanie Kleiss, Co-Chair***

1. Economic impact of NHA designation: a summary of our previous work and analysis results. Key economic projections in the St. Croix Valley within 2 years after designation.
2. Update on designation: latest efforts on designation, and outlook.
3. Update on NWW programs and projects: *Live! from North Woods and Waters* economic impact team, trading post, supporting projects – Operation Pollination, St. Croix Watershed Stewards

Link to NWW website, where you can also find the economic impact study and information about other programs and projects [www.northwoodsandwaters.org](http://www.northwoodsandwaters.org)

How can I get involved NWW, particularly in the economic focused projects?	
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## Resources for Strengthening Partnerships/ Collaboration across the Heritage Area

Travel Wisconsin – Julie Fox – Regional Tourism Specialist – Northwest Region

1. An overview of Travel Wisconsin – Who we are, what we do, why it's important and how participants can benefit.
2. Brief share of 2021 Tourism Economic Impact data
3. Focus on two of our industry resources:
  - a. TravelWisconsin.com listings, specifically for events
  - b. An overview of the Dept of Tourism Joint Effort Marketing (JEM) Grant Program

Link to our industry website at <https://www.industry.travelwisconsin.com/>

Explore Minnesota – Michael Hernandez – Metro Regional Manager

1. Overview of Explore Minnesota Tourism
2. Review our industry website (<https://mn.gov/tourism-industry/>) and the many opportunities available including:
  - a. Complimentary business and event listings
  - b. Tourism Grant Program
  - c. Research Reports & Surveys
  - d. Coop Marketing Program
  - e. Reminder of upcoming February 28<sup>th</sup> tourism conference

What current opportunities exist to work collaboratively to create or promote a tourism opportunity/event that spans the river?	
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**Collaborative Marketing Based on Natural, Cultural and Historic Resources:  
Practical Examples**

[Cache la Poudre River National Heritage Area](#) - *Sabrina Stoker, Executive Director*

[St. Croix Valley Regional Tourism Alliance](#) – *Rosemary Mansfield, Executive Director*

**1. Events: St. Croix River Valley Heritage and Cultural Events & Poudre Pour**

What other partners could you invite to collaborate with on your events and programs?	
What introductions can you make to encourage collaborative marketing of your events throughout your region?	

**2. Guides: St. Croix Valley Tourism Guide & Cache Pass**

What cultural and historical organizations would mutually benefit from partnering with my businesses?	
Are there new ideas shared or sparked today on how I could work with local businesses to expand tourism in my area/community?	

**3. Working across lines: State to State- Minnesota to Wisconsin & Region to Region- Colorado Heritage Journey**

<p>What benefits does collaboration with my organization/business bring to other local and regional entities?</p>	
<p>Take aways for partnership ideas which cross community and regional boundaries.</p>	

**4. Challenges: Explore MN -Travel WI & Marketing and Sustainability**

<p>What are the biggest challenges my business/organization is facing and how will we respond?</p>	
<p>What partnerships need to be developed to have a positive effect on the long –term success of my organization/business?</p>	

**Q&A and Wrap up – Marty Harding**

<p>What collaborative marketing efforts are you currently doing?</p>	
<p>What joint marketing avenues would you like to implement and/or learn more about?</p>	
<p>Out of what you have heard today, how could NWW engage in joint marketing?</p>	