

2005 Project Abstract

For the Period Ending June 30, 2007

TITLE: Birding Maps

PROJECT MANAGER: Mark Martell

ORGANIZATION: Audubon Minnesota

ADDRESS: 2357 Ventura Drive, Suite 106, St. Paul, MN 55125

WEB SITE ADDRESS: <http://mn.audubon.org>

FUND:

LEGAL CITATION:

For 2005 the exact language is: ML 2005, First Special Session, Chp. 1, Art. 2, Sec. 11, Subd. 6(r).

APPROPRIATION AMOUNT: \$ 100,000

Overall Project Outcome and Results

In order to attract more birdwatchers, and their economic impacts, to Minnesota we produced four birding trail guides, had them printed, and developed national distribution plans for them. We created and printed 9,800 copies of a new birding guide for the North Shore region, following US Hwy 61 from Duluth to Grand Portage. We updated, reformatted, and printed 2,500 guides for the Minnesota River Valley watershed, from Big Stone Lake to the Twin Cities and updated, reformatted, and printed 5,500 guides for the Mississippi River (Great River Birding Trail) from Lake Itasca to the Iowa border. The guide to the Pine to Prairie trail extending from Warroad to Fergus Falls was updated and 67,500 copies were printed.

To facilitate distribution and retail sales, we contracted with Adventure Publications, located in Cambridge, MN to distribute the North Shore, Minnesota River, and Great River books nationally. The North Shore guide retails for \$9.95, and the Minnesota River and Great River guides retail for \$12.95 each. Proceeds from these sales will be placed in a special account at Audubon and be used for work consistent with the objectives of this project. The Pine to Prairie guide will continue to be free of charge and distributed through the Detroit Lakes Regional Chamber of Commerce.

Project Results Use and Dissemination

All of the Bird Trail Guides have national distribution through Audubon, the Detroit Lakes Chamber of Commerce and Adventure Publications. The North Shore, Minnesota River Valley, and Great River Guides are available at retail outlets.

June 30, 2007
LCMR Final Work Program Report

Date of Report: Final Report - June 28, 2007; December 21, 2006, Revised and accepted October 5, 2006; June 30, 2006; December 30, 2005; April 29, 2005; Revised Nov. 28, 2005 and accepted Nov. 30, 2005

Date of Next Status Report:

Date of Work Program Approval: June 24, 2005; revision approved November 30, 2005; revision approved October 5, 2006

Project Completion Date: June 30, 2007

I. PROJECT TITLE: Birding Maps

Project Manager: Mark Martell

Affiliation: Audubon Minnesota

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Web Page address: <http://mn.audubon.org/>

Location: 1) North Shore/Arrowhead Region (Cook, Lake, and St. Louis Counties); 2) Minnesota River (Big Stone, Lac Qui Parle, Swift, Chippewa, Yellow Medicine, Renville, Redwood, Brown, Nicollet, Blue Earth, Le Sueur, Sibley, Scott, Carver, Dakota, Hennepin, Ramsey Counties); 3) Detroit Lakes Region (Otter Tail, Becker, Mahnomon, Polk, Red Lake, Pennington, Marshall, and Roseau Counties); 4) Mississippi River (Clearwater, Hubbard, Beltrami, Cass, Itasca, Crow Wing, Morrison, Stearns, Benton, Sherburne, Wright, Anoka, Hennepin, Ramsey, Washington, Dakota, Goodhue, Wabasha, Winona, and Houston Counties).

Total Biennial LCMR Project Budget:	LCMR Appropriation:	\$100,000
	Minus Amount Spent:	\$100,000
	Equal Balance:	\$ 0

Legal Citation: ML 2005, First Special Session, Chapter 1, Art. 2. Sec. 11, Subd. 6r

Appropriation Language: \$50,000 the first year and \$50,000 the second year are from the trust fund to the commissioner of natural resources for an agreement with Audubon Minnesota to create a new birding trail guide for the North Shore/Arrowhead region and reprint and distribute guides for three existing birding trails.

II. and III. FINAL PROJECT SUMMARY

In order to attract more birdwatchers, and their economic impacts, to Minnesota we produced four birding trail guides, had them printed, and developed national distribution plans for them. We created and printed 9,800 copies of a new birding guide for the North Shore region, following US Hwy 61 from Duluth to Grand Portage. We updated, reformatted, and printed 2,500 guides for the Minnesota River Valley watershed, from Big Stone Lake to the Twin Cities and updated, reformatted, and printed 5,500 guides for the Mississippi River (Great River Birding Trail) from Lake Itasca to the Iowa border. The guide to the Pine to Prairie trail extending from Warroad to Fergus Falls was updated and 67,500 copies were printed.

To facilitate distribution and retail sales, we contracted with Adventure Publications, located in Cambridge, MN to distribute the North Shore, Minnesota River, and Great River books nationally. The North Shore guide retails for \$9.95, and the Minnesota River and Great River guides retail for \$12.95 each. Proceeds from these sales will be placed in a special account at Audubon and be used for work consistent with the objectives of this project. The Pine to Prairie guide will continue to be free of charge and distributed through the Detroit Lakes Regional Chamber of Commerce.

IV. OUTLINE OF PROJECT RESULTS:

This LCMR proposal includes three outcomes.

- 1) Create, print and distribute for sale, 50,000 copies of a new birding site guide to the North Shore/Arrowhead region.
- 2) Reprint and distribute 6,600 copies of the Minnesota River Valley Birding Trail Guide and Update, reprint and distribute 90,000 copies of MN Great River Birding Trail maps.
- 3) Reprint and distribute 24,000 copies of the Pine to Prairie Birding Trail Guide.

Note: All numbers given for copies of maps/guides produced and printed are based on costs as of April 2005. Final numbers will depend on costs at time of production.

Result 1: Create and distribute North Shore/Arrowhead birding site guide

Description: We expect to need one year to complete the development of this guide, with printing and the start of distribution in year 2. We will assign a project coordinator who is experienced in bird map developments and production, is a resourceful researcher, and will be a well-spoken representative for the project. The key work plan steps will be: 1) designate the project boundaries, 2) Develop local Advisory Council. 3) Establish the criteria for site selection and supporting information. 4) Compile and review best potential sites. 5) Select sites, with Advisory Council input. 6) Develop a map and text. 7) Edit and proof guide. 8) Print 50,000 copies of guide. 9) Distribute and promote guide.

Summary Budget Information for Result 1: LCMR Budget	\$48,110.00
Balance	\$ 1,248.25

Completion Date: Development of guide: June 30, 2006
Printing and distribution plan: June 30, 2007

Final Report Summary: (June 30, 2007)

Project Coordinator Bonnie Koop began work on the **North Shore Bird Trail Guide** in July, 2005. A volunteer, 10-member Technical Review Committee was formed consisting of leading birding and ornithology experts who live in North Shore communities, and are active in Audubon or other birding groups. They helped identify sites and provided detailed information on locations, birds to be seen, and local landmarks.

The book is 67 pages with 52 sites highlighted. All the sites in the book are on public land, with Hwy. 61 acting as the main route of the birding trail between Duluth and Grand Portage, MN. Additional main roads that offer additional birding sites heading "inland", or north, are also highlighted in the book. Ten maps and 38 color photographs are included. The book also includes a bird checklist, information on 6 avian species of conservation concern in the area and birding site and travel information.

We established a contract and work plan with graphic consultant, Clapp Media Works for the initial design. Final layout was done under contract with Tony Hertzell. The MNDOT state highway map was modified and used for site locations. Photographs for the book were donated by four photographers. The book was printed by Sentinel printing in St. Cloud, MN. We contracted with Adventure Publications, located in Cambridge, MN to distribute the book nationally. The guide retails for \$9.95.

Result 2 (*results 2 & 4 in the original work plan were combined in the Oct. 5, 2006 revision at the request of the LCCMR staff*): Reprint & distribute the Minnesota River Valley Birding Trail Guide, and update, reprint & distribute the Minnesota portion of the Great River Birding Trail maps

Description: The Minnesota River Valley Birding Trail Guide was created through a partnership between Audubon Minnesota and the Minnesota River Valley Audubon Chapter. It was largely a volunteer effort supported by the Minnesota DNR Nongame Program, MN DOT, the U.S. Fish & Wildlife Service, the Minnesota Ornithologists Union, and Friends of the Minnesota Valley. The guide covers 150,000 square miles of the Minnesota River Valley, with 132 specific sites. The effort has also resulted in an annual Birding Festival and a website: (www.birdingtrail.org).

The Great River Birding Trail follows the Mississippi River from Lake Itasca downstream, with six maps covering Minnesota. Over 300,000 of these Minnesota maps have been distributed since the first printing in 2001, with over \$58,000 spent on the project to date. Some 130 active partners have been involved in distributing the Great River Birding Trail maps in Minnesota, including all of Minnesota's Travel Information Centers as well as local Chambers of Commerce and Convention & Visitors Bureaus, the National Park Service, Army Corps of Engineers, the U.S. Fish & Wildlife Service, Minnesota State Parks, regional nature centers, and birding stores. The maps will be combined and revised into a format similar to the North Shore Birding Trail guide for distribution and sale.

Summary Budget Information for Result 2:	LCMR Budget	\$35,890
	Balance	\$ 1,248.25

Final Report Summary: (June 30, 2007)

During our discussions about the North Shore Bird Trail Guide with Adventure Publications it was agreed that both the **Minnesota River Valley Birding Trail** guide and the Lake Itasca to Iowa border portion of the **Great River Birding Guide** should be distributed and sold. We re-formatted both of these guides to match the **North Shore Bird Trail Guide**, creating a "series" that should increase sales and use of all 3 publications.

A 9 person volunteer committee met and reviewed the first edition of the **Minnesota River Valley Birding Trail Guide** and their suggestions for changes in text and maps were incorporated in the new edition. We contracted with Sharon Stiteler to incorporate the changes and rewrite the text as necessary for the new edition. Layout was done under contract by Tony Hertzler. New maps were created using ArcView GIS by Audubon staff with the assistance of a volunteer. Photographs for the book were donated by seven photographers. The book was printed by Sentinel printing in St. Cloud, MN. We contracted with Adventure Publications, located in Cambridge, MN to distribute the book nationally. The guide retails for \$12.95.

The book is 146 pages with 137 sites highlighted. Sites are on a variety of public and private land (with landowner permission) throughout the Minnesota River watershed. Twenty-three maps and 58 color photographs are included. The book also includes a bird checklist, information on 6 avian species of conservation concern in the area and local birding site and travel information.

The website www.birdingtrail.org has site information. This site is linked to the Audubon Minnesota websites: <http://www.audubon.org/chapter/mn/mn/>.

Changing the **Great River Birding Trail Guide** was our biggest challenge. While we were able to use most of the sites chosen in the first edition, the original layout design of six individual maps required a complete rewrite, new maps, and additional photos to meet the needs of the new format. Maps were produced by Audubon staff with the assistance of a volunteer and paid intern using ArcView GIS. We contracted with Sharon Stiteler to update and expand the site descriptions and rewrite the text as necessary for the new edition. Final layout was done under

contract with Tony Hertz. Photographs for the book were donated by eleven photographers. The book was printed by Sentinel printing in St. Cloud, MN. We contracted with Adventure Publications, located in Cambridge, MN to distribute the book nationally. The guide retails for \$12.95.

The book is 106 pages with 114 sites highlighted. Sites are on a variety of public and private land (with landowner permission) following the Mississippi River from Lake Itasca to the Iowa border. Fourteen maps and 40 color photographs are included. The book also includes a bird checklist, information on 6 avian species of conservation concern in the area and a local birding site and travel information.

A website www.greatriverbirding.org has all the site information. This site is linked to the Audubon Minnesota websites: <http://www.audubon.org/chapter/mn/mn/>

Result 3. Reprint and distribute the Pine to Prairie Birding Trail Guide

Description: The Pine to Prairie Birding Trail is a partnership between the cities of Detroit Lakes, Fergus Falls, Roseau, Thief River Falls, Pelican Rapids, and Warroad, along with the Audubon Minnesota, Minnesota DNR, U.S. Fish & Wildlife Service, MN Office of Tourism, Lakes Area Birding Club, and the Agassiz Audubon Society. Over 45,000 brochures have been distributed since the partnership started in 1998. This auto trail is 200 miles in length, and features 43 birding locations. A recent study showed that the area was subsequently visited by 18% of people who were mailed the map, or about 8,000 people. The partnership has received \$79,339 (to date) in funding, including community sponsorships, federal and state dollars. The web site (<http://www.mnbirdtrail.com/>) averages 600 hits/day. This guide will be updated as necessary, and 20,000 copies reprinted. This will make the guides available for the already established distribution network.

Summary Budget Information for Result 3:	LCMR Budget	\$16,000
	Balance	\$ 0

Final Report Summary: (June 30, 2007)

The Pine to Prairie Birding Trail partnership decided to continue distributing this guide for free and maintain the current format. A volunteer committee met to review and update the guide. Volunteers incorporated the changes. The booklet was printed by Forum printing in Detroit Lakes, MN. Distribution will be handled the partners.

The booklet is 31 pages with 45 sites highlighted. Sites are on a variety of public lands between Fergus Falls and Warroad. Thirty maps and 62 color photographs are included. The book also includes local community and travel information.

The website www.mnbirdtrail.com has site and travel information.

V. TOTAL LCMR PROJECT BUDGET:

All Results: Personnel: \$37,233.65

All Results: Contracts: \$3,500

All Results: Graphics and Printing: \$57,359.66

All Results: Travel: \$1,906.69

TOTAL LCMR PROJECT BUDGET: \$100,000

Explanation of Capital Expenditures Greater Than \$3,500: N/A

VI. PAST, PRESENT AND FUTURE SPENDING

Other Funds being spent during the Project Period:

\$43,375 (in-kind, from general donations to Audubon Minnesota and volunteer service) - \$25,437 of Project Manager salary/benefits; \$2,500 of Executive Director salary/benefits; \$13,100 of Audubon overhead; estimate \$2,500 of volunteer service for Pine to Prairie Birding Trail)

Required Match (if applicable):

Past Spending:

\$48,565 (on MN Great River Birding Trail: July 1, 2003 to June 30, 2005)

VII. PROJECT PARTNERS:

A. Project Partners:

Pine to Prairie Birding Trail – \$16,000; City of Roseau: c/o Mr. Todd Peterson, City of Roseau, Box 307, Roseau, MN, 56751 800-815-1824; tpetersn@mncable.net.

E. Time: N/A

VIII. DISSEMINATION

The North Shore Bird Trail Guide, the Minnesota River Valley Bird Trail Guide, and the Great River Bird Trail Guide will be sold through retail outlets. Sales and distribution is being handled by Adventure Publications. The Pine to Prairie Bird Trail booklet will be distributed for free through the Pine to Prairie partnership.

VIII. LOCATION

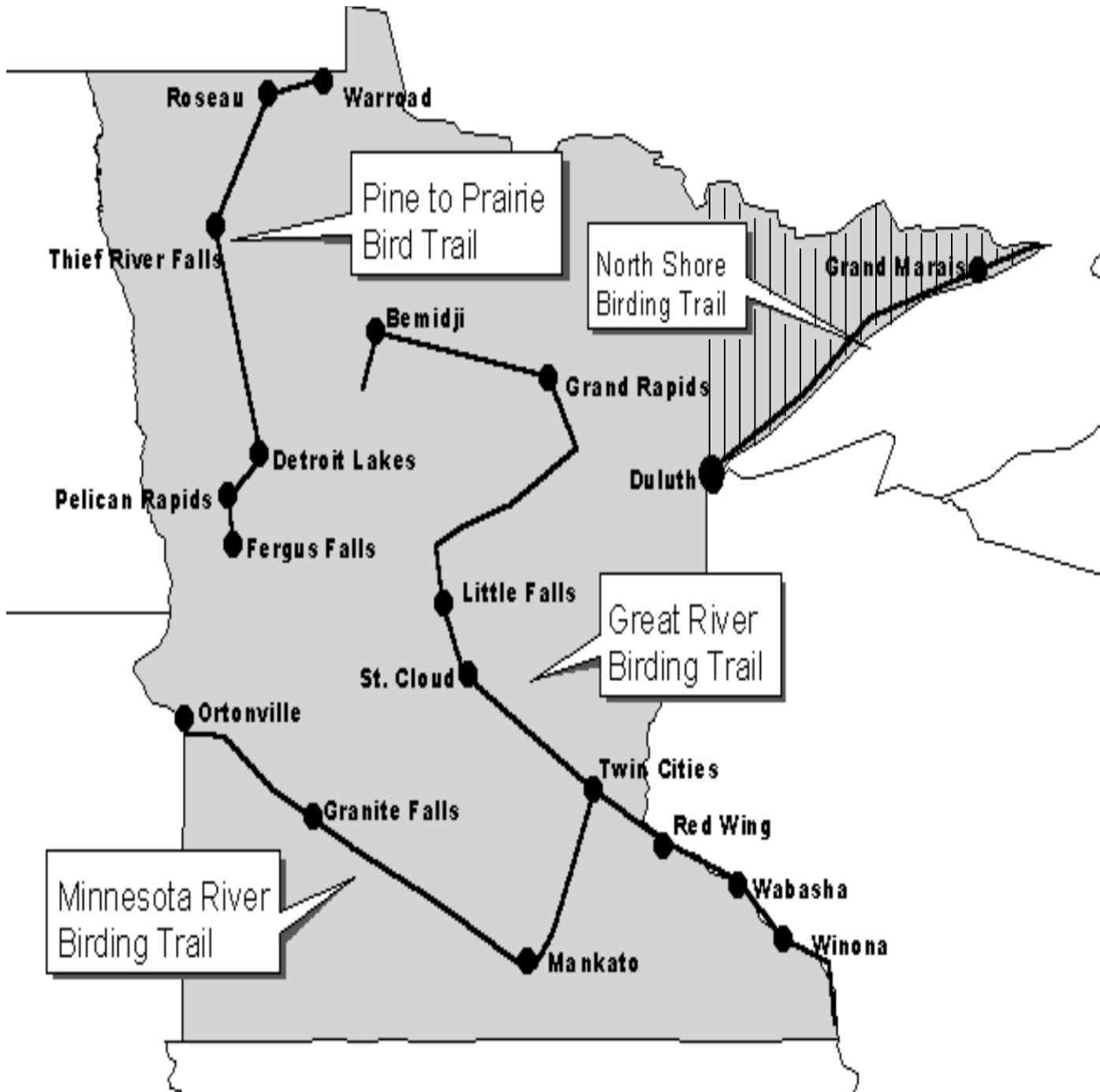
See birding trails map on page 8.

X. REPORTING REQUIREMENTS:

Periodic work program progress reports will be submitted not later than 30 December 2005, 30 June 2006, and 30 December 2006. A final work program report and associated products will be submitted by June 30, 2007.

XI. RESEARCH PROJECTS: N/A

MINNESOTA BIRDING TRAILS MAP



2005 LCMR Proposal Budget	Result 1 Budget:	Amount Spent	Balance	Result 2 ¹ Budget:	Amount Spent	Balance	Result 3 Budget:	Amount Spent	Balance	TOTAL FOR BUDGET ITEM	
	<i>Create and Distribute North Shore Birding Site Guide</i>			<i>Reprint Minnesota River Valley and Great River Birding Trail Guides</i>			<i>Reprint Pine to Prairie Birding Trail Guide</i>				
BUDGET ITEM										Budgeted	Spent
PERSONNEL	\$28,110	\$28,110	\$0	\$8,390	\$8,390	\$0				\$36,500	\$37,233.65
CONTRACTS				\$3,500	\$3,500	\$0				\$3,500	\$3,500
GRAPHICS AND PRINTING	\$17,000	\$16,845.06	\$154.94	\$24,000	\$24,514.60	\$(514.60)	\$16,000	\$16,000	\$0	\$57,000	\$57,359.66
TRAVEL EXPENSES IN MINNESOTA	\$3,000	\$1,906.69	\$1,093.31							\$3,000	\$1,906.69
*Final reconciliation reallocation						\$(733.65)					
COLUMN TOTAL	\$48,110	\$46,861.75	\$1,248.25	\$35,890	\$37,138.25	\$(1,248.25)	\$16,000	\$16,000	\$0	\$100,000	\$100,000

¹ This is the budget reformatted as of the October 5, 2006 work plan revision at the request of the LCCMR staff. It combines old results 2 & 4 into result 2. It also combines all former personnel line items into a single line item, and combines printing and graphics into a single line item. Part of the money first allocated to personnel is now under contract due to the loss of staff.

² This amendment is a requested shift as a final reconciliation of the budget. The final numbers deviate slightly from the original budget. Printing and graphics were over by \$359.66 (Mark Martell spoke to Susan Thornton and she approved going over on printing, reasoning that it would be better to have more books) and travel is under by \$1093.31 which nets unspent funds of \$733.65 that were moved to personnel.