



Welcome to the
Community Kick Off Meeting
May 21, 2026

Corridor Management Plan Update

**HISTORIC BLUFF COUNTRY
SCENIC BYWAY**

BACKGROUND

In the absence of a local regional development commission ...

1. East Central Regional Development Commission was contacted by MnDOT to update
2. ECRDC is based in Mora and has been working with MnDOT since the early 70's
3. We are facilitating this plan update, but it belongs to the community along the Byway



What is a Scenic Byway Corridor Management Plan

A Corridor Management Plan (CMP) is a document that outlines strategies to protect, enhance, and promote a route's unique intrinsic qualities—such as scenic, natural, historic, or cultural features—while fostering tourism and economic development



THE PROCESS

DRAFT Timeline

MAY
Kick Off

JUNE
Steering Committee
- Review/Edit
workplan

JULY
Steering Committee
-Begin survey
-Public engagement

AUGUST
Steering Committee
-Survey
review/revision

SEPTEMBER
Steering Committee
-Launch survey

OCTOBER
Steering Committee
-Review survey results
-Safety audit

NOVEMBER
Steering Committee
-Stakeholder
engagement

DECEMBER
Steering Committee
-Present DRAFT
Plan

JANUARY
Steering Committee
-Review/Edit Plan

FEBRUARY
Steering Committee
-Public review of
plan DRAFT

MARCH
Steering Committee
-Plan finalization

APRIL
Steering Committee
-Complete doc
-Deliver final CMP



2002 CMP GOALS AND OBJECTIVES

The previous Steering Committee established the following goals for the Byway at the beginning of the Corridor Planning process:

✔ Increase the level of tourism to the area

✔ Promote stewardship, interpretation & visitation of key resources in the area.

✔ Protect the character of the community

✔ Provide safe facilities for enjoying the Byway corridor by car, bus, motorcycle, bike, and canoe

✔ Foster enthusiasm and support for the Byway and National Scenic Byway designation

10,000 FOOT LOOK

Let's take a look at some
area statistics

✓ County Stats

✓ Population

✓ Labor Market Data

✓ Traffic Volume

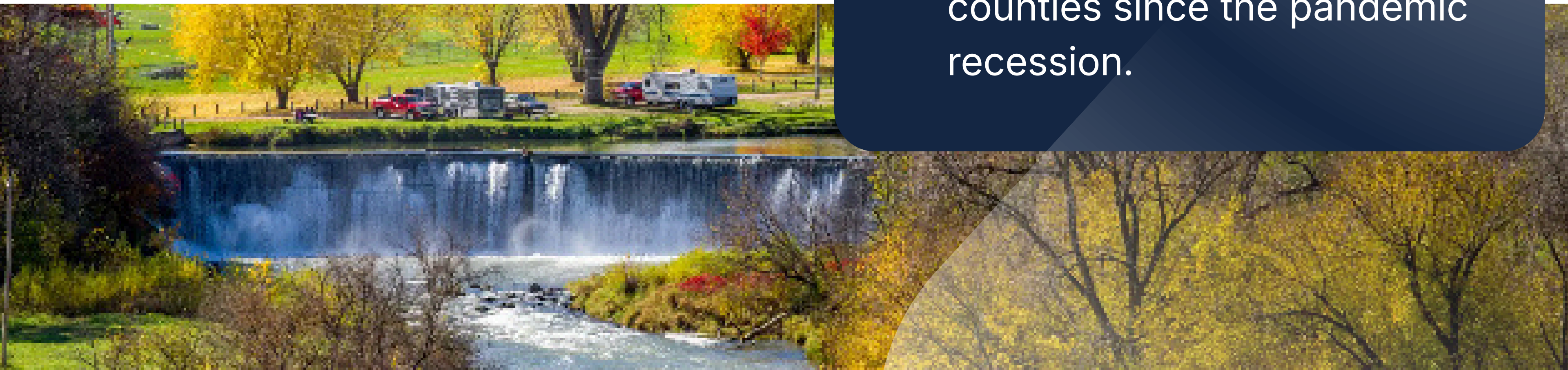


COUNTY DEMOGRAPHICS

*Please see the provided
handouts for each country*

Note:

1. The number of residents aged 65 years and older is expected to increase in all three counties over the next decade.
2. Employment has grown in all counties since the pandemic recession.



POPULATION

The population numbers shown are approximate for 2024. Since the last census, Mower and Fillmore Counties have seen growth. The population in Houston County has declined slightly.



Mower County
40,900



Fillmore County
21,502



Houston County
18,352

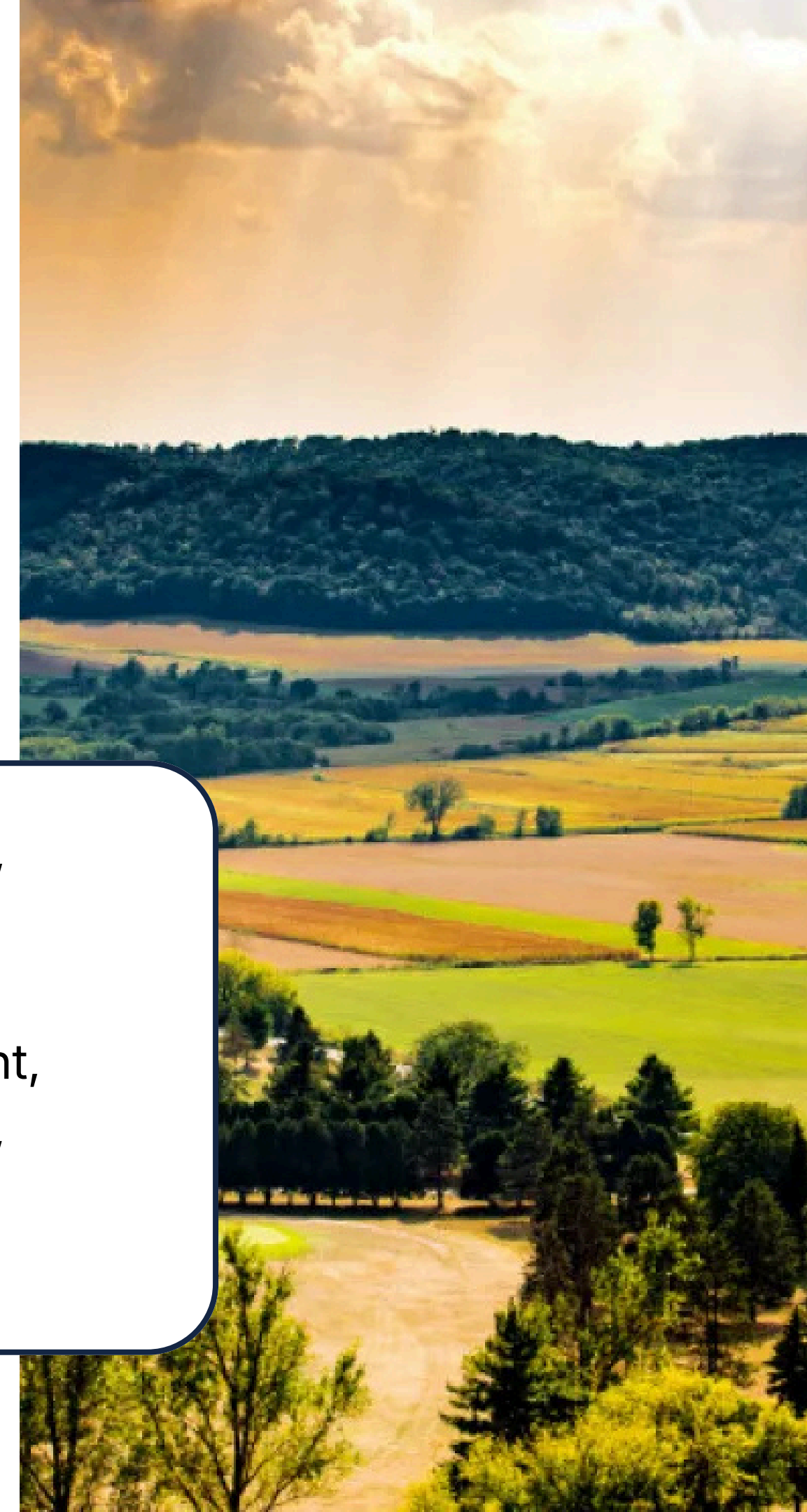


Approximate total
80,754

LABOR MARKET

Thank you to the Minnesota Department of Economic and Employment Development: DEED Labor Market Information | Regional Analysis & Outreach | <https://mn.gov/deed/data/>

- All industries are growing
- All three counties experience workforce outflow, with the majority of residents commuting to other counties for employment
- Retail Trade, in tourism sectors, dominated across all three counties in 2025
 - leading in total employment, number of establishments, total payroll, and average annual wages



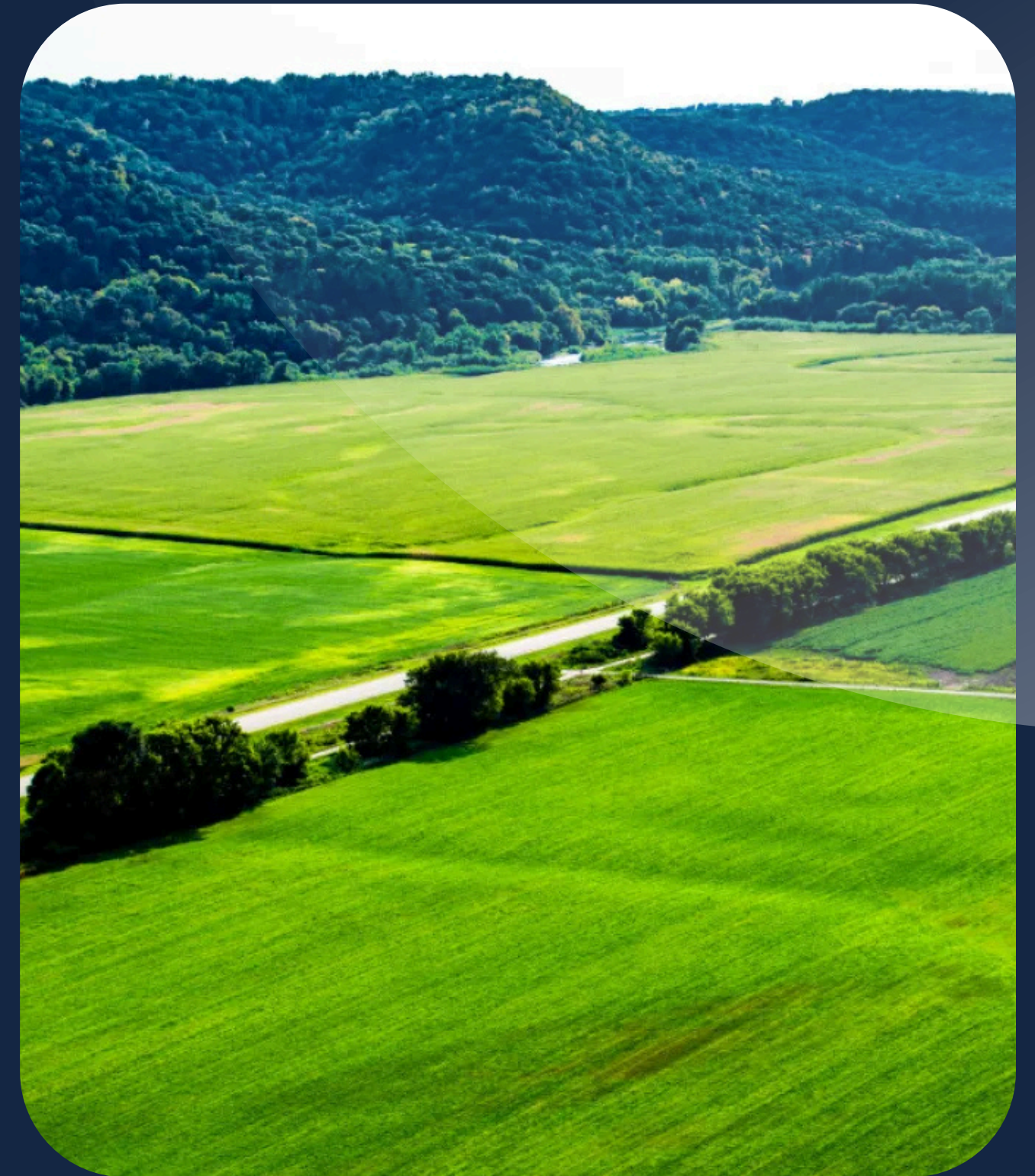
TRAFFIC VOLUMES

Traffic history and forecasting

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STEERING COMMITTEE

The Steering Committee will consist of: (who are we missing?)



1 Mower County Representative

1 Fillmore County Representative

1 Houston County Representative

1 City Rep from within each county

DNR, MnDOT

Explore Minnesota

Historical Society

Local Tourism/Chambers



THANK YOU FOR COMING

We look forward to working with you.

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