

**AGENDA
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
CITY OF WYOMING, MINNESOTA
SEPTEMBER 19, 2022
6:00 PM**

CALL TO ORDER:

CALL OF ROLL:

DETERMINATION OF A QUORUM:

PLEDGE OF ALLEGIANCE:

OPEN FORUM:

"An opportunity for members of the public to address the City Council on items on/or not on the current agenda. Items requiring Council action maybe deferred to staff or Boards and Commissions for research and future Council Agendas if appropriate. You will be limited to three (3) minutes and we ask that you conduct yourself in a professional, courteous manner, and refrain from the use of profanity. Failure to abide by this policy may result in the loss of your privilege to speak".

APPROVAL OF MINUTES:

1. Consider approving the minutes of the "Regular Meeting" of the Wyoming, Minnesota City EDA for August 8, 2022

COMMUNICATIONS:

2. Hwy 8 Open house strategic Planning – September 28, 2022

OLD BUSINESS:

3. To continue discussion about a downtown plan for the City of Wyoming

NEW BUSINESS:

4. To accept the resignation of Mike Soule from the Wyoming Economic Development Authority
5. Update on Manufacturing Month Events in the City of Wyoming
6. Old Hwy 61 Request - Chisago County HRA/EDA

ADJOURN

**UNAPPROVED MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
CITY OF WYOMING, MINNESOTA
AUGUST 8, 2022
6:00 PM**

CALL TO ORDER:

CALL OF ROLL:

On a Call of the Roll the following members of the Wyoming EDA were present:

EDA Members: Mayor Iverson, Dennis Schilling, Andrew Buccanero and Alex Bulmer

Also Present: Robb Linwood - City Administrator

ABSENT: Prigge and Soule

DETERMINATION OF A QUORUM:

PLEDGE OF ALLEGIANCE:

OPEN FORUM:

"An opportunity for members of the public to address the EDA on items not on the current Agenda. Items requiring EDA action maybe deferred to staff for research and future EDA Agendas if appropriate."

1. Consider approving the minutes of the "Regular Meeting" of the Wyoming, Minnesota City EDA for July 11, 2022

A MOTION WAS MADE BY EDA MEMBER BULMER SECONDED BY EDA MEMBER BUCCANERO TO APPROVE THE "REGULAR MEETING" MINUTES OF THE WYOMING, MINNESOTA ECONOMIC DEVELOPMENT AUTHORITY FOR JULY 11, 2022

Voting Aye: Iverson, Bulmer, Schilling, and Buccanero

Voting Nay:

Abstain:

SCHEDULED BID LETTINGS: NONE.

SCHEDULED PUBLIC HEARINGS: NONE

CONSENT AGENDA:

Items under the "Consent Agenda" will be adopted with one motion; however, council members may request individual items to be pulled from the consent agenda for discussion and action if they choose.

ACKNOWLEDGE RECEIPT OF REPORTS OF OFFICERS, BOARDS, COMMISSIONS AND DEPARTMENT HEADS:

COMMUNICATIONS

OLD BUSINESS:

2. To continue discussions regarding a downtown plan/study for the City of Wyoming

During the EDA's 2022 work plan it was discussed that there was not a small area plan or Downtown Study plan currently and could be a goal for the EDA and City to work towards. Small-town community downtown areas are in a renaissance. Downtowns serve as both vital economic engines for a local economy and also gathering places to celebrate together. Although the Downtown area could be considered larger area encompassing a larger area of the downtown core of Wyoming.

The EDA discussed areas of the plan that included:

- Topics for consideration could be as follows:
- What portion of the downtown would the study include
- Redevelopment strategies
- Streetscape enhancements
- Bike and pedestrian networks/Leverage Sunrise Trail
- Parking needs
- Building on Heritage – Trains, Stagecoach, etc.
- Community gathering spaces - Goodview
- Wayfinding
- Placemaking
- Trails
- Stormwater
- Stakeholders (Businesses, Residents, Wyoming council and boards)
- What type of community engagement is desired – stakeholder meetings, open house, virtual engagement?
- Page 5 of 402
- Are there groups/businesses/property owners that you want incorporated into the process? If so, who are
- they and do you know how you want them to be involved (individual meetings, group meetings, public meetings?)
- How does the EDA want to be involved – are there specific meetings that they want to have?
- If the EDA is the main body – how does that relate to the City Council – or even are there are advisory groups that will need to be involved?
- What deliverables are you seeking?
- What is the project timeline?
- What is the budget? A budget range helps folks adjust their process to be realistic and/or evaluate whether the proposed scope of work is reasonable.
- Add brewery or distillery as a wanted component of downtown

Hwy 61 corridor was discussed as one of the more important areas to consider. They discussed some of the areas by the bank and the potential of office space/retail and a combination of apartments. We discussed the availability of land. The EDA discussed the area that should be included in the study that went from city hall down to the old Menne property on 61. East into multifamily areas and on the west side of the freeway. The city talked about what are some retail or commercial opportunities in the area. Specifically more food options here, but the weekly daytime would be more difficult to sustain. The EDA discussed the opportunities in the corridor near the bank. The EDA discussed the idea of a splash pad at Goodview Park.

NEW BUSINESS:

3. All Boards Meeting, August 30th, 2022 at 6:00PM

Administrator Linwood explained that the Planning Commission has completed a final draft of the Comprehensive plan and it will be going back to WSB for final edits, pictures and diagrams. Staff believes it would be a good opportunity to have an all boards meeting and review the document in its draft form and provide feedback to both the Planning Commission and City Council. Staff has proposed Tuesday, August 30th, 2022 at 6:00PM for the meeting

UPDATES:

4. Wyoming EDA Feature Business of the Month

City Administrator Linwood discussed As part of the EDA's activities in 2022 staff has developed a business of the month that will be sent out in our social media campaigns that include Facebook, our weekly city email and constant contact. Staff has been completing business retention visits this year and one of our most recent was Widseth Engineering. I have attached a screenshot of the section on our weekly email, constant contact and Facebook. Staff will be sharing these out the first week of every month.

ADJOURN

A MOTION WAS MADE BULMER, SECONDED BY SCHILLING ADJOURNED THE AUGUST 8, 2022 "REGULAR MEETING" OF THE WYOMING, MINNESOTA ECONOMIC DEVELOPMENT AUTHORITY MEETING AT 6:45P.M.

Voting Aye: Iverson, Bulmer, Buccanero and Schilling



CHISAGO COUNTY
HRA-EDA
A Natural Resource for Business

Highway 8 Strategic Framework Open House

Join the conversation regarding the future of Highway 8 as we look at the impacts and opportunities of the road reconstruction anticipated for 2024. HKGI, a planning consultant agency, was chosen to facilitate creating a strategic framework with cities along the corridor and county departments. Considerations include economic development, land use, road connections and the environment based on the anticipated development opportunities around the road reconstruction. This Highway 8 Strategic Framework was meant to bring communities together and to plan ahead of the anticipated development.

Date September 28, 2022
Time 4:30pm – 6pm
Location Chisago Lakes Library
11754 302nd St
Chisago City, MN 55013

For more information contact: Chisago County HRA-EDA, 651.674.5664



*Funding for this project was provided in part by the Initiative Foundation, a regional community foundation, along with the Chisago County HRA-EDA, and the cities of Wyoming, Chisago City, and Lindstrom.



Request for EDA Action

Date: September 15, 2022

Presented to: EDA Members

Presented by: Robb Linwood, City Administrator

Department: Administration

Reference: Downtown Plan/Study Discussion

Method: New Business

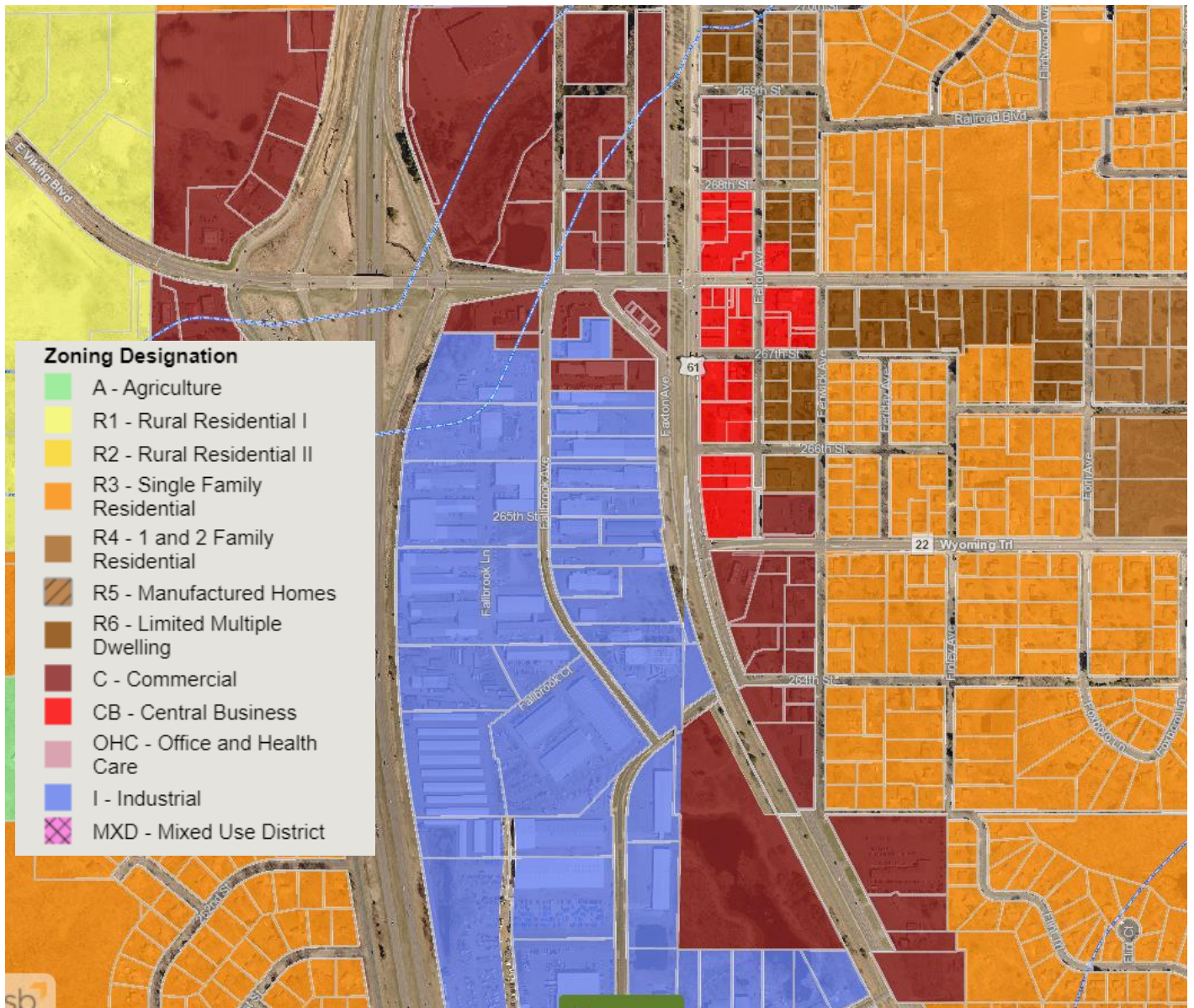
Background Information:

During the EDA's 2022 work plan it was discussed that there was not a small area plan or Downtown Study plan currently and could be a goal for the EDA and City to work towards. Small-town community downtown areas are in a renaissance. Downtowns serve as both vital economic engines for a local economy and also gathering places to celebrate together.

Although the Downtown area could be considered larger area encompassing a larger area of the downtown core of Wyoming. A Small Area Plan study area is much smaller that could focus on an area around east Viking and Hwy 61. Small Area Plans specifically explore issues, opportunities and solutions within a confined geographic area that has a cohesive set of characteristics. The long-term success of Downtown depends heavily on a strong and well-designed core. It is this area where the integration of commerce, residential living, community activity – and parking – need to fit together like puzzle pieces.

I have supplied a draft downtown RFP for the EDA's review. I have also supplied the current zoning map of the downtown area and an aerial of the area for discussion on defining what parts of Wyoming should be included in the study. This is the first draft of the RFP and feedback from the group is critical to ensure we get what we are seeking from a potential downtown plan.

ZONING MAP



AERIAL MAP



PREPARATION OF A DOWNTOWN PLAN WYOMING ECONOMIC DEVELOPMENT AUTHORITY WYOMING, MINNESOTA

PURPOSE

The Wyoming Economic Development Authority seeks the services of a qualified multi-discipline consultant or consultant team who will be responsible for providing services that result in a downtown master plan. The selected consultant team will have considerable experience in developing downtown plans, particularly for communities of a size and standing similar to Wyoming, and possess significant urban planning, civil engineering and public engagement capabilities. The consultant team should also possess a depth of experience in community and economic development as well as analysis of market conditions.

The consultant will develop and lead a planning process that features active public participation to combine local knowledge and leadership with professional expertise and guidance. The Wyoming EDA's intent is to provide its residents, corporate citizens and new investors with a downtown plan that articulates a vision for the short and long-term improvements to the public and private realm that foster additional investment and enhances downtown Wyoming as a more livable, walkable and thriving urban center.

BACKGROUND

The City of Wyoming has an impressive community formed by the railroad. It has varying levels of park development with a direct connection to the Sunrise Prairie Regional Trail. Its location is ideal for many families who prefer a rural character and small town feel with an abundance of natural resources, yet within an easy drive to the Minneapolis metro area.

The City of Wyoming is located in Chisago County, north of the Minneapolis metro region. It is located directly along Interstate 35, allowing for a direct connection to the metro for commuting. The convenient access and its location that is currently more rural with an abundance of natural spaces makes it an appealing location for many residents.

According to the 2020 United States Census Bureau, the current population of Wyoming is 8,309 while ESRI data suggests it is currently at 8,845 for 2021. The population in Wyoming since the 2010 census has grown an average of 6.42% with an average growth of slightly less than 1% yearly. The average household income in Wyoming is \$97,474, the median age is 42.4 years and 99.32% of the population is white with 0.55% two or more races, and 0.13% Native American (World Population Review).

This shows that the vast majority of the population consists of families with kids and approximately 18% of the population falling in the senior category. There are many residential areas in Wyoming that contain large lots with room for private playground equipment, basketball hoops and more than adequate space for recreating at home. However, there are also areas with higher densities and lower incomes or aging populations that were considered during the planning process.

In addition to its business, industrial and tourism assets, the City of Wyoming is the home to the Polaris R&D Facility, Rosenbauer America, Fairview M Health Medical Regional Facility and Hallberg Marine. and a number of amenities such as a visual arts center, a regional library, trails, seventeen parks, and one

elementary school.

The City Comprehensive Plan, updated in 2022, reflects the community's continued desire to strengthen the downtown as the heart of the community.

The Wyoming EDA is seeking proposals from qualified professionals to aid them in the development of an updated downtown master plan that creates a defined vision for the downtown and identifies a specific plan of action directed towards attainment of that vision

PROJECT SCHEDULE

The Wyoming Economic Development Authority is on a schedule for consultant selection that should culminate in formal action to hire a consultant in beginning of 2023. The process to develop the Downtown Plan should begin in earnest shortly thereafter. Intermediate milestones in the development of the Downtown Plan will be established after the successful consultant is selected. The project should be finalized no later than July of 2023

MINIMUM PUBLIC PARTICIPATION

Several stakeholder groups should be given the opportunity to participate in the process of developing the Downtown Plan. Such groups include:

- ✓ The public at large
- ✓ The Wyoming Economic Development Authority
- ✓ All property owners within the plan area
- ✓ All residents within the plan area
- ✓ All business owners renting/leasing property within the plan area
- ✓ City of Wyoming Community Development Department Staff
- ✓ Other City Departments as necessary and appropriate, such as:
 - Administration
 - Planning and Zoning
 - Engineering

The public participation process proposed must promote meaningful participation that educates, offers participants opportunities to discuss and resolve issues, and creates a sense of ownership of the plan by the participants.

The consultant's role in the public participation process, at a minimum, will include:

- ✓ Organizing and scheduling meetings – with aid provided by the Community Development Department.
- ✓ Conducting/facilitating meetings/visioning sessions
- ✓ Providing technical expertise/advice
- ✓ Recording public comments
- ✓ Identifying areas of consensus
- ✓ Translating the input received during the process into alternative visions
- ✓ Presentation of preliminary plan concepts to key stakeholders
- ✓ Presentation of final plan concepts to key stakeholders

The consultants suggested approach towards public participation should be included within the work plan, required under the proposal contents section. The consultant and the Wyoming EDA will develop the precise method of optimizing public participation jointly after consultant selection, and early in the project schedule.

REQUIRED PROJECT DELIVERABLES

Hard copies of the final "Downtown Plan" document containing text and graphics should be in 8 ½" x 11" format. Larger graphics in the report could be folded 11" x 17" sheets. Twenty-five (25) copies of the final plan are required.

Two electronic copies of the downtown plan document, including graphics, shall be provided. One copy shall be provided in a MS Word format and the other shall be provided in an Adobe Acrobat (PDF) format.

DESIRED PROJECT OUTCOMES/STATEMENT OF WORK

The project consultant will prepare a comprehensive downtown plan that translates the priorities of the community into specific, attainable, development and redevelopment goals for the downtown that focus on establishing/strengthening the downtown as the physical and social heart of the community. The downtown plan will go beyond the concept stage to create redevelopment strategies tailored to the specific needs and conditions in Wyoming.

At a minimum, the plan development will include an assessment and specific recommendations in the following areas. Other deliverables may be added, at the discretion of the Wyoming EDA, or by recommendation of the consulting firm.

REVIEW OF CURRENT PLANS

- The planning process should involve stakeholders in gaining an understanding of previous planning, synthesizing and joining the pertinent aspects of past plans to maintain continuity of vision without constricting new ideas and integrating new development influences and community desires. This review of previous planning shall include, but not be limited to:
 - Incorporate into the planning process applicable guidance provide by the City Comprehensive Plan 2022
 - City of Wyoming Economic Development Strategic Plan 2017
 - Chisago County Housing Study, Maxfield 2018
 - City of Wyoming Parks, Open Space and Trail System Plan 2022

LAND USE

- With stakeholder involvement, assess the assets and liabilities of the downtown to identify the highest opportunity places to create and enhance the network of destinations in the downtown.
- Map current land uses in the downtown and immediate surrounding area and consider unique aspects of downtown sub-areas or districts in the planning process.

- Inventory commercial and retail space vacancy levels and underutilization.
- Identify and prioritize specific sites for development and redevelopment and their preferred uses or adaptive reuses.
- Inventory the status and quality of transportation and circulation systems including automobile parking, pedestrian routes, and bicycle parking
- Identify cultural, recreational and institutional assets, such as library, art galleries, public art, parks, trails and government services and consider how they can be enhanced to better support the downtown as a community gathering space/destination.
- Determine whether and how existing land uses or physical characteristics help or hinder economic development efforts i.e.; parking lot locations, vacant parcels, railroad corridor, variety of businesses, etc.

TRANSPORTATION

- Through the planning process, embrace the perception of streets not only as conduits for automobiles but also, as places that are an opportunity to add value to the community by enhancing economic productivity and social engagement.
- Equitably consider all modes of mobility in downtown transportation planning.
- Consider non-traffic solutions to traffic problems, such as increasing mixed-use development and high density housing opportunities in and near the downtown.
- Conduct field surveys to record the amount and location of on and off street parking in the downtown, calculate the parking requirements for existing and future land uses, identify deficiencies, and define short and long-term strategies for improvements to downtown parking, including accommodation of residential and hospitality uses that require longer term parking.
- Assess the pedestrians ease in crossing streets and provide recommendations for improvements that do not conflict with other design standards.

URBAN DESIGN IMPROVMENTS

- Affirm the identity of core downtown streets and critical street intersections.
- Catalog existing sidewalk and pathway conditions, and identify important linkages within and connecting to the downtown.
- Identify existing landscaping in the downtown and create a plan to maintain trees and plantings as part of the urban infrastructure.
- Review the existing streetscape elements (vintage lighting, street furnishings, plantings, and sidewalk and street pavement treatments) of the downtown and consider revisions to and/or expansions of it.
- Identify public space opportunities in the downtown and examine their full multi-use potential as a means to create a sense of place and attract and bring people together.
- Consider improvements to the plan/programs for building façade improvement in the downtown.

- Identify priorities for the improvement of on and off street public parking.
- Identify potential infill and new development opportunities in the downtown, prioritize those opportunities, and identify strategies for their implementation.
- Review design guidelines created by the Wyoming Economic Development Authority and consider whether similar design guidelines should be established as a universal requirement for the downtown.

MARKET ASSESSMENT, ECONOMIC NICHE AND DEVELOPMENT STRATEGIES

- Utilizing available data sources, including access to geo-location data within the downtown and the broader community, as well as credit card data through the City's Datafy (See Source) subscription to profile who is currently visiting the downtown and whom we envision using the downtown.
- Define the downtown's economic niche to inform strategies for marketing, promotion and design/appearance.
- Provide recommendations for how the downtown can better serve these categories of users.
- Identify business categories that may be missing from the downtown that would serve the interests of the identified categories of visitor users and local users.

IMPLEMENTATION STRATEGIES

- Define strategies, including financing options, for implementation of all aspects of a downtown plan that takes into consideration: need, feasibility, and consistency with the downtown vision.
- Assess the organizational capacity of community stakeholders to play a role in implementation.
- Strategies will identify sub-tasks and timelines where appropriate and assign roles and responsibilities for community stakeholders.

PROPOSAL CONTENTS

The consultant's proposal should include, but not be limited to the following information:

- 1) A summary of the consultant team and individuals that will work on the project.
- 2) A description of the consultant's philosophy regarding social, economic, human, environmental, and related values that provide the basis for the consultant's approach to the project.
- 3) A general restatement and/or enhancement of the desired project outcomes.
- 4) A work plan that will lead to the desired outcomes.
- 5) A description of the consultant's plan to optimize public participation.
- 6) A proposed project schedule.
- 7) A detailed description of the SINGLE past project that the consultant believes is most similar to this project.
- 8) A list of three other projects with references.
- 9) A statement of the consultant's ability to complete the project within the prescribed timeframe.
- 10) A statement regarding the level of effort and degree of detail that can be provided in the project, given the proposed fee.
- 11) The cost proposal shall be in the form of an "hourly, not to exceed fee". The cost proposal shall include a listing of hourly rates for each position within the consultant team and an estimate of staff hours for each task within the proposed work plan.

PROPOSAL SUBMITTAL

Six copies of the proposal (with only one cost envelope) shall be submitted to:

Robb Linwood
City Administrator
P.O Box 188
Wyoming, MN 55025

Proposals must be received by December 1, 2022

Questions regarding the proposal process may be directed to Robb Linwood at 651-462-0575 or at rlinwood@wyomingmnn.org

DRAFT

To, Wyoming, MN Economic Development Authority

From, Mike Soule

Dear Members,

Kay and I will be moving to North Branch October 1st of this year and with the move I realize I must resign my position on the Wyoming, Minnesota EDA. I have enjoyed my time with the EDA and it's my hopes that I have had a positive effect on the board and it's members. Monday September 12th, 2022 will be my last meeting as a member of the Wyoming, Minnesota Economic Development Authority.

Sincerely

A handwritten signature in black ink, appearing to read "Michael E. Soule". The signature is fluid and cursive, with the first name "Michael" being the most prominent part.

Mike Soule



EDA Communication

Date: September 15, 2022

Presented to: EDA Members

Presented by: Robb Linwood, City Administrator

Department: Administration

Reference: Downtown Plan/Study Discussion

Method: New Business

Background Information:

Led by the Staff of the Chisago County HRA/EDA, City of Wyoming staff, and Forest Lake, North Branch and Chisago Lakes School districts have been planning for Manufacturing Month events in the City of Wyoming. Currently the tentative date for the event on Thursday, October 13, 2022.

The event will have the following components:

- Tours at Local industrial businesses for schools
- Career Fair at Splitrocks entertainment center
- Manufacturing technology items on display for viewing and participation



TO: Wyoming EDA
FROM: Old Hwy 61 Coalition (Nancy Hoffman)
DATE: September 1, 2022
SUBJECT: Old Hwy 61 - Marketing Opportunity

The Old Highway 61 Coalition was created to promote and preserve Old Highway 61 within Chisago, Pine and Carlton Counties. The membership includes public and private entities (cities, counties, chambers, businesses) and has a website which is aimed at attracting visitors to the area: <http://www.oldhighway61.com/> Wyoming has been a financial supporter in the past, but with COVID many of the activities and promotions were discontinued.

Content creation is the most difficult task in promoting, so the Old Highway 61 Coalition recently viewed a new-ish tourism tool from <https://shrpa.com/>. Travelers tour your community and create content. They provide a diverse perspective of your community. We ask them to visit sites, recreation, restaurants, shopping, lodging, etc. and they take pictures and write about their experience.

The Coalition is seeking support from each of the counties, cities, and chambers along the route. We are requesting \$200 from each city to launch this content creating tool which can be integrated into Old Highway 61's current website, as well as any of the local chamber and jurisdictions websites. We are requesting that the Wyoming EDA consider a contribution of \$200 for the Shrpa tool. Those that contribute will be included in the tours and have access to the tool for your website.

Please see attached.

The Mission of the Old Highway 61 Coalition is to promote and preserve Old Highway 61 within Carlton, Pine and Chisago Counties.

Shrpa questions and answers you may have as well.

How is the content “given” to us, in what format?

On the Shrpa dashboard, the photo section allows download and use for however we want. They allow website integration on everything, if it doesn't work with our website, they'll help us get the right code. Their website integration page has step-by-step instructions.

Can we at Old Highway 61 embed the content directly on our website?

Yes

Do we have the technical ability to do it?

Yes, they provide step by step instructions.

Can that content also be used by our communities, chambers and the businesses highlighted in the experiences?

Yes if the County or Old Hwy 61 buys Shrpa, we own the content and can share it whomever we want (businesses, chambers, cities, schools)

Does our website require any special compatibilities for the content?

If ours doesn't work, they'll make it work.

What is our role in getting the content created?

Shrpa already has some content creators that have already posted trips in our area, those immediately become accessible to us. We create a form for content we want, it goes out to content creators and they create based on our criteria.

Do we give the creators specific experiences we want to see?

Yes, we can. The collaborations page allows you to tell the content creator what you want, it goes out to all creators and they reply back

Do we identify the exact businesses and communities to highlight?

Yes see above

I remember there being something about us helping to fund some overnight stays for the content creators (or getting businesses to comp them). What if we can't arrange those freebies? Beyond the \$5,600 package price (if we went with that one), what other time and monetary investments are we looking at?

\$2k per year after initial investment to maintain website integration & dashboard access. The content embedded in our website stays and any photos we're using we keep but we just can't add any new itineraries to our pages.

Can I get contacts from some other local communities around our region that are currently using Shrpa?

Drew is going to see if he can find some willing to speak with us.

To be honest. I think we really need to do this as a region... 🤔



What is shrpa.com?

Collaborations made easy!

Simplify content creation through our streamlined coordination process with regional content creators!

Targeted user-generated content

We make it easy for travel writers and locals to create amazing content featuring your community.

Marketing content for all channels

Multiply your team's efforts with amazing photos, write-ups, and experiences for any marketing medium.

75+
Partner
Communities

1,500+
Adventures

250+
Creators

Who does Shrpa work with?

Communities

Trusted by communities to deliver authentic user-generated content that highlights the seasons and locations where they want more content! Multiplying their marketing efforts from day one!

Content Creators

Shrpa enables talented content creators to discover and collaborate with partner communities through collaborations. These content creators love traveling and sharing all the hidden gems in their region.

Hotels

Shrpa provides hotels with a digital concierge subscription service that easily suggests things to do in the area to their guests.



Visit **SHAKOPEE**

Visit **DULUTH**

FARGO
NORTH OF NORMAL
MOORHEAD | WEST FARGO



& many more!

"Shrpa has been a fantastic addition to Preston's marketing mix! As a smaller community we rely on amazing partners like Shrpa to help us showcase our amenities... They go above and beyond to make sure they are doing what they can to help us."

Preston

Gabby Kinneberg
Tourism Director
Get Hooked on Preston



Marketing Campaigns Made Easy!

Paid Collaborations

Shrpa makes planning your next campaign easier. Thanks to Shrpa's fast and simple collaboration process, you can find the travel influencer perfect for your community. Your campaign is ready to go in just a couple of clicks!

1 collaboration
(communities can have up to 8 collaborations)

=

**Creators spend
2-3 days in your
community**

+

**4 adventures
created**

Share on social media

Your community has the rights to all of your Shrpa content. So share it on your social media platforms with residents and other travelers!

Featured Everywhere

Having the rights to this content means you can share your adventures on your website and wherever else you want to promote your community. Download a QR code for an easier way to share in person!

Inspire Travelers

Shrpa adventures make it easy for travelers to explore your community for the first time and even community members looking to explore somewhere new in your community!

Community Engagement

Hear from the local perspectives!

Shrpa enables you to go beyond the marketing campaigns while building community engagement! Allow your community members to share their stories with our simple and engaging platform! Invite them into Shrpa to create adventures from the perspectives of the people that are the most passionate about your community.

"It's been fun seeing the response after sharing our adventures on social media! Both us and our followers are excited for the fresh, new content that the Shrpa Creators have given us to promote Thief River Falls."



Laura Stengrim
Executive Director
Visit Thief River Falls



Subscriptions & Pricing

Core Platform Subscription

\$2,000/yr

What's Included:

- Rights to all content
- Community Page
- Site Integration
- Community Engagement
- Unlimited FREE Adventures

Collaboration Add-Ons

Day-Tripper

+\$800

What's Included:

- 1 Collaboration
- 4 adventures

Weekender

+\$2,250

What's Included:

- 3 Collaborations
- 12 adventures

save
\$150!

Destination

+\$5,600

What's Included:

- 8 Collaborations
- 32 adventures

save
\$800!

"This is one of the coolest things we have worked on in my 8 years at the chamber!"



Roxie Parks
Executive Director
Leech Lake Chamber of Commerce

Stephanie
Visit Fairmont



"Everyone I talk to about Shrupa loves the idea and thinks it's a perfect vehicle for our industry right now. We are so excited to be able to participate!"



How to convince your board

Targeted UGC

Collecting content already created on other platforms is great for your busiest times of the year and your most popular locations. What about your shoulder seasons or those hidden gems? Create targeted user-generated content that delivers travelers in the seasons and locations where you actually need more!

Diverse Perspectives

Connect with local content-creators that can multiply your marketing efforts while providing authentic and diverse perspectives! Look at your community through a new set of eyes and provide your local community with the opportunity to share their stories through the way they love to explore your community!

Business Positive

Itineraries are the perfect way to make it easier for travelers to travel to your community. At the same time, these adventures feature the businesses the creators want to highlight for the reasons they love! Keeping all of your content extremely business positive!

Full Campaigns

These collaborations are a great way to build out full campaigns with photos and complete itineraries that you can use in all of your marketing channels. Especially social media, where this content does phenomenally well!

Marketing Dollars Spent Locally

Money invested in collaboration add-ons leads directly to money spent in your local community!

Community Engagement

When people do get excited about it, they can even take part in creating experiences as well!

Showcase Local Businesses

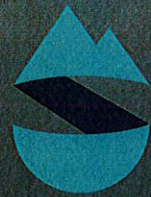
Highlight the businesses that make your community what it is! More than just a star rating, Shrpa inspires and informs travelers with engaging experiences that get them exploring!

Fiscally Responsible

Create content in your community working with creators and engaged ambassadors to create the most engaging content affordably!

User-generated content is what people are looking for! We allow you to target that content creation to deliver UGC that really makes an impact!

Trusted by over 75 communities!



shrpa



Connecting Creators & Communities



The UGC You Want

Highlight the seasons, locations,
and events where you
need more content!



Streamline Content Creator Collaborations

Working with content creators
is fun and easy when you use a
purpose-built platform.



Boost your Social Media

Social media posts in seconds with
authentic content from creators
and your community.



Convert Inspiration Into Adventures

Convert inspiration into visits
with itineraries that simplify
planning for travelers.



Website Upgrades Made Easy

Add interactive photo
walls & engaging
itineraries today!



30k+

Authentic
Photos

5k+

Local Businesses
& Attractions

2,000+

Adventures

300+

Creators
on Shrpa



Fastest growing
DMO platform!

Packages starting
at \$2k!



Learn more at Shrpa.com