



Aaron W. Hautala 218-454-3210 ext 800 Strateligent.com

Goal:

Tell a purposeful & visual Mesabi Trail story

Why?

To build relationships between counties, cities, businesses, and organizations achieving economic development through outdoor recreation.

OUR STRATEGY:

Make it easier to experience the Mesabi Trail

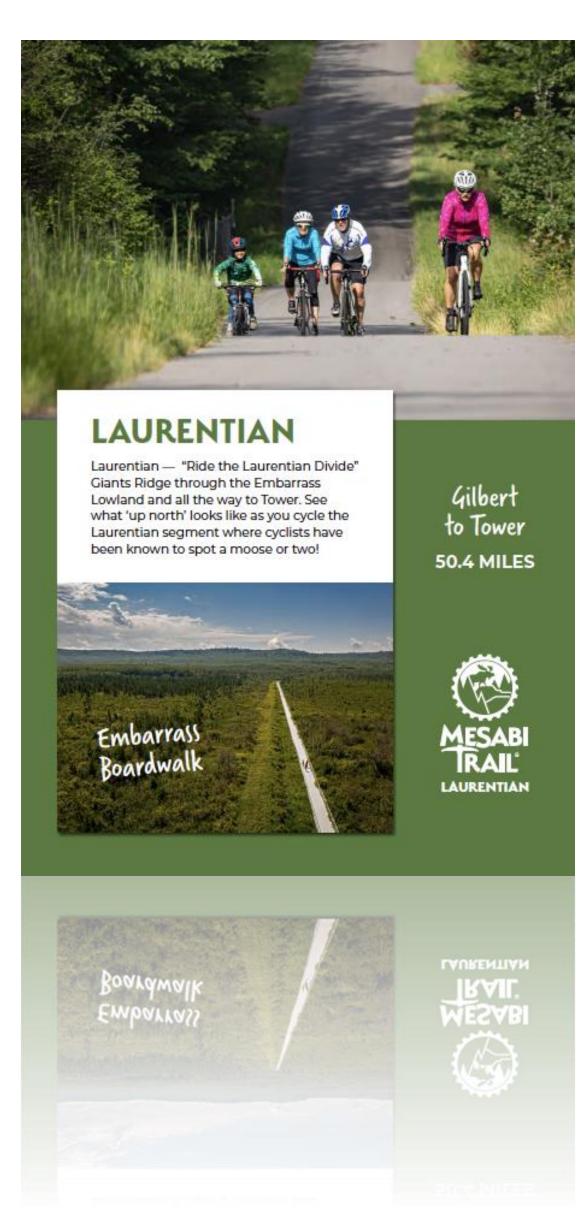


2024 TRAIL MAP

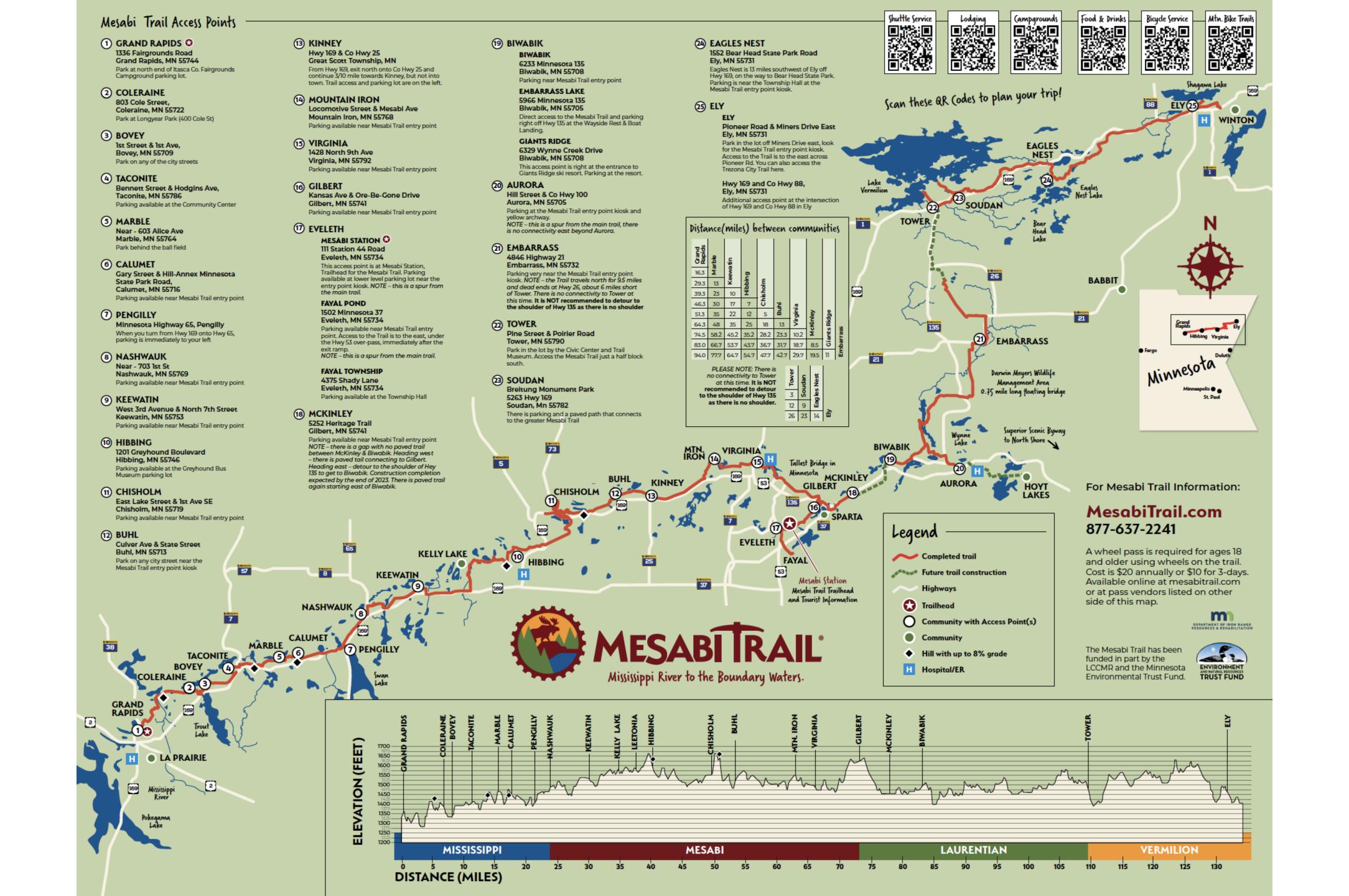
Segment Specific Edutainment (Education meets Entertainment)











Mesabi Trail Access Points

GRAND RAPIDS 🖸

1336 Fairgrounds Road Grand Rapids, MN 55744

Park at north end of Itasca Co. Fairgrounds Campground parking lot.

COLERAINE

803 Cole Street, Coleraine, MN 55722

Park at Longyear Park (400 Cole St)

BOVEY

1st Street & 1st Ave, Bovey, MN 55709

Park on any of the city streets

TACONITE

Bennett Street & Hodgins Ave, Taconite, MN 55786

Parking available at the Community Center

MARBLE

Near - 603 Alice Ave Marble, MN 55764

Park behind the ball field

CALUMET

Gary Street & Hill-Annex Minnesota State Park Road, Calumet, MN 55716

Parking available near Mesabi Trail entry point

PENGILLY

Minnesota Highway 65, Pengilly

When you turn from Hwy 169 onto Hwy 65, parking is immediately to your left

NASHWAUK

(13) KINNEY

Hwy 169 & Co Hwy 25 Great Scott Township, MN

From Hwy 169, exit north onto Co Hwy 25 and continue 3/10 mile towards Kinney, but not into town. Trail access and parking lot are on the left.

MOUNTAIN IRON

Locomotive Street & Mesabi Ave Mountain Iron, MN 55768

Parking available near Mesabi Trail entry point

VIRGINIA

1428 North 9th Ave Virginia, MN 55792

Parking available near Mesabi Trail entry point

GILBERT

Kansas Ave & Ore-Be-Gone Drive Gilbert, MN 55741

Parking available near Mesabi Trail entry point

EVELETH

MESABI STATION 🖸

111 Station 44 Road Eveleth, MN 55734

This access point is at Mesabi Station, Trailhead for the Mesabi Trail. Parking available at lower level parking lot near the entry point kiosk. NOTE – this is a spur from the main trail.

FAYAL POND

1502 Minnesota 37 Eveleth, MN 55734

Parking available near Mesabi Trail entry point. Access to the Trail is to the east, under the Hwy 53 over-pass, immediately after the exit ramp.

NOTE – this is a spur from the main trail.

BIWABIK

BIWABIK

6233 Minnesota 135 Biwabik, MN 55708

Parking near Mesabi Trail entry point

Physical Addresses

EMBARRASS LAKE

5966 Minnesota 135 Biwabik, MN 55705

Direct access to the Mesabi Trail and parking right off Hwy 135 at the Wayside Rest & Boat Landing.

GIÁNTS RIDGE

6329 Wynne Creek Drive Biwabik, MN 55708

This access point is right at the entrance to Giants Ridge ski resort. Parking at the resort.

(20) AURORA

Hill Street & Co Hwy 100 Aurora, MN 55705

Parking at the Mesabi Trail entry point kiosk and yellow archway.

NOTE – this is a spur from the main trail, there is no connectivity east beyond Aurora.

EMBARRASS

4846 Highway 21 Embarrass, MN 55732

Parking very near the Mesabi Trail entry point kiosk. NOTE – the Trail travels north for 9.5 miles and dead ends at Hwy 26, about 6 miles short of Tower. There is no connectivity to Tower at this time. It is NOT recommended to detour to the shoulder of Hwy 135 as there is no shoulder

TOWER (22)

Pine Street & Poirier Road Tower, MN 55790

Park in the lot by the Civic Center and Trail Museum. Access the Mesabi Trail just a half block

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Hwy Park Mes

(25) EL\

Distance

Grand Rapids	rble
16.3	ВМ
29.3	1.

39.3 23

51.3 35

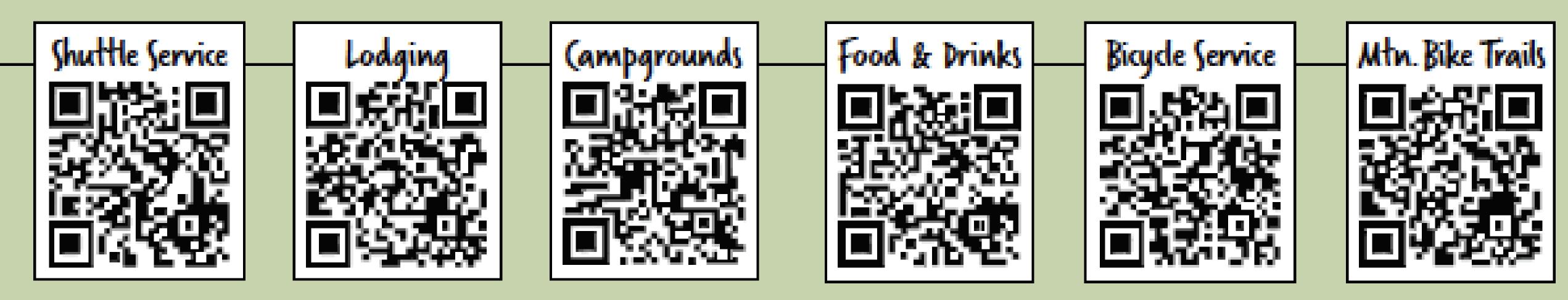
48 64.3

74.5 58.2

83.0 66.7

94.0 77.7

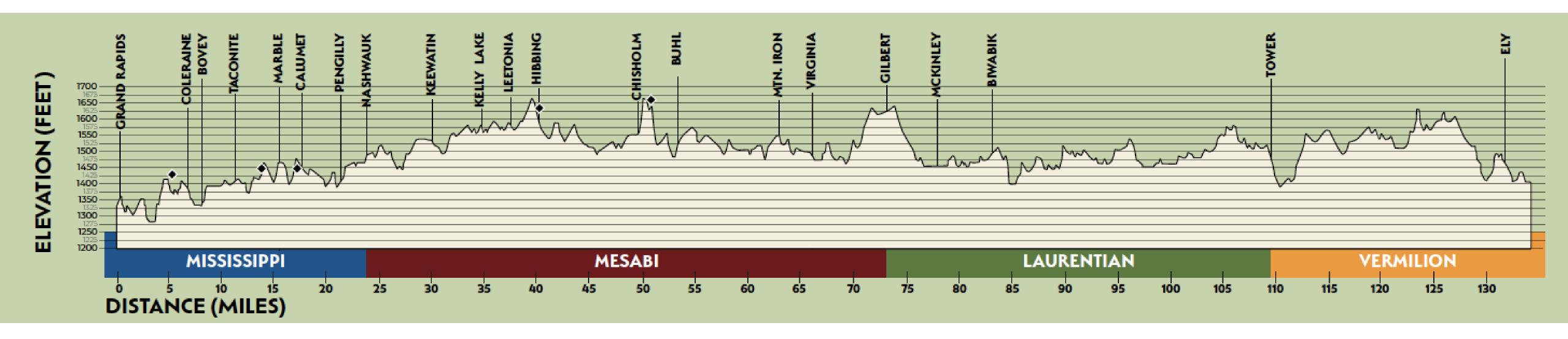
Customer Service - Quick Links for Fast Planning



Scan these QR (odes to plan your trip!



Customer Service - Showcasing Elevation



OUR STRATEGY:

On-Trail Adventure + In-Town Experience = I Want That!

In 2023 we introduced,



In 2024 we doubled down,









COLLABORATION: Public Relation Wins





Southern Minnesota

BELMONT PARK

LOCATION: Jackson, 43.81993963095932, -95.02855401338513

TYPE: Unpaved DISTANCE: 5.3 miles

DESCRIPTION: This 80-acre park is rich with history and natural beauty. Located on the east bank of the Des Moines River, this trail has switchbacks, berms, and jumps that drop 120 feet into the river valley.

PARKING: Available on-site.

LEVEL: Easy to difficult COST: Free

INFO: 507-847-2525; co.jackson.mn.us

BLAZING STAR STATE TRAIL

LOCATION: Albert Lea,

43.642570657540055, -93.32250720864288

TYPE: Paved DISTANCE: 6 miles

DESCRIPTION: A paved stretch that connects Albert Lea Lake and Myre-Big Island State Park, this trail features a diverse landscape of wetlands, prairie, and oak savanna, as well as great birding spots in the spring and fall.

PARKING: One lot available next to Frank Hall Park at the intersection of Frank and James avenues; parking also available in Myre-Big Island State Park.

LEVEL Moderate

COST: Free

INFO: 507-414-6193; mndnr.gov/trails





boatbuilding, moccasin sewing, mushroom foraging and more. The school counts celebrated artisans and authors among its teachers, but students needn't have a lick of experience to sign up.

Classes are held on the lakefront campus year-round; lucky are the tutees whose course dates coincide with popular events like the annual Grand Marais Arts Festival in July, Moose Madness in October or Winterer's Gathering & Arctic Film Fest in November. Summer visitors can book a spot aboard the 50-foot Hjordis, the school's

off-rigged schooner Daytime and sun

Over at Wintergreen, the pack comprises 65 Canadian Inuit dogs, whose hardy personalities guests get to know via day trips, multi-night camping tours and comfy lodgebased excursions. Whichever ice-packed path you choose, whooshing through the snow-blanketed Northwoods in the winter is always exhilarating.

SHOOT THE RAPIDS ON THE ST. LOUIS RIVER

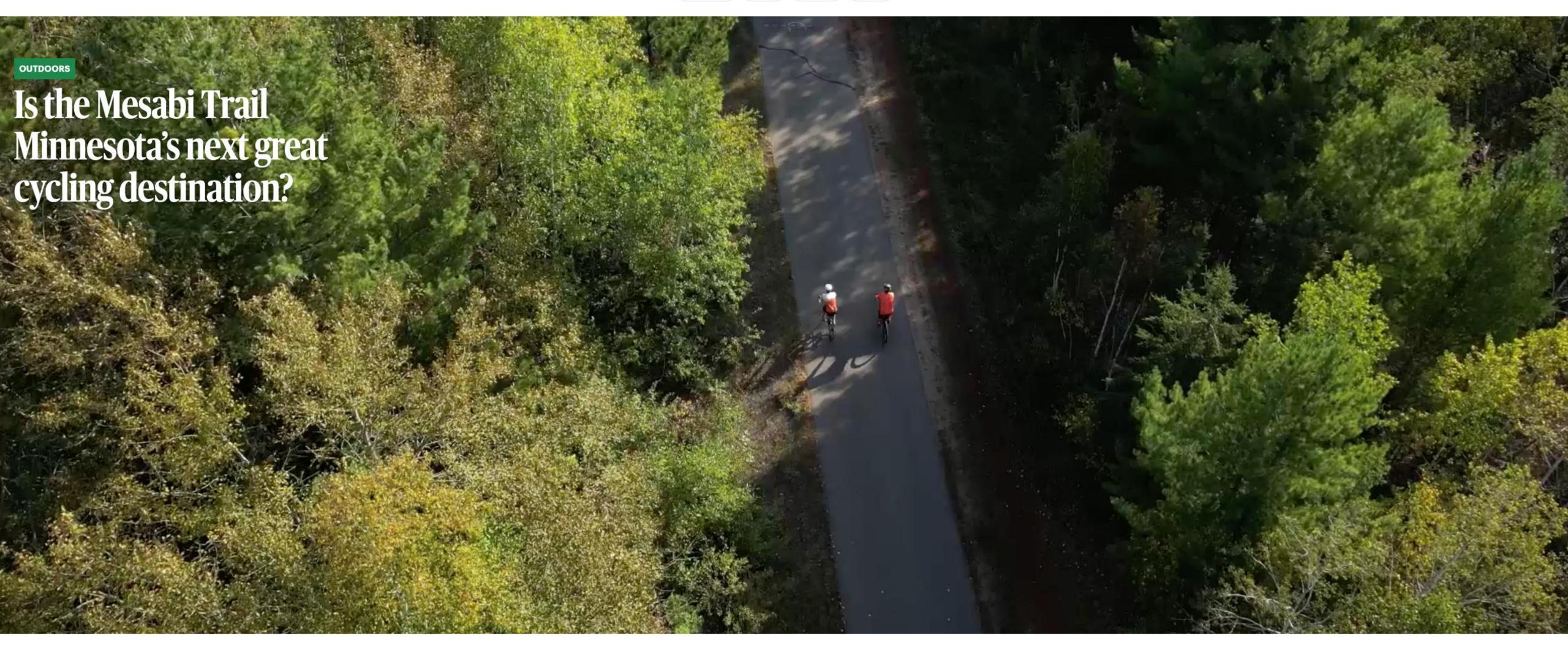
Adrenaline hunters, look no further: Rip-roaring runs abound on the St.











With its hills, curves and striking terrain, the trail across the Iron Range offers one of the state's most distinctive cycling experiences.

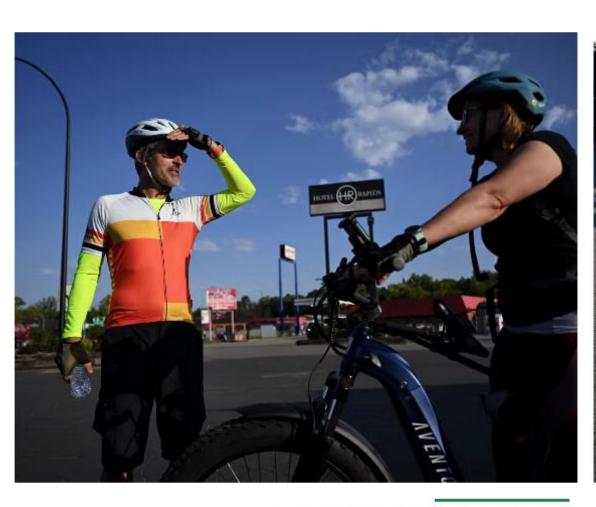
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Built segment by segment between Grand Rapids and Ely over the past 29 years, the trail is at a defining moment. New segments (such as McKinley to Biwabik) are under construction, and ground will break on the trail's final section from Embarrass to Tower next year, continuing managers' plans to link up more than 28 cities and towns along the path. There are dreams for adding even more miles and communities, too. Trail managers estimate this year's use will surpass the 185,000 visitors in 2023.

Just the idea of the trail rankled some people back in the early 1990s. But their worries about crime and spending millions on bike recreation have largely been replaced with support and pride among trail towns.

The current momentum is similar to a pot of water simmering toward a boil, said Sarah Ciochetto, deputy director at the St. Louis and Lake Counties Regional Railroad Authority, which owns and manages the trail.

"You turn on the burner and it takes a while," Ciochetto said. "I think we are there. We are at that point and it is ready to just take off."



Reporter Bob Timmons and Sarah Ciochetto, deputy director of the St. Louis and Lake Counties Regional Railroad Authority, prepare to embark from Hotel Rapids in Grand Rapids, Minn., on the Mesabi Trail.

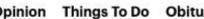


Bob Timmons, Sarah Ciochetto and Aaron Hautala set out on Sept. 10 from Grand Rapids. "From the Mississippi to the Boundary Waters" is the vision for the finished Mesabi Trail. linking miles of lovely vistas and interesting towns.

Over the 'mountain'

The Grand Rapids trailhead was a welcoming start line on my first day of riding in early September. Columns of isolated pines gave way to dense, rolling hardwoods. After only a few miles, I had an arresting sight that would become more common over the next 100: Rising from a lake's edge stood a curious red mountain, a waste pile of rock and soil removed in mining to get to iron ore, also known as overburden or spoils. I wasn't only seeing them; I rode over

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The cyclists cross the Prairie River outside Grand Rapids, Minn., passing mine lakes and a mountain of rock and soil removed in mining to get at iron ore.

Atop her Aventon e-bike, Ciochetto pointed out markers of the past – an old depot in ruin or rail tracks poking through the understory - as we whizzed past. And she took pride in highlighting towns that accommodated trail users by, say, freshening up parks at a trailhead or showcasing expansive overlooks of canyon-like old mining pits transformed into shimmering spring-fed pools. The knowledge deepened my appreciation of my ride - recreation tinged with a sense of place.

Since 1993, the railroad authority has received about \$36 million in federal and state money to build the trail. Its master plan called for a 135-mile path, but currently there are plans for 1621/2, Ciochetto said, including a 61/2-mile final segment, in two phases, that will connect Embarrass and Tower.

Hoyt Lake's connection to the corridor will be done by 2026. Babbitt,



and 30-second-long descents winding through fragrant pines before we slowed into boggy lowlands, rumbling across a three-quarter-mile boardwalk and into Embarrass.







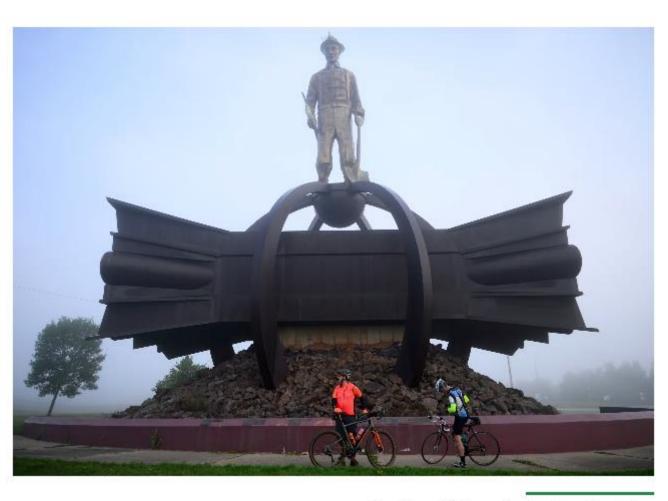
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next year, to pick up the final stretch beginning in Tower. I had only 25 miles or so to Ely, but the hills weren't done with me. As I passed through Soudan, I continued a series of climbs toward Eagles Nest. Any toil was rewarded with smooth pavement and a wide corridor out of Eagles Nest, which took several years to complete on its way to Ely. I also encountered more e-bikers (one, gamely, powered by on an adult e-tricycle), who were added indicators of where the trail's use is headed.

Trail shuttle driver Craig Johnson of Ely Lake moved 200 cyclists in August alone, at least half of them e-bike owners. Johnson and his wife, Chris, help ferry some customers on multiday trips. August's ledger showed an increase in business of 50% from a year ago, he said.

Some of those cyclists get their start at Ardent Bicycle Shop in Grand Rapids, where owner Peter Gustafson said there has been a steady increase from one-day e-bike rentals to multiday use.



The riders visit the massive Iron Man statue before hitting the trail Chisolm.

Hautala has been a key player in the development and promotion of mountain biking at <u>Cuyuna Country State Recreation in the Crosby-Ironton area</u>. Now he is consulting the railroad authority. Cuyuna has encouraged newcomers of all ages and skills as it has expanded the trails. About 350,000 visited the recreation area in 2022. He said he sees similar momentum now on the Mesabi, centered partly on the rise of e-bikes.

"E stands for equalizer, not electric, in this case. But you can do [the trail] now," he said after we were passed by four middle-aged e-bikers. We both noticed they were smiling. "That's the point. They can. The Mesabi is about building community. Community among people. Community among cities. Community across the whole northern part of the state."

The railroad authority says the trail draws 34% of users from outside northeast



COLLABORATION: Iron Range Tourism Win









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THINGS TO DO 🗸

NEW RESIDENTS V

12 WEEKS OF SPRING

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12 Weeks of Spring

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Top Reasons to Discover the Range

Northern Minnesota's Iron Range is undergoing a renaissance of sorts, with new trails, businesses, and events popping up in cities like Hibbing, Biwabik, Virginia, and Chisholm.

By Iron Range Tourism - March 4, 2024











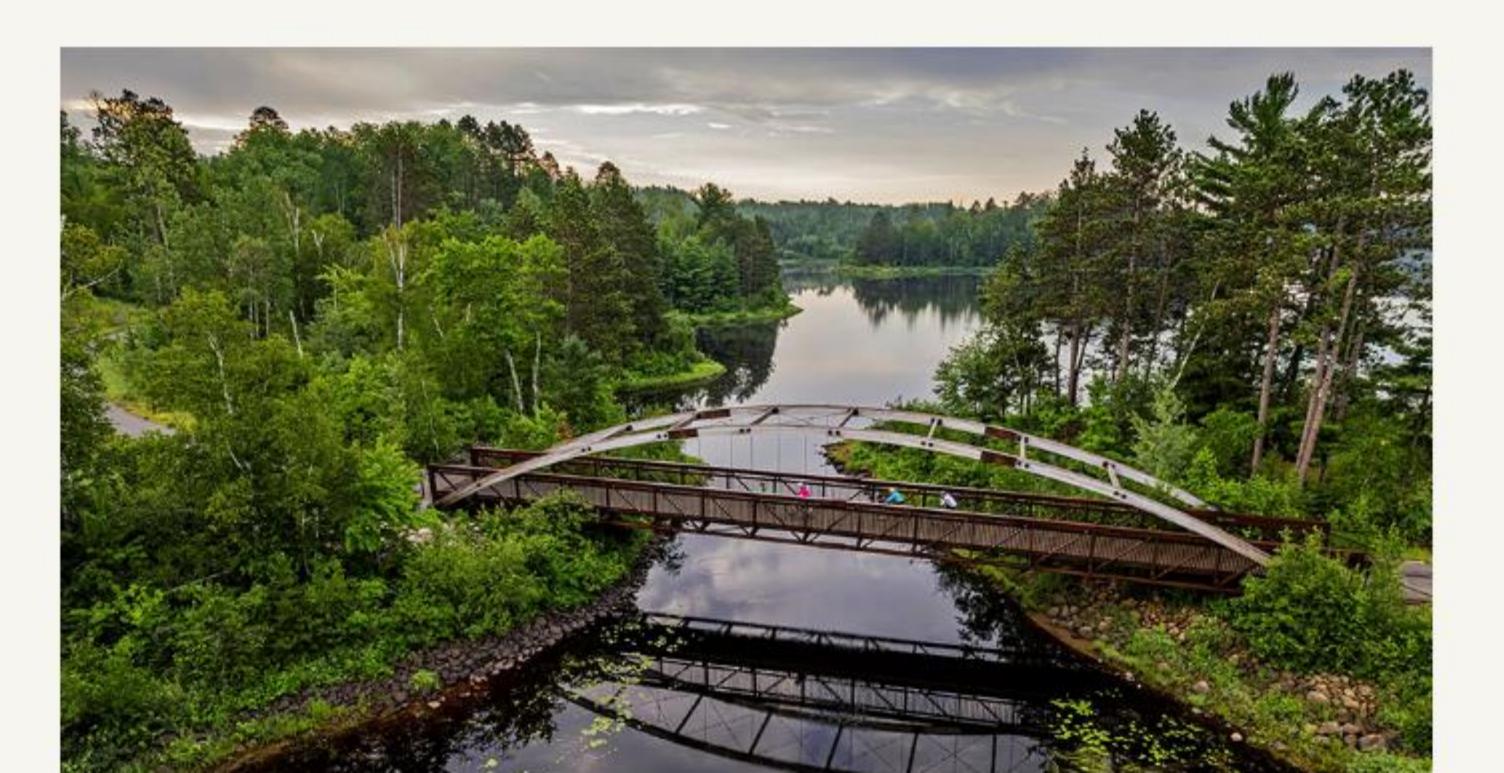
Minnesota's Iron Range is not like anywhere else in the state, or even the country. Native Americans, French Voyageurs, and immigrants from 43 countries built the foundation for a region whose unique geology is constantly being explored and whose lakes and forests





1. Amazing Trails

You've never seen trails like these! Built in and around former iron ore mines, the hiking and mountain biking trails of Redhead Mountain Bike Park put you in the middle of history, which, by the way, is pretty beautiful. Clear water from underground aquifers fills open mines that are hundreds of feet deep with sheer cliff walls. Did we mention you can kayak in many of these mine lakes, too? Swim, fish, and paddle after hiking or cycling. There's nowhere in Minnesota, or the country, like this. And did we mention the Mesabi Trail? Its paved surface traverses 162 miles, passing through 28 communities. So grab your mountain bike and your road bike and explore the land of mines and pines. Look for other hiking trails in the Superior National Forest or at Giants Ridge resort, and rent bicycles there or 30West in Chisholm. You can also rent kayaks, stand-up paddleboards, and ATVs.





22

Scents to Scenes by Cheryl LeClair-Sommer

February 10 - March 23



Join our Turtle Rescue Team | SEA LIFE at Mall of America

March 1 @ 10:00 am - April 14 @ 8:00 pm

FRI

Edible Exhibition

March 2 - April 21

Submit an Event





3. Only On The Range Shopping & Dining

The state's oldest confectioner, Canelakes' Candies in Virginia, is not to be missed, with an old-fashioned candy counter full of every chocolate—all homemade—that you could dream of, plus all your favorite candy brands, homemade fruit-flavored treats, and a soda fountain. Get your green rivers and vanilla cokes, or just a couple scoops of ice cream! Browse their Minnesota and Iron Range souvenirs. Canelakes is a must-stop. To truly experience The Range, a couple other stops stand out: For a delicious porketta sandwich, it's Whispering Pines restaurant in Gilbert. For the region's only craft beer, visit Boomtown Brewery in

FF

March 2 - April 21

EUIDIC EXHIBITION

Submit an Event



COLLABORATION: Club Mesabi Win





MESABITRAIL

150-mile trail from Grand Rapids to Ely

Looking for an adventure? Try traversing the 150-plus miles of paved paths on the Mesabi Trail. From Grand Rapids to Ely, visitors will find an asphalt trail built on old logging and mining roads, abandoned railroad beds and highways, and some city streets. Twenty-eight access points are available for starting points. Along the way, gaze at the sprawling forests of northeast Minnesota, lakes, creeks, ponds, and wetlands. During your journey, you'll ride across the tallest bridge in Minnesota, just south of Virginia. The newest section, between Tower and Ely, takes you to the doorstep of the Boundary Waters Canoe Area Wilderness. NOTE: Three sections on the east end of the trail will be under construction this year—see website for details.

Trailhead/Parking: 28 access points (refer to website) For more info: mesabitrail.com



Accessible to Easily access Trail is a shor way through Winnewissa F and pipestone esque Pipesto along the trail are not allowe tional 20 mile journey at the junior and B.A

Trailhead/P For more int

COLLABORATION: Ride The Range Win



RIDE THE RANGE

RideTheRange.com



MESABI TRAIL: THE UNTAPPED CYCLING HEAVEN OF MINNESOTA'S ICONIC NORTH

The Mesabi Trail stretches 162 miles from the Mississippi River in Grand Rapids, MN, to the gateway of the Boundary Waters

Learn More about Mesabi Trail and the trails:

Visit Mesabi Trail

Stay on the Iron Range

Eveleth, Minnesota



Is the Communication and Collaboration Working?

Website Analytics - 2023 versus 2024

Total Website Users: +11.49%

Website Analytics - 2023 versus 2024

Length of time on site: +8.26%

Website Analytics - 2023 versus 2024

Google Paid Traffic Time On Site + 100%

2021 versus 2024

Print Map Online Orders + 679%

2024 Trail Usage

177,043 & counting

An Added Bonus:



There is no feat we together cannot accomplish.

Imagine the power and positivity of a united Minnesota Iron Range.

It can't happen everywhere, but it can happen here.

Let's make it happen.

Thank you.



Aaron W. Hautala 218-454-3210 ext 800 Strateligent.com