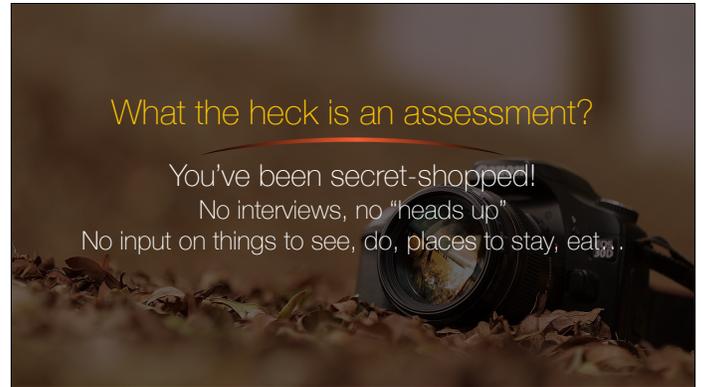




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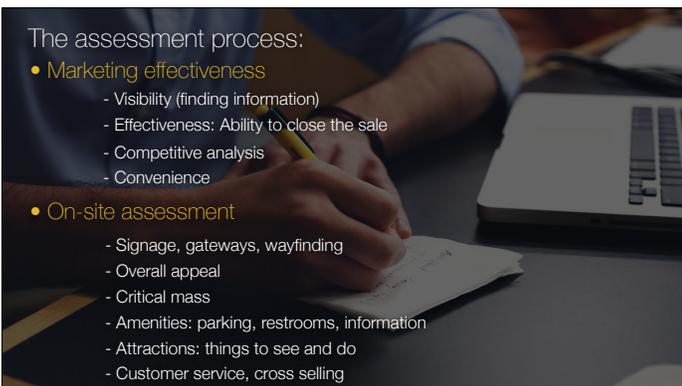
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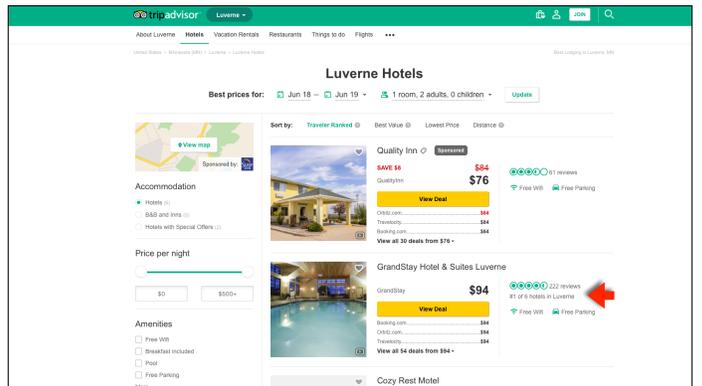
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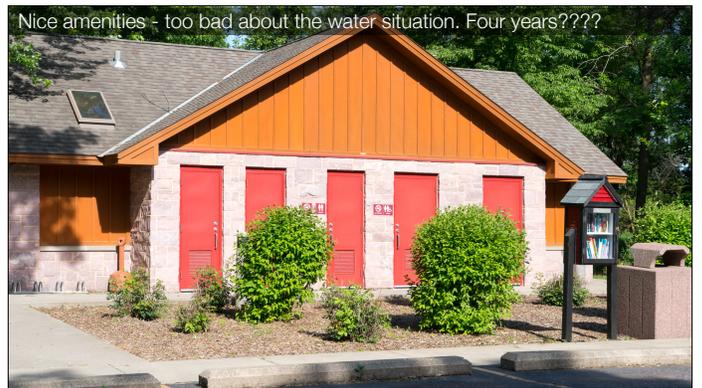
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Good information about the bison herd.

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Are there any bison in the park?

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2 Add a trail map here. Include distances. Where is the Blue Mound Trail?

22



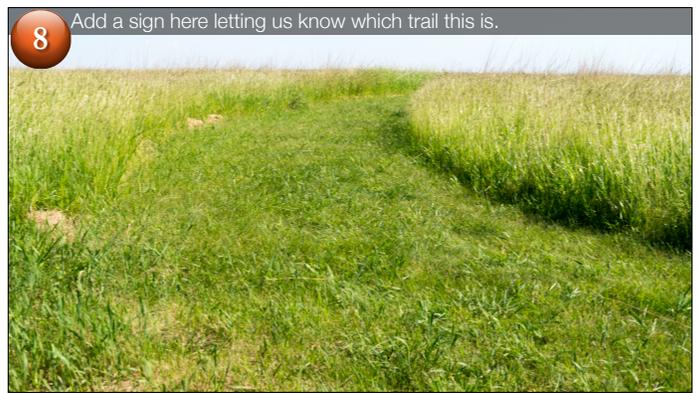
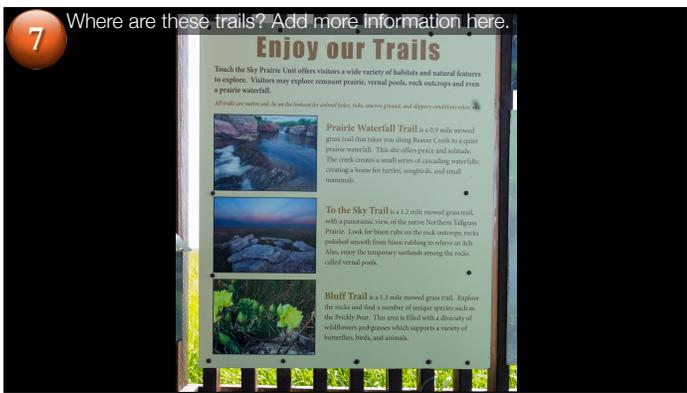
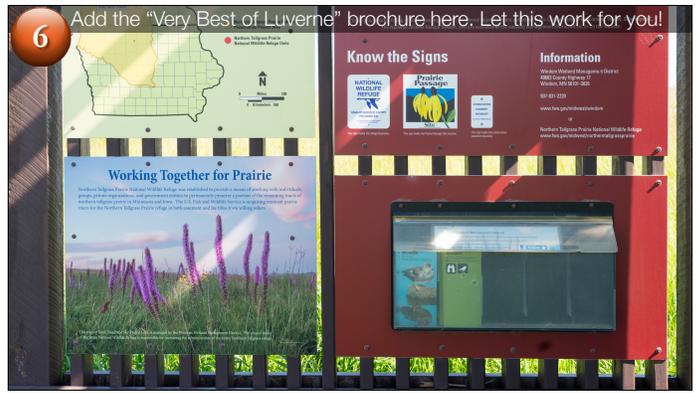
3 Park concessionaire? Bike rentals, Segway tours?

23



4 Touch the Sky Prairie. Where is it? Add a wayfinding sign!

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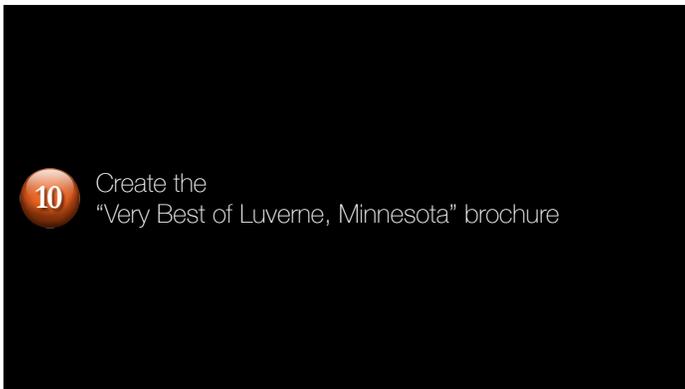
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Sample criteria:

- Must have good curb appeal
- Must be open year round
- Must be open until at least 7:00 pm
- Must be open six days a week (they can be closed on **Mondays**)
- Must be unique to the area (no chains, sorry)
- Must be highly regarded (80%+ positive peer reviews, regional publications, TripAdvisor, Yelp, etc.)

Market your best:

- Restaurants (4)
- Retail shops and galleries (6)
- Activities & attractions (12)

- within a 45-minute drive (or less)

Don't let local politics kill this effort!

The Very Best of Luverne:

- The Wayside Chapel



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Side trip: leakage & tourism

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Fact #1
Tourism and economic development
Tourism: Purest form.
Helps offset leakage.

58

Fact #2
Tourism and economic development
Tourism is the front door to your non-tourism
economic development

59

Fact #3
Tourism proves your brand
"Love the life!"

60