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## The Very Best of Luverne:

- The Wayside Chapel
- "Riverside Park" & Redbird Field
- Verne Drive-in Theater
- Blue Mound Trail (bike or Segway)
- Vulture Rock & Blue Mound Viewpoint
- Those Blasted Things
- The Bluestem Restaurant
- JJ's Tasty Drive-in

187

48 Get your businesses listed on TripAdvisor! It's free!

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# Downtown Luverne

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# 8

## Downtown facts

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## Fact #1

### Downtowns = visitor spending

The #1 activity of visitors:  
Shopping, dining & entertainment in a pedestrian-friendly, intimate setting.

This is where 80% of all non-lodging spending takes place.

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**Fact #2**

**Downtowns = visitor spending**

This is where **80%** of all non-lodging spending takes place.

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**Fact #3**

**Tourism IS economic development!**

Tourism is the front door to your non-tourism economic development efforts.

Downtown is the litmus test.

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**Fact #4**

**Downtowns are critical to your success**

The heart and soul of any community - besides its people - is its downtown.

If you don't hang out in your downtown, neither will visitors.

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**Fact #5**  
Downtowns are back!

And in a big way.

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Here's why

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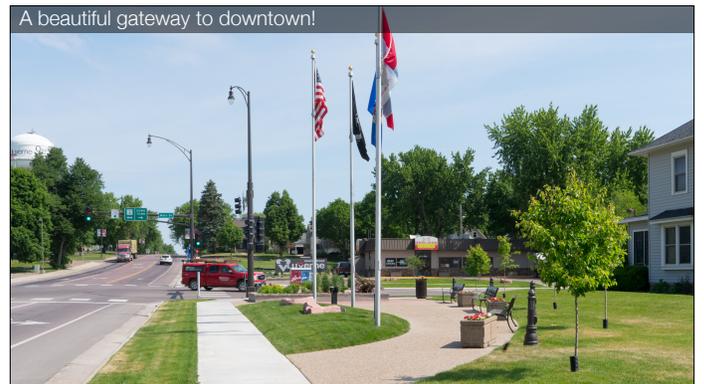
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A beautiful gateway to downtown!

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As nice a downtown gateway sign as we've seen! Excellent!

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49 Consider an etched stone plaque of Luverne veterans.

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50 Get people to drive THROUGH downtown.

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51 Caution: Private businesses should never use the city's logo.

215



A great little store!

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- W-2's Quality Meats

217

Not a whole lot going on after 6:00 pm!



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## The 7•8•7 Rule

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### Fact #2

70% of all consumer retail spending  
takes place **after 6:00 pm.**

Are you open?

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70% of all consumer retail spending  
takes place **after 6:00 pm.**

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Work with your property owners on  
defined hours and days in lease agreements.

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**IS YOUR DOWNTOWN OPEN AFTER 6PM?**  
Presented by Roger Brooks

**53**

Watch the video for how-to instructions and why this is important.

ROGER BROOKS

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  - W-2's Quality Meats
  - Rock County Courthouse & Veterans Memorial

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55 Monetize this! Or veterans coffee and tea every morning.

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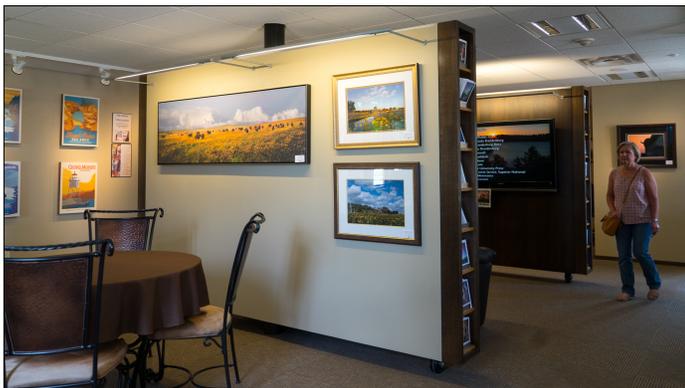
56 This is too beautiful to waste! Segway tours from here?

231



57 Would Jim consider photography classes a couple of times a year?

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  - Jim Brandenburg Gallery

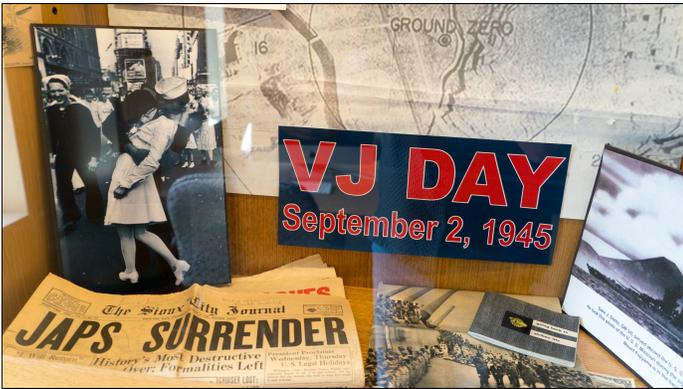
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  - Herreid Military Museum

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