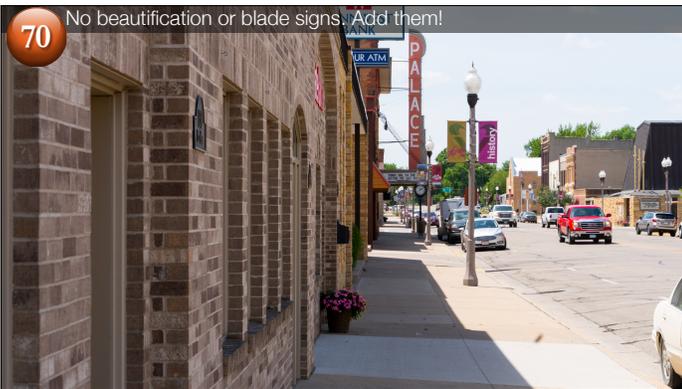




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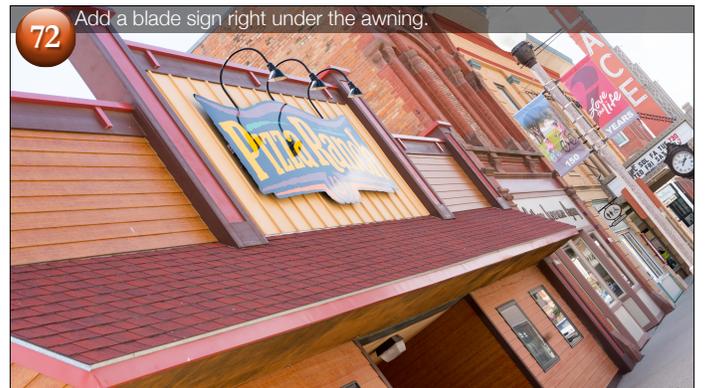
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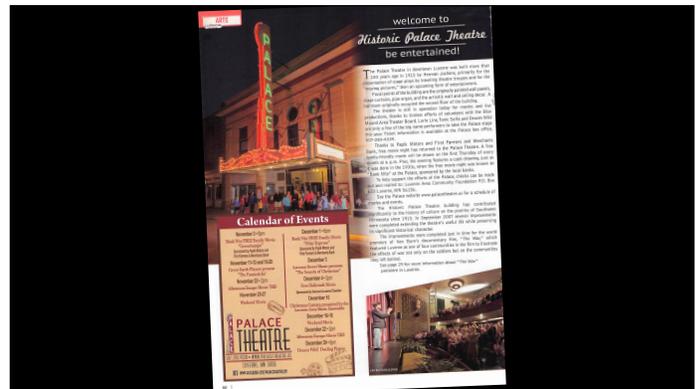
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- The Very Best of Luverne:**
- Dragonfly
 - The Wayside Chapel
 - "Riverside Park" & Redbird Field
 - Verne Drive-in Theater
 - Blue Mound Trail (bike or Segway)
 - Vulture Rock & Blue Mound Viewpoint
 - Those Blasted Things
 - The Bluestem Restaurant
 - JJ's Tasty Drive-in
 - W-2's Quality Meats
 - RC Courthouse & Veterans Memorial
 - Jim Brandenburg Gallery
 - Herreid Military Museum
 - Sterling's Cafe Grille
 - Firefly Boutique
 - Four Seasons Merchandise
 - ReBorn Home Furnishings
 - The Palace Theater

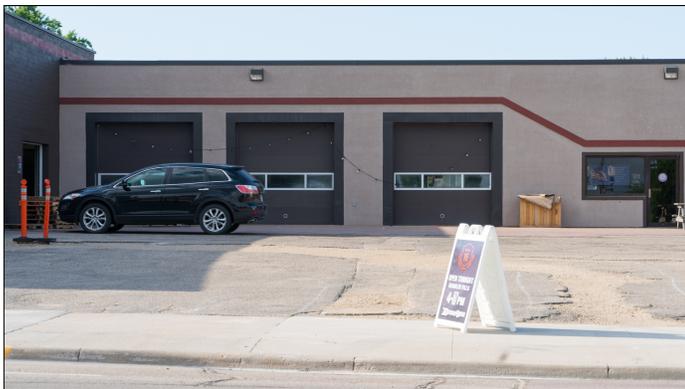
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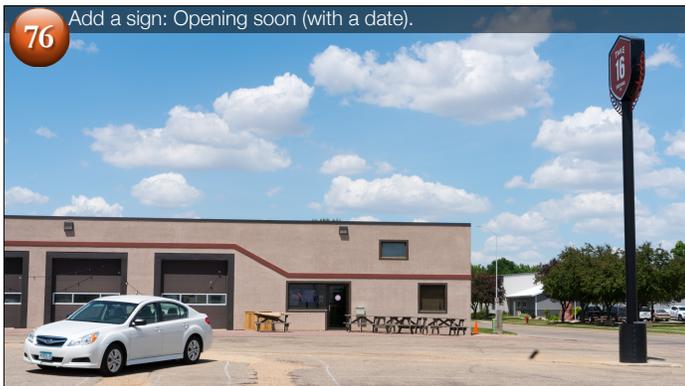
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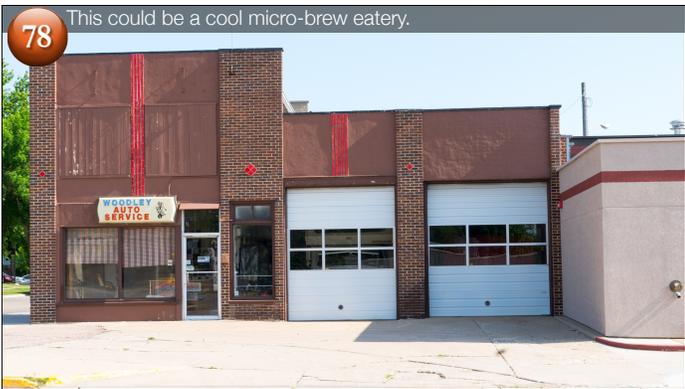
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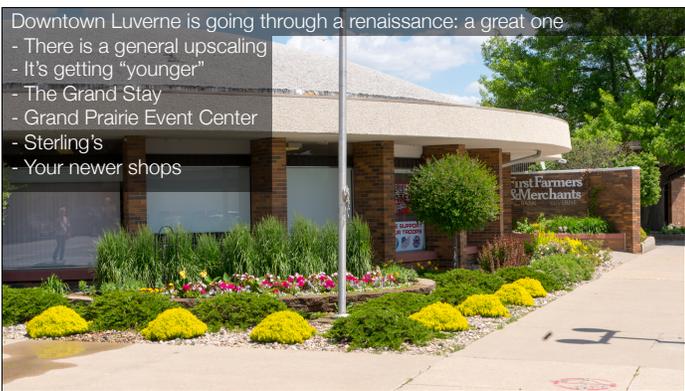
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The Ten+Ten+Ten rule

In three lineal blocks (not square blocks)

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Places that sell food:

Soda fountain, coffee shop, bistro, cafe, sit-down restaurant, wine store, deli, confectionary.

332

Downtown Luverne

Sterling's
Pizza Ranch
Firefly
You need at least seven more!

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Destination retail shops:

Galleries, antiques, collectibles, books, clothing, home accents, outfitters, brand-specific retail, garden specialties, kitchen stores, cigars, etc.

334

Downtown Luverne

Firefly
Dragonfly
Four Seasons Merchantile
ReBorn Furniture
Herb N Legend
~~Rock River Relics~~
The Sewing Basket

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Places open after 6:00:

Entertainment, theater (movies, performing arts), bars & bistros, specialty shops, dining, open air markets, etc.

336

Downtown Luverne

Palace Theater
Restaurants (2)
IDEA: Move the farmers market downtown

337

The "mall mentality"

Open hours	Consistent hours and days
Evenings	Open late into the evening hours
Clustering	Like businesses grouped together: clustering
Anchors	Recruit and promote the anchor tenants
Place	A central gathering place

338

Think

Antique malls - 10x the business when together

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Think

Auto malls - 7x the sales when together

341

Think

Corner gas stations and fast food
Lifestyle retail centers
Food courts

342

Think food courts, corner gas, lifestyle retail centers



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Sometimes you have to orchestrate the effort.
Start with property owners, not tenants.
It only takes a one-third buy-in.

344

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Start with a retail focus:
Antiques, nightlife, dining & entertainment,
kids & family...

345

Downtown Luverne

- Two more fine dining establishments
- Deli | Ice cream shop
- A micro-brew or two
- A bike & outfitter store
- A book store & coffee shop
- A bakery
- Two or three more home accents
- Women's clothing boutique
- Children's educational toy store (Wind Up Here)

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