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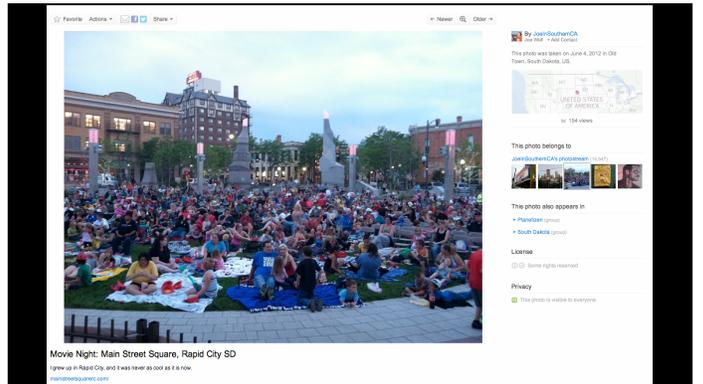
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"I love the Square and as someone who works downtown I have seen the difference it has made. I see so many more locals coming down here to just hang out and have fun, and I come back downtown on the evenings and weekends now, which I never did before.

I love seeing my friends, colleagues, and everyone from my cashier at the grocery store to my hairdresser to the mayor hanging around events at the Square.

It gives a sense of community that we only had at Summer Nights before. I am so glad we have it."

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Main Street Square is now as big an attraction as Mt. Rushmore.

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Downtown business?

- 24 merchants - "Best thing Rapid City has ever done."
- No retail vacancies
- Lower turnover of retailers
- Businesses now open later into the evening
- Retailers continue to break sales records
- The average population age is dropping
- Rapid City now a great place for conferences, conventions, and trade shows

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A true plaza is...

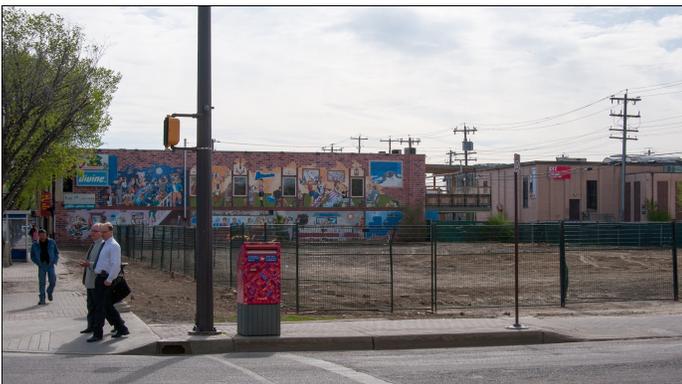
- THE central gathering place
- A year round activity center
- Includes interactive water feature and ice rink
- Is programmed at least 250 days a year
- Includes a stage, lighting and sound system
- Incorporates retail/food year round

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OVATION
Plaza

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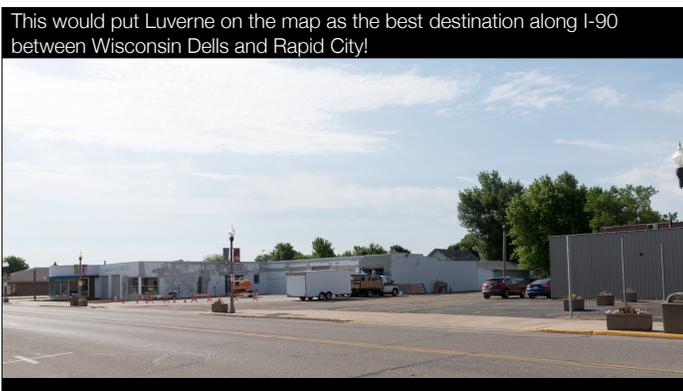
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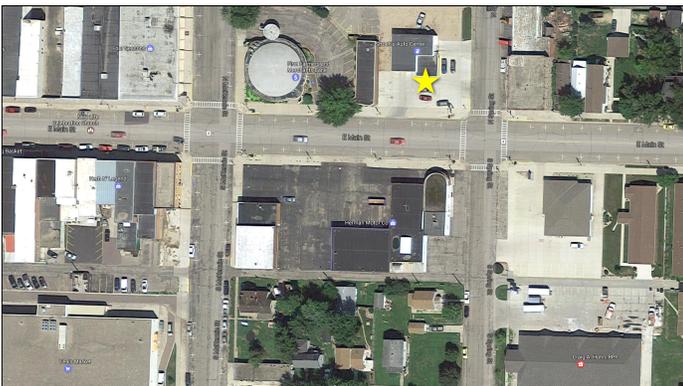
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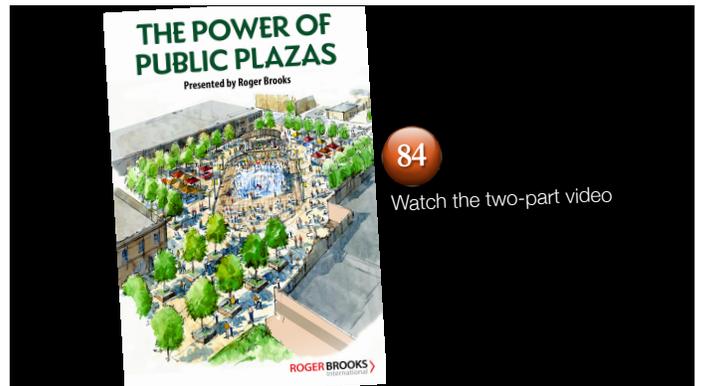
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Downtown gateways
& a name for the district

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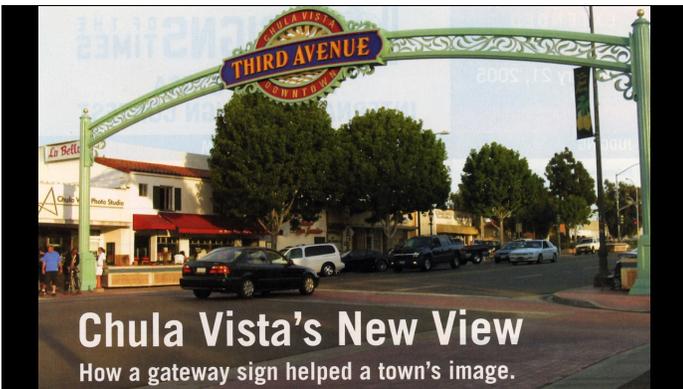
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Give downtown a name:

- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp Quarter
- Portland: Pearl District
- Nelson, BC: Baker Street
- Barrie, ON: Uptown Barrie
- New Orleans: Bourbon Street, French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Wisconsin Dells, WI: The River Arts District
- Denver, CO: Larimer Square
- Boulder, CO: Pearl Street Mall
- Reading, OH: The Bridal District

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What to do

Naming a downtown district makes it a destination, not just a place.

"Nutcracker Place"

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Recruit outside events

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Cost

About \$200 in mailing costs, stationary, welcome signs.

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Outcome

Solvang is now an extremely popular event destination.
What are you doing this weekend?

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What to do

Develop a database of regional clubs and organizations:
Auto & motorcycle clubs, quilt guilds, arts organizations, etc.

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An annual "design your nutcracker" contest. Would add to the collection. Make sure they are at least 16" tall.

Nutcracker Kits

For nearly 30 years Bruce's Woodworks has manufactured the very highest quality unpainted nutcracker kits available for decorative artists and tole painters.

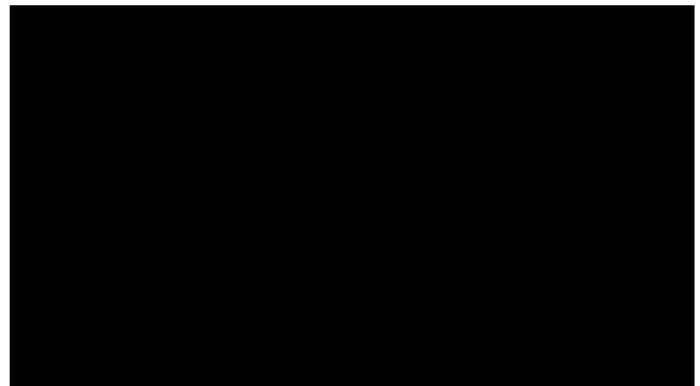
Bruce's Woodworks **does not** sell finished (painted) nutcrackers.

8075 Abe Lincoln	Designer: Michele Walton	Size: Price: 16" \$76.00+15.00 s/h
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Consider

Having artisans create nutcrackers
and put them throughout downtown.

They can be for sale so they change over time.
They do NOT have to be Christmas themed.

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What next?

Put together an Assessment Team:

- City of Luverne
- Rock County
- Historical Society
- Chamber of Commerce
- Convention & Visitor's Bureau
- Economic Development
- Main Street | Downtown Assoc.
- Arts representation
- Hospital | Medical representation

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What next?

Make a list of these suggestions (report will come in a bit)
and start determining which to turn from **suggestions**
to **action items**.

Make something happen!

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*"The best time to plant a tree was 20 years ago.
The second best time is today."*

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Here's to making Luverne Minnesota's
showcase city!
You are already on your way!

ROGER
International >

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