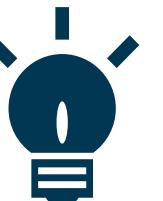


Purpose

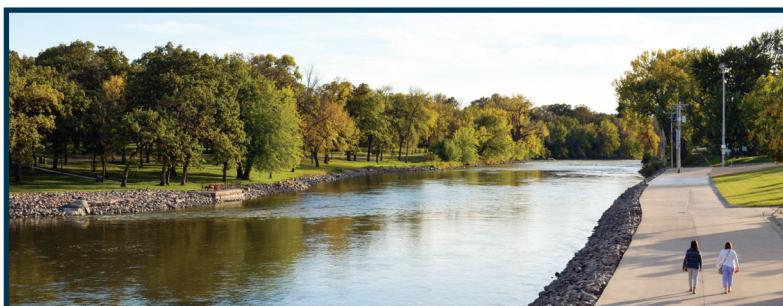


The purpose of the program is to promote and market the region as a great place to visit, a great place to work and a great place to live by highlighting and showcasing our natural, cultural, scenic and historical assets, along with the desirable lifestyle.

Contributors



Local economic development authorities, chambers, cities, counties, businesses and individuals from the region. The 2018 contributors consists of the following: Chippewa, Lac qui Parle, Swift and Yellow Medicine Counties, Clara City, Milan, Montevideo, Dawson, Madison, Appleton, Canby, Clarkfield, Benson and Granite Falls.



2018 Prairie Waters Board

Montevideo:
Angel Molden
Canby:
Pat Stanley
Dawson:
Tami Sampson
- Schuelke

Swift County:
Gary Hendrickx
Chippewa County:
Matt Gilbertson
Lac qui Parle County EDA:
PJ Ellison
Yellow Medicine County:
John Berends

Granite Falls: Jennifer Penoyer

Madison: Maynard Meyer



Upper Minnesota Valley
**REGIONAL
DEVELOPMENT
COMMISSION**

Helping Communities Prosper

Melissa Streich
Applications & Tourism Coordinator
320.289.1981 x 105
Melissa@umyrdc.org



Western Minnesota PRAIRIE WATERS



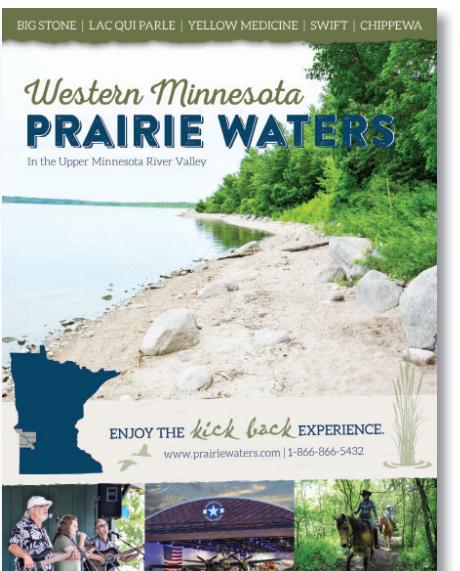
Prairie Waters {Regional Tourism}

The mission of the organization is to serve as a tourism destination marketing the four-county area (Chippewa, Lac qui Parle, Swift, and Yellow Medicine). The purpose is to promote and market the region as a great place to visit, work and live by highlighting and showcasing the natural, cultural, scenic, and historical assets - along with the slow pace of life and low cost of living.

Events

Each year we collect information of all the events happening in the region. The website has a [regional calendar](#) where visitors and/or locals can find information on upcoming events.

Visitor's Guide



This two year guide has a print distribution of 25,000 (online version available on website and Explore Minnesota Tourism website). These guides are distributed to chambers, cities and businesses throughout the region; Travel Information Centers across the state; Mall of America; and sent out as we receive requests for information.

NEW visitor/relocation guides: Spring 2019

Annual Gathering

Each summer we host an annual gathering at a unique location throughout the region and invite visitors and locals to come enjoy free entertainment, food and prizes while learning about the promotional efforts done within the region. The event rotates counties each year.

Social Media



Search Prairie Waters & Get Rural MN

Advertising

Each year, Prairie Waters writes a grant to Explore Minnesota Tourism (EMT) to pay for 50% of \$18,000 worth of regional advertising. Along with paid targeting Facebook and Google Adword advertising to get our message in-front of the right people.

Examples:

- Explore MN Tourism
- Southern MN Tourism
- Mall of America
- Pheasants Forever
- Midwest Living
- South Dakota Magazine
- AAA Living
- Local ads

Website

www.prairiewaters.com is a one-stop-shop for all the things to do within the region, including a robust listing and mapping of all the places to eat, stay and shop. The website also includes information on employment opportunities, housing, education, healthcare, etc. making it a one-stop-shop of resources to make a potential newcomers move easier. www.prairiewaters.com



Get Rural MN {Regional Recruitment}

Is an effort to encourage potential newcomers to move to the region by offering information that would make their move easier. The regional recruitment work the UMVRDC has done over the past years all stemmed from the "Brain Gain" research. The overall vision was to expand www.prairiewaters.com to include information on employment opportunities, housing, education, healthcare, etc. making it a one-stop-shop of resources to make a potential newcomers move easier.

Live Here

The NEW website includes information on housing, healthcare, education, childcare, cost of living tool and more.

Work Here

The NEW website includes information on employment opportunities, technology/broadband services, site selector, start/expand a business.

Quick Facts

We have created quick facts in an infographic form of positive reasons to move or live in rural Minnesota, plus integrated a cost of living tool on the website.



New Imagery & Stories

We have been collecting new imagery of the region which is available for governments, organizations and businesses in the region to access and download through [Dropbox](#).

In addition, we worked with a licensed drone pilot to collect aerial footage and created 10 [regional promotional videos](#).

Stories have been collected to showcase the lifestyle of living rural and displayed on the website to relate to potential newcomers.

