

Videos



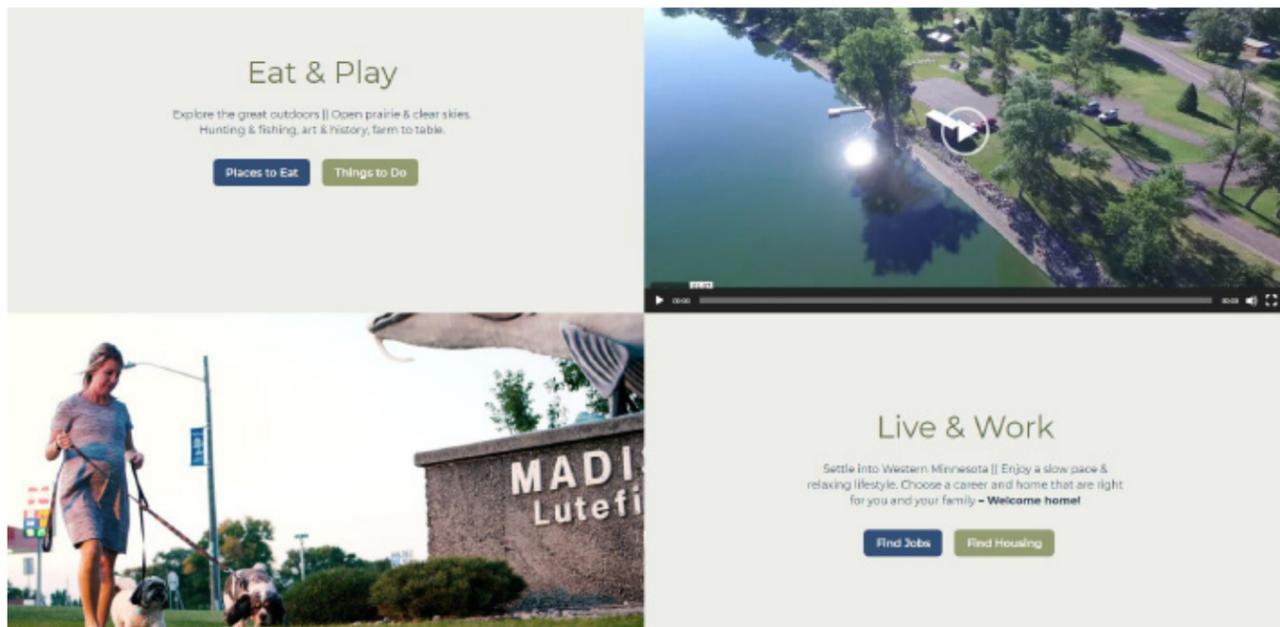
Visitors Guide



Why Here



Stories



Our Stories



Lauren's Story



Breanna's Story



Elisabeth's Story

Western Minnesota PRAIRIE WATERS

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.

History & Background

Prairie Waters is a program of the Upper Minnesota Valley Regional Development Commission (UMVRDC). It started in the 1980's as a small coalition of partners who saw the benefits of collaborating marketing efforts. In 1999 a study was conducted by the UMVRDC entitled "Regional Tourism Center and Tourism Development Study". This feasibility study recommended an increased effort throughout the region to promote and market the area as a tourism destination. In 2001, voluntary funding was provided by cities and counties to create a Regional Tourism Program at the UMVRDC.

With regional collaboration, our counties and cities pool their resources to make tourism and recruitment efforts more affordable. With the collaboration we are able to produce high quality marketing materials on a very tight budget.

Contributors



Local economic development authorities, chambers, cities, counties, businesses and individuals from the region. The 2019 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.



Upper Minnesota Valley REGIONAL DEVELOPMENT COMMISSION

Helping Communities Prosper

2019 Prairie Waters Board

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Canby:

Becca Schrupp

Dawson:

Tami Sampson - Schuelke

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Western Minnesota PRAIRIE WATERS



Get Rural Mn



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.

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.

Advertising

Each year, Prairie Waters writes a grant to Explore Minnesota Tourism (EMT) to pay for 50% of \$14,000 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

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

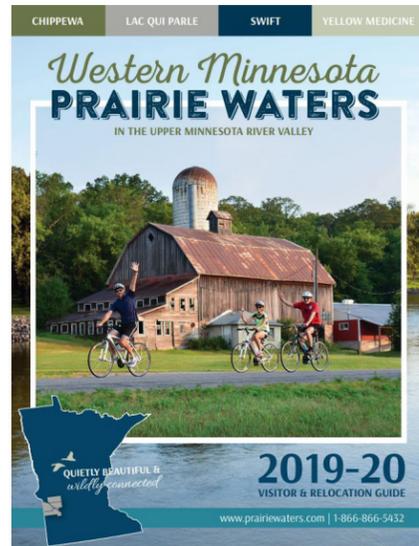
Work Here

The 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.

Visitor's Guide



Social Media



Search Prairie Waters & Get Rural MN

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.

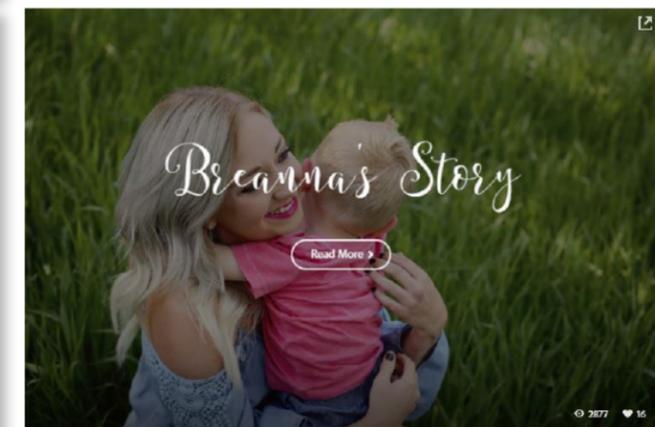
[www.prairiewaters.com](#)



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.



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