

PROMOTING ARLINGTON to 3 AUDIENCES:

- BUSINESSES/START-UPS.
- NEW HOME BUYERS.
- TOURISTS.
 - LOCAL AREA
 - REGIONAL/METRO



DOWNTOWN CONCEPTS:

ENHANCE ENTRANCES

- FRONT DOOR, BACK AND SIDE DOORS
- CONTAIN NEW DEVELOPMENT

DEVELOP CONNECTIONS

- PARKING LOTS - FRONT/BUFFER ZONES
BACKS OF BUILDINGS
- SPACES BETWEEN BUILDINGS
 - POCKET PARKS
 - OUTDOOR CAFES
- PLACE TO BE AND BE SEEN

STRENGTHEN USE AND APPEARANCE OF EXISTING BUILDINGS:

- RETAIN LIDO THEATRE AS STUDENT MANAGED BUSINESS
- USE EMPTY SUPER VALUE AS EASILY ACCESSIBLE COMMUNITY CENTER
- DEVELOP APARTMENTS ABOVE MUNICIPAL LIQUOR STORE
- IMPROVE HISTORIC POLICE STATION AS EXAMPLE
- ENCOURAGE INDIVIDUAL BUILDING IMPROVEMENTS
 - FIXED CANOPIES
 - PAINT
 - SIGNAGE

Arlington
16-19 May 1991

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TOURISM DEVELOPMENT IDEAS:

■ CONTACT ^{MIN.} DEPT. OF TOURISM (MANKATO).

■ DEVELOP PLAN. (STRATEGIC)

■ EVENTS TO CONSIDER:

x COUNTY FAIR

x ANTIQUE CARS

x BASEBALL TOURNEY

x " (OLD-TIMERS)

x NOODLE DAYS

x NEW EVENTS

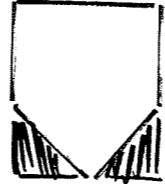
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SAFE AT HOME
IN
Arlington, MN 

 I'd Rather
be WORKING
in
Arlington, MN

I'm
Headed  to
Arlington.

Bumper Stickers

"COMMUTER" ADS

Governor's Design Team

Arlington []
16-19 May 1991 []

IDEAS FOR ATTRACTING BUSINESS :

- ALUMNI LISTS.
- REWARDS SYSTEM.
- "COMMUTER" ADVERTISING.
- DEVELOP TOURISM.
- GOOD SIGNAGE.
- TARGET Hwy 5 USERS.

