



Cold Spring, MN

Deb Brown from SaveYour.Town

Things people
liked....

But all small
towns have these
kind of things

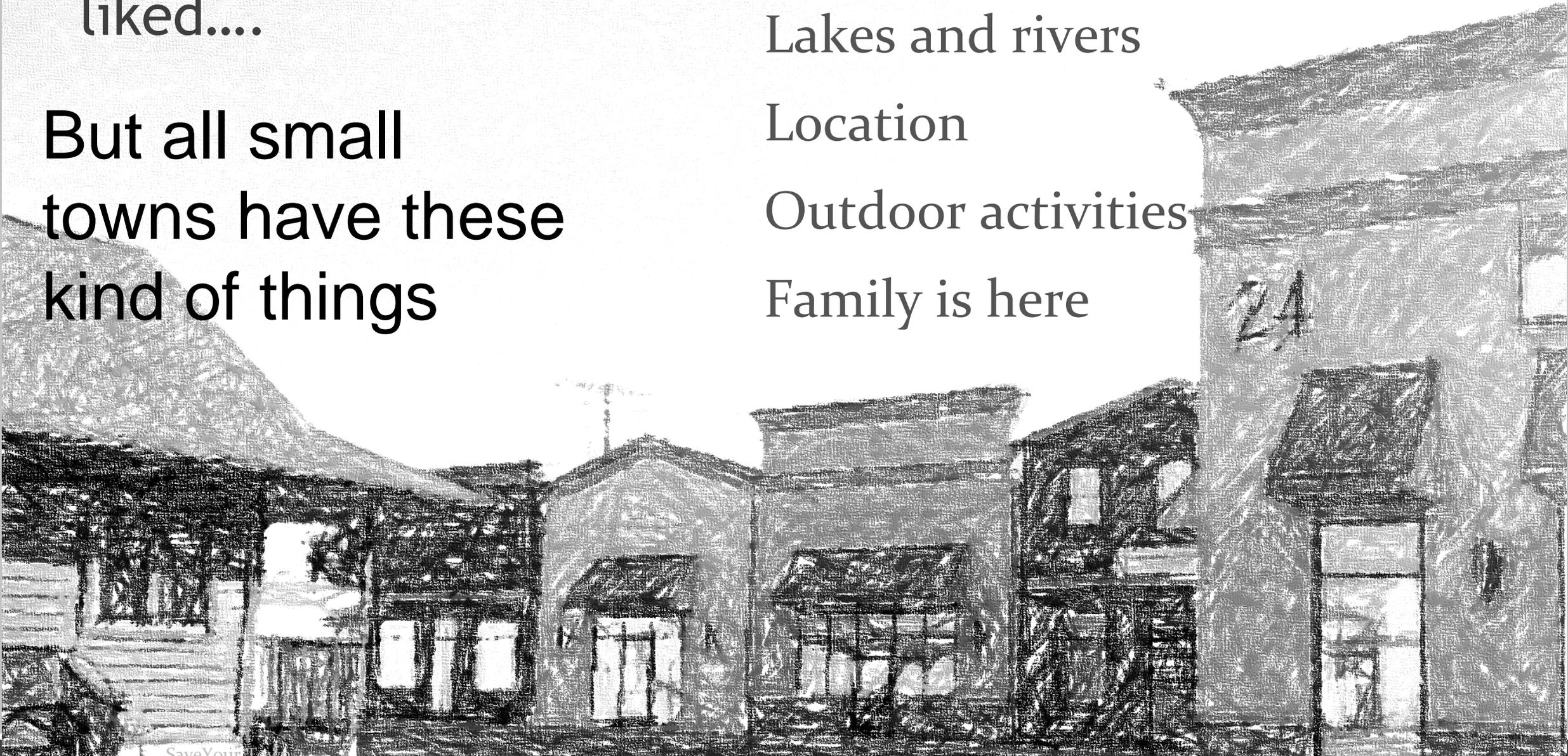
Small town feel

Lakes and rivers

Location

Outdoor activities

Family is here



What makes
you
different?

German Community in a small town situated on a river

near the cities but not the cities

canoeing and kayaking, boating, connected trails, skiing, ice
fishing, sledding

a place to raise your family



What Adults Want

Food

more variety in eating options

Business

bike/canoe store

child care

Recreational

broomball

splash pad

more activities for younger people

evening options for adults

more trails around the lake

actionable items

flowers on lamp posts

accident prevention on highway 23

updated trailer park

signage on highway with store names

There's more ...

larger outlook for community

difficult conversations around diversity

a greater understanding of being dementia friendly

more intergenerational work

to be the #1 destination for working families in MN

tell the good news of our businesses

an atmosphere of welcoming strangers

build a community people want to live in



What Students Want

Food

coffee shop especially a Starbucks
McDonalds, Dominoes, Kwik Trip
ice cream shop
variety of food (Italian, Mexican)

Businesses

clothing store
nail salon
lululemon
brokerage firm

Play

field house
YMCA
pool
outdoor basketball court
activities
mini golf
outside entertainment
batting cage
finish trail to Wobegon Trail



Gather Your Crowd
Build Connections
Take Small Steps
The Idea Friendly Method

When you apply the principle of Take Small Steps to the idea that more people will benefit when they have the economic opportunity to do business, you get

Innovative Rural Business Models

How to start a brick and mortar business



This is
What
Small
Steps
Looks
Like







Business Inside a Business

Idea Friendly Way



Business Inside a Business

Idea Friendly Way

Photo by Becky McCray



During
events

Idea
Friendly
Way

Photo by Becky McCray

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Look
beyond
retail

Idea
Friendly
Way

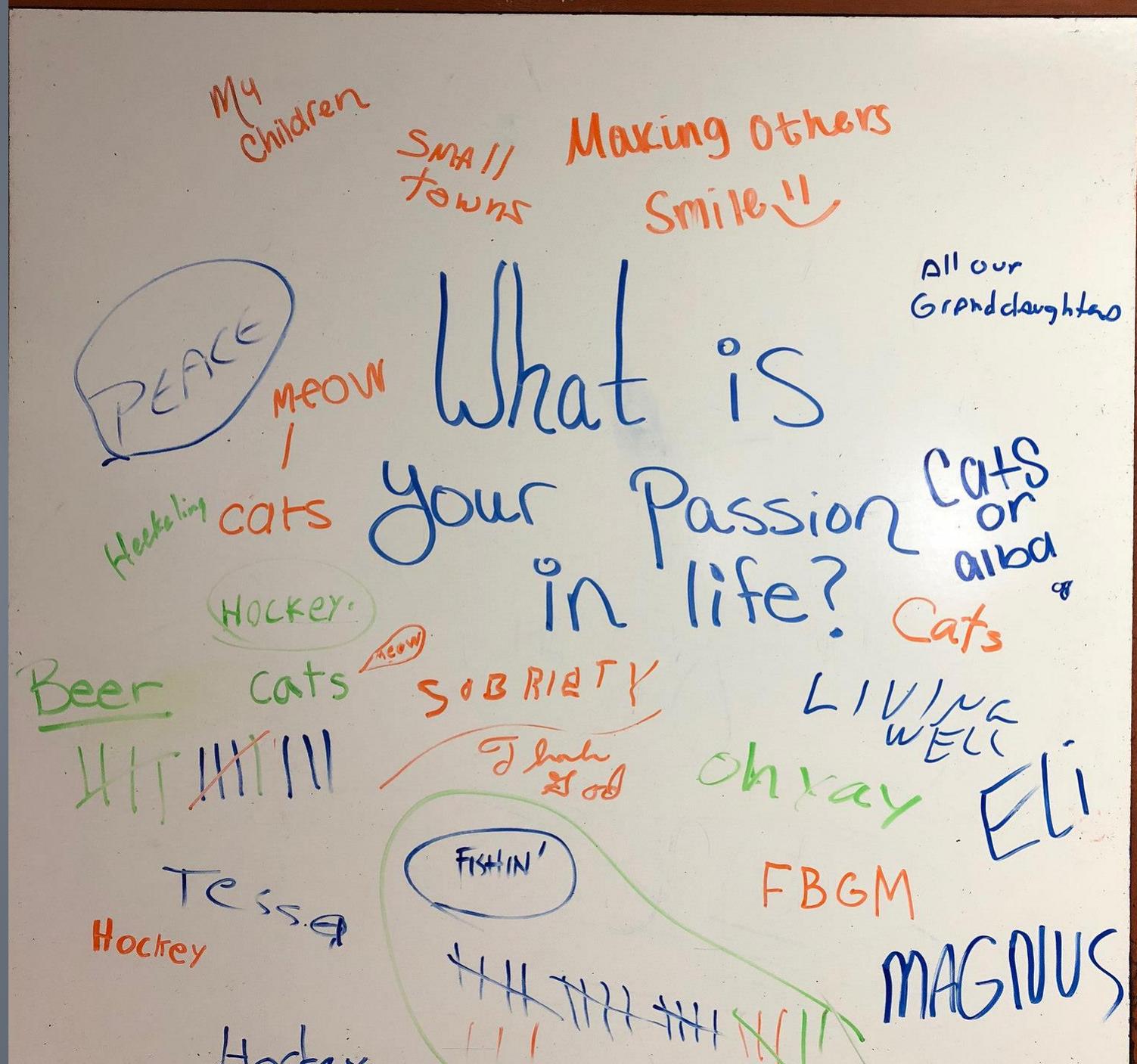
Photo by Becky McCray

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Art on the Walls

Idea Friendly Way



Season- long Popups

Idea Friendly Way

Photo by Village of Homewood, IL



Empty Building Pop Up

Idea Friendly Way



Food Trucks

Idea Friendly Way



Services Trucks

Idea Friendly Way

Photo by Sue



Activities
Trucks

Idea
Friendly
Way

Photo by Becky McCray



Retail Trucks

Idea Friendly Way

Photo by
Inhabit

SaveYour.Town



Food

Idea
Friendly
Way



Photo by Becky
McCray

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Tiny Businesses

Idea Friendly Way

Hyannis Artist Shanties, MA

Photo (CC) by Jeffrey Grandy



Tiny Nonprofits Businesses

Idea Friendly Way

Cleveland, Oklahoma

Photo by Becky McCray



Tiny Business Villages

Idea Friendly Way

Photos via Anchor Square Facebook Page



Tiny Business Villages

Idea
Friendly
Way



Tiny Business Villages

Photos courtesy of Forest County EDC



Tiny Business Villages

Idea
Friendly
Way



Tiny Business Villages

Tionesta,
PA



Temporary Businesses

Cozy Cabin Christmas

Idea Friendly Way

Photos via Tammy Caffee

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Cozy Cabin Christmas



Cozy Cabin Christmas



Cozy Cabin Christmas



Shared
Spaces

Old Way



Shared
Spaces

Idea
Friendly
Way

Photo via June Henderson



Shared
Spaces

The
Village

Photo by Cathy Lloyd



Shared Spaces

Idea Friendly Way

Photo via Rose Ellis, Facebook Page



Arts Maker Spaces

Idea Friendly Way

Photo by Discover Oklahoma

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Tech
Maker
Spaces

Idea
Friendly
Way

Photos by Greg Falken



Co-
working

Idea
Friendly
Way



Photo courtesy of Veel Hoeden Coworking

AirBnB in Ellsworth, Iowa



AirBnB in St. Joseph where I stayed



In Your Town Now

Photo © by Becky McCray

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THEMES**

HT



Walk Around Finds

Add blade signs to see what kind of stores you have



Blade
Signage so
Drivers
Can See It

refresh sign and lead w
care, nail care , massag
tanning



Refresh Your Signage

part of signage
for types of
retail



Work on
Your
Signage



Signage to find the mall



Graphics on the Windows





Imagine a
mural, a
bench,
flowers





Let's Talk Ninja Moves



Nothing a
good
power
washer
and
window
cleaner
can't fix



Trim the Trees to
better see the
building

Be a tree
trimmer,
safely of
course

Filling Empty Buildings



Empty Buildings Tour



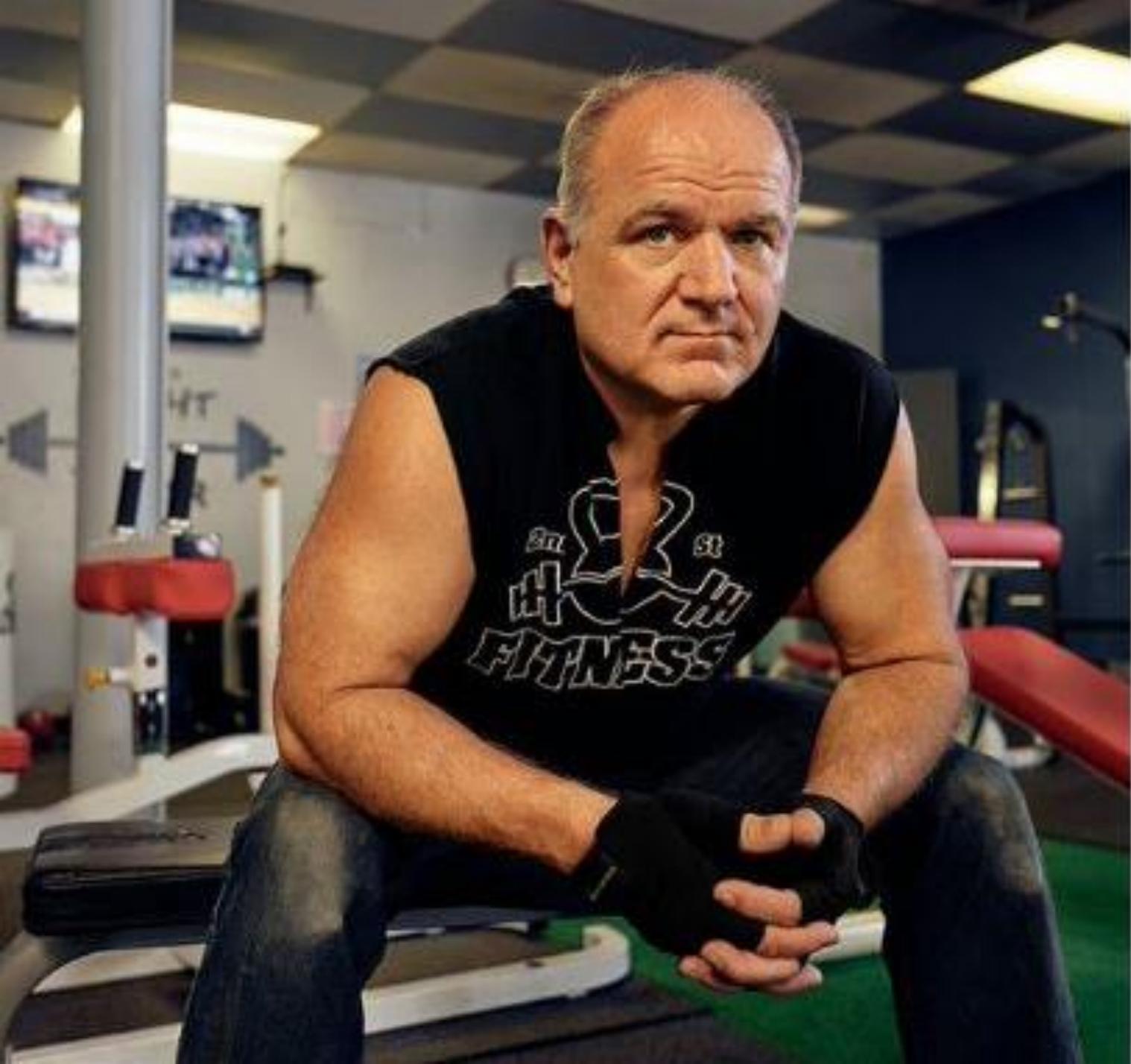


Business Resource Night



Regular Business Training

Tony Guidroz



Incubator Project

LET'S TALK TRAFFIC

14,200 come into town on
Highway 23

9,200 stay on Red River
Avenue until the round
about

9,200 CARS A DAY TRAVEL
THROUGH YOUR TOWN





Diversity

We need to have the perspective of prosperity.

Your town's future is being decided by the actions taken every day by all the people in your town based on what they believe about your town's future and their role in it.

You've never been more important, or in a better position to make change possible for you, and for your town.

**What steps will you take in
Cold Spring?**

saveyour.town/gift