



build a place people want to visit



build a place people want to live



build a place where business needs to be



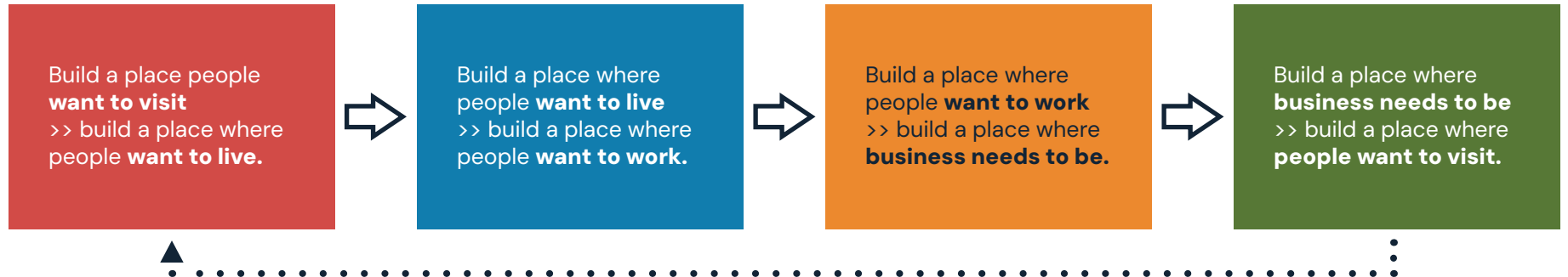
build a place where people want to work



# promoting minnesota for short and long-term growth

**Communities thrive when their experiences are authentic and connected.** Tourism, outdoor recreation, film, business development, and quality of life aren't separate priorities — they reinforce each other and fuel a cycle of vibrancy and growth.

**Tourism is the front door to economic development.** Here's how Explore Minnesota's divisions work together to drive community impact:



**Communities that invest in tourism, outdoor recreation, and film create destinations that spark curiosity and draw visitors.** Scenic trails, vibrant main streets, and cultural experiences build a strong sense of place—and make people want to stay.

**Tourism-driven amenities benefit residents, too.** Restaurants, shops, events, trails, and parks enhance daily life and strengthen community pride.

**These amenities create jobs, expand community resources, and strengthen quality of life.**

**Quality of life attracts talent.** People choose places where they can enjoy outdoor recreation, arts and entertainment, and a balanced lifestyle. Communities that offer this are more competitive in recruiting and keeping a strong workforce.

**Companies invest where workers want to live.** A strong labor pool—paired with a positive community identity shaped by tourism, film, and outdoor recreation—signals a place where businesses can grow, innovate and invest.

**Attractive destinations fuel business and workforce growth.**

**Business growth adds amenities, infrastructure, dining, entertainment, and economic energy**—all of which elevate the visitor experience.

**That momentum attracts more travelers, filmmakers, outdoor enthusiasts, and cultural explorers.** Their interest fuels further investment. A strong place identity boosts tourism and continues this virtuous cycle.

Each sector — tourism, outdoor recreation, film, business development, and livability — works together in a self-reinforcing loop that elevates the entire community. **When we invest in one, we strengthen them all.**

Source: Maura Gast. "Community Vitality Wheel." Destinations International. [destinationsinternational.org/resource/community-vitality-wheel](https://destinationsinternational.org/resource/community-vitality-wheel)