

“Energize Underwood”

A Public Discussion Of How to Best Market Underwood As a Destination

Time: 5:30 PM Date: 9/15/2010

Underwood City Hall



Light Refreshments will be served.

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Underwood is among six rural communities that are participating in a two-year national study being conducted by the National Research Initiative (NRI) and administered by the University of Nebraska, South Dakota State University, and North Dakota State University. This study focuses on the marketing efforts of each of these communities to attract and retain workers.

On Wednesday, September 15, the Underwood Area Economic Development Corporation is hosting a 2-hour discussion of marketing strategies developed by Becky Bowen, Underwood's Economic Developer. The purpose of the discussion is to test-market a power point presentation developed by the NRI for marketing rural communities and to identify those marketing strategies best suited for Underwood specifically.

Everyone is invited, but it is particularly important that Underwood's key stakeholders participate in this discussion. These key stakeholders include members of the City Council, the UAEDC, the Civic Club, the School Administration and Faculty, the Ministerial Association, and representatives of Great River Energy, Falkirk Mine, Blue Flint Ethanol, PrairieView Nursing Home, and owners of local business establishments.