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Fire and Ice Tourism Economy

Those words maybe don't seem to go together for you, but having just returned from the Explore Minnesota Tourism Conference in Alexandria, they mean everything to me.

What words do you use when you talk about Waconia – to your colleagues, your employees, your kids, your friends, your relatives... Do you talk about the rich history? Or perhaps an event that is coming up? Do you talk about the one-of-a kind shops and restaurants that we have in Waconia? Maybe you talk about all the services you can find in Waconia, from automotive, to legal to medical.... You might talk about the school district if you have kids in school. I'm asking that question because you are all ambassadors for Waconia. Friends and Family visiting is one of the top reasons people choose to travel to Minnesota and around the state.

It almost always takes a visit to turn someone into an employee, or a new home owner. It takes an event to bring lots of people to town.... I love to tell the story of Summer Jensen... who first visited Waconia to do the Nickle Dickle Day 5k.... the rest is history! She is a home owner, a shop creator and a building owner. She has reignited the Tree Lighting Ceremony and so much more.

Do you have the resources you need to talk about Waconia? Do you have Waconia maps? We have lots of maps that we would love for you to have at your disposal. Are you familiar with our website as a resource for your events or itinerary ideas for your friends visiting? Our calendar has events coming up throughout the year and so much more. www.DestinationWaconia.org Also make sure you like us on FB Waconia Events and Waconia Chamber of Commerce and Instagram... we have learned a lot that we are eager to implement for our community.

Fire! On Monday, Carmen and I arrived in Alexandria via their main street of shops. Everything was intact and I pointed out Cherry Street Books, one of my favorite book stores. On Tuesday morning around 4:30am... a fire started in the basement of one of Alexandria's historic buildings. Businesses and apartments were destroyed, thankfully no one was injured. On our way home today, we drove back through town where we saw the smoldering building – across the street from the bookstore... I wanted to mention this fire because I never want to see that in downtown Waconia! Make sure you are being safe and are doing everything you can to prevent a fire in your business.

Ice – last Sunday my husband Bill rented a fish house from the In Towne Marina for 6 hours. Sitting in a warm house, sharing this Minnesota experience with a colleague of Bill's that had never ice fished before was so fun! Stepping out onto the ice to watch the sunset and later to soak up the star light, well, it is magical. I'm sad that the Dark Houses and Portables must be removed from the ice no later than midnight March 2nd. [For more ice fishing info on Lake Waconia](#) Thank you so much, In Towne Marina for your awesome customer service and for all you do to make fishing so much fun for all.

See you around town!