

The Intentional Tourist  
by Jarrod McCartney  
October 11, 2023

Fall is my favorite time of year. And that's not just because of football and the World Series, the cooler temperatures, or the fact that I get to break out all of my quarter zips. What I love the most about this time of year are the sights and sounds of Harvest season. Seeing increased activity is always exciting, but all of that activity also reflects a return on our collective investment in this place. It's a culmination of the sacrifices needed to make it in the agriculture industry, with the long lines at the local elevator representing the ceaseless churn of commerce that's necessary to make living here possible. Fall is a time of abundance and a reminder to embrace a growth mindset.

A growth mindset focuses on possibilities rather than pessimism. People with a growth mindset don't ignore the consequences of scarcity, but they also don't let contemplating worse case scenarios prevent them from taking action or compel them to turn into hoarders. Instead, they plan, create, and give. They believe in possibilities—that Great Stories Grow Here.

Farmers forge ahead in spite of the difficulties they face trying to make it in an increasingly difficult marketplace. They don't give up on the farm, even though they would have less expenses and potentially make more money doing something else. They keep doing it because they love it even though others might find the lifestyle impossible. That's the same drive and determination at the core of our development efforts. It should come as no surprise that we have 3 farmers on the Heritage Tourism Advisory Committee. Our willingness to take on risks are paying off—the Hotel Garber is getting closer to completion, we've raised nearly \$95,000 for the September Month of Giving Campaign, and we're now ramping up efforts to restore Hardwick Park, create a Master Plan for a community Recreation Trail, administer a Creative District, and help the City apply for a Downtown Revitalization grant.

If you would like to learn more about some of the aforementioned projects or offer your support, please consider attending a public presentation about plans for created for Hardwick Park and Downtown Revitalization on Nov. 30<sup>th</sup>. You should also attend the Red Cloud Community Fund's Annual Celebration, Nov. 18<sup>th</sup> at the Red Cloud Opera House.

Finally, join me in celebrating the fact that the Red Cloud Creative District was just awarded a \$250,000 grant that will go towards creating marketing and covering the costs of administering the district as well as creating spaces for public use in the Hotel Garber's lower level. Establishing a Creative District is already paying dividends as a commercial about the community will soon be released and it has made the Hardwick Park project eligible for a grant of at least \$100K should the Donald Stratton Legion be able to raise matching funds for the City of Red Cloud by February 15<sup>th</sup>. That almost seems impossible—but great stories and places don't grow by settling for the status quo.