

Your Town, Your Treasure: A Local Summer Adventure

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As the days grow longer and the sun warms our sidewalks, there's a familiar buzz in the air: summer is here, and with it comes opportunity. It's more than just a season—it's a moment when our community shines its brightest. The farmers' market hums with local produce. Sidewalk cafes fill with neighbors and newcomers alike. Downtown shops welcome foot traffic that brings stories, laughter, and support.

Summer tourism may feel like a visitor's game, but it's actually a community team effort. Every family that stops at the splash pad, every couple who books a B&B or grabs ice cream on Main Street—they're more than tourists. They're economic partners. When we support and promote local attractions, events, and businesses, we strengthen the very heartbeat of our town.

Whether you've lived here for decades or just moved in, you're part of the hospitality that makes this place unforgettable. It starts with simple things:

- Sharing upcoming events on social media.
- Encouraging friends to attend the weekend music series or art walk.
- Choosing local vendors when planning a summer barbecue or birthday party.

Behind every storefront is a family, a dream, and often a neighbor. And in many cases, summer makes the difference between making it and closing up shop.

It's easy to overlook the hidden gems in our own backyard. When someone asks for local events or places to visit, we often draw a blank—not because they aren't there, but because we've grown so used to them. Need a reminder? Here are 5 simple ways to support locals this summer:

1. Shop the Farmers' Market

Buy fresh produce, handmade goods, and baked treats from local growers and artisans. Every dollar stays in the community!

2. Dine Local (and Post It!)

Eat at family-owned restaurants, food trucks, or cafes—and tag them on social media to help spread the word.

3. Bring Guests Downtown

Hosting out-of-town friends? Take them on a tour of Main Street, local parks, or community festivals.

4. Attend Local Events

Music in the park, library programs, art walks, and small-town parades all thrive with your presence and participation.

5. Leave Reviews & Say Thanks

A kind word goes a long way—online or in person. Leave a 5-star review for a local shop or just tell them you appreciate what they do.

This summer, let's not just welcome visitors—let's also rediscover the charm of our own backyard. Your support matters. Your presence matters. And together, we can ensure this season brings prosperity not just for a few weekends—but for the year ahead.

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For more information, please contact Community Vitality Agent Amanda Clasen at any Southwind District office or amclasen@ksu.edu.