

*Presenting*

# A look at North Platte, NE through the eyes of our Visitors

- First Impressions
- Lasting Impressions
- Business Mix
- Signage
- Local Attitude
- Beautification
- Ease of Getting Around
- Things to See and Do
- How the Area Stacks Up Against the Competition
- Branding
- Suggestions, Tips and Tricks that can Bring Spending to the Area

**Friday, September 10, 2010**

**8:30 - 11:00am**

North Platte Community College Theater, South Campus  
601 W. State Farm Road

**RSVP** to the North Platte/Lincoln County Convention and Visitors  
Bureau at 308-532-4729, or the Chamber of Commerce:  
502 S. Dewey, 308.532.4966, [carol@nparea.com](mailto:carol@nparea.com)

Sponsored by: North Platte/Lincoln County  
Convention and Visitors Bureau, North Platte Area  
Chamber and Development Corp., Golden Spike Tower and  
Visitor Center, Original Town Association, Mid-Nebraska  
Community Foundation, North Platte Community College

Presented by Roger Brooks, President of

