

## Grand Rapids Brand Credo



**GRAND RAPIDS**  
IT'S IN MINNESOTA'S NATURE

Countless commercials, products, books, magazine articles and seminars have all been devoted to the subject of helping people lead balanced lives. Is it possible to have your cake and eat it to? Can people really have it all? Honest, fulfilling work balanced by time with family. Culture that feeds the soul balanced by recreational pursuits that build the body. The convenience of civilization balanced by the raw, inspired beauty of nature.

In Grand Rapids, Minnesota, leading a balanced life is as simple as switching your briefcase for a fishing pole, your co-workers for your kids, the supermarket for the farmer's market or the city light for the starlight. Lazy afternoons spent on the lake can morph into captivating evenings out on the town. A morning of bird watching blends seamlessly with an evening of show watching. And a day at work is punctuated by a walk in the woods.

Grand Rapids truly does offer its residents, businesses and visitors the best of both worlds thanks to a wild mix of nature and culture that co-exist in the very soul of this charming town. Thriving industry, abundant arts, affordable housing, a growing downtown and friendly, honest people live in harmony with pristine lakes; cool, deep woods; fresh air and more varieties of birds, fish and animals than you can commune with in a lifetime! In fact, Grand Rapids is a microcosm of all the very best things that Minnesota offers and has come to stand for.

But the best thing about Grand Rapids is that this harmony between man and nature is not forced. It's not artificial or overly planned. It's not specifically developed to boost the bottom line. Simply put, it's at the core of what makes Grand Rapids tick. It is Grand Rapids. And it's in Minnesota's nature.