

Alaska Wood Bison BUSINESS GAME



Option to buy: Install a sign in your community

Option to buy: Purchase a website

Option to buy: Invest in a partnerships

Option to buy: Mail brochures to potential customers

Option to buy: Invest in a partnerships

Option to buy: Purchase an online ad

A Fairbanks guide is looking for local partners for his trips. Collect your \$400 share of the profit if you invested in partnerships.

Your business created more jobs in the community. A family member in Anchorage moves back and gets a job. Collect \$400.

You posted photos on Instagram. Add 2 customers if you purchased a website where followers can learn more about your business.

You make friends with folks at the visitor center in Juneau. Add 1 customer if you purchased brochures to send to them.

A photography group from Florida is interested in visiting the area. Add 3 customers if you purchased a website where they can learn about your business.

Your boat breaks down; call a neighbor for help. Pay the person to your left \$100.

START ↑
It's pay day! When you pass START collect \$200 for every customer. If you land on START gain 1 additional customer through word-of-mouth.

Another local business becomes successful. Collect \$300 if you invested in partnerships.

You made a Facebook page. Add 1 customer if you purchased an online ad to get more people to see your photos and stories.

A reporter traveled to the area. She told a friend about your business. Add 1 customer if you purchased a website where she can learn more.

You decide not to partner with other community members. You are not able to make it on your own. Skip a turn.



DRAW

A visitor showed up in town without a trip plan. Add 1 customer if you purchased a sign.

You got caught in a storm. Go back 1 space.



DRAW

PAY FINES
You forgot to get a "six pack license" which allows you to take clients in your boat. Skip a turn or pay \$500 before your next roll.



You collected a list of addresses from potential visitors. Add 1 customer if you purchased brochures to send their way.



DRAW

You sewed hats and mittens from furs you trapped. Collect \$350 if you purchased an online ad to get the word out.

Ecotourism in your community is booming. More young people are finishing high school and staying in the area to work. Each person in the game collects \$200.



DRAW

You attended an outdoor show in Fairbanks with many other small business owners. Add 3 customers if you invested in partnerships.

A visitor was in your area! Add 1 customer if you purchased a sign.

Your business was featured in a tourism magazine. Add 3 customers if you purchased a website where readers can learn more.

Permanent Fund Dividend time!
Anchorage brings new clients to your community. Add 3 customers if you invested in partnerships.
You invested wisely. Collect \$500 and an invest in partnerships: option to buy card.

You carved a piece of driftwood into a bison. Collect \$400 if you purchased an online ad to attract more customers to your site.



DRAW

You know that many people read the news online. Add 3 customers if you purchased an online ad on a local news website.

Stock market collapses, not as many people are traveling. You lose half your customers.



WARD

You travel to Anchorage for supplies. Add 2 customers if you purchased brochures at the front desk of your hotel.

A journalist writes about his trip to your community. Add 2 customers if you purchased a website that he can share in Tax Season! Pay \$350 or 10% of your savings.