

# Alaska Wood Bison BUSINESS GAME



Option to buy: Install a sign in your community

Option to buy: Mail brochures to potential customers

Option to buy: Purchase an online ad

**Tax Season!**  
Pay \$350 on 10% of your savings.

A journalist writes about his trip to Anchorage for supplies. Add 2 customers if you travel to desk of your hotel. purchased brochures to leave at the front desk of your hotel.

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

**WARD**  
You know that many people read the news online. Add 3 customers if you travel on a local news website.

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

**DRAW**  
You carved a piece of driftwood into a bison. Add 3 customers to attract more customers to your site.

**DRAW**  
A pilot from Anchorage brings new clients to your community. Add 3 customers if you invested in partnerships.

**DRAW**  
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.

**DRAW**  
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.

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

**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.

**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.

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

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

**DRAW**  
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! You invested wisely. Collect \$500 and an invest in partnerships: option to buy card.

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