

in the state. According to the Department of Employment and Economic Development,

"tourism marketing provides a measurable return on investment" in Minnesota.⁴ Every \$1 invested in tourism marketing returns an estimated \$4.60 in new state taxes, \$20.40 in wages, and \$53 in gross sales. All told, tourism and travel combined in Minnesota generates \$9.2 billion in gross receipts/sales.⁵

Always cite a direct quote!

Visitors to Minnesota have the potential to inject money into the state economy through tourism. Indeed, leisure visitors to the state spend an average of \$236 per trip, per party, per day—34% of which is on lodging, 21% on food, 17% on entertainment, 13% on transportation, and 15% on other goods and services.⁶

The Mall of America (MOA) plays a very important role in the economy of Minnesota. MOA opened in 1992 and employs more than 10,000 workers.⁷ Costing \$650 million to build and containing over 2.5 million square feet of leasable space, MOA is the largest mall in the country. It also pumps more than \$1.7 billion a year into the economy.⁸

MOA is also planning a second phase of development, which will include more retail space, hotels, restaurants, an office building, and possibly a spa or fitness center. This new project is estimated to cost anywhere from \$500 million to \$1 billion to build.⁹

In many cases, one citation at the end of a paragraph suffices

In addition, Minnesota's tourism industry is finally recovering from its downturn after the September 11 attacks: "Tourism in Minnesota, and in the U.S., is slowly recovering from the recession."¹⁰ As tourists return to the state, and as the second phase of development nears

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⁴ "Economic Impact" (Positively Minnesota: Department of Employment and Economic Development, Tourism section, 2004), <http://www.deed.state.mn.us/tourism/economy/EconomicImpact.htm>.
⁵ Ibid.
⁶ "Where Tourism Dollars Go" (Positively Minnesota: Department of Employment and Economic Development, Tourism section, 2004), <http://www.deed.state.mn.us/tourism/economy/TourismExpenditures.htm>. See p.3 of the Appendix for a copy of a chart on tourism-related expenditures.
⁷ "Mall Information: History" (Mall of America), http://www.mallofamerica.com/about_the_mall/history.aspx.
⁸ "Media: Mall Facts" (Mall of America), http://www.mallofamerica.com/about_the_mall/mallfacts.aspx.
⁹ Scott Carlson, "Expansion Project May Be in Works for Mall of America," *Knight Ridder Tribune Business News* (2004): 1. Proquest database, <http://www.proquest.com>.
¹⁰ "Economic Impact."

Notes 4, 5, and 10 all refer to the same source (the Latin abbreviation *ibid.* ["in the same place"] may be used only to refer to the same source as the previous note)

You may wish to put explanatory remarks in some notes

Inserting footnotes is simple in most word processing programs. In recent versions of Microsoft Word, for example: go to the *Insert* menu on top, select *Reference*, select *Footnote*, inspect the default options you are given (which are usually correct as is), and hit *Insert*. Type the note and then move your cursor back up to continue typing in the body of the paper.

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Corresponds to
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Example of
how to cite a
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Example of
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