

North Dakota State University
NDSU Extension Service

Beyond the Borders

COMMUNITY, ECONOMIC DEVELOPMENT and LEADERSHIP NEWSLETTER

Issue Ten - July 2002

Building Communities

"Practical Tools and Information"

Kathy Tweeten, NDSU Extension Service, Community Economic Development Specialist

This newsletter is meant to share practical tools and information to assist you in your important role in community and economic development work. We welcome comments on current letters plus encourage your advice for future articles.

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Leadership Challenge

Editorial

North Dakota is indeed fortunate to have a university president like Dr. Joseph Chapman of North Dakota State University. His dedication to the future of this state is made obvious by his recent decision to financially support the new NDSU Extension Service specialist position for rural leadership.

With so many demands on the president's office, Dr. Chapman could easily have chosen to spend his limited dollars elsewhere, but he realized the great need for a comprehensive and systematic program and process to help communities expand their leadership base. The rural leadership program should be ready to roll out this winter if everything goes as planned.

This program will engage the entire university as its resource base, and its development and implementation will be guided by an academic and citizen advisory council. We will keep you updated as this program develops. I'm very excited that this is happening in our state. Approximately 30 other states have had structured rural leadership programs for several years. This will be a first of this magnitude for North Dakota. Supporting this venture is the North Dakota Rural Development Council, North Dakota RECs and the North Dakota League of Cities.

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Hot Off the Press!

Brand new for those who have wondering if starting a bed and breakfast business is the right move for them is "Starting a North Dakota bed and breakfast Business" #EC-1231. It's available through your local NDSU County Extension office, by calling NDSU Agriculture Communications at 701-231-7883 or under the publication tab on this website.

This publication gives a brief overview of many of the items that prospective B&B owners need to think about when considering a new business. It also provides several resources that can be very helpful including web sties and state agencies such as the health and tax departments.

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Threshold Population Levels for Rural Retail Businesses

Source: "Threshold Population Levels for Rural Retail Businesses in North Dakota, 200, Randal C. coon and F. Larry Leistritz, NDSU Agribusiness and Applied Economics. Report No. 191.

Abstract: (in part)

Business and community leaders frequently question the population level necessary to provide adequate sales volume for a particular type of business. This study examines population levels associated with specific numbers of 16 business types in North Dakota towns between 200 and 10,000 population in 2000.

The resulting estimates indicate that the populations required to support various business types vary substantially. Businesses with relatively low population requirements included

eating and drinking places. Department stores and variety stores had the highest population thresholds among the businesses studied.

The authors compares the 2000 data with the data collected in 1988 and found that there have been changes. The threshold population to support one business had decreased for four business types (eating places, drinking places, farm supply, and drug stores), while for the other 12, the threshold populations had increased.

For a complete copy of the report go to <http://agecon.lib.umn.edu/> or call 701-231-7400 and ask for Report No.191.

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Marketplace for Kids (MFK) - Growing, Growing, Growing. . . .

Source: Marilyn Kipp, Executive Director of Marketplace of Ideas and Marketplace for Kids

From its humble beginning in 1995, as a one time entrepreneurship event for kids in grades 4-6 in Jamestown with 600 people attending, Marketplace for Kids had grown to seven sites in 2002 with over 15,000 in attendance.

Marketplace for Kids provides a rich entrepreneurship experience. It is not just a one-day event. It is a compilation of classroom assignments, event workshops and youth-created displays of inventions and small businesses. The vision of MFK is that every student receives entrepreneurship education and encouragement to become a lifelong partner in building a better North Dakota.

MFK dates and sites for 2003 are tentatively set for March 17, Devils Lake; March 19, Dickinson; April 8, Minot; April 28, Grand Forks; May 2, Jamestown; May 7, Moorhead, MN, and TBA, Bismarck.

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Assessing Community Tourism Potential

Source: Community Tourism Development, Tourism Center, University of Minnesota Extension Service

Communities are not all equal in their potential for developing tourism, but how do you know if this could be a successful industry for your community? Factors that will

influence your success include quality of experience, uniqueness, price, availability of attractions and visitor services, and do people want what you have to offer, or stated in another way, consumer demand.

The first step in deciding whether or not tourism is an industry for your community will be to conduct a tourism assessment. The assessment will tell you what is currently available and the potential for developing new products/experiences, plus it will help you understand local attitudes toward tourism growth. A positive attitude is critical for your future success.

The assessment process will give you a detailed picture of your tourism attraction base. An inventory or the updating of an existing inventory of visitor attractions is important to understand tourism potential, prioritize tourism goals and objectives and develop action plans. It will also help the community determine what type of tourism role it has. For example, is it a pass through site, is it a day trip or tour stop, an overnight destination or an extended vacation destination? Marketing and attraction development will differ depending on this information.

Attractions are why people come to an area. Once they arrive it is up to the community to provide multiple experiences and quality service so that they will stay longer and return.

Attractions are divided into eight groups - business, natural or scenic, historic or cultural, art, medical and government built, family and friends and events. These are the primary reasons people travel. If you have a natural asset like a great recreation and fishing lake it can be built on as the primary attraction. Other events can then be developed and promoted that are associated with the lake, such as fishing derbies, camping, boating, water skiing, ice fishing, snowmobiling, nature trails, bird watching and so on. But events can not be held where the facilities and other needs of the visitors cannot be met or are inadequate. For example, you may have this wonderful lake for recreation and fishing but no or poor camping facilities, lodging accommodations or places to eat, or perhaps the bird watchers don't have access to the best viewing areas.

When the inventory and evaluation of what is available is complete, a decision on what "mix" will provide the best chance for success must be made. The plan is developed in detail which means that it includes those goals, objectives and action steps that were mentioned previously.

If you community is interested in information on conducting a community tourism assessment and plan, call one of the following NDSU extension service agents or me at 701-328-51344. Agents with a copy of the Minnesota Extension "Community Tourism Development" curriculum are Bill Klein, McIntosh County, (701-288-3465); Kent Alderin, Sheridan County (701-363-2242); Brian Gion, Steele County (701-524-2253); Colleen Boerner, Pembina County (701-265-8411); David Twist, Dunn County (701-764-5593); and Jesse Handegard, Adams County (701-567-2735).

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