

Beyond the Borders

COMMUNITY, ECONOMIC DEVELOPMENT and LEADERSHIP NEWSLETTER

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Building Communities

"Practical Tools and Information"

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This newsletter is meant to share with you 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. Kathy.

Newsletter Topics

Editorial	Community Trade Analysis Handbook - Hot Off The Press	The Business of Nature: ND Underperforms	Nature Based Businesses Unite	ND Center for Business and Technology Message	Hunter and Angler Expenditures, Characteristics, and Economic Effects	State Fact Sheets Updated
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Marketplace of Ideas - A Winner!

Editorial

If you didn't get a chance to attend the Marketplace of Ideas conference held in Grand Forks, ND on Jan 16, you missed one of the best ones yet. This event has been going for over ten years and I am always impressed at the number of people who not only attend but also actively participate in workshops, booths and hosting. It is truly a cooperative effort by all involved. If you missed it this year I would highly recommend that you take a look at their website at <http://www.marketplaceofideas.org/>, or call them at 701-663-0150 for a bound copy or CD of their new resource directory. It is absolutely wonderful. It has almost every resource available in the state, which helps with business

and community development. It also has a nice listing of North Dakota businesses and their contact information.

¶ Marketplace of Ideas¶ is not just a conference. It is a networking event that ties public resources and private entrepreneurs together. It provides a comprehensive menu of resources from which people who have started or want to start a business in North Dakota can choose.

I have written a short story about one of the pre-conference sessions below, ¶ The Business of Nature!¶

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Community Trade Analysis Handbook - Hot Off The Press

Source: NDSU Extension Bulletin 24, Randal C. Coon, F. Larry Leistritz, Kathleen Tweeten

The ¶ Community Trade Analysis Handbook¶ is a guide to using and interpreting information available to rural businesses and communities. It can be a valuable tool to help local decision makers in rural communities.

The handbook walks the user through a series of steps to analyze existing data. Upon completion of their analysis they will be able to make decisions on a variety of business and retail trade issues.

The handbook is not intended to provide specific answers to the many questions facing business owners and rural communities in North Dakota; instead it provides information on retail trade patterns and economic trends that can assist people in making informed decisions regarding their future business activities. The information provided in the handbook is designed to help community leaders assess their current situation and plan for the future. For one free copy of the handbook contact your local NDSU County Extension Service office or go to <http://agecon.lib.umn.edu/> for an online copy.

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The Business Nature: ND Underperforms

Ted Eubanks, one of the founders of ¶ Watchable Wildlife¶ and keynote speaker for the Nature Based Tourism conference, January 15 in Grand Forks told an audience of over two-hundred people that North Dakota consistently under performs other states in dollars captured from nature tourism. He believes that our biggest barrier to bringing more people to North Dakota to experience our natural resources is not the lack of things to do and see but rather our poor job of selling. He told us that the fastest area of growth

is eco or soft tourism like hiking, biking, camping and wildlife watching. He specifically noted that we haven't built or pulled together the packages for a North Dakota experience. When a tourist decides to come to North Dakota they are forced to find several resources and to design their own trip. Sounds like a good opportunity for some enterprising entrepreneur.

Mr. Eubanks gave a few other statistics that you might find interesting. They include: Tourism generated 537.2 billion in 2001 in the U.S. It employed 7.9 million people, created an 8.6 billion dollar trade surplus and generated 98.8 billion in tax revenue. Almost ninety-three percent of all businesses involved in tourism are small businesses.

Ted recommended that we connect our natural resources to our rich culture and history to sell the North Dakota experience.

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Nature Based Businesses Unite

There is a movement, small but still a movement, of nature based business owners and others interested in the development of nature based recreational tourism in North Dakota to form an association/alliance/partnership or whatever in the state. The structure and primary goals and objectives of the group are to be determined by the participants. The benefits of an organization could be substantial including the creation of a cohesive network of businesses, a unified marketing strategy, a united voice in working with federal, state and local agencies, the assurance of a high level quality experience, assistance for basic business information, a state web site presence and assistance with possible brokering of services like insurance.

The group's formation will begin with those interested in taking on the leadership to make it happen. The NDSU Extension Service and Garrison Diversion District staffs are assisting the group in its initial stage of formation by organizing the meeting of the steering committee and identifying possible funding sources. The first meeting will take place over the videoconferencing network with sites across the state. If you are interested in participating in this committee or would like more information on current progress in the creation of a Nature Based Recreation group please email me at ktweeten@ndsuxext.nodak.edu.

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ND Center for Business and Technology Message

Source: Tara Holt, Director

Tara Holt, director for the Center for Technology and Business shared the following resource information.

The USDA Small Business Administration has a new product to assist small business owners in planning. It's the SBA Business Planning site at www.sba.gov/classroom. This is an excellent resource as a guide for business planning and entrepreneurial activities. You will find 60 actual business plans as well as financial information (tax, etc.) and online classes. Use it as an effective planning tool.

Wells Fargo also has some business products, tips, and services available on their site at <http://www.wellsfargo.com/>. Plus the ND Center for Technology and Business website at www.trainingND.com has a link to 550 business letters and forms. Just select a generic document and fill in the blanks, print it out on your business letterhead and save time pondering and planning!

Please call 701-223-0707 if you need assistance with your business development questions.

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Hunter and Angler Expenditures, Characteristics, and Economic Effects

Source: NDSU Agribusiness and Applied Economics Report No. 507-S, Dean A. Bangsund and F. Larry Leistritz

The characteristics and expenditures of hunters and anglers are of increased interest by those involved in the tourism industry in North Dakota. The ND Game and Fish Department conducted a mail survey of hunters and anglers during the 2001-2002 season. The data, analyzed by Dr. Larry Leistritz, professor, and Dean Bangsund, research scientist, shows several changes in both the characteristics of resident and nonresident hunters and anglers and the economic effects from their activities. For a full report go to <http://agecon.lib.umn.edu/>, or call 701-231-7441 for a free copy.

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State Fact Sheets Updated

Source: Rural Development News, Vol. 16 No 1 | <http://www.ncrcrd.iastate.edu/>

Economic Research Service State Fact Sheets have been updated to include farm income and commodity data for 2001. They also have a link to a population change page with state and county maps. Go to: www.ers.usda.gov/statefacts/ for current demographic, agricultural sales and other data for North Dakota.

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