

May 2003

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division of tourism

# commerce matters

*North Dakota*  
LEGENDARY

### Tourism Week

North Dakota Governor John Hoeven has proclaimed May 10-18 State Tourism Week.

"North Dakota's travel and tourism industry is vital to the overall economic stability of our state. Tourism impacts not only the businesses and organizations that comprise this industry, but it also benefits businesses, schools and organizations statewide by bringing new revenue into North Dakota's economy," Hoeven said. Tourism Week, including See America Day on May 10 and State Tourism Day is May 14, was developed to bring attention to the importance of travel and tourism.

"With the end of the school year just weeks away, Tourism Week is a perfect time for families to begin planning summer vacations," Tourism Director Sara Otte Coleman said.

Tourism continues to be a major economic contributor to North Dakota, with an estimated economic impact of \$2.9 billion. Wednesday is Tourism Appreciation Day in North Dakota. ●

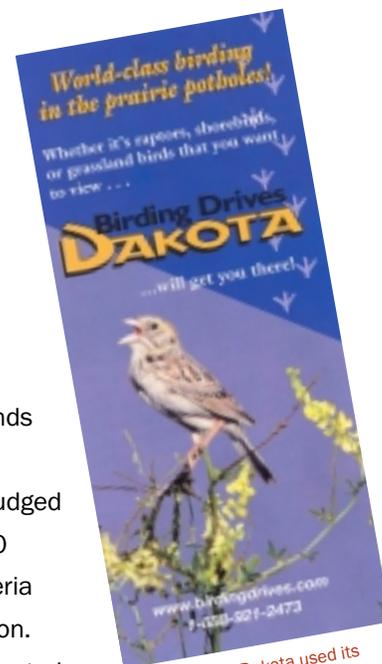
### Matched Grant Program offered again

The Matched Grant Program has funds available for individual businesses, event promoters and tourism marketing organizations wanting to promote tourism-

related events within the state of North Dakota for the 2004 season.

A pool of \$50,000 is available for 2004 to organizations looking to match private-sector funds with a Tourism grant. All applications will be judged on a rating scale of 1-10 against each of the criteria outlined in the application. Applications will be evaluated on their scoring, with the maximum grant being \$5,000,

and consideration given to ensure equitable distribution of grant monies throughout the state. Applications will be reviewed by a least one staff member of the North Dakota Tourism Division, along with NDACVB and TAP representatives from around the state, as appointed by the director of the Tourism Division. All grants will be issued within 90 days of submission. Grant money will be awarded in two payments. Grant recipients will be awarded 25 percent of their grant money within 90 days of submission. The 75 percent balance will be paid upon completion of the project and demonstration that each criteria was met. Failure to fulfill criteria will reduce the award by 10 percent per criteria not met.



Birding Drives Dakota used its matched grant money to create and distribute an informational brochure package.

To receive a grant, contact Fred Walker at 800-435-5663 or 701-328-2525 or by e-mail at [fwalker@state.nd.us](mailto:fwalker@state.nd.us). Grant applications should be sent to Fred Walker, North Dakota Tourism Division, 400 East Broadway Suite 50, PO Box 2057, Bismarck, ND 58502-2057. Applications will be mailed in May. If you do not receive one, or need more information, contact Walker. All grant applications must be received no later than 5 p.m., CT, August 29, 2003. ●

### Olson leaving Tourism for Nature Conservancy

Much has changed in the tourism business since Joanne Burke came to North Dakota Tourism as deputy director five years ago. And in today's changing travel industry, much can still change before Joanne Olson leaves her post.

But it will have to change in a hurry.

Olson announced this week that she has accepted a job with The Nature Conservancy in Omaha, Neb. Her last day with the state



Olson

of North Dakota is May 9, and she begins her new duties with philanthropy May 12. She joins her husband, Jeff, who began working with the National Park Service Lewis and Clark National Trail late January.

"I have had a passion for North Dakota Tourism since the first day I walked into the office. Tourism is the industry that gives the world an image of this great state ... what we have to offer for a travel experience and what we have to offer in lifestyle.

"Tourism has created new energy in the state as communities and individuals embrace the industry's economic potential. What has been particularly rewarding is to have watched the impact of tourism in rural North Dakota. The

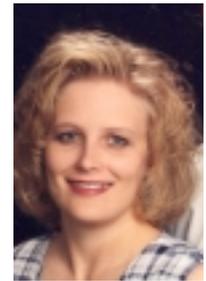
new travel experiences developed by individuals have been explosive ... ranch and cabin stays, B&Bs, resorts, trail rides, chartered sailing trips, fossil digs, birding trails, Lewis and Clark canoe adventure to mention a few. People have amazed me with their innovativeness and commitment that tourism can and will make a difference for North Dakota.

"It has been so rewarding to work for the state in this position and a privilege to travel throughout the entire state and personally experience all that tourism offers. I could not have asked for more fun and exciting work than to be a part of a team that made things happen to elevate tourism to the next level. Thanks for the experience." ●

### Two join Tourism staff

Tricia Miller and Lisa Lee Bjerklie joined the Tourism Division in late April.

Miller previously worked for the North Dakota Information Technology department as an administrative assistant. In her data coordinator/administrative assistant



Miller



Bjerklie

position, she will work with tourism's databases, assist in the collection of statistics, assist with communications and provide technical assistance for marketing activities including the division's web site. Miller will also provide frontline service to travelers.

Bjerklie joins the division as travel counselor/administrative assistant. She comes to Tourism from the North Dakota Department of Human Services where she supervised the Child Enforcement Division's customer

service area. Bjerklie's main responsibilities will be to administer the call center operations, including fulfilling and recording all request for information and provide travel counseling services to potential visitors. Additionally Bjerklie will provide marketing support to program managers.

The Tourism staff also would like to extend a special thanks to travel counselor Gloria Hedahl for all the extra hours she worked keeping the call center staffed during the staffing transition. ●

## 2 Nations Tours lines up brochure swap

2 Nations Tours notebooks will be sent soon to 150 travel and tour operators. The group will set up and conduct a FAM trip in August that will include travel to North Dakota, South Dakota, Minnesota and Manitoba, Canada.

2 Nations Tours was established in 2001 by representatives of the three states and one Canadian province to promote multi-state and provincial vacations. The group also is working on a 2 Nations travel information swap that will consist of travel guides and maps from each location being distributed from a central point. Contact Deanne Keller if you are interested in distributing literature from your information center. ●

## Lewis and Clark highlight of 7-part series

The Tourism Division, along with private sector partners, hosted German journalists writing on the Lewis & Clark Expedition for American Journal. The German tourism magazine is publishing seven articles on the Lewis & Clark Expedition, along with its first "Special Edition," a compilation of the nearly yearlong series of articles from American Journal.

Dr. Margit Brinke and Dr. Peter Kraenzle toured a number of Lewis and Clark sites from South Dakota to Montana. They also toured the state Capitol, Heritage Center and Theodore Roosevelt National Park. Original



Rocky Mountain International representatives took part in a FAM trip conducted by the Fargo-Moorhead CVB. The group saw many sites in the Fargo area during its stay.

contacts were made with American Journal at ITB (a travel show) in Berlin in 2001 with ongoing communication at ITB in 2002 and finalization at the 2003 ITB.

Other International travel notes:

- North Dakota's representative to Norway, Bjorn Bratli, attended the Visit USA Committee Finland, USA Seminar and Workshop. North Dakota was one of five U.S. invitees allowed to present at the event. The presentation included two short videos and focused on the Nordic Alliance between North Dakota and Minnesota Tourism, Lewis & Clark and general tourist attractions focusing on ranch vacations.
- The Fargo-Moorhead CVB co-hosted a FAM tour with the Minnesota Department of Tourism. Bjorne Bratli, Norway, and Janne Lundblad, Sweden, who serve as



the Rocky Mountain International representatives of North Dakota and Minnesota, spent a full day and night in the Fargo-Moorhead area. They were hosted by Carroll Juven of Juven Tours. North Dakota and Minnesota are the key components of the Nordic Alliance, which works together with RMI to market our destinations in the Scandinavian tourism market.

■ Medora hosted a short FAM, including three French tour operators who visited North Dakota following the Rocky Mountain International Roundup in South Dakota. The tour operators, all representing "Jetset," the largest tour operator in France specializing in U.S. product, also visited Fort Abraham Lincoln on their way back to South Dakota.

■ Jacob van Splunter, a Dutch journalist, is scheduled to be in North Dakota in June. His trip will include riding the entire Maah Daah Hey Trail by mountain bike. He also will be seeing many of the attractions along the Lewis & Clark Trail. The eight-day tour of North Dakota will be one of the longest in recent years. He will be working on and researching at least two separate articles about the state and our attractions.

■ As it has done every year, Tourism will continue to host international familiarization (FAM) tours in the state. If you have an interest in hosting any of these groups, whether they are tour operators or media, please let us know. ●

### **SB 2337: Support for tourism**

The 1 percent statewide lodging tax raised by Senate

Bill 2337 is expected to raise \$2.9 million dollars during the 2003-2005 biennium. The tax will be levied starting July 1, with collections available in the fall.

Bill supporters included the Tourism Alliance Partnership (TAP) who used input from statewide meetings held in late 2000, indicating the number one need for the tourism industry was to increase the marketing dollars available for the state tourism office to use in out-of-state marketing.

The dollars are expected to enhance the existing marketing budget allocated to the state office. Sara Otte Coleman, Tourism Division Director, said although the industry was divided on the mechanism for increasing the budget, there was a strong consensus that any new dollars raised needed to be over and above the existing budget. ●

### **Travel Guide deadlines**

Those wishing to have information posted in the 2004 Travel Guide should go to the Web site [www.ndtourism.com](http://www.ndtourism.com) to make sure their listing is correct on the site. That is where we will get



A Dutch journalist will be biking the entire Maah Daah Hey Trail as part of a statewide tour this summer.

the information for the guide. The following deadlines for submitting information have been established:

**May 19:** Accommodations; **June 13:** Outdoor Adventure; **July 14:** Entertainment; **August 11:** Attractions  
**September 10:** Events. ●