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North Dakota
LEGENDARY

Keelboat Park dedication

Development along the Missouri River in Bismarck continued with the recent addition of Keelboat Park.

Dignitaries gathered in September to dedicate the new attraction, located on the banks of the Missouri River, adjacent to River Road.

Another park, located farther south and named Riverboat Park, will be completed this fall, according to Bismarck Parks and Recreation Director Steve Neu.

Steamboat Park will have a replica steamboat on site.

Keelboat Park features a life-size replica of a keelboat similar to the one Lewis and Clark used to forge their way up the Missouri River to Fort Mandan. It also features a depiction of the three primary figures – Lewis, Clark and Sakakawea – of the famous Corps of Discovery. ●

FAM trips pay off

It took just over a week for North Dakota to receive its first dividends from recent FAM trips.

Kirsten Buzzi was on the Norwegian Media FAM and Rick Stedman was on the Lewis and Clark FAM.

Buzzi's first article was two full pages on "Searching for Norwegian roots in North Dakota." The publication,

The latest attraction along the Lewis & Clark Trail in North Dakota was dedicated in September with the opening of Keelboat Park in Bismarck. A contingent on tourism, parks and recreation, city and state officials was on hand for the dedication ceremony, which was held at the park, on the banks of the Missouri River.



Dagbladet, has a circulation of 280,000 on Saturdays and 1.14 million readers. The advertising value of the article was \$44,000.

Stedman's eight-page article in RVgolfer's Pilot Issue included photos, the Lewis and Clark Golf Trail map and information on how to contact golf courses and campgrounds along the trail.

"North Dakota is seeing the benefits of bringing journalists to the state where they see first hand the great things to see and do," said Fred Walker, international marketing director for North Dakota Tourism. ●



Filming for the newest North Dakota Legendary television commercial heated up in September, as a crew criss-crossed the state to shoot locations from Amidon to Grand Forks and Fargo to Williston. The spots will begin airing in the spring when travelers first start planning summer trips.



Lights, camera, action

A film crew recently finished its work in the Red River Valley, capping a week-long shoot of sites throughout North Dakota. The new Legendary television commercials will begin airing in the spring, just in time to sway travelers as they start making summer travel plans.

“We are excited to begin production on these television ads,” said Sara Otte Coleman, director of North Dakota Tourism. “These are the second series of ads that we have produced with the new Legendary theme. Our

research shows the Legendary message is motivating people to come to North Dakota. We will use this new footage in addition to the great North Dakota footage we already have to create the new ads.”

North Dakota Tourism’s Legendary advertising campaign focuses on what makes North Dakota unique: a rich culture and history on a backdrop of scenic beauty with fun things to see and do.

A jam-packed, eight-day schedule took the film crew across the state to dozens of locations. Local people and will be featured in the television ads, which will run regionally on network affiliates and nationally on select cable television stations in spring and summer of 2004. “We have seen excellent results from the first series of ads,” Coleman said. “We’ve received very positive comments from people who have seen the ads in other parts of the country. More importantly, they increased the number of visitors coming to North Dakota.” ●

Tourism partners wanted for shows

North Dakota Tourism is looking for partners to attend winter sports shows with Tourism Outdoor Promotions Coordinator Mark Zimmerman. This is an exciting opportunity to be part of the sports show circuit. There are different levels of participation, from attending shows to having your brochures displayed at the shows. Tourism’s show schedule includes Minneapolis, Milwaukee, Sioux Falls and Omaha. In addition to staffing a display booth, Tourism also has scheduled several special evening presentations at stores in Minneapolis, Madison and Brookfield, Wis., a suburb of Milwaukee. The emphasis will be on outdoor recreational opportunities like mountain biking, hiking, camping and horseback riding on the Maah Daah Hey Trail, Sheyenne National Grasslands and other locations in the state. Tourism also is working with Scheels All Sports stores for possible programs at their locations in Lincoln, Neb.; Eau Claire, Wis., and Sioux City, Iowa. It promises to be a great sports

show season. If you are interested in taking part in any of the sports shows listed here, please contact Zimmerman at 701-328-2509 or by mzimmerman@state.nd.us. ●

N.D. Tourism 2004 Sports Shows

Rochester Sports Show: January 30—February 1
LaCrosse Sports Show: Feb. 12-15
Duluth Sports Show: Feb. 18-22
Des Moines Sports Show: Feb. 18-22
Omaha Sports Show: Feb. 25—29
Northwest Sports Show (Minneapolis) March 2-7
Sioux Falls Sports Show: March 11-14
Milwaukee Sports Show: March 12-21

Valuable exposure

Had North Dakota Tourism purchased for promotional advertising the same column inches dedicated to a recent Theodore Roosevelt National Park article in the Wisconsin State Journal, it would have cost the division at least \$14,146.05. The newspaper has a Sunday

circulation of 154,700. Advertising is not allowed on the front page of a section, so the value would actually be greater than the advertising rates indicate.

The article took up much of the front of the Sunday Explore section, as well as an inside page. ●

Partnerships on the rise throughout N.D.

The newest member of North Dakota's growing list of regional tourism partnerships is the Central Dakota Tourism Partnership, which recently announced its presence with the launch of its Web site www.tour-nd.com.

Maria Effertz of the Garrison Diversion project aided with the development of the regional partnership.

"They come to us with something unique to offer," Effertz said. "Part of Garrison Diversion is delivery of water, but we have the initiative to talk about recreation and how we can help the economics of an area. Some of it is through nature based tourism."

Effertz said there are four regional tourism councils in the state: Central Dakota, West River, Turtle Mountain and Rendezvous Region. ●

Travel Tidbits

TIA gains House floor victory

☛ Congressional supporters of the travel industry won a battle in the House of Representatives after acting on TIA's request that they defend a program that sets aside 10 percent of federal transportation dollars annually for "enhancement projects."

The projects are critical to the travel industry and include scenic and historic preservation, tourist welcome centers, and rehabilitation of historic transportation facilities. The final vote overturned action to eliminate guaranteed funding for these projects. ●

Awards deadline approaching

☛ The National Trust for Historic Preservation 2004

"Great American Main Street Awards" application deadline is October 31. Has your community used heritage tourism to help revitalize their historic downtowns? For information, go to www.mainstreet.org or contact Camille Inez at 202-588-6140 or Camille.inez@nthp.org. ●

National Guard band looking for venues

☛ The Air National Guard Band of the Northwest (560th Air Force Band) is offering its services in 2004 to venues celebrating the Lewis & Clark Expedition. Contact John Brogan of the Air National Guard Band of the Northwest at john.brogan@wafair.ang.af.mil or 509-247-7090. ●

Corn mazes and more

North Dakota has a number of exciting places to visit in the fall. Each is an opportunity to have an adventure without venturing too far from home. Go to www.ndtourism.com or call 800-HELLO ND of 701-328-2525 for more information on events in North Dakota, and be sure to take in one, or all, of the following events:

Beaver Creek Pumpkin Patch, Linton, (Through Oct. 12)

Learn about Lewis and Clark, pick your own pumpkin, play a game of poor man's golf, run a rat's race, gaze at the farm animals. Visit www.beavercreekpumpkins.com for a list of events or phone 701-332-6726 for more information.

Papa's Pumpkin Patch, Bismarck, (Through Oct. 12)

Discover the beauty of fall at Papa's Pumpkin Patch. Walk among 25,000 pumpkins and gourds, meander along the nature trail, go for a hay ride or play on the giant straw bale maze. Call 701-258-8469 for more information.

Bismarck Corn Maze (Through Oct. 31)

The fall corn maze, patterned after the state flag, is back. Within the 38-acre maze, stations describe sections of the flag. For more information, call 701-460-1373.

Keller's Pumpkin Patch, Harvey, (Through Oct. 30)

Walk the pumpkin-lined path, go for a hay ride or get your picture taken with the giant pumpkin. There are more than 1,500 pumpkins and gourds to stage an afternoon of family fun. Call 701-324-2520 for more information.

Yunker Farm Pumpkin Patch and Haunted House, Fargo, (Oct. 24-25)

It's a celebration of fall, as children get to participate in themed art activities and play on real tractors. Halloween-themed activities with science, art and games are planned. Call 701-232-6102 for more information.

Enger Farm Fall Family Fun, Hatton, (Through Oct. 26)

Pumpkins, corn stalks, straw bales and fall decorations are everywhere. Walk the grounds, make your way through the nine-acre Lewis and Clark corn maze. Visit



Activities at Enger Farm near Hatton heat up when the weather cools down. Corn mazes and games are only part of the things that make fall magical in North Dakota.

www.engerfarm.com or call 701-543-3955 for more information.

The MAiZE, Valley City, (Through Nov. 1)

Activities include a hay train ride, corn launcher, treasure hunts and hay bale maze. Haunted MAiZE from Oct. 29-Nov. 1. Visit www.cornfieldmaze.com/northdakota.html or phone 701-845-5697 for more information. ●

Group travel FAM hosted in September

Deanne Keller, North Dakota Tourism Division group travel marketing director, led a recent Lewis and Clark FAM tour of three new motorcoach industry companies: A-1 Tours, from Iowa; Seniors Unlimited, from Michigan; and Fun Tours, from Nebraska.

The group attended the United Tribes International Pow Wow and also toured Bismarck-Mandan, traveled parts of the Lewis & Clark Trail, saw attractions in Dickinson, visited casinos and various historic sites and went to Theodore Roosevelt National Park.

Each participant commented on the wonderful scenery, culture, history, hospitality and fine people of North Dakota. They gloried over the patchwork of color on the fields and the openness and beauty. Each participant plans to bring a group back to North Dakota in 2004. ●