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Media takes interest in North Dakota tourism product

Writers from around the world are following the trail of legends to North Dakota to write and photograph the wonderful experiences and places we have here. In addition to helping writers who contact North Dakota Tourism Division for story assistance, we are constantly working to put North Dakota on writers' lists of must-see places through web-based writers' marketplaces, membership in national writers' groups and specialized personal media pitches. A few of the media we recently hosted were Mathieu Perrault with Toronto's daily newspaper LaPress-Toronto's

daily newspaper, Bob Willis with American Cowboy magazine, Kavan Peterson with Stateline.org, freelancer Alan Wilkinson, Arjan Leenhouts with Algemeen Dagblad newspaper in Rotterdam, The Netherlands and Kerstin Wahl with BieBener Anzeiger newspaper in Germany. A big thanks to all of our partners throughout North Dakota who help us host these writers and photographers and provide them with legendary North Dakota experiences. We will continue to direct writers and photographers to your communities based on their assignments and interests. ●

Tourism staff getting chance to see sites

North Dakota Tourism staff members were out and about visiting sites and attending partnership meetings around the state in May and June. Our goal is to visit as many North Dakota communities as possible to get first-hand experiences and meet all of you in the industry. It is important for us to be familiar with the tourism development, products and services available across the state.

In May, the staff toured the Drake-Anamoose-Goodrich-Harvey area, the Watford City-Williston area, New Town, Bismarck-Mandan, Medora, the Dunseith-Belcourt area, Langdon, Carrington, Stanton and Devils Lake to meet with attractions, accommodations, services and marketing groups.

In June, they toured the Fort Yates-Shields-Cannon Ball area, Dickinson, Rugby, Grand Forks, Fargo, the Michigan-Pekin area, Washburn, Jamestown, Linton, Wishek, Strasburg, Kulm, Edgeley, Grand Rapids, Fullerton, Oakes, Hankinson, Wahpeton, Bottineau and Lake Metigoshe. ●



Fred Walker, International Travel Marketing Director for North Dakota Tourism, and Tourism Director Sara Otte Coleman enjoy the Prairie Pothole Lodge on a recent FAM trip.

Whirlwind trip through North Dakota thrills tour operators and travel agency owners

North Dakota Tourism Group Travel Marketing Director Deanne Keller took the place of Meriwether Lewis in June and led an 11-member expedition of discovery through North Dakota. The FAM trip for travel agency owners and tour operators from seven states covered 1,200 miles in a week. States represented included Connecticut, Michigan, Wisconsin, Texas, Nebraska, South Dakota and Minnesota. The adventure encompassed all four corners of the state and included visits to Fargo, Grand Forks, Devils Lake, Rugby, the International Peace Garden near Dunseith, Bottineau, Minot, Washburn, Stanton, Bismarck, Mandan, Dickinson and Medora. Each participant expressed excite-

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ment about their discoveries and the ability to shop at every stop for North Dakota products.

They were grateful for the experience and pointed out that the generosity and friendliness of the people was an asset to our industry. FAM trips like this generate more group tours in North Dakota and the data collected from the evaluation forms will be processed and shared with the FAM partners. ●

Zimmerman works over outdoor writers

Tourism Outdoor Promotions Director Mark Zimmerman had a productive trip to the Outdoor Writers Association of America national convention.

Zimmerman visited with a number of writers, photographers, editors and publishers about story ideas in North Dakota.

Confirmations have been received for writers planning trips to do stories on pheasant hunts, waterfowl hunting, wildlife viewing, cycling routes and other outdoor adventures.

The outdoor writers conference is a great networking opportunity for North Dakota Tourism. The office has been a member of the organization since 1987. Contact Zimmerman for partnering/hosting opportunities for outdoor writers. ●

The Great Outdoors

Dakota Birding Drives: The group recently hosted a successful second annual birding festival. With over 100 birders in attendance and nearly two-thirds of those folks coming from out of state, the birding event can certainly be considered a success.

Maah Daah Hey Trail: The trail continues to be highlighted. At the recent IMBA (International Mountain Bike Association) Summit meeting in Washington, D.C., several panel discussions included features on the Maah Daah Hey Trail. Even world-class mountain biker Ned Overend had heard about the Maah Daah Hey Trail and expressed a desire to come out and ride. The word certainly is spreading.

What's new ...



Visitors gather to see the new statues of explorers Lewis, Clark and Sheheke in front of the Lewis and Clark Interpretive Center in Washburn. The statues, by Washburn artist Tom Neary, were dedicated during the annual Lewis and Clark Days.

Statues unveiled

Many people see legendary explorers like Lewis and Clark, and the American Indian chief Sheheke as larger-than-life. Well, they certainly are now, thanks to Washburn artist Tom Neary, who recently unveiled his statues of the three great men in front of the Lewis and Clark Interpretive Center in Washburn. The statues stand roughly 13 feet tall and grab the attention of highway travelers. Additionally, 25 buffalo statues were added to Harmony Park to greet visitors.

Lights on in Rugby

Tourism Director Sara Otte Coleman recently attended the ribbon-cutting for the new Northern Lights Tower information center in Rugby. The gazebo is scheduled for a July opening.

Tee it up ... 27 times

Can you name the only golf course in North Dakota with 27 holes? Read on and you will be able to. Dakota Winds Golf Course at the Dakota Magic Casino near Hankinson has a single front nine, but offers golfers the option of playing two different back nines. Contact the casino for more information or tee times. www.dakotamagic.com

Heritage Outbound openings

There is still time to sign up for the Heritage Outbound Adventure Aug. 14-15 near Washburn. Call Kiri Stone at 701-328-2799 or e-mail her at kstone@state.nd.us.

Larger than life: North Dakota roadside art

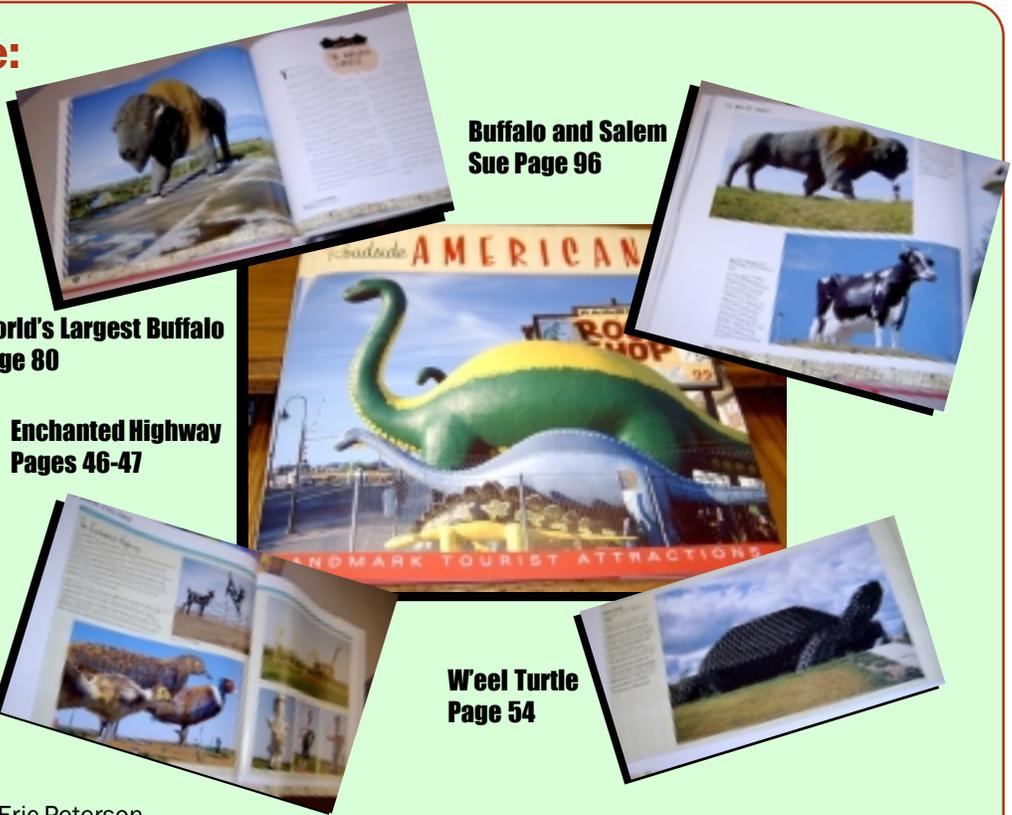
North Dakota's abundance of roadside art isn't lost on the rest of the nation. A recent book titled "Roadside Americana" includes features and photos of such state attractions as the Enchanted Highway, the Jamestown buffalo, W'eel Turtle in Dunseith and Salem Sue in New Salem. The book chronicles the vast array of roadside art in America. Some of it is quirky, some of it is classic and all of it is interesting. The book is the work of freelance writer Eric Peterson.

**World's Largest Buffalo
Page 80**

**Enchanted Highway
Pages 46-47**

**Buffalo and Salem
Sue Page 96**

**W'eel Turtle
Page 54**



CDBG funds available to assist tourism industry

The Community Development Block Grant (CDBG) program over the years has funded several tourism businesses, such as Buffalo Gap Lodge in Golden Valley County, Eagle Ridge Lodge in Billings County and the Enchanted Highway Gift Shop in Regent.

The new program goes a step further by actually stating that tourism businesses can now be considered as retail businesses eligible for funding. This is the result of coordination between the Tourism Division and the Division of Community Services in the continuing effort to find new and different ways for North Dakota to grow and prosper. Retail includes businesses involved in the direct sales of goods, commodities, activities, or services to the consumer.

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How the CDBG program works

To qualify for funding under the CDBG program, the following guidelines pertain:

Funds must be used to start or expand a business, or to provide needed infrastructure such as sewer and water.

The business must be able to create full-time equivalent jobs, 51 percent or more of which must be for persons, who at the time of applying for a job, are determined to be low and moderate income.

If the jobs are seasonal, the business must demonstrate that the season will be long enough for a job to be considered a person's principal occupation, and that it is a permanent position. The jobs must be converted to full-time equivalents based on the hours worked and the length of the season.

The amount of funding may not exceed \$35,000 per job for a start-up or expansion, or \$10,000 per job for infrastructure.

The business must be able to match the CDBG funds dollar for dollar.

The business must make an equity investment of at least 10 percent.

Funds may be used for fixed assets, equipment, inventory, working capital, and infrastructure.

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To apply for CDBG funds, contact the Regional Planning Council in your area. The council will help arrange for your application to be sponsored by a city or county, depending on the location of the business. It will also be able to assist you in putting together your CDBG application. If you are not sure of which regional council services your area, contact Bonnie Malo at 328-2476.

This is a real boost for the tourism industry in North Dakota, so go for it, and make the most and best use of these funds. ●

Legendary excitement over TV spot

North Dakota Tourism's *Legendary* television spot won a bronze Telly Award in the 25th Annual Telly Awards national competition.

The Tellys are considered the premier award honoring outstanding local, regional and cable television commercials and programs, as well as video and film productions. There were over 10,000 entries in this year's national competition. The *Legendary* television spot was produced by Odney Advertising Agency. ●

Are you ready for the Clarkies?

The Lewis & Clark Bicentennial is well under way and North Dakota is seeing the trail travelers state tourism leaders have been anticipating. While visitors are taking in the sites along the trail, they often venture to other areas of the state as well. To help businesses and community members get ready for questions about the Corps of Discovery and its importance to North Dakota, Lewis & Clark Hospitality Training sessions have been going on throughout the entire state.

"This is a real opportunity for communities to maximize



On the mark

Governor John Hoeven hit the pin on the Par-3 15th hole during the ceremonial first shot on the grand opening tour of Bully Pulpit Golf Course near Medora. The course is the latest in a series of world-class tracks that make North Dakota a unique destination.

the time a visitor spends in their area," said Annette Schilling, North Dakota Lewis & Clark Coordinator. "The program covers a variety of topics, including how to best promote their area, customer service and also some great history about Lewis & Clark's time in North Dakota."

Hospitality training programs are free and open to the public. The program was initially designed for those in the hospitality industry such as hotels, restaurants and service stations, but it's a great way for all people of North Dakota to learn more about this fascinating story. The program was created by the Tourism Division and Bismarck State College. More than 600 people have taken in the training sessions.

If you're interested in hosting a training program in your area, please call Annette Schilling in the Tourism Division at 1-800-HELLO ND (800-435-5663). ●

WHERE'S SCOOTER?

After all of that traveling, I got a little hungry - that happens a lot - so I stopped in here one afternoon where I dined with the farmhands.



The Cartwrights weren't here, but a lot of folks were

These used to be found all across the prairie. Now they are a thing of the past. Where am I?

Congratulations to Mike Frohlich of Bismarck. Mike, and others, correctly guessed that I was at the Scandinavian Heritage Park in Minot in June. His name was drawn from a *Legendary* hat to receive a *Legendary* hat. Please e-mail your answers to jpursley@state.nd.us by July 25. In the event of a tie, a drawing will be held to determine who receives the *Legendary* or Lewis & Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●