

September 2004  
**this issue**

ESTO

The Press Run

What's New

Sports show schedule

Where's Scooter

division of tourism

**commerce matters**

Tourism stakeholders are invited to our cooperative partnership meeting Sept. 29 at 1 p.m. at the Tourism office in Bismarck. We will talk about our 2005 marketing and media plans and partnering opportunities.

## Time is right to come to North Dakota

Among the many things Tourism Division Director Sara Otter Coleman learned at three days of meetings at the ESTO (Educational Seminar for Tourism Organizations) conference in Boston, it's

that North Dakota is positioned better than ever to be a tourist destination.

"The trends researchers are seeing speak well for North Dakota and what we have to offer. Cheap is chic, which basically shows that travelers are willing to

travel if they get a genuine value and North Dakota consistently ranks high in vacation value," Coleman said. "One other stat of interest was " 81 percent of travelers surveyed in 2003 want to travel someplace they have never been before. We have all heard the familiar line: "North Dakota is one of the (fill in the blank) states I have not been to."

Coleman joined 47 other state tourism directors in meetings with the



Tourism Communications Director Rachel Retterath met journalists at the media reception at ESTO in Boston.



Want to join North Dakota Tourism at a future travel show? Find out how on **Page 4**

## Tourism taps into traffic at Sturgis rally

Bikers from around the world were treated to hospitality, North Dakota style, at August's Black Hills Rally in Sturgis, S.D.

Officials estimated 500,000-700,000 bikers attended the show.

North Dakota Tourism hosted a promotional booth at Rushmore Plaza Civic Center, site of the Harley-Davidson bike show. Gloria Hedahl, Scooter Pursley and Mark Zimmerman greeted thousands of bikers



North Dakota Tourism staffed an informational booth at the Rushmore Plaza Civic Center during the Sturgis Motorcycle Rally. Hundreds of bikers stopped to pick up maps and get information. Gloria Hedahl, Scooter Pursley and Mark Zimmerman shared information about biking in North Dakota.

with friendly faces, Legendary do-rags, maps and information.

The No. 1 memory of those who have already visited: The people are so nice. ●

National Council of State Tourism Directors (NCSDT) which meets concurrently at the ESTO conference. "The open forums are a great opportunity to learn from other states. It doesn't matter if you have a \$90 million or a \$4 million annual budget, the programs and challenges are often the same."

Tourism Communications Director Rachel Retterath also attended the conference, which included a track for state public relations directors. The public relations arm added a media showcase to this year's event, inviting regional and national media from New England.

Retterath said the North Dakota table was consistently busy during the reception with many writers seeking specific material for stories they had already been assigned. The PR sessions were very valuable, especially the on-line press room sessions where an expert offered ideas for improvement of state Web sites. "Our site did very well in comparison to others," Retterath said. "We have some ideas for improvement but we are on the right track." ●

### They're coming, are you ready?

Are you ready for thousands of motorcoaches that will descend on Minot Aug. 16-18, 2005, for the 74<sup>th</sup> Family Motor Coach Association International Convention? If not, then get ready to take advantage of this special opportunity.

Pre-rally and post-rally events will be held throughout North Dakota. Does your community have campgrounds to accommodate groups? Are you offering special events or attraction packages?



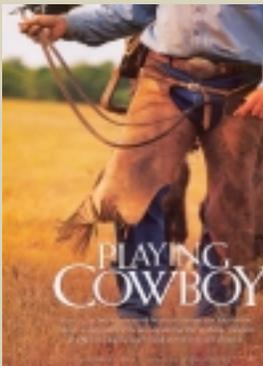
Aerial view of trailers at the FMCA convention in Redmond, Ore.

Services throughout the state will benefit. The 72<sup>nd</sup> convention was held Aug. 16-19, 2004, in Redmond, Oregon, and drew approximately 4,500 to 5,000 coaches. They were also greeted by Deanne Keller of North Dakota Tourism, Sandy and Bernie Powers of Williston, Turtle Mountain Tourism (Dale and Donna Banman of Killarney, Manitoba, and Tyler King of Boissevain, Manitoba), Stephanie Schoenrock of the North Dakota State Fair and Dusty Zimmerman of the Minot Convention and Visitor Bureau .

If you would like your community represented at the 73<sup>rd</sup> convention in Perry, Georgia, please contact Stephanie at 701-857-7620 or Dusty Zimmerman at 800-264-2626 as soon as possible. ●

## The Press Run: Featuring North Dakota

The Tourism Division works continuously to get positive media coverage for North Dakota. Although we don't get a guarantee on what stories and information the media will use or when they will use it, we keep pumping out the good news about North Dakota and have seen great success in receiving regional, national and international coverage. Check out some of the great media exposure in July and August:



- ❑ Midwest Living, July 1: Playing Cowboy
- ❑ American Profile: July 8, Mountain, North Dakota; July 18, A Pillar of Icelandic Pride
- ❑ Minneapolis Star-Tribune: July 9, Golf Secret in North Dakota; July 25, Bike the Lewis and Clark Route; Aug. 1, Norwegian Visitors Seek North Dakotans
- ❑ Sports Illustrated Golf Plus, Aug. 2: Killdeer Golf Course
- ❑ Billings Gazette, Aug. 9: Out and About, Roosevelt National Park offers variety of options
- ❑ Backcountry Beacon Web site: Maah Daah Hey Trail
- ❑ Motorhome, Aug. 1: Crossroad, Still Life and the Enchanted Highway
- ❑ America, Dutch magazine: Lewis and Clark ●





Lewis & Clark Fort Mandan Foundation executive director Kristie Frieze and Tourism Director Sara Otte Coleman attended the debut of the Lewis & Clark promotional campaign at local Tesoro stations.

### Tesoro, Lewis & Clark Foundation team up

The Lewis & Clark Fort Mandan Foundation and Tesoro Petroleum have teamed up to promote activities and attractions along the Lewis & Clark Trail.

Promotional cards started popping up on pumps at Tesoro gas stations in the Bismarck-Mandan area on Tuesday. The cards are designed to draw the attention of gasoline buyers.

Leif Peterson, spokesman with Tesoro said up to 50,000 people per day will be exposed to the signs at the company's 85 stations in North Dakota and Minnesota.

Foundation president Dave Borlaug praised the public-private partnership.

The signs will stay in place through at least the Lewis and Clark Bicentennial Signature event Oct. 22-31 in Bismarck.

"We would like to thank Tesoro for joining the many private and public entities working to promote Fort Mandan, the Lewis & Clark Interpretive Center and the entire Lewis & Clark Trail in North Dakota," Tourism Director Sara Otte Coleman said.

Borlaug stressed that the Foundation feels a special obligation to provide a world-class experience.

"But before we offer a great experience, we need to get tourists to come to us," he said. "That is why we rely so much on our state Tourism Division, and special partnerships with others, for promotion. Tesoro is a great partner, because the company and its employees believe in our state and they give us access to thousands of visitors coming to their stations every day." ●

### What's new ...

**GOVERNOR'S PHOTO CONTEST:** If you don't have your entries in for the Governor's Photo Contest, do so right away. The deadline is Sept. 15.

Entries should be sent to Rachel Retterath, North Dakota Department of Commerce Tourism Division, 1600 East Century Ave. Suite 2, PO Box 2057, Bismarck, N.D. 58502-2057.

**PRESERVE AMERICA:** Nominations are being taken for the Preserve America Presidential Awards, given to organizations, businesses, government entities and individuals for accomplishments, commitments and creativity in preserving cultural and heritage assets of their communities.

Nominations are due Nov. 1 and will be announced the week of May 2, 2005. For more information, call 202-606-8503 or visit [www.preserveamerica.gov](http://www.preserveamerica.gov).

**CAMP RHEUMATISM:** Continuing through Sept. 26, you can take a voyage on a keelboat and visit a reenactment camp. "Camp Rheumatism" is named after a journal entry in October of 1804 by Captain William Clark. The camp is 25 miles north of Bismarck near Wilton. Excursions run three times per day. Prices range from \$6.50 for students K-12 (25-45 kids); \$12.50 each for groups (25-40 people); \$15 for individuals; and \$40 for families (2 adults, 2-4 children). Programs last from 1½ hours to 3 hours, depending on group. All-day programs can be contracted, and reservations are required. Visit [www.NDkeelboatcamp.com](http://www.NDkeelboatcamp.com) or call 701-734-6135 for more information.

**CANDISC NUMBERS:** Riders from 37 states, 3 Canadian provinces and one European country took part in this year's CANDISC bike ride. Other numbers:  
 Youngest Rider : Nathaniel Easton - 10, Columbia, Mo.  
 Oldest Rider: Edward Lammers - 76, Yankton, S.D.  
 Families participating: 18.  
 Men: 322  
 Women: 183  
 Average age: 49  
 North Dakota riders: 157  
 Total riders: 505

**BICENTENNIAL EXHIBITS:** The Lewis & Clark Interpretive Center and Fort Mandan in Washburn will be the site for two world class exhibits beginning in August through October. "Art of the Lewis & Clark Expedition," a collection of original paintings by nationally renowned historical artist Michael Haynes, will be on display at the Interpretive Center. "The Literature of the Lewis & Clark Expedition," an exhibit consisting of more than sixty historically significant items, will be shown at the Headwaters Fort Mandan Visitor Center.

Admission to events and exhibits in the Interpretive Center and Fort Mandan is \$7.50 for adults and \$5 for students (K-college). For more information, contact the Lewis & Clark Interpretive Center toll free at 877-462-8535 or visit [www.fortmandan.com](http://www.fortmandan.com). ●

### Show partnerships available

It's only five months until the start of the 2005 sport show season and fantastic partnership opportunities are available to CVBs, Chambers of Commerce, regional tourism organizations and other tourism related organizations and businesses.

More than one participating partner may be displaying material or staffing the booth for a specific show. Schedules will be adjusted to assure maximum benefits for all.

Organizations and businesses that participated in the 2004 sport show partnership opportunities felt the program was worthwhile and several are participating again in 2005.

"This is a great way for partners to get exposure at a relatively low cost," said Mark Zimmerman, Tourism Division outdoor promotions director. "We welcome new partners to help promote the outdoor opportunities in North Dakota."

Please contact Zimmerman at 328-2509 with questions, comments or requests for participation agreements for the 2005 season. ●

### Travel show participation

**\$75:** Placement of a brochure or pamphlet in the Tourism booth for the entire length of the show. Shipping costs are the responsibility of the partner.

**\$250:** Staffing, in the booth, by participating partner for the weekend schedule. Participating partner will be allowed to distribute material from the booth and will be able to display an approved sign from the booth.

**\$450:** Staffing, in the booth, by the participating partner for the entire show. Participating partner will be allowed to distribute material from the booth and will be able to display an approved sign from the booth.

### 2005 schedule

**Jan. 14-16:** Pheasants Forever, Omaha, NE.

**Jan. 28-30:** Rochester, MN.

**Feb. 9-13:** Minneapolis, MN.

**Feb. 10-13:** LaCrosse, WI.

**Feb. 16-20:** Duluth, MN.

**Feb. 16-20:** Des Moines, IA.

**Feb. 24-27:** Omaha, NE.

**March 10-13:** Sioux Falls, SD.

**March 11-20:** Milwaukee, WI.

**March 29-April 3:** Minneapolis, MN.

### CDBG funding available

The Community Development Block Grant (CDBG) program states 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.

To qualify, projects must meet the criteria to earn tourism project classification.

They will be graded for uniqueness, ability to attract, length of stay (how long it can keep visitors in the area), location, marketing plan, hospitality and overall impression.

Those meeting that criteria for tourism classification may qualify for funding based on whether the project is a startup or an expansion and how many jobs it may create. To find out more, go to [www.state.nd.us/dcs](http://www.state.nd.us/dcs). ●

## WHERE'S ~~SCOOTER?~~ FRED

### 1,400 miles, 5 tires

Luann Dart of Elgin knows her birds, and the Enchanted Highway near Regent, Scooter's stop last month. Her name was drawn to receive a North Dakota Legendary denim shirt. This month, Scooter turned things over to co-worker Fred Walker, who covered 1,400 miles of the state with foreign journalists. The group made one pit stop for a tire change. Can you tell where they were? Please e-mail your answers to [jpursley@state.nd.us](mailto:jpursley@state.nd.us) by Sept. 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. ●



International Marketing Director Fred Walker also has a future as a NASCAR pitman.