

august 2006

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North Dakota
LEGENDARY

division of tourism

commerce matters

State quarter debut

Capitol Mall ceremony planned to mark the unveiling of new coin

North Dakota Tourism Division Director Sara Otte Coleman will join Lt. Gov. Jack Dalrymple and Secretary of State Al Jaeger in Denver for the striking of the North Dakota state quarter.

The Denver mint will hold a ceremony marking the striking of the first 25-cent pieces. At least 450 million North Dakota quarters will likely be produced.

The North Dakota state quarter will be unveiled to the public in a special ceremony on the Capitol Mall in Bismarck on August 30 at 10:45 a.m.

Guests are invited to attend the ceremony, which will feature speeches by Governor John Hoeven, Lt. Gov. Dalrymple and a spokesperson from the U.S. Mint. Renowned performer Clay Jenkinson will don the persona of Teddy Roosevelt to act as Master of Ceremonies. The Medora Musical Cast Members will also perform.

The U.S. Mint will be providing quarters to all children under age 18, and representatives from the Bank of North Dakota will exchange quarters during festivities.

Production on the North Dakota state quarter will begin Aug. 2 at the Denver mint.

North Dakota's state quarter features a pair of grazing bison against the backdrop of the setting sun and the western Badlands. The buffalo design will replace the eagle on the quarter's reverse side, opposite the image of George Washington.

The Mint is issuing special quarters for each of the 50 states, and North Dakota's will be the 39th to be manufactured. ●



Kim Schmidt previously worked for the Bismarck-Mandan Convention and Visitors Bureau.

Schmidt joins Tourism staff

Harvey native Kim Schmidt has joined the North Dakota Tourism Division as public and media relations director.

Schmidt has a bachelor's degree in finance, with an emphasis on management, from Minnesota State University Moorhead. She worked in sales and management with Cellular-One for seven years, and for the past four years has held the sales manager position with the Bismarck-Mandan Convention and Visitors Bureau.

"The experience and connections Kim has gained through her work at the Bismarck-Mandan CVB will be extremely valuable for tourism in North Dakota," said North Dakota Tourism Director Sara Otte Coleman. "With the CVB, she's been successfully selling North Dakota for the past four years. We believe she'll be a perfect fit on our team."

In her role with the Tourism Division, Schmidt will work with a variety of media outlets, including the Outdoor Writers Association of America and Midwest Travel Writers. She will coordinate media familiarization (FAM) tours and serve as the division's primary media contact. ●

Lewis and Clark Bicentennial Signature Event at New Town



'Reunion at the Home of Sakakawea' is Aug. 17-20

North Dakota's second Lewis and Clark Bicentennial National Signature Event will be held in New Town Aug. 17-20.

The event marks the return of the Corps of Discovery to North Dakota on its return from the Pacific Ocean. The expedition stopped to visit the tribes that helped it survive the winter of 1804 at Fort Mandan.

Go to Page 3 of this newsletter for a full schedule of events. ●

Tourism numbers through June mixed

Second quarter tourism stats have been compiled from attractions, parks and visitor's centers across the state and the numbers show the season is off to a good start in some areas and a slower start in others.

Inquiries to the state tourism office have shown growth across the board. Web inquiries and site visits were both up. Total Web site visits were up dramatically in May (129%) and June (68%) and are up 55% year-to-date. Unique visits were also up 60% in May and 25% in June for a year-to-date increase of 21%. Total inquiries through June were up 9%.

The visitor numbers vary somewhat across sectors, with state parks up 8% and national parks contrasting that with an 8% decrease. Major attractions, local visitor centers and lodging tax figures also show slight decreases over 2005, while airport boarding and border crossing numbers are up 8%. The border crossing increase is for May only with cumulative numbers for January-May showing 373,342 autos have crossed into North Dakota at 20 points of entry. We are really looking at the Canadian numbers with increased interest this year, after investing in Canadian television for the first time in more than 15 years. The effect of gas prices is also a constant question on the minds of all tourism marketers. What is encouraging to us is the fact that our gas is still considerably less expensive than gas in Canada and the Canadian dollar remains very strong.

We are working to get more attractions to report numbers to us on a quarterly basis. If you would



Sara Otte Coleman

Tourism Quarterly Report

Area of Travel	2006 Second Quarter	2005 Second Quarter	Percent Change 06-05	2006 Year to Date	Percent Change YTD 06-05
State Park Visitors	285,963	268,009	7%	336,778	8%
National Parks	146,600	162,013	-10%	154,967	-8%
Web Visits	312,017	175,503	78%	486,998	55%
Unique Web Visits	133,257	102,893	30%	209,427	21%
Major Attractions	207,066	213,724	-3%	246,385	-7%
Local Visitor Centers	40,620	40,975	-1%	49,127	-3%
N.D. Airport Passengers	163,068	152,903	7%	328,459	8%
Cumulative Lodging Tax	\$568,446.40	\$600,593.74	-5%	\$1,092,457.91	-1%
1 percent Lodging Tax	\$347,163.82	\$358,499.49	-3%	\$632,279.86	-2%
Statewide Hotel Occupancy Rate	April: 52.8% May: 54.6% June: 67.4%	April: 55.1% May: 53.7% June: 67.0%	April: -4.2% May: 1.7% June: 0.6%	54.3%	-0.2%
Statewide Average Room Rate	April: \$57.65 May: \$57.76 June: \$58.77	April: \$55.48 May: \$54.57 June: \$56.01	April: 3.9% May: 5.8% June: 4.9%	\$58.19	4.9%

The accompanying chart shows the visitation stats for Second Quarter 2006. Listed below are the participating entities:

State Parks: Cross Ranch, Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Fort Abraham Lincoln, Beaver Lake, Little Missouri.

National Parks: Theodore Roosevelt National Park, Fort Union, Knife River Indian Villages.

Major Attractions: Bonanzaville USA, Chateau de Mores, Missouri-Yellowstone Confluence Interpretive Center/Fort Buford, Custer House/On-A-Slant Indian Village, Dakota Dinosaur Museum, Fargo Air Museum, Heritage Hjemkomst Interpretive Center, International Peace Garden, Lewis and Clark Interpretive Center/Fort Mandan, Lewis and Clark Riverboat, Lawrence Welk Birthplace, Medora Musical, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum, Three Affiliated Tribes Museum, Yunker's Farm/Children's Museum.

Local Visitor Centers: Beach, Bismarck, Bowman, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County Tourism, Minot, Rosebud Visitor Center, Rugby, Wahpeton and Williston.

be interested in helping us better track our tourism numbers and can supply visitor numbers to us please contact Tricia Miller at tamiller@nd.gov.

We are confident that our media was placed in the right markets with good strate-

gies to position us as a summer destination in our close proximity drive markets. Now if Mother Nature would cooperate with cooler temperatures and a bit of rain, we would all pack in a few more trips this summer. ●

Remember to take in the Lewis & Clark National Signature Event activities at the Fort Berthold Reservation as well as the festivities hosted by the city of New Town in August.

SIGNATURE EVENT

2006 LEWIS & CLARK BICENTENNIAL NATIONAL SIGNATURE EVENT SCHEDULE "REUNION AT THE HOME OF SAKAKAWEA" HOSTED BY THE MANDAN, HIDATSA & ARIKARA NATION FOUR BEARS PENINSULA



Event Schedule Subject to Change*

THURSDAY, AUGUST 17, 2006

- 8:30 am Meet Lewis & Clark
St. Charles Corps of Discovery II Re-enactors
Keelboats arrive at the Four Bears Marina landing
- 9:00 am Land Parade (around peninsula leading to Arbor)
- 11:30 am Opening Ceremonies:
Master of Ceremonies – Lawrence Baker
Keynote Address: MHA Nation Chairman
Tex G. Hall, Ihbudah Hishi "Red Tipped Arrow"
- 1:00 pm Teepee Raising and Buffalo Feed
Sponsored by Qwest Communications
Trade Fair Opens
- 2:45 pm Council Panel: Tribal Sovereignty
Concurrent Session: Traditional Societies & Songs
- 4:15 pm Entertainment by Keith Bear, Flutist & Storyteller
- 7:00 pm Celebration: Grand Entry at Little Shell Arbor
Indigenous Games and Horse Races

FRIDAY, AUGUST 18, 2006

- 8:00 am Flag Raising: Tom Crows Heart, Veterans Service Officer at Little Shell Dance Arbor
- 9:00 am Trade Fair Opens
- 10:30 am US Postal Service Stamp Cancellation
- 12-1:30 pm Keynote: Dr. Bob Miller, Lewis & Clark School of Law, Oregon
Concurrent Session: Diplomacy Panel
- 3:30 pm Health Panel: Lewis & Clark's Impact on the Health of the MHA Nation:
Dr. Monica Mayer, MHA Tribal Member; Dr. Michael Wayne Christianson, MHA Tribal Member; Dr. Tom Walker, MHA Tribal Member; Dr. Terry Dwelle, ND Department of Health; Dr. James Brousseau, UND
- 5:00 pm Entertainment: Bobbi Rae Sage Concert
- 7:00 pm Celebration: Grand Entry at Little Shell Arbor
Indigenous Games

SATURDAY, AUGUST 19, 2006

- 8:00 am Flag Raising: Tom Crows Heart at Little Shell Dance Arbor
- 8:30 am Bulls Eye Story:
- 9:00 am Trade Fair Opens
- 10:00 am Keynote: Gerard Baker, Superintendent, Mt. Rushmore National Park
- 11:15 am Entertainment: Northern Plains Dancers at Little Shell Arbor
Sponsored by ND Humanities Council
- 1:15 pm Entertainment: Miss Sakakawea, Kelli Spotted Bear
- 2:45 pm Presentation: Lewis & Clark, York re-enactors
- 4:00 pm Presentation: History of Sakakawea, Amy Mossett
- 5:00 pm Descendents of White Coyote, Four Bears & Sakakawea
Storytelling by Keith Bear, MHA Tribal Member
- 7:00 pm Celebration: Grand Entry at Little Shell Arbor
Indigenous Games

SUNDAY, AUGUST 20, 2006

- 8:00 am Flag Raising: Tom Crows Heart at Little Shell Arbor
- 9:00 am Native American Training Institute Presentation
Patsy Hammeran, Deb Painte, Jodi Gillette
Trade Fair Opens
- 10:00 am "This Land I Stand On" Performance
Depicts the impact of the Garrison Diversion Project of 1954
- 11:30 am Closing Ceremonies & Remarks
Tex G. Hall, Chairman, MHA Nation
Honor Song: New Town Singers - Emerson Baker
Gifts of Friendship
Farewell: Lewis & Clark Re-enactment
Departure from the Four Bears Marina
- 4:00 pm Last Day of Celebration: Grand Entry at Little Shell Arbor

TOURS AVAILABLE FOR THE FOLLOWING:

- Earthlodge Village
- Crow Flies High Point
- Killdeer Mountains
- Mandan Gardens
- Four Bears Bridge History Walking Tour
- Reunion Bay
- Figure Four Buffalo Ranch
- Scenic Byway
- Four Bears Museum

CITY OF NEW TOWN'S SCHEDULE OF EVENTS

THURSDAY, AUGUST 17

- 2:00 pm Speaker Clay Jenkinson
(Meriwether Lewis)
- 3:30 pm Eagle Feather Dancers
- 5:00 pm Kathy's Clowns Quartet

FRIDAY, AUGUST 18

- 10:30 am Speaker Monica Mayer
(Medicine in the Lewis & Clark Era)

- 12:00 pm Kathy's Clowns Quartet

- Eagle Feather Dancers

- 2:00 pm Speaker Amy Mossett
(Sacagawea)

- 3:30 pm Stenslie's Norwegian Dancers

- 5:00 pm Robin Auch Musical Group

- Sisters by Choice & Friends

- 8:00 pm Klautd Gospel Singers

SATURDAY, AUGUST 19

- 10:30 am Stenslie's Norwegian Dancers
Northern Lights Chorus

- 12:00 pm Treblemakers Musical Group

- 2:00 pm John Hoganson & Ed Murphy
(Geology along ND Lewis & Clark Trail)

- 3:30 pm Kathy's Clowns Quartet

- Northern Lights Chorus

- 5:00 pm German Snappy Wit Band

Schilling named to post

North Dakota Tourism Lewis and Clark Coordinator Annette Schilling was recently named chairperson of the Circle of State Advisors (COSA), a subcommittee of the National Council of the Lewis and Clark Bicentennial Board.



Annette Schilling

COSA represents the 19 states that Lewis and Clark crossed, from Virginia, where President Thomas Jefferson commissioned Capt. Lewis, to Oregon, where Lewis and William Clark reached the Pacific coast.

The group meets quarterly to discuss marketing the Lewis and Clark Trail. As COSA chair, Schilling is a voting representative on the National Council of the Lewis and Clark Bicentennial Board. ●

Lewis & Clark merchandise on sale

Start that holiday shopping with a visit to the CI Apparel Web site and stock-up on Lewis & Clark merchandise, now 25 percent off.

Now is the perfect time to order clothing and novelty items at great pricing.

CI Apparel is the official provider of North Dakota Legendary and Lewis & Clark merchandise. Visit their Web site at <http://www.ciapparel.com/LewisClark/> or via the Gift Shop link at www.ndtourism.com. ●



The heart of North Dakota is still beating, as will those of the bike riders participating in this month's CANDISC bike ride.

N.D. trails gain national acclaim

The Fort Mandan Nature and History Trail, a 1.1-mile interpretive trail at the replica of Fort Mandan and the Washburn Discovery Trail, a 2.2-mile multi-use trail connecting Harmony Park, have received national recreation trail designation.

In the News

(Go to the links below each item for a complete news release)



North Dakota Tourism was in the news in July

July 7: Annette Schilling, N.D. Tourism Division, was recently named chairperson of the Circle of State Advisors (COSA), a subcommittee of the National Council of the Lewis and Clark Bicentennial Board. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=488>

July 14: Four western North Dakota golf courses will be rated by Golfweek magazine's course raters in July 2007. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=491>

July 17: The height of the summer is here, and there are a number of events and activities throughout the rest of July. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=492>

June 18: North Dakota has an abundance of lakes, rivers and dams to cool you off during the hot summer months. Not only can you catch some rays on the public beach, but you can also do some fun water activities such as boating, jet skiing, water skiing, canoeing, and, of course, fishing. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=493>

July 21: For more than two years, the nation has commemorated the achievements of Meriwether Lewis and William Clark as they led the Corps of Discovery to the Pacific Ocean and back in 1804-06. In North Dakota, many Lewis & Clark events remain during July and August. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=494> ●

Where's Scooter?

Fort Union Superintendent Andy Banta certainly knows his museums. He correctly placed me at the Three Affiliated Tribes Museum in New Town last month. This month I scoped out an area of the CANDISC bike ride in the Heart of North Dakota. Where am I?

Please E-mail your answers to jpursley@nd.gov by August 21. 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. ●