

March 2007

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*North Dakota*  
LEGENDARY

division of tourism

# commerce matters

SB2341

HB1027

SB2019

HB1018

SB2258

## Funding still up in the air

The legislative session has been somewhat challenging for tourism interests.

Several pieces of legislation were introduced early in the session to advance tourism thanks to many tourism supporters, the business congress and the interim economic development committee.



Otte Coleman

Most of those bills or the funding attached to the initiatives have since disappeared. The Governor also showed support for tourism by including an additional \$3 million in general funds to replace the expiring lodging tax revenue.

This is the largest general fund increase in North Dakota tourism history. Now, our main objective is to restore that funding for the Tour-

ism Division in HB 1018, the Department of Commerce budget.

Although the Senate passed SB 2258, which would have added an additional \$3 million from the extension of the lodging tax to the Governor's \$8.1 recommendation (for a total of \$11 million for tourism), the house reduced the governor's budget by \$3.7 million. We are currently working with the Senate Appropriations Committee to rebuild our budget.

Although House Appropriations members have said they would restore the general fund dollars if the lodging tax failed, the cuts went deeper than the projected lodging tax collections, so we will need to continue to work with legislators to reinstate the marketing funds.

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### New Research?

North Dakota State University research shows that out-of-state visitor expenditures in North Dakota increased 7% in 2005 to **\$3.6 billion**. The full report will be available soon.

## Nominations being sought for tourism awards

The North Dakota Tourism Conference will be held April 29-May 1 at the Best Western Doublewood Inn in Fargo. "Next Generation Tourism: Culture, Heritage, Customer Service and More" is the theme of the 2007 conference.

Registration mailers were recently sent, and registrations are being collected via mail, or online at <https://registration.ndtourism.com>.

Don't forget to submit your nomination for the Governor's Awards for Tourism. Award nominations are due March 30, and are also being accepted online at the above Web site address, via E-mail at [fwalker@nd.gov](mailto:fwalker@nd.gov), or by mail to Fred Walker, Dept. of Commerce – Tourism Division, 1600 East Century Ave., Suite 2, Bismarck, ND 58502. ●



April 29-May 1, 2007  
Best Western Doublewood Inn, Fargo

### SESSION continued from Page 1

Should these dollars not be appropriated, most of the planned media buy would not be purchased and the entire cultural and heritage tourism program would be eliminated. At this point, we are confident that the legislators understand the importance of tourism, North Dakota's second-largest industry; they are just working through the mechanics of the legislative process.

HB 1027 contained several programs for tourism, including the Business and Tourism Acceleration Commission (BTAC) and the Rural Community Tourism Enhancement Grant Program. Both were removed by the House. The language allowing us to fund visitor information centers remains in HB 1027 but the bill does not contain any funding to allow that to happen.

Work continues on SB 2341, the Heritage Center Expansion bill; SB 2019, the International Peace Garden appropriation; HB 1009, the State Fair budget that originally included a grandstand enhancement; and SCR 4026, the concurrent resolution urging Congress to exempt travel to the International Peace Garden from passport requirements.

HB 1473, a bill to market state historic sites; HB 1438, a bill to postpone school start dates; and HB 1388, the blue logo sign bill, have all been killed. HB 1258, a bill to expand the use of the brown highway signs, is being heard in the Senate Transportation Committee this week.

They say it is early in the game. The industry has developed a strong voice and I have seen many tourism advocates at the capitol testifying and meeting with legislators. Legislators appreciate hearing from you, so thanks for helping us educate them on how important tourism is for North Dakota's economy. I am confident that as the session passes we will be hearing more positives about tourism and the benefits of investing in North Dakota. ●

### Felchle graduates from Purdue ABA program

Deanne Felchle, North Dakota Tourism Group Travel Marketing Director, was one of 35 students graduating from the American Bus Association Certified Travel Industry Specialist program offered through Indiana University-Purdue University Indianapolis. The CTIS correspondence courses are designed for the motorcoach and group tour industry. Courses include: Promoting Your Business, Business Grammar and Writing, Customer Service, Sales Motivation and Skills, Personal Organization and Effectiveness, Effective Advertising and Using Business Information for Decision Making. Students must attend eight seminars.



Felchle

Felchle also attended the American Bus Association Marketplace January 27

through February 1 in Grapevine, Texas.

Marketplace provided an opportunity to meet face-to-face with tour operators and quality appointments.

North Dakota delegates were Sylvia Garcia, Fargo-Moorhead Convention and Visitors Bureau; Sheri Grossman, Bismarck-

### Tourism advertising campaign recognized



The 2006 North Dakota Tourism print campaign received both a Judge's Choice and a Gold ADDY Award at the annual awards banquet sponsored by the Bismarck-Mandan Advertising Federation (AdFed) on Feb. 17. Silver ADDYs were presented for the 2007 official State Map and for a Minneapolis event invitation.

All three projects were done as a joint creative effort with Odney Advertising.

"We appreciate the synergy we have with the team at Odney. These ads are a great example of how a research-driven strategy, combined with well executed creative, results in ads that stand out from the others," said Tourism Director Sara Otte Coleman.

AdFed awards recognize excellence in advertising, exemplifying outstanding creativity in each category. The gold ADDYs move on to district competition and the top winners will advance to national competition. ●

Mandan Convention and Visitors Bureau; Deb Bredahl, Theodore Roosevelt Medora Foundation; Darrell Dorgan, Cowboy Hall of Fame; Deb Berggren, Tharaldson's Lodging; Sheryl Persons, Tharaldson's Lodging; Jim Stellick, Lewis and Clark Riverboat; and Dana Todd, Choice Hotels International Minot Call Center.

If you are interested in joining the American Bus Association, please contact Deanne at 1-800-435-5663 or E-mail [dfelchle@nd.gov](mailto:dfelchle@nd.gov). ●

## Freelance writers invited to workshop

North Dakota Tourism is inviting the state's freelance writers to a special workshop on March 15. This free event will feature small groups, roundtable discussion, and a presentation by Amity K. Moore, senior travel editor for AAA Living.



Moore, senior travel editor for AAA Living.

The workshop will provide tips and ideas for getting North Dakota stories published, offering how North Dakota Tourism

can help, what makes a good story and pitch, and what editors do and don't want to see.

The event will be held from 11 a.m.-3 p.m., March 15, at the Trinity Community Center in Bismarck. RSVP to Kim Schmidt at 701-328-2532 or ksschmidt@nd.gov. ●

## Rest area and One Fulfillment brochure programs

Name two ways North Dakota Tourism can help put your brochure in the hands of visitors:

The Literature Rack Distribution Program and the One Fulfillment online program are available to industry partners, and now is the time to join.

If you don't know about these programs, you're missing out on visitor potential.



The Literature Rack Distribution Program, also called the Rest Area Program, puts promotional literature in display racks at 14 rest stops in state. Partners can choose to have their brochures at all 14 stops, or select rest areas they feel are best located to bring them visitors. You can also choose to participate

all 12 months of the year, or only certain months. The cost is \$100 per brochure, regardless of the number of rest areas and months selected.

Partners must sign-up for the Literature Rack Distribution Program by April 16.

The One Fulfillment online brochure program is designed to provide a one-stop shop for accessing tourism brochures online through [www.ndtourism.com](http://www.ndtourism.com). Potential visitors order these free brochures, which are mailed by an independent supplier, One Fulfillment. Partners have the potential to reach more tourists, skip the hassles of stuffing envelopes and sticking labels, and the only fee is the first-class postage rate on each brochure mailed.

More information on these programs is available from Tammy Backhaus at 701-328-2526, [tbackhaus@nd.gov](mailto:tbackhaus@nd.gov). ●

## In the News

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



### North Dakota Tourism was in the news in February

#### February 7: Nominations

being sought for the 2007 North Dakota Governor's Awards for Tourism. The awards will be presented during the North Dakota Tourism Conference, to be held April 29-May 1, at the Best Western Doublewood Inn in Fargo.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=538>

**February 9:** Tourism infrastructure grant program launched. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=539>

**February 26:** When it comes to events and activities in North Dakota, March roars to life and doesn't lose its gusto. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=543>

**February 26:** The 2006 North Dakota Tourism print campaign received both a Judge's Choice and a Gold ADDY Award at the annual awards banquet sponsored by the Bismarck-Mandan Advertising Federation. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=544>

**February 27:** A delegation of North Dakota travel and tourism officials represented the state at ABA Marketplace in Grapevine, Texas. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=545>

**February 28:** North Dakota's indoor water parks provide a warm, balmy paradise of their own - and they're only a drive away. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=546> ●

## Play-and-Stay in North Dakota this year

North Dakota Tourism, and partners from across the state, has taken advantage of value-added advertising through AAA Magazines. Last month a North Dakota microsite went live at [www.aaamagazines.com/northdakota](http://www.aaamagazines.com/northdakota). The site promotes visiting North Dakota, and also invites guests to enter to win a Play-and-Stay golf prize package.

The package, valued at more than \$850, lets the winner (and a guest) play Edgewood Country Club in Fargo, stay at the Radisson Hotel in Fargo, play Hawktree Country Club in Bismarck with a stay at the Best Western Ramkota, and play Bully Pulpit in Medora, attend the Medora Musical, dine at the Pitchfork Fondue and stay at a choice of three Medora hotels. ●

## National Tourism Week

This year's National Tourism Week activities will take place May 12-20, 2007, and will be themed "Tourism: America's Front Door."

The nine-day recognition provides cities, states and travel-related businesses nationwide the opportunity to collectively champion the power of travel. The theme illustrates the importance of travel to America's image and suggests its impact as a leading industry for economic growth.

Celebrations to recognize and promote the value of travel are tailored in communities and states throughout the country. It is one of several Tourism Works for America® programs sponsored annually by TIA.

Further information and resources are available at [www.tia.org/TWFA](http://www.tia.org/TWFA). ●

## Passport flexibility for children proposed

The Department of Homeland Security has proposed significant flexibility regarding travel documents required for U.S. and Canadian children, as part of the Western Hemisphere Travel Initiative (WHTI) requirements for U.S. land and sea border entry in 2008.

As early as January 1, 2008, U.S. citizens traveling between the United States and Canada, Mexico, Central and South America, the Caribbean, and Bermuda by land or sea will be required to present a valid passport or other WHTI compliant documents. The latest proposal would allow U.S. and Canadian citizens, ages 15 and younger with parental consent, to cross the border at land and sea ports with a certified copy of their birth certificate as an alternative to a passport or other WHTI compliant identity card.

U.S. and Canadian citizen children, ages 16 to 18, traveling with public or private school groups, religious groups, social or cultural organizations or teams associated with youth athletic

## What's New

**Minot CVB:** Wendy Howe has been named executive director of the Minot Convention and Visitors Bureau. Barb Wolf will be the new visitors service coordinator and a search is under way to find a conventions sales manager.

**Dorgan heads Tourism subcommittee:** N.D. Senator Byron Dorgan has been chosen to chair the Interstate Commerce, Trade and Tourism Subcommittee. The committee has jurisdiction over trade and competitive oversight, Olympics and professional sports and tourism. ●

organizations would also be able to enter, under adult supervision, with a certified copy of their birth certificate. ●

## New radio PSAs

North Dakota is hitting the airwaves with three new public service announcements (PSAs) promoting winter, spring and fall excursions in the state.

The PSAs are being distributed to in-state stations. The winter PSA can be heard by visiting the Web site <http://www.ndtourism.com/pressRoom/viewArticle.asp?ID=541>. It highlights fun winter activities such as skating, sledding, skiing and more.

The spring PSA will be distributed in late March. It encourages getting the short sleeves and swimming trunks out of hibernation.

The fall PSA can be heard in September, as it promotes the numerous fall festivals. ●

## Foreman Travel Show

North Dakota Tourism participated in the recent Foreman Travel Show in Sioux Falls, S.D.

The show was open only to invited tour operators and affinity groups, such as bank travel, church groups, senior groups and travel agencies. The show drew travel professionals from Iowa, Minnesota, South Dakota, Nebraska, Texas and North Dakota.

North Dakota partners present included the Spirit Lake Casino and Resort, Tharaldson Lodging, Fargo-Moorhead CVB and Bonanzaville, Greater Grand Forks CVB and North Dakota Tourism. ●

## Where's Scooter?

Marie Bonebrake of Minot correctly placed me in Stanley last month. This month, I got lost in a crowd, and if you don't know where I am, you've been hibernating. Where am I? Please E-mail your answers to [jpursley@nd.gov](mailto:jpursley@nd.gov) by March 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●

You could spread your wings.