

september 2008

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North Dakota
LEGENDARY

division of tourism

commerce matters

What are you waiting for?

Matched grant deadline just around the corner

Applications for tourism matched grants are due this month. The Tourism Division has 1:1 matched grants available for both events marketing and program marketing, with maximum award amounts of \$5,000.

Applications are due September 8. Grant dollars are also available for tourism infrastructure and expansion, with a 2:1 match. Award amounts range from \$5,000 to \$24,000. Infrastructure grant applications are due September 15. Minot's Scandinavian Heritage Park used the grant money to complete the terrace project (right).

Criteria, applications and fillable-forms are available online: <https://www.ndtourism.com/industry/nd-tourism-grants/>. ●

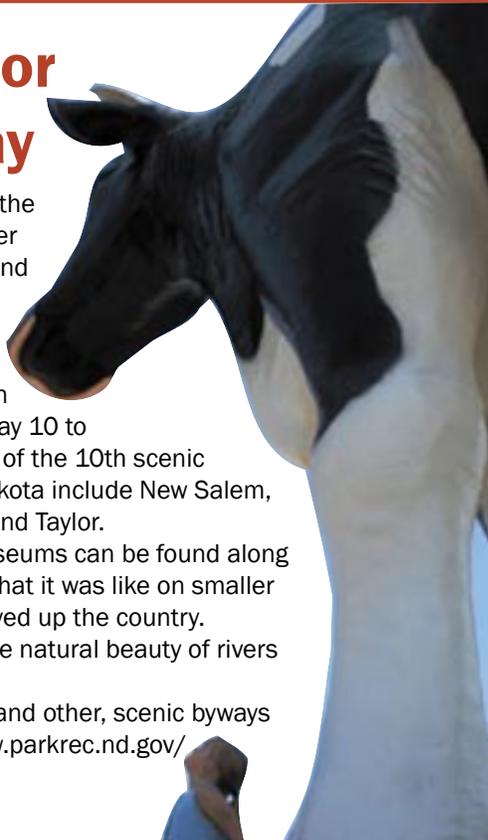
Make room for newest byway

The latest tourist attraction in the state isn't a single site, but rather 108 miles of history, nostalgia and Americana.

The Old Red/Old 10 Scenic Byway begins at the Mandan Depot on Main Street in Mandan and leads west along Old Highway 10 to Dickinson. Cities along the path of the 10th scenic byway and backway in North Dakota include New Salem, Glen Ullin, Hebron, Richardton and Taylor.

Several regional and local museums can be found along the route, reminding travelers what it was like on smaller highways before interstates carved up the country. Travelers will also be awed by the natural beauty of rivers valleys, buttes and prairie.

For more information on this, and other, scenic byways and backways, go to <http://www.parkrec.nd.gov/byways/index.html>. ●



Tourism gains insight at ESTO

Tourism Division Director Sara Otte Coleman and Public and Media Relations Director Kim Schmidt attended the Tourism Industry Association's (TIA) 25th annual Educational Seminar for Tourism Organizations (ESTO) in August.

More on ESTO, Page 2



Otte Coleman chosen for national council

Sara Otte Coleman has been elected to the board of directors of the National Council of State Tourism Directors. The board oversees the mission and goals of the council and serves as state tourism offices liaison with the Tourism Industry Association board of directors and staff. Coleman joins Todd Davidson, the CEO of Travel Oregon, and John Edman, director of Explore Minnesota Tourism, as new board members. The board is made up of 13 directors representing all regions in the United States. ●



Otte Coleman

ESTO, from Page 1

The conference agenda included separate council meetings, tracks for the professional development sections and general sessions for all tourism marketers. Additional North Dakota attendees included Cole Carley and Brian Matson from the Fargo-Moorhead Convention and Visitors Bureau.

ESTO's Council of State Tourism Director's annual meeting and open forum allows directors an opportunity to work on collective issues like international marketing, research and public awareness, as well as further develop tools for future collaboration like the resource center and the interactive list-serves.

PR group sessions focused on sharing best practices and speakers who covered topics on using new technology to maximize PR, social media and networking channels and measuring the effectiveness of new media.

Keynote presentations reminded attendees that marketing is really storytelling and how-to story destinations, the steps to building brand value (show what is different and why they should care: quickly, emotionally and simply) and the future of marketing in the age of uncertainty.

TIA also presented its new branding to the 500 plus attendees. TIA will soon be renamed the United States Travel Industry to help members, officials and the public better understand the role of the association. ●

Governor's Photo Contest deadline

Spread the word ... The 2008 North Dakota Governor's Photo Contest ends September 8.

Categories are attractions, events, outdoor adventure, people, scenery and wildlife.

Entries should be mailed to the North Dakota Department of Commerce, Tourism Division, attention Heather LeMoine, PO Box 2057, Bismarck, ND 58502-2057. Complete contest guidelines and rules can be found online at: <http://www.ndtourism.com/uploads/resources/611/2008-photo-contest-rules.pdf>. ●

Advertising deadlines approaching

Don't miss your chance for added exposure in North Dakota's most requested travel publications.



The 2009 North Dakota Travel Guide advertising deadline is September 15. Rates start at \$220. Contact Clark Van Horn at North Dakota Living for information or space reservations, 701-667-6436, toll free 1-800-234-0518, or E-mail cvanhorn@ndarec.com.

In 2009, the Hunting and Fishing Guide will have 40% more copies available, with a print run of 70,000. The advertising deadline is September 29, and can be confirmed by contacting Heidi Wieland at Forum Communications, 701-476-2003, toll free 1-800-765-2937, or E-mail hwieland@forumprinting.com. ●

In the News

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



North Dakota Tourism was in the news in August

August 6: Help the kids

ease back into the classroom this year. These educational, but fun, places are a great way to give kids an out-of-classroom experience with history, art and science. Choose one or more of these ideas or contact North Dakota tourism. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=264>

August 13: There's still time to escape this summer and experience a spectacular summer event. You can get bluesy in Fargo, Jam the Dam in Jamestown or enjoy Gospel music at the Peace Gardens. If music isn't your thing, support a good cause at a cowboy trail ride, watch high-speed drag races or take in the beautiful scenery at one of America's best golf courses. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=265>

August 21: Amateur photographers living in North Dakota have until September 8 to submit their photo entries for the North Dakota Governor's Photo Contest. Winning photographers will receive a \$100 cash prize and have their work featured in North Dakota Tourism's marketing materials. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=266>

August 26: Find relaxation and fun this Labor Day at 10 legendary places in North Dakota. Choose one or more of these ideas or contact North Dakota Tourism for more attractions. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=268>

August 26: Oodles of fun in North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=267>

August 28: The King of Golf, Arnold Palmer, will visit King's Walk Golf Course in Grand Forks on September 3. Palmer will be touring the course and answering questions from the press and public. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=269> ●

2009 event submission now due

This month, tourism partners will receive requests to update and/or post their 2009 event listings at www.ndtourism.com. Events need to be posted by October 10 in order to be eligible for the 2009 Travel Guide. Submissions must be made via partner-access on the Tourism Web site: <https://www.ndtourism.com/industry/partner-access/>.

For more information, contact Scooter Pursley (701-329-2874, jpursley@nd.gov) or Tricia Miller (328-5328, tamiller@nd.gov). ●

Annual ND Tourism stakeholders meeting

North Dakota Tourism is inviting partners in the state to attend its annual Stakeholders Meeting, Thursday, October 9, at 1:30 p.m. at Century Center, 1600 East Century Ave., in Bismarck.

Who: You

What: Annual North Dakota Tourism Stakeholders Meeting

Where: Century Center, Bismarck

When: Oct. 9, 1:30 p.m.

Why: Learn about marketing opportunities from North Dakota Tourism

This meeting will highlight North Dakota Tourism's 2009

advertising plan, cooperative advertising options and other opportunities for tourism partners to tie into state marketing programs. Please RSVP attendance to Tammy at tbackhaus@nd.gov or call 1-800-435-5663 or 701-328-2526. ●

U.S. passport cards now available

The U.S. Passport Card is now in production and available as a less-expensive alternative to the traditional passport book. The passport card may be used at U.S. land and sea ports-of-entry between the U.S. and Canada, Mexico, the Caribbean and Bermuda. The card may not be used to travel by air.

The Department of State is issuing passport cards, which have the same period of validity as a passport book: 10 years for an adult, five for children 15 and younger. First-time applicants pay \$45 for adult cards and \$35 for children. ●

Energy and oil tours needed

Due to the great national press North Dakota has been receiving about the Bakken Formation and energy opportunities in the state, travel counselors at the Tourism Division have been receiving numerous requests for energy and oil tours.

The Tourism Division is appealing to partners in the state to make us aware if you have tours, brochures, Web sites or other details we can make known to potential visitors. Contact Jessica Fretty at 701-328-7265 or jfretty@nd.gov to help spread the word. ●

Congratulations Red Trail Vineyards

Red Trail Vineyards, Buffalo, has been awarded a Nature Based Agri-Tourism Grant from the North Dakota Agricultural Products Utilization Commissions (APUC). The vineyard will



receive \$13,125 to sponsor tours for those interested in growing grapes and starting a vineyard for the production of wine.

Applications for the next round of APUC grants must be received by October 1. Go to <http://www.business.nd.gov/businessInformation/apuc/application-process/>. ●

Zimmerman attends festival in Oshkosh

Outdoor Recreation Promotions Director Mark Zimmerman represented North Dakota at the 10th annual show at the EAA airfield in Oshkosh, Wis.

Many of the 50,000 people who attended the show had hunting and fishing questions for Zimmerman. Outdoor enthusiasts from Wisconsin, Minnesota, Iowa, Illinois and Indiana stopped by the booth to check on the latest information on pheasant numbers, pothole conditions and other hunting and fishing issues. North Dakota is certainly regarded as a sportsman's paradise by many of the festival attendees looking forward to their trip to North Dakota later this fall. ●

2009 sport show schedule

Mark Zimmerman also announced that the schedule for the 2009 sport and travel show season is soon to be completed and posted to the Tourism Web site.

"By posting the proposed schedule and information on show partnership opportunities on the Web site, I hope to be able to reach more potential partners with information on show opportunities," Zimmerman stated.

The schedule and other information will be listed in the "industry" tab of the Tourism Web site by mid September. You may also contact Mark at 328-2509 or mzimmerman@nd.gov with questions on show opportunities.

This is a great opportunity to have a presence at these shows at a very affordable cost. ●



Norsk Høstfest




Medora Musical

This year's winners...

The Medora Musical and the Norsk Høstfest in Minot have been selected by the American Bus Association as Top 100 Events for 2009. Events are selected by a panel of motorcoach and tour operators from hundreds of entries nominated by state/provincial tourism offices and local and regional convention and visitor bureaus. The announcement will be published in the September issue of Destinations Magazine and posted on the Web site www.buses.org.

The nomination and selection process began in 1982 as a way for the tour operators and motorcoach operators to add new product into their itineraries. Now it is considered a "must have" list by travel professionals and the general public.

There is still time to attend one of North Dakota's 2008 ABA Top 100 Events - the North Dakota Rodeo Association Championship Finals Rodeo being held in Watford City September 12-13.

Nominations for 2010 can be submitted to North Dakota Tourism Group Travel during the months of March and April 2009. Contact Deanne Felchle at dfelchle@nd.gov or 800-435-5663 or 701-328-2502 for more information. To learn more about the ABA Top 100 Events program, visit www.buses.org/top_100_events/. ●

Bike rides draw more than 750 cyclists

From the North Dakota/Manitoba border to the Badlands, and from the northwest corner of Ward, Mountrail and Williams counties to a weekend ride along the Sheyenne River Valley National Scenic Byway, four separate bike rides showcased the diversity of North Dakota to more than 750 cyclists.

Touring towns and cities, camping in city and state parks and enjoying the food and hospitality of our state, these visitors from 30-plus states and several Canadian provinces enjoyed North Dakota. ●



It's peaceful here, and it's quiet and reflective.

North Dakota on the Web

North Dakota's reach stretches all the way to space - cyberspace. The following are Web sites that featured North Dakota in July and August:

Gadling.com - ND Great American Road Trip - Fort. Lincoln, Enchanted Highway; **Houstonchronicle.com** - Where the Buffalo Roam, WND; **Saltlaktribune.com** - North Dakota: Escape tourists and embrace nature; **Travelandleisure.com** - 50 Reasons to love the USA - North Dakota; **Yahoo.com & CNN.com** - North Dakota's real-life Jed Clampett; **DeMoinesregister.com** - Teeing off in the Badlands; **Fmca.com** - Bonanzaville: Bop on in; **Twincities.com** - Midwest fall color preview; **Msnbc.msn.com** - Black Gold; **Golf.com** - Courses to play again - Hawktree rated number 66; **Cybergolf.com** - Palmer to visit course in North Dakota; **Latimes.com** - September Festivals in the West and Around the World. ●

Where Am I?

Peggy Burgard of Rugby knows her own backyard. Peggy correctly placed me at the Pioneer Village in Rugby last month. This month I did a little gardening in one of the more scenic areas of the state. Where was I? Please E-mail your answers to jpursley@nd.gov by September 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota item. ●