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RU Legendary?

North Dakota Tourism unveils targeted marketing plan



North Dakota Commerce Commissioner Shane Goettle and Tourism Director Sara Otte Coleman debuted the 2010 promotional materials and advertising campaign January 5 in Bismarck. New creative includes three television commercials, nine print ads and a custom URL. The 2010 print publications include the Travel Guide and Hunting & Fishing Guide. Additional creative, including a radio spot and supplemental print pieces, will be released in the spring.

All of the broadcast and print ads are linked at <http://www.ndtourism.com/about/advertisements/>. They can also be found on our LegendaryND channel at YouTube.

Odney Advertising championed the new campaign - taking the North Dakota Legendary brand and its recent "I Am Legendary" personalization to the next level, creating a dialogue between North Dakota and visitors. Travelers to the state are challenged to follow in the trails of legends or blaze their own trails and become legendary.

Filming and photography for the new ads took place in August and October, including more than a dozen different locations in the state. The Tourism Division will make recent photography available to tourism partners on the high resolution photo gallery at <http://www.ndtourism.com/news/high-res-images/>.

Take the Challenge

With the debut of the 2010 advertising campaign, North Dakota Tourism is challenging visitors, residents, friends and fans to share their legendary experiences. Can you break the 50-year-old walleye record? How about golf all 115 courses? Can you literally shop until you drop? Blog your story. Film your story. Share your story at <http://www.RUlegendary.com/>. There may even be a prize in it for you. Each month, North Dakota Tourism will award 10 "I Am Legendary" T-shirts to friends who share their Legendary experiences.

Growing Regional Tourism Workshops

<p>Watford City Feb. 18, 1-4 p.m. Register: 701-444-5804/ 800-701-2804 or jdodge@co.mckenzie.nd.us</p>	<p>Devils Lake Feb. 23, 1-4 p.m. Register: 701-662-4903/ 800-233-8048 or suzie@devilslakend.com</p>	<p>Garrison March 18, 1-4 p.m. Register: 701-463-2345/ 800-799-4242 or ndtm@restel.com</p>
<p>Medora March 9, 1-4 p.m. Register: 701-623-4829 or bcm@midstate.net</p>	<p>Oakes March 16, 1-4 p.m. Register: 701-742-3508 or oakesnd@dtrel.net</p>	

Join the North Dakota Tourism Division staff for hands-on roundtables on tourism resources available to help attract visitors

‘Growing’ season for regional tourism

“Growing Regional Tourism” will be the theme for five meetings taking place in February and March in North Dakota. The North Dakota Tourism Division will take to the road, providing helpful insight to starting and building tourism business.

Topics will include tourism development, grants, using partner access and free online resources, packaging, cooperative advertising and more. Additional information will follow in the February newsletter and through partner communications.

2010 event, marketing grant programs

Applications for the next round of tourism grants are now available on the North Dakota Tourism Web site: <http://www.ndtourism.com/industry/nd-tourism-grants/>

The Tourism Division offers two grant programs that provide a maximum of \$5,000 in matching funds for in-state promotion of event and tourism marketing. The **Events Grant Program** has funds available for communities and event promoters wanting to regionally promote their 2011 tourism-related event. The **Marketing Grant Program** is available for materials to promote a regional experience, activity or place unique to the state.

Events

- Must be two or more days in length.
- Must be an annual event (no centennial celebrations, etc.)
- Must be a unique event (e.g., no Fourth of July, Labor Day, etc. celebrations).
- Must have visitor appeal and growth potential.
- Can occur anytime during the year.
- Cannot be religious or political in nature.

Marketing

- At least 75 percent of marketing activities resulting from the grant must be promotional, focused on providing travel information.
- Communication must focus on illustrating unique North Dakota experiences in support of the state’s tourism branding, “North Dakota Legendary,” to maximize brand equity.
- Must demonstrate partnerships and regional collaboration in the promotional effort. Applications that package or cross-sell tourism experiences, Learning Based Vacations and new technology based marketing programs will be given priority.

Recipients will receive 25 percent of the grant money within 90 days if their grant is approved. The remaining 75 percent will



Legendary history

The Corps of Discovery camped at Fort Mandan 205 years ago. Journal entries detail its experiences and survival of one of the coldest winters ever recorded on the plains. Here in North Dakota, visitors can walk in the footsteps of legends like Lewis & Clark and Sakakawea. They can step inside the cabin of Theodore Roosevelt or the oldest standing structures of North Dakota.

Each year, visitors excitedly remark about North Dakota’s interesting history and culture. They are surprised that the Heritage Center has free admission. They spend hours wondering about ghost stories at Fort Abraham Lincoln and Fort Totten. They relish opportunities to learn about cultures and come in droves for events like Norsk Hostfest.

History, culture and heritage are vital parts of the travel industry. Visitors interested in historical and/or cultural locations tend to stay longer and spend more than other leisure travelers. The winter months are a great time to visit and promote North Dakota’s art galleries, museums and cultural attractions.



Birding Drives Dakota used a Tourism grant for signage.

then be paid upon the completion of the grant program or their project.

Infrastructure Grants

ND Tourism’s Infrastructure Grant Program helps fund infrastructure and building needs at new or expanding tourist and recreational facilities in North Dakota. Grants range from \$5,000-\$24,000. Applicants must have non-profit status and be willing to meet the required 2:1 grant match (for every two dollars of grant money being requested, the sponsor must provide one dollar). Eligible attractions or sites must have the ability to attract visitors from 50 miles away and retain them for at least three hours. Eligible attractions include recreation, historical sites, festival and cultural events, lodging and food services related to historical, cultural, or recreational tourist attractions and guide services.

The application deadline for the Marketing and Event Match Grants is September 3, 2010, and the Infrastructure Grant deadline is September 15, 2010. For more information on tourism grants, contact Dean Ihla at 701-328-3505 or dihla@nd.gov.

Tech Talk



Each month, the Tourism Division Newsletter will feature technology tips or best-practices for utilizing new tools and Web 2.0. Please share your success stories, or your questions and suggestions, via e-mail to hlemoine@nd.gov.

This month's tech tip is a request. North Dakota Tourism's social media efforts are almost entirely handled internally, so we rely on our partners to help drive the content. Tell us where you are online. Don't be shy about your efforts in the digital realm – we want to know so we can continue to share, link and re-tweet. Here's a quick run-down of the social media sites North Dakota has a presence. Contact Kim Schmidt at ksschmidt@nd.gov or Heather LeMoine at hlemoine@nd.gov for more information.

Facebook

Travel North Dakota is our fan page at Facebook. You will also find pages for Papa's Pumpkin Patch and Polar Patch, Plains Art Museum, North Dakota State Fair, the Hotel Donaldson, Medora Musical, Minot, Red Trail Vineyard, Watford City, Grand Forks, Pride of Dakota, the Red River Valley Fair and Fargo-Moorhead.

Twitter

NorthDakotaTour is our Twitter account. Other staff tweets can be followed at AdventureND and LegendaryND. Partners on Twitter include Fargo, Minot, the Hotel Donaldson, North Dakota State Fair and the ND State Library.

YouTube

LegendaryND is the North Dakota Tourism channel name on YouTube. You will find not only the television commercials, but custom videos edited specifically for showing North Dakota's adventure, fun and attractions. Partners who also have channels include Fort Abraham Lincoln, Fargo-Moorhead, the State Historical Society of ND and Grand Forks.

flickr

Join the Legendary North Dakota Travel group on flickr to share your photos and keep up to date on photo contests. The State Historical Society of ND and Fargo-Moorhead are players here. Remember, you can link your flickr albums and YouTube channels to your free listings at NDtourism.com.

Blog

Light-hearted experiences, stories, tales and marketing are the tone of our blog, Travel Legendary North Dakota, found at <http://legendarynd.wordpress.com/>. We invite partners to guest-blog at any time; just contact Heather LeMoine to get set up.

Thank you Black Butte Adventures, Medora and Fargo for already guest-blogging!

In the News

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

North Dakota Tourism in the news in December

December 4: North Dakotans join people from around the world in celebrating the holiday season through a variety of festivals, concerts and outdoor activities. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=334>

December 14: Your house soon will be bustling with family for the holiday visit. Your mission: entertain your out-of-town guests and send them home with lasting memories. Lucky for you, there's a vast array of things to see and do across North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=335>

December 16: Five North Dakota tourism entities received 2010 Tourism Infrastructure and Expansion Grants from the North Dakota Department of Commerce. These grants support new or expanding tourism or recreation facilities or designated development areas primarily by funding infrastructure projects. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=336>



Where Am I?



Dorothy Cook correctly placed me last month at Pfenning Wildlife Museum in Beulah. This month, I thought 'Why try to beat the snow?' I found a 'patch' in the woods near the Missouri River where I could play games to my heart's content. Where am I? Send your answers to jpursley@nd.gov by January 28. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

Hospitality Training

The North Dakota Department of Commerce Tourism Division has created a statewide Hospitality Training Program to help educate front-line service employees about the impact and value their job has on retaining dollars in their community.

If you have new staff on-board or your current front-line service team and would like to view Tourism's hospitality training DVD, give us a call and we would be happy to send the material out, free of charge. You may contact Tammy Backhaus at 800-435-5663, tbackhaus@nd.gov.

We Got Mail

"My wife & I have been traveling out west for the past few years. We last visited ND in September 08. We loved it. Of all the states from which we received tour guides, maps, and other travel information, ND was by far the best. The correlation between the travel guide and state map is most helpful. We toured around the Bismarck area--north and west and then to Medora and Theodore Roosevelt National Park. We plan on visiting again in June and July this year. Thank you for your good work in providing us with the "class act" materials that are so helpful in making the most of our trips."

Clarence (Cal) & Carolyn Colvin



National Scenic Byway Foundation elections held

The National Scenic Byway Foundation recently held elections for officers and board members.

Officers are: Chairperson, Teresa Mitchell, Great Lakes Seaway Trail National Scenic Byway, NY-PA; **Vice Chair, Bobby Koeplin, Sheyenne River Valley National Scenic Byway, ND**; Treasurer, Janet Kennedy, Lakes to Locks Passage All-American Road, NY. Executive Committee Members are: Debbie Divine, Flint Hills National Scenic Byway, KS; Laurie Frantz, New Mexico State Scenic Byway Coordinator, NM; and Shelley Johnson, Creole Nature Trail All-American Road, LA.

Board Members are: Sande Balch, Strait of Juan de Fuca National Scenic Byway, WA; Anaise Berry, Illinois River Road National Scenic Byway, IL; Bonnie Heimbach, Illinois River Road National Scenic Byway, IL; Melinda Huntley, Lake Erie Coastal Ohio Trail National Scenic Byway, OH; Corinne Isaak, Coulee Corridor National Scenic Byway, WA; Jill Michaels, Vermont Scenic Preservation Council, VT; Sally Pearce, Colorado State Scenic Byway Corridor, CO (recently retired); and Debbie Rinckney, Glenn Highway National Scenic Byway Foundation, AK.

The Board plans to address key issues facing America's Byways this coming year. Plans are being finalized to engage in conversation about the recommendations presented in 2009 for the future of the National Scenic Byways Program (see "Assessing and Sustaining the Quality of the America's Byways® Collection" at <http://www.bywaysonline.org/program/reports/>). Additional plans include expanding the membership, providing avenues for dialogue among byway groups, and increasing public awareness of America's byways.

Save the Date

Online registration for the 2010 Tourism Conference will be available later this month. Please visit <https://www.shop.commerce.nd.gov/events/> in order to register and for a preliminary conference schedule.



The Press Run: Featuring North Dakota

North Dakota in the news: Fourth quarter 2009

- ▣ Milwaukee Journal Sentinel, November 7: Bonanza of Birds
- ▣ Sydney Sun Herald, November 2: North Dakota-Montana FAM
- ▣ fDi Magazine, October 2009: Bucking the Trend
- ▣ Wild West, October 2009: Teddy's Ride to Recovery
- ▣ Western Group Tour, Fall 2009: Farm and Table, Itinerary North Dakota
- ▣ Esquire, December 2009: The Highway
- ▣ Runner's World, December 2009: Fargo Marathon ranked Best Value
- ▣ FOX Business News, October 5: Six stories on Fargo



