

## Kudos

Our congratulations go out to travel partners who've been featured and recognized this past month. If we've missed you, please drop us a line at [ksschmidt@nd.gov](mailto:ksschmidt@nd.gov)

- USA Today listed Lostwood National Wildlife Refuge as one of the great places to see wildlife in America.

- Congratulations to Megan Johnston, new director of curatorial affairs and interpretation at Plains Art Museum in Fargo.

Johnston is a native of Stillwater, Minn., and earned a bachelor of arts in art history at the University of Minnesota. She served as curator at the Leadwhite Gallery in Dublin, Ireland, and was art director and lead curator at the Millennium Court Arts Centre in Portadown, Northern Ireland, from 2003 to 2009. Most recently, Johnston served as director and lead curator at the LaGrange Art Museum in LaGrange, Ga.

## This issue



**Tech Tip:** Obtain a D-U-N-S number to get the most out of your GPS coordinates. (Page 2)

## Community Snapshot

**Watford City:** Where is the largest petrified wood stump in North Dakota? In Watford City, this month's featured community (Page 5)

**Grant deadline approaching:** The deadline for submitting grant requests is approaching. Don't miss your chance. (Page 6)

**In the News:** North Dakota was in the news in July. (Page 3)



## Message from Sara

# We're still open!

What a summer.

North Dakotans waged their annual spring flood battles around Devils Lake and along the Red River and Sheyenne River basins. Then came May, and the Little Missouri River threatened Medora and national park property, followed by the shock that the Missouri River system was going to see record-breaking water levels and releases from the Garrison Dam. But wait; the worst was yet to come when

the Mouse/Souris River roared into the city of Minot and surrounding communities, leaving devastation not seen since the Grand Forks flood of 1997.

So what's a tourism promotion organization to do? Keep promoting, combat rumors, get the word out that the state is still open for business, help counsel travelers on open routes and attractions and look for voluntourism enthusiasts who might come to help clean up.

Second-quarter stats (inside this newsletter) definitely reflect the challenges we have faced this spring and summer. While many parks, attractions and events are reporting decreased traffic, we will need to determine how many of those declines are attributable to the flood.

On the positive side, the accommodations sector continues to report record increases with occupancies up 7.2% to 68.6%, a full 10 points over the national average. The average daily rate also continues to increase. Currently at \$85.57 statewide, the rate compares to \$79.15 for the North Central Region of the U.S. and \$100.54 for the entire U.S. Among cities measured by our Smith Travel report, Dickinson posted the highest daily rate at \$101.94, followed by Minot at \$96.55. (Williston is not currently

**Attractions that remain closed:** Lewis and Clark Riverboat, Fort Lincoln Trolley, Fort Lincoln State Park campground, Riverwood Golf Course, Fort Mandan, Roosevelt Zoo, Nodak Speedway, KOA and Holiday Inn and the golf courses in Minot, Garrison power plant, the National Fish Hatchery, Sitting Bull's burial site and many parks. Many events were also cancelled, most notably the North Dakota State Fair. Amtrak also ceased operations on the Empire builder through North Dakota.

**The following attractions were closed several days during the second quarter:** Arrowwood National Wildlife Refuge, Bully Pulpit Golf Course, several Fargo golf courses, Sullys Hill National Game Preserve, Dakota Zoo, Raging River Water Park, Pembina State Museum, Lewis and Clark Interpretive Center, Little Missouri, Sully Creek and Cross Ranch state parks, Cottonwood and Juniper campgrounds, TR's cabin, the Chateau and the Medora campground. So it is no surprise our state parks reported a 20% decrease over 2010 and our attractions are down 11%.

measured in the reports.) This fueled another increase in RevPAR, up 24.5%.

As we look toward August, there also is good news that Norsk Hostfest will go on in Minot and the hope that boat ramps will re-open on the Missouri River to allow some late summer recreation. August and September festivals are plentiful, including the Fargo Airsho and Grand Forks Blues on the Red.



## 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](mailto:hlemoine@nd.gov).*

### D-U-N-S numbers help with GPS

Travel colleagues in both Nebraska and Arkansas have shared a GPS-related problem that may be affecting providers in North Dakota as well. Errors in factory-installed GPS units in some new vehicles are misdirecting travelers. As a result, while the GPS says they're at the front doors of their destination they are actually many miles away.

How can you improve the reliability of your GPS location (or even make sure that you're listed)? One recommendation is to get a D-U-N-S number.

What's a D-U-N-S number? It's a free, unique, nine-digit identification number assigned to businesses that register with Dun & Bradstreet. The Data Universal Numbering System (D-U-N-S) number allows D&B to identify businesses based on location.

How do GPS devices get a D-U-N-S number? Most manufacturers obtain their mapping information from NavTeq, an international company that scouts locations. The information that you supply about your business while applying for a D-U-N-S number is passed on to NavTeq and determines whether and under which category your business shows up on GPS searches.

Here's how to register:

- Go to [www.dnb.com](http://www.dnb.com)
- Click the "D&B D-U-N-S Number" tab
- Follow prompts to submit your registration

We also recommend listing your business with InfoUSA. It provides information to Tele Atlas, another scouting and mapping company. Registering with InfoUSA is free. Go to [www.InfoUSA.com](http://www.InfoUSA.com). Click the "FAQ" link at the bottom of the page. Click "How can I add my business to your database?" to find out how InfoUSA adds businesses.

**Thank you to Visit Nebraska for gathering this information.**

### ESTO 2011 in Salt Lake City, Utah

The U.S. Travel Association invites members of our travel and tourism industry to ESTO 2011 – the educational seminar for tourism organizations. This conference provides the opportunity for DMO professionals to engage with colleagues, learn from thought-provoking speakers and discover action-oriented, innovative and tangible solutions.

For more information and to register, visit [www.ustravel.org/events/esto](http://www.ustravel.org/events/esto). The conference is August 28-30 at The Grand America Hotel in Salt Lake City, Utah.

### 2011 Stakeholders Meeting planned

Mark your calendar! North Dakota Tourism's annual stakeholders meeting, at which the 2012 cooperative advertising and promotion programs will be announced, will be held Monday, October 3, at Century Center in Bismarck. Department of Commerce Commissioner Alan Anderson plans to attend, which will be a great opportunity to meet the Commissioner and introduce your role in the travel industry.

### Travel industry Facebook page

A new North Dakota Travel Industry Facebook page is an opportunity for peers in the industry to network all year long. The page will also offer a place where industry news and announcements can be shared. If you are a Facebook user, considering "liking" North Dakota Travel Industry and contributing to the page.

### Travel Guide submission deadlines

The deadline to enter attractions and accommodations for the 2012 Official Travel Guide was August 1. If you did not have the opportunity to enter your business/organization through Partner Access, submissions will only be accepted through August 11. Events scheduled for 2012 may be submitted through September 30. Connect to Partner Access at [www.ndtourism.com/industry/partner-access/](http://www.ndtourism.com/industry/partner-access/) and contact Scooter Pursley at [jpursley@nd.gov](mailto:jpursley@nd.gov) with questions.

### Tourism at National Outdoor Writers Conference

The Tourism Division recently exhibited at the annual Outdoor Writers Association of America's National Conference at Snowbird Resort near Salt Lake City, Utah. The three-day workshop was a gathering of newspaper, magazine and blog writers, as well as photographers from across the country who share a common passion and subject for their publications: the outdoors.



North Dakota Tourism Outdoor Promotions Manager Mike Jensen met outdoor writers from across the country July 9-11 and encouraged them to share the Legendary North Dakota story. "North Dakota is often known as an outdoors paradise, we just need to remind writers we're here and we're open," Jensen said. "(There was) lots of interest from the writers about our strong waterfowl numbers this year."

### Tourism sale August 22-23

North Dakota Tourism is hosting a merchandise sale at its office at 1600 East Century Avenue in Bismarck August 22-23. There will be clearance items and the popular "I Am Legendary" T-shirts at regular price, along with other best-sellers. Hours of the sale are 10 a.m.-4 p.m., August 22 and 9 a.m.-2 p.m., August 23.

## In the News

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



### North Dakota Tourism in the news in July

**July 7:** Summer celebrations continue in North Dakota.

To find more information about these activities, and for a complete list of events, go to [NDtourism.com](http://www.ndtourism.com/news/news-releases/detail.asp?newsID=434). <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=434>

**July 12:** Summer is sizzling in July, and so are many events unique to North Dakota. Fishing, festivals and a flying fortress are just a few samples of family-fun ideas. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=435>

**July 14:** North Dakota Tourism staff will be working at several high-traffic visitor areas in July. On select Fridays, North Dakota Tourism representatives will be at rest areas, visitor centers and gas stations in designated locations to provide traveler assistance, as well as to gather traveler information through a survey. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=436>

**July 19:** From cultural and community festivals to cars, plays and professional musical acts, the activities in July are hotter than the summer weather. Check out the different events and activities throughout North Dakota. You'll be amazed at all you can do in one weekend. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=437>

**July 29:** North Dakota has a lot to be proud of when it comes to growing things in the state. Take a back road and explore the prairie and farm lands or discover some of the hidden talents that grow right here in our great state. Share the traditions with your family and create lasting memories. Try one of these six unique ways to see what's growing! <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=439>

## A 'Thank You' from the US Travel Association

Thank you for your efforts to protect the Corporation for Travel Promotion from elimination through the YouCut campaign. Your voices have been heard on Capitol Hill. As of now, the Corporation remains secure – it has not garnered enough votes on the YouCut website, and we have received assurances that the Corporation will not be placed on the YouCut website next week for a new round of votes.

Unfortunately, the Corporation remains on the radar for future cuts, so we will need to remain vigilant to ensure that it is not threatened in the future. As we continue to educate legislators on the value of the Corporation for Travel Promotion, we will keep you posted on any new developments and let you know if further action is needed.

## Get featured in Midwest Living!

*Midwest Living* magazine has a contest to highlight attractions, and we can get North Dakota promoted in magazine, on social media and at future tourism conferences.

### How the contest works

Encourage your Facebook fans to participate by sharing 300 words or less and/or eight photos of their best Midwest vacation, or perhaps a getaway they've been dreaming of taking. This is a great chance for your fans to brag about their amazing experiences in your area!

### Encourage partners to participate

The contest is a great chance for local venues - restaurants, lodging and attractions - to gain recognition for their adoring customers! Prompt partners to inform guests about the contest via word of mouth or through e-newsletters or e-mail blasts. This extra PR will help your area and draw more visitors to check out the different locations!

### How to enter

Go to [www.bestmidwestgetaway.com](http://www.bestmidwestgetaway.com) or [www.facebook.com/midwestlivingmag](http://www.facebook.com/midwestlivingmag).

### How to win

Entries are accepted between August 1 and September 5. Voting begins September 6 and runs through September 18. Encourage your Facebook fans to vote once a day for their favorite entry. The top 10 finalists, chosen through the public voting period, will compete for cash prizes.

### Prize highlights

One (1) grand-prize winner will receive a \$1,000 check; one (1) first-place winner will receive a \$500 check; one (1) second-place winner will receive a \$250 check; one (1) third-place winner will receive a \$150 check and one (1) fourth-place winner will receive a \$100 check.

My Best Midwest Getaway Contest is sponsored by Midwest Living.

For more information, contact Kristin Bienert at [kristin.bienert@meredith.com](mailto:kristin.bienert@meredith.com) or 515/284-3479.

## Tourism Quarterly Report

### 'Tri-County Tourism Alliance' formed

When North Dakotans think of south-central North Dakota, sauerkraut, iron crosses and Lawrence Welk often come to mind. The "Germans from Russia" heritage found in the communities of Emmons, Logan and McIntosh counties is truly unique and worthy of preservation and promotion.

The newly-formed Tri-County Tourism Alliance began with a meeting in Wishek in June of 2010. Representatives from North Dakota Tourism, NDSU Extension, North Dakota Historical Society and the Germans from Russia Heritage Collection organization in Fargo met with local community members to discuss ways to work together to promote their rich cultural heritage.

Since then, communities in the three counties have hosted monthly meetings to work on the initiative. To date, an inventory of assets has been completed, fundraisers have been held, and the first steps in establishing a 501-C-3 non-profit status have been taken.

Another project under way is the publication of a Germans from Russia Heritage cookbook, which will not only includes recipes, but personal stories of growing, cooking and preserving foods from the past. A website for the cookbook project, including a submission form for anyone wishing to submit stories, photos or recipes can be found at <http://dasguteessen.wordpress.com/>.

On Sept. 15-18, the Germans from Russia Heritage Collection will be holding its second Dakota Memories Heritage Tour after a very successful tour in 2009. Participants will take a three-day bus tour through some of the state's most treasured sites, hosted by Michael M. Miller, Germans from Russia Heritage Collection director. The tour will focus on German-Russian sites in south-central North Dakota as well as the importance of heritage tourism in general.

Space is limited, but there may be a few seats available for the tour. For a schedule and registration information, go to [http://library.ndsu.edu/grhc/dakotamemories/heritage/about\\_us/index.html](http://library.ndsu.edu/grhc/dakotamemories/heritage/about_us/index.html). The goal of the Germans from Russia Heritage Collection is to have the Tri-County Tourism Alliance take over this tour once the organization is established.

If you have questions or want to participate in the Tri-County Tourism Alliance, contact Dean Ihla or Deanne Felchle at North Dakota Tourism. As the residents of Emmons, Logan and McIntosh counties say, "Sei hier Gast.!"



Area of Travel	2011 Second Quarter	2010 Second Quarter	Percent Change 11-10
<b>State Park Visitors</b>	266,498	334,478	-20%
<b>National Park Visitors</b>	163,827	218,935	-25%
<b>Web Pageviews</b> <b>Web New Visits</b>	759,764 131,032	704,619 140,314	8% -7%
<b>Major Attractions</b>	844,206	946,029	-11%
<b>Local Visitor Centers</b>	25,636	21,906	17%
<b>Cumulative Lodging Tax</b>	\$1,284,629.84	\$1,117,772.89	15%
<b>Canadian Border Crossings</b>	184,560	191,914	-4%
<b>N.D. Airport Passengers</b>	203,521	190,054	7%
<b>Statewide Hotel Occupancy Rate</b>	April: 69.1% May: 72.3% June: 81.5%	April: 67.6% May: 71.6% June: 75.6%	April: 2.2% May: 1.1% June: 7.8%
<b>Statewide Average Room Rate</b>	April: \$84.51 May: \$86.44 June: \$88.37	April: \$72.07 May: \$73.18 June: \$76.55	April: 17.3% May: 18.1% June: 15.5%
<b>RevPAR</b>	\$58.68	\$47.12	24.5%
<b>Taxable Sales and Purchases</b>	<b>Arts, Entertainment Recreation</b> \$14,177,442 1st Quarter 2011 <b>Food Services, Accommodations</b> \$311,128,326 1st Quarter 2011	<b>Arts, Entertainment Recreation</b> \$13,145,486 1st Quarter 2010 <b>Food Services, Accommodations</b> \$281,622,857 1st Quarter 2010	7.85% 10.48%

**State Park:** Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, Beaver Lake, Indian Hills, Sully Creek and Little Missouri.

**National Park:** Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union.  
**Major Attractions:** Alerus Center, Bike the Border, Bismarck Civic Center, Bison Sports Arena, Camp Hancock State Historic Site, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Dakota Dinosaur Museum, Fargo Air Museum, Dakota Gasification, Antelope Valley, Coteau, Dakota Territory Air Museum, Edgewood Municipal Golf Course, Rose Creek Golf Course, El Zagal Golf Course, Osgood Golf Course, Prairiewood Municipal Golf Course, Des Lacs NWR, Fargo Civic Center, Fargodome, Fargo Marathon, Fargo Theatre, Former Governor's Mansion, Fort Abercrombie, Fort Clark, Fort Totten, Gateway to Science Center, Gingras Trading Post State Historic Site, Heritage Center, International Peace Garden, L&C Interpretive Center/Fort Mandan, Medora Museum, National Buffalo Museum, ND State Capitol, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Prairie Fire Pottery, Ralph Engelstad Arena, Red River Zoo, Ronald Reagan State Historic Site, Three Affiliated Tribes Museum, Whitestone Hill Battlefield State Historic Site.

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

The statewide hotel occupancy rate is measured by Smith Travel Research. North Dakota Tourism uses Google Analytics to gather visitor data from [www.ndtourism.com](http://www.ndtourism.com). If you should have any questions, or would like to be included in the survey, please contact Tricia Miller, Data Specialist, North Dakota Tourism, 1-800-435-5663.

**Northern Plains Heritage Area news**

The Northern Plains Heritage Foundation is moving to bring \$200,000 in federal aid to heritage tourism projects within the Northern Plains National Heritage Area. At a news conference at the State Railroad Museum in Mandan, Foundation President David Borlaug announced the opening round of matching grants available to area organizations and individuals who are attempting to “assure preservation and conservation of the Heritage Area’s nationally important stories.”

Grant applications will be taken between August 1 and September 2, for projects to be completed by September 2012. National Heritage Area grants may be made in support of cultural and historic events or facilities. They may be used for promotion or enhancement of places and activities that improve the area’s standing as a destination for heritage tourism.

“This is what we’ve been working toward. The whole idea of the Heritage Area is to match federal grant dollars to build up and bring national attention to our area, which is so rich in history,” said Borlaug, who also is president of the Lewis and Clark Fort Mandan Foundation in Washburn.

“We came to the Railroad Museum to demonstrate that there are many important places telling important stories in our area, beyond the more famous sites like Fort Mandan, Fort Lincoln and the Knife River Indian Villages.”

National Heritage Areas are places designated by Congress as having remarkable and nationally-important stories to tell. There are 49 in the nation. The Northern Plains National Heritage Area was established by Congress in a bill signed by the President on March 30, 2009.

Grant applications and criteria are available on the web, [www.northernplainsheritage.org](http://www.northernplainsheritage.org), or by contacting the organization at 401 West Main, Mandan, ND 58554.

For more information, contact Tracy Potter, [tracy@fortlincoln.org](mailto:tracy@fortlincoln.org); 701-663-4758.



# Community Snapshot

Does your community have a “Hidden Gem,” a special “Did you know fact” that you would like other North Dakota tourism partners to know about? Have your community showcased through the tourism newsletter. Each month, a community snapshot will be featured. This month’s Community Snapshot is **Watford City**.

Watford City was settled in 1914 and is the county seat of McKenzie County. Its ethnic culture and heritage is Norwegian, Swedish and German-Russian. Watford City was named by Watford, Ontario, doctor V. G. Morris after his hometown.

**Hidden Gems:** Wild West Water Park, Heritage Park and north unit of Theodore Roosevelt National Park.

**Did you know:** It has the largest displayed petrified tree stump in North Dakota weighing in at 25,000 pounds. It is more than 60 million years old, 6 feet in diameter and 8 feet tall, and can be seen at the Long X Trading Post and Visitor Center ... The last lynching in North Dakota was of Charles Bannon, who murdered 6 family members. While he was in a small stone jail, a mob broke into the jail, overpowered the deputy and lynched him from the Cherry Creek Bridge ... Island Empire was once the nickname of this community due to it being bordered by Lake Sakakawea, Little Missouri River and Yellowstone River ... It had the second oil well in North Dakota and electricity in 1947.

**Personalities:** Two former Governors’ were from this community: Governor George F. Shafer (1929) and Arthur Link (1973-1980).

**Special Events:** Best of the West Ribfest, Street Fair & Car Show - August 12; Alexandria Old Settlers Days, citywide celebration and family fun - September 2-4; NDRA Championships Rodeo Finals - September 9-10.

For more information on Watford City and special events, please contact Jan Dodge at 701-444-5804 or email: [jdodge@co.mckenzie.nd.us](mailto:jdodge@co.mckenzie.nd.us).

To have your community highlighted in the tourism newsletter, please contact Deanne at 701-328-2502 or Email: [dfelchle@nd.gov](mailto:dfelchle@nd.gov) to receive your form.



# Grant deadlines approaching

September is right around the corner, which means applications for the next round of tourism grants are soon due. The Tourism Division offers two grant programs that provide a maximum of \$5,000 in matching funds for in-state promotion of your region's events and tourism marketing.

The **Events Grant Program** has funds available for communities and event promoters wanting to regionally promote their 2012 tourism-related event. The **Marketing Grant Program** is available to develop materials to promote a regional experience, activity or place unique to the state. Applications for the matched grants must be received by Friday, September 2. Recipients of approved grants will receive 25 percent of the grant money within 90 days. The remaining 75 percent will then be paid following their event or upon the completion of their marketing project.

## 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, Education Vacations and new technology based marketing programs will be given priority.

## APUC awards seven funding requests totalling \$340,717

The North Dakota Agricultural Products Utilization Commission (APUC) awarded funding requests for seven projects totaling \$340,717 including one Agritourism project.

Congratulations to Dakota Sun Gardens, Carrington, which received funding of \$10,500 to help defray the costs for additional marketing for the gardens and winery located in Carrington. Funds will also assist in the building of another yard attraction, supporting various plant materials and the purchase of a berry variety for a unique wine production.

APUC is a program of the North Dakota Department of Commerce which administers grant programs for researching and developing new and expanded uses for North Dakota agricultural products. The grants can be used for basic and applied research, marketing and utilization, farm diversification, nature based agri-tourism, prototype and technology, and technical assistance.

APUC will hold its next grant application hearing in Valley City on November 17. Applications for the November meeting must be received by Oct. 1, 2011. Prototype and technical assistance grants must be received by Sept. 1, 2011.

## Expansion Grants

The North Dakota Department of Commerce Tourism Expansion Grant Program was created in 2007 to fund infrastructure and building needs at new or expanding tourist and recreational facilities in North Dakota. Grants range from \$5,000-\$24,000 in any given year. Applicants can be for-profit or non-profit and must be able to meet the required 1:1 grant match (for every one dollar of grant money being requested, the applicant 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. All Expansion Grant applications must be submitted by Thursday, September 15. All grant applications are available on the North Dakota Tourism website at [www.ndtourism.com/industry/ndtourism-grants/](http://www.ndtourism.com/industry/ndtourism-grants/). For more information on tourism grants, contact Dean Ihla at 701-328-3505 or dihla@nd.gov.



Cavalier Motorcycle Ride-In was an event grant recipient.

## Historical Society grants available

In 2011, the North Dakota Legislative Assembly authorized \$504,500 to the State Historical Society of North Dakota (SHSND) for the Cultural Heritage Grant Program for local museums and historical societies, including exhibits, special projects or events, education activities, collections and capital improvements.

Under the guidelines, there is a dollar-for-dollar match requirement. That match may be either in cash or in-kind services.

The 2011-13 biennium will have two grant rounds and the Society is making available up to \$260,000 for the first round in 2011. That amount includes \$30,000 for recovery efforts of historic properties affected by the spring and summer flooding throughout the state. The 2011 grant round will be due by Friday, August 26; the 2012 announcement of available funds will be made in February 2012.

During the biennium, the SHSND will also have two special grant rounds specifically designated to assist with recovery efforts of historic properties affected by the spring and summer flooding in the state. The first round, with \$30,000 available, will open Wednesday, August 24, with the completed application accepted (not postmarked) by the SHSND by 5 p.m. on Friday, October 7. A second special funding round for flood assistance will be made in February 2012.

Also available through the Cultural Heritage Grant program are Heritage Training Scholarships, the North Dakota Museum Assessment Program (NDMAP). New for 2011 are the Archival Supply Purchase Grants.

Heritage Training Scholarships are available for local and county historical society staff members to participate in training opportunities. Each individual can apply for any number of scholarships throughout the biennium, with the total amount awarded cannot exceed \$2,000 per individual. Funds for the scholarship program will be awarded until the fund is exhausted.

The NDMAP grants provide county historical societies an opportunity to do an in-depth review of their organization, develop long-range plans, and complete a project. It is a \$10,000 matching grant with about half to be used to hire a peer reviewer and the other half to complete a project. The NDMAP application will be available on Wednesday, August 10,

## Out and about



North Dakota Tourism Group Travel Marketing Manager Deanne Felchle talks with a television reporter about the division's effort to meet the traveling public and get feedback that could be used in future efforts. Tourism Division staff fanned out across the state in July.

with the completed application accepted (not postmarked) by the SHSND by 5 p.m. on Friday, September 9.

Archival Supply Purchase Grants are available for local and county historical societies, museums and archives to purchase archival supplies such as storage boxes, photo sleeves, and environmental monitors. Qualifying organizations can apply for any number of Archival Supply Purchase grants throughout the 2011-13 biennium, with the total amount awarded not to exceed \$1,500 per organization. Grants will be awarded throughout the biennium until the fund is exhausted.

Applications for any of the Cultural Heritage Grant programs are available on the SHSND's website at [www.history.nd.gov](http://www.history.nd.gov) or can be requested by contacting the SHSND's Grants and Contracts Officer Amy Munson at 701-328-3573 or email at [amunson@nd.gov](mailto:amunson@nd.gov).

## Newly created Tourism Infrastructure Grant Program is now available

North Dakota Tourism is offering a new grant program totaling \$750,000 to one or more new tourism attractions that can bring more visitors to North Dakota. This matching grant is made possible by an appropriation fund established during the 2011 North Dakota legislative session.

The Tourism Infrastructure Grant Program's purpose is to fund new tourism operations capable of attracting visitors from outside of North Dakota for at least one overnight stay. Funds can be used for building new visitor attractions, major expansions, offering a new experience and supporting services for visitors. Funds cannot be used for marketing or ongoing operating expenses.

"This grant program is an investment in North Dakota's tourism infrastructure that will not only increase our offerings of legendary experiences for our visitors, but will ultimately create new wealth by attracting more visitors who will stay longer and spend more money here," Tourism Division Director Sara Otte Coleman said.

Elements that make a project a strong candidate for consideration:

- Projects that clearly demonstrate their role as a tourism and/or recreation attraction in their community and region and the benefits the project will provide through maintaining or expanding this visitor attraction.
- All project funding is in place and grant funding will complete a

project rather than provide "seed money" to start a project.

- The demand for the tourism-related project is clearly demonstrated through research and analysis.
- All infrastructure needs are important and each application is judged on its own merit. Projects that retain or attract visitors – out-of-state visitors and North Dakota residents from outside the community – based upon cultural, historical or interpretive significance will score higher.

The 2013 Tourism Infrastructure Grant Program is a matching grant, requiring the sponsor to provide one dollar for every one dollar of grant money being requested. Matching dollars cannot be from other state of North Dakota grants. Requirements for the matching dollars:

- The match must be an actual money investment; in-kind services will not be considered part of the match amount.
- Money that has been put toward the project in the current and previous fiscal year may be considered as part of the hard match but must include documented verification.
- Due to the timeframe of this program, pledges will not be considered part of the cash match.

The grant-eligible portion of the project must be completed by June 1, 2013.

More details about the grant program and applications can be found at [www.ndtourism.com/industry/nd-tourism-grants/](http://www.ndtourism.com/industry/nd-tourism-grants/).



## More meet and greet: Tricia and Kim

