



### Travel Update

- Road construction on the Scenic Drive in TR Park’s South Unit continues. <http://www.nps.gov/thro/index.htm>

- Due to slumping and hazardous road conditions in TR Park’s North Unit, the road beyond Caprock Coulee is closed. Updates will be posted as they become available.

<http://www.nps.gov/thro/index.htm>

- Hwy 200 E is closed until further notice due to flooding. Local traffic only allowed from Hurdsfield to US 52.

<http://www.dot.nd.gov/travel-info-v2/>

- Expect delays this summer while traveling I-29.

<http://www.dot.nd.gov/travel-info-v2/>

- State parks changes in 2013.

<http://www.minotdailynews.com/page/content.detail/id/575600/State-Parks-changes-for-2013.html>

- o New campground expansion at Graham’s Island

- o Fort Stevenson State Park’s new visitor’s center

- o Lewis and Clark State Park marina closed due to low water

- o Icelandic State Park smoking ban

- Dickinson Regional Airport will be offering direct flights to Denver with United Airlines beginning June 6 and to Minneapolis with Delta June 10.

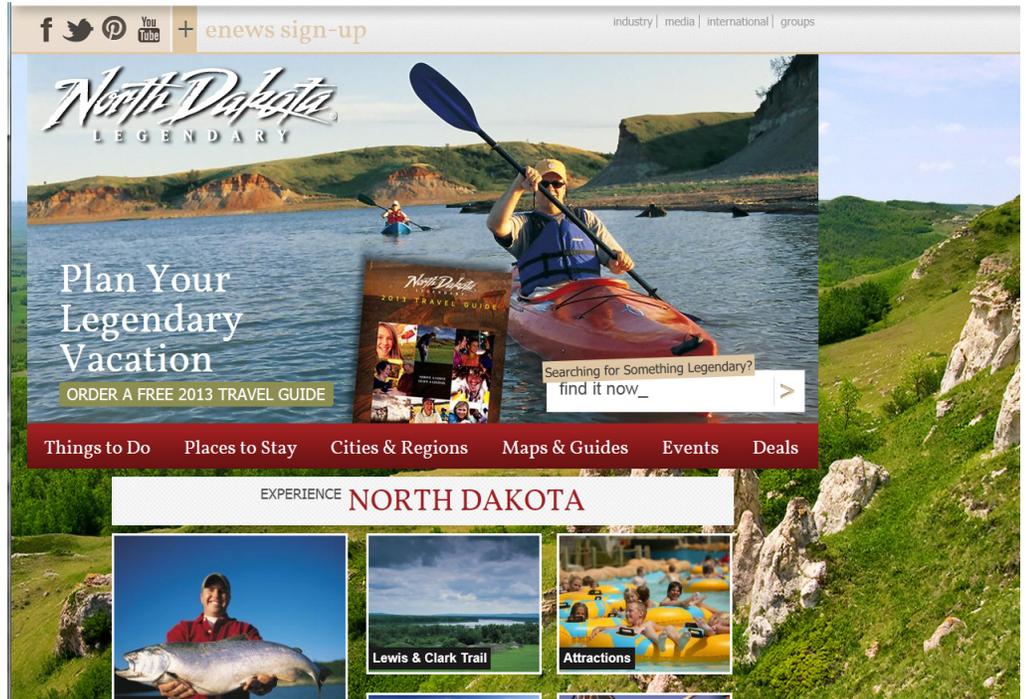
[http://www.thedickinsonpress.com/event/article/id/68559/publisher\\_ID/6/](http://www.thedickinsonpress.com/event/article/id/68559/publisher_ID/6/)

### Hotels Opened in May

Staybridge Suites, Grand Forks

Hyatt House, Minot

Coal Country Inn, Stanton



## New Tourism website launched

Last month, North Dakota Tourism launched the new, responsively-designed [www.ndtourism.com](http://www.ndtourism.com). The site has a key goal to drive more traffic to North Dakota’s travel-business providers and partners. Listings for accommodations, events, attractions and packages are now optimized to offer more details, photos, videos, packages and deals and even social media links. Usernames and passwords for partner access have changed.

The new log-in link to bookmark is <https://partners.ndtourism.com/user/login/>.

Here you can request your username and password, create a new account and log-in to manage listings. If you would like personal training on using the new system, please contact Tricia Miller at [tamiller@nd.gov](mailto:tamiller@nd.gov) or 701-328-5328.

### Introducing new Tourism Intern Anzley Harmon

North Dakota Tourism has a new face this summer in intern Anzley Harmon of Minot. Anzley is a senior at Minot State University majoring in art with minors in marketing and management.

As a photographer in the art program, Anzley has a unique position with the Tourism Division this summer – she will be photographing many attractions, events, landscapes and businesses, traveling to all areas of the state. If you are especially interested in working with Anzley for new photography of your location, please contact her at [akharmon@nd.gov](mailto:akharmon@nd.gov).



## Content marketing takes center stage

By now, everyone has heard of content marketing. But what exactly is content marketing?

Simply, content marketing is the new way to attract and retain customers (or visitors in the tourism field), improve brand loyalty, generate leads and increase direct sales.

A few numbers to keep in mind:

90% of organizations market with content.

80% believe custom content should be central to marketing.

37% believe that content-led websites are the most important ways to engage customers.

The following infographic is part of what you can find at [www.demandmetric.com/content/content-marketing-infographic](http://www.demandmetric.com/content/content-marketing-infographic)

### 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).



## Tourism Expansion Grant Recipients Announced

Seven North Dakota tourism entities received 2013-14 Tourism 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. Funds may be used to build, remodel or expand tourism and recreation attractions and historic sites. The attraction must have the ability to attract a visitor 50 miles one-way and retain a visitor for at least three hours.

Created in 2007, the Tourism Expansion Grants are matching grants requiring the sponsor to provide one dollar for every two dollars of grant money being requested. The total amount of grant dollars awarded for this program is \$100,000.

Recipients of the Expansion Grants are:

- Artspace, Minot for tourism-related programming through a partnership with the Turtle Mountain Tribal Arts Association and the Minot Area Council of the Arts in the new Artspace Building in downtown Minot.
- Birding Drives Dakota, Carrington for directional signage and trailhead kiosks on the self-guided birding trail between Carrington and Jamestown.
- Rolling Plains Adventures, Sterling, for a guest K9 facility and staff housing at Black Leg Ranch.
- Ground Up Adventures, Grand Forks, to establish a seasonally-permanent structure on the Red River to serve as a facility for canoe and kayak rentals and water activity instructional center.
- Dunn County Fair Association, Killdeer, for the Plaza of Western Cultures visitor center on the Killdeer Mountain/Four Bears Scenic Byway.
- Bonanzaville USA, West Fargo, for the Rotating Exhibit Gallery in the new Lucien Barnes Pavilion.
- Sakakawea Sunset Lodge, Riverdale, for landscaping and "Welcome to Lake Sakakawea" sign as part of their new lodging facility.

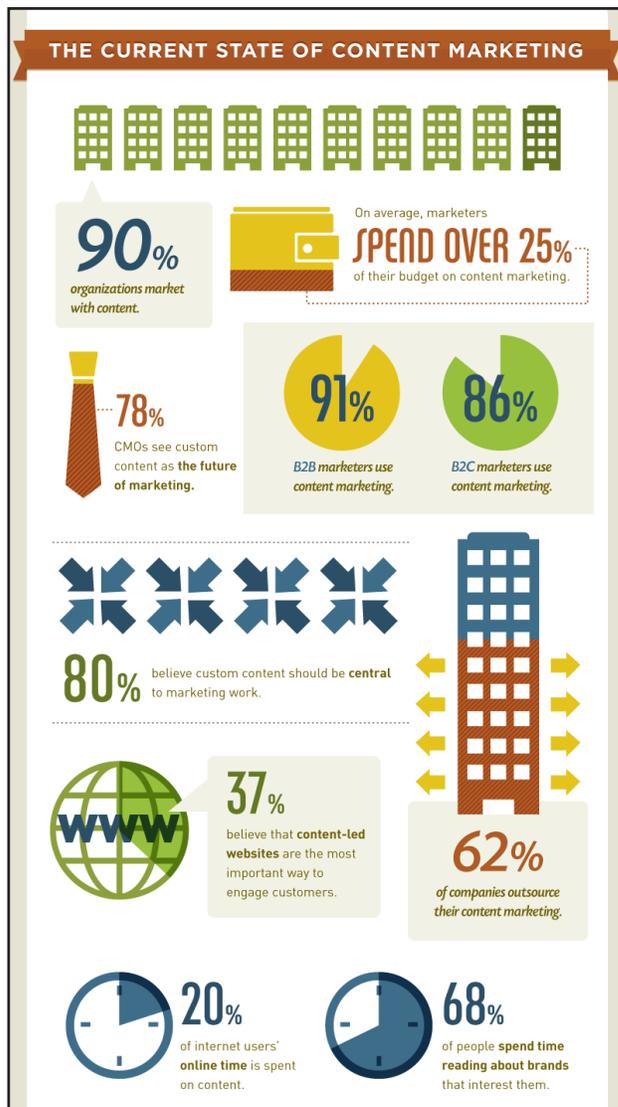
More details about the grant programs can be found at <http://www.ndtourism.com/industry/nd-tourism-grants/>.

## Plains Art Museum receives grant

ArtPlace America announced today the award of a \$260,000 grant to Plains Art Museum for its public art projects, Defiant Gardens for Fargo-Moorhead. The Museum's project was chosen from over 1,200 applications as an exceptional example of creative placemaking. The Museum was one of only 54 organizations across the United States to receive a grant in this round of funding.

ArtPlace America is a collaboration of leading national and regional foundations, banks and federal agencies committed to accelerating creative placemaking – putting art at the heart of a portfolio of strategies designed to revitalize communities.

Funds from the grant will be used to increase the vibrancy of the urban cores of downtown Fargo and neighboring Moorhead by fulfilling three artist-led initiatives in Plains Art Museum's program, Defiant Gardens for Fargo-Moorhead. The project was inspired by landscape historian Kenneth Helphand's book, "Defiant Gardens: Making Gardens in Wartime" (2006) and applies his concept of "defiant gardens" as a productive model for place-making by artists to build vibrancy and social engagement into urban spaces.



**In the News**

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



North Dakota Tourism in the news in May. Go to <http://www.ndtourism.com/media-center/news-releases> for more details.

**May 3:** The travel and tourism industry is good for the economy. It fuels jobs, drives spending and has a major impact on the economy of destinations like North Dakota. In addition, studies by the U.S. Travel Association showcase the importance of travel for relationships and businesses.

**May 7:** North Dakota Tourism has launched the North Dakota Scenic ByRider Program to reward bikers who tour the state's scenic byways and backways. Riders traveling five of the 10 scenic byways or backways in the state in one calendar year will receive a patch indicating they are a North Dakota Scenic ByRider.

**May 7:** Gov. Jack Dalrymple and the North Dakota Tourism Division, in partnership with AAA, are kicking off the 2013 Governor's Photo Contest. The contest will start today and run through August 23.

**May 23:** The North Dakota Department of Commerce Tourism Division will host the sixth annual workshop for bloggers and writers on June 6-7 at the National Energy Center of Excellence on the Bismarck State College campus.

**May 24:** Memorial Day weekend is the signature kick-off to the summer travel season, and North Dakota Tourism's new website [NDtourism.com](http://NDtourism.com) makes it easier for travelers, especially those on the go, to access information about the things to see and do in North Dakota.

**May 30:** Many travelers want to experience North Dakota's outdoor adventures without having to bring anything but their adventurous spirit. Thanks to North Dakota's strong tourism industry, the rental business is promising and in demand.

**2014 Travel Industry Conference**

There has been a change in the dates for the 2014 North Dakota Travel Industry Conference. The 2014 conference will be held April 14-16 at the Hilton Garden Inn of Fargo. Mark your calendar. Information about rates and registration will be forthcoming.

**Share the NEW news**

Know of someone new in North Dakota's travel industry? Please tell us about them. The Tourism Division sends welcome packets to new GMs, marketers, managers and business owners in the travel industry. Just drop a line to Tammy Backhaus at [tbackhaus@nd.gov](mailto:tbackhaus@nd.gov).

*Community Snapshot*

Discover hidden gems, personalities, facts and special events in our North Dakota communities. Each month, a new community will be featured with fun-filled highlights that can be easily added to an itinerary. This month's Community Snapshot is **Sherwood**.

Sherwood is in Renville County, two miles from the Saskatchewan border. In the 2010 census, 242 residents called Sherwood home. Sherwood Sleeper, a prominent banker in Mohall, platted and filed in Imperial Ward County for township on September 6, 1904.

This area was a pass-through for explorers, fur-traders and hunters. Hunting, however, is still big as Sherwood is located in the Central Flyway for upland game birds, ducks and geese.

The community was settled mostly by Scandinavians, along with Germans and Germans from Russia. Sherwood's main employers are Stanley Welding and Oil, Citizens State Bank, Western Ag Labs, Farmers Union Oil Station and Cenex C Store and gas station. This area is very agricultural and farm based.

**Hidden Gems:** Western Ag Labs has probe technology for determining fertilizer recommendations for crops. Its tagline is "Getting to the Root of Crop Nutrition." Engh's Hardware has been in business for 68 years. Nettie's Diner has been open for business for 27 years. She offers homemade noon lunches and also caters functions.

**Did You Know:** Prosperity Lutheran Church was started in 1904 and the first sermon was officiated in Norwegian and held on the Nels Nelson farmstead ... May 30, 1937 was the first Memorial Day service with International guests. It was attended by the Canadian Legion and joined by the American Legion Post of Sherwood, resulting in a long-time celebration and friendship ... In 1955, the first oil well at Sherwood was drilled on the Harold Ritter farmstead ... The Sherwood High School Wildcats merged with Mohall and Lansford in the early 2000s to form the Mohall-Lansford-Sherwood Mavericks.

**Personalities:** The late Orlin Milton "Bill" Hanson was elected in 1980 to the North Dakota House of Representatives where he served for 10 years. He also served one term in the North Dakota Senate. He was very active in politics, served in the military aboard the USS Boxer in the South Pacific and when discharged, came back to ranch in Prosperity Township ... Former Forum Communication Chairman William Marcil is from Sherwood.

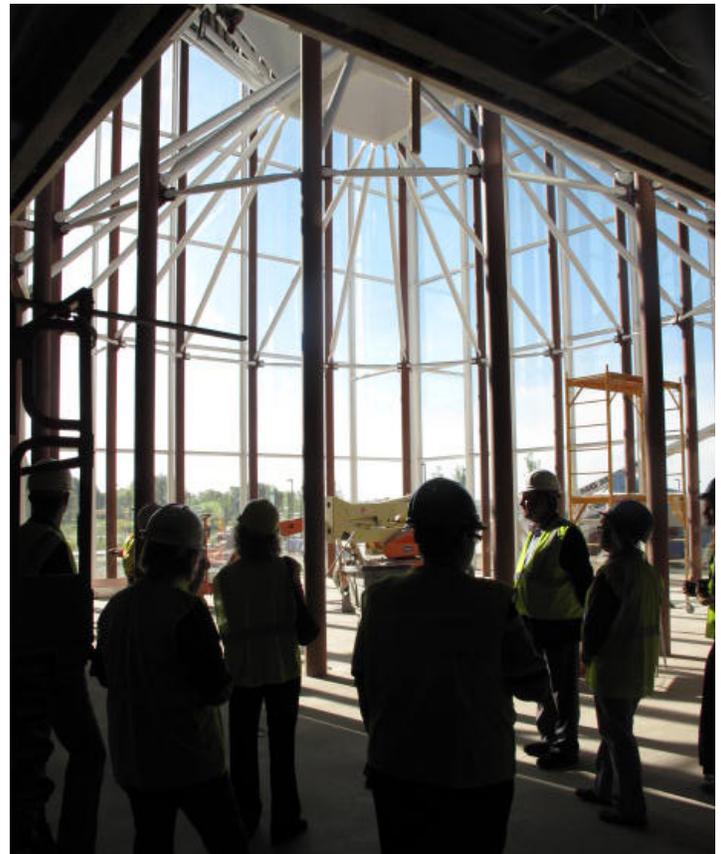
**Special Events:** The Memorial Day Celebration is attributed to the 1937 union of the Canadian Legion Post and the Sherwood American Legion Post. Flag exchange ceremony is held annually ... Fourth of July celebration and all-class reunion July 5-6 ... Big Buck Contest, Legion Dinner Dance, November 2013 ... Santa Day, December.



North Dakota Governor Jack Dalrymple presented U.S. Ambassador to Norway Barry White with a North Dakota Legendary book while in Oslo. Dalrymple is leading a trade mission in Norway and will sign a memorandum of understanding to establish a sister-state relationship between Telemark and North Dakota.

## What's up with the State Museum at the N.D. Heritage Center?

Wondering about the progress on the State Museum at the North Dakota Heritage Center? The new entrance is set to open September 1, along with the first phase of new exhibits. Track the progress at [www.history.nd.gov/swf/hcexpansion.html](http://www.history.nd.gov/swf/hcexpansion.html).



### North Dakota Trails Conference

Mike Jensen and Heather LeMoine will be presenting "Marketing on a Budget" during the North Dakota Trails Conference, June 18 in Bismarck. The conference is hosted by the North Dakota Parks and Recreation Department and the North Dakota Recreation and Park Association. It takes place June 18-19 at the Ramkota in Bismarck. For more information visit <http://ndtrailsconference2013.eventbrite.com>.



## SAVE the DATE!

### North Dakota Trails Conference

June 18-19, 2013 • Bismarck

Don't miss the 2nd annual conference that brings together trail advocates, managers and users from across the state. The featured speaker will be John McGovern, who will share smart practices for making existing trails accessible and incorporating accessibility into new trails.

Registration information and session topics will be available in February.





# Writers and bloggers

More than 40 writers and bloggers turned out for the Tourism Division's sixth annual workshop for bloggers and writers at the National Energy Center of Excellence on the Bismarck State College campus.

Mark Orwoll, international editor for Travel & Leisure magazine, and New York-based freelancer Margie Goldsmith detailed ways to get noticed in the highly competitive industry.

The workshop also featured Tourism Division Director Sara Otte Coleman and Marilyn Haggerty of the Grand Forks Herald.



**Top:** Dining at Fireflour Pizza

**Left:** Family Feud

**Bottom left:** Tourism Division Director Sara Otte Coleman

**Below:** Touring the State Museum at the North Dakota Heritage Center

