



Tourism stakeholders gathering

North Dakota Tourism industry stakeholders are invited to attend this year’s annual stakeholders meeting on Thursday, Oct. 10 at Century Center in Bismarck. Learn how North Dakota will be presented to travelers in 2014. The meeting will highlight North Dakota Tourism’s marketing plan and media buy for 2014 and will include an overview of cooperative opportunities for partners. Program managers will give a brief update on their specific areas and Tourism Director Sara Otte Coleman will present an overview of Tourism’s efforts to attract visitors and Heather LeMoine will highlight co-op advertising opportunities. The meeting is scheduled for 1:30 p.m.

Stakeholders meeting Thursday Oct. 10

All meetings held at North Dakota Department of Commerce, Bismarck
 8:30 a.m.: Tourism Industry Conference committee meeting
 9:30 a.m.: DMAND meeting
 11 a.m.: TAP meeting
 1:30 p.m.: Tourism stakeholders meeting; 2014 Media and Cooperative Marketing plans



**No impact on
State Historical Society
properties (Page 4)**

USTA urges Congress to end shutdown

The United States Travel Association issued the following release at the ongoing federal government shutdown:

“On October 1, the federal government shut down while Congress debates legislation to fund the government’s operations. A government shutdown will negatively impact the travel industry in myriad ways.

Previous experience tells us that a shutdown unnecessarily disrupts economic activity in communities large and small that depend upon travel spending for employment and tax revenue. The closure of national parks and federal historic sites to millions of travelers – coupled with the general perception of an uncertain travel process – will do serious and immediate harm to the economy.”

Roger Dow
USTA President and CEO

Shutdown effect on North Dakota

The Federal government shutdown is having an effect on North Dakota and those traveling through the state. Many State Parks and Historic Sites remain open and media releases have gone out in an effort to encourage continued visitation throughout the federal shutdown. Here are some of the impacts being felt:

- All Fish and Wildlife related activities, including all 63 national wildlife refuges are closed until further notice. All hunting and fishing activities or opportunities on refuges are canceled. Hiking and bird watching are also prohibited.
- Theodore Roosevelt National Park – Medora and Watford City, all three units closed, campers asked to leave; Knife River Indian Villages at Stanton; Fort Union Trading Post at Williston.
- All Corps of Engineers-operated recreation facilities are now closed. This includes Downstream, Wolf Creek, Government Bay and East Totten Trail campgrounds, as well as several recreation areas, including Deepwater Bay and Riverdale Overlook.
- Game and Fish says you can still buy a federal duck stamp required for waterfowl hunters, but it doesn’t know long that will be in effect. All websites used to get information now just take you back to the Department of the Interior homepage
- Passport and visa offices overseas are being affected. The Australian US Commercial Service is shutting down.

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.



Partner Access

North Dakota Tourism's Partner Access tool allows partners throughout the state to submit attractions, events and accommodations to the state's website.

By using Partner Access, a person takes complete ownership of their listings and can update, modify or remove listings at any time. They also can create online photo galleries using multiple images.

The tool allows users the opportunity to upload PDFs, maps of property grounds, videos, 360-degree views and more. They can select tags that will guide those who search for specific amenities to their sites.

In addition, Tourism pulls information from the online listings to run in the annual travel guide. Keeping the information updated and fresh assures that it will be up to date in next year's guide.

Another advantage of having your information on the website is North Dakota Tourism's presence in the social media world. Media and Public Relations Manager Kim Schmidt uses information found on the site daily posts.

How do you get into partner access? Glad you asked.

Go to partners.ndtourism.com and click create a new user. Fill out the required fields and send the request. Generally you will receive a response within a day with log-in information. Every time you wish to add something new, go back to the website and login using your user name and password.

You will have access to everything you have already entered, or you can add something new.

For more information on Partner Access, contact Tricia Miller at 701-328-5328 or tamiller@nd.gov or Scooter Pursley at 701-328-2874 or jpursley@nd.gov.

Large infrastructure grant deadline approaches

North Dakota Tourism is offering an additional 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 determined during the 2013 legislative session.

The Tourism Infrastructure Grant Program's purpose is to fund new tourism operations capable of attracting visitors from outside 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.

Applications are available on our website at www.ndtourism.com/industry/north-dakota-tourism-grants and are due by October 18, 2013.

The Tourism Division has received grant requests for 16 marketing grants totaling \$74,000 and 17 event grants totaling \$69,500. The grants are being reviewed and the final awards will be made later this month.

Contact Dean Ihla at dihla@nd.gov or 701-328-3505 for more information.

Theodore Roosevelt Conservation Partnership

The Theodore Roosevelt Conservation Partnership held its 2013 Western Media Summit in Bismarck September 9-12.

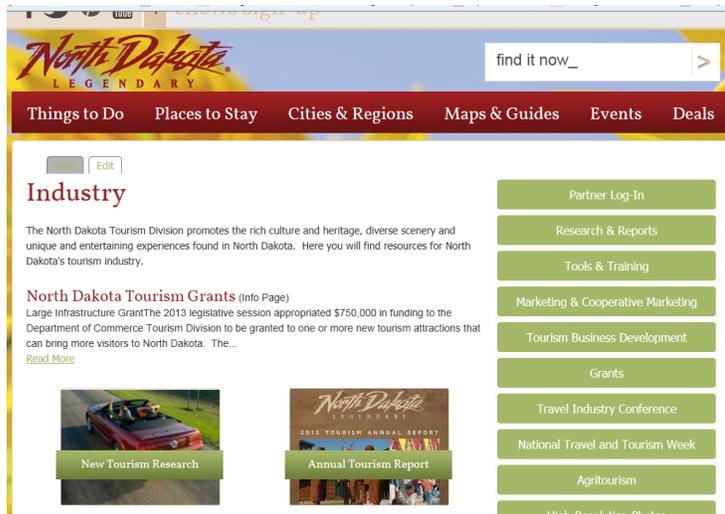
The event focused on bringing key outdoor writers and media to North Dakota to hear from speakers and discuss problems and possible solutions to wildlife habitat loss from agriculture and energy production. The meetings took place at the Great Plains Regional Office of Ducks Unlimited. The group did aerial tours of the state to see firsthand the issues facing wildlife and habitat.

North Dakota Tourism was a sponsor of the event and tourism staff had the opportunity to join the group to answer questions and interact with media. Lt. Governor Drew Wrigley addressed the group, speaking of state government's responsibility to balance maintaining wildlife habitat and respecting property rights of private land owners, what he called "twin pillars of stewardship."

Wrigley stressed that the state has a responsibility to maintain "our way and quality of life, including our hunting and fishing heritage."

Mark Zimmerman from ND Parks and Recreation and Duane Dukrey from ND Game and Fish also spoke to the group about their efforts to balance energy and agriculture with parks and wildlife.

The final event was a dinner at the Black Leg Ranch near McKenzie. Jerry Doan, owner of the ranch, addressed the group during the meal and talked about efforts on his ranch to be more sustainable. He highlighted practices such as "intensive grazing" to eliminate the need to use herbicides. The TRCP is a conservation group based in Washington DC. They are committed to discussing the most pressing issues facing the future of hunting and fishing in America.



In the News

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



North Dakota Tourism in the news in September

September 4: Labor Day Week-end signifies the last big push for the summer travel season, giving many people the impression that tourism dwindles after this signature holiday. But that's not so in North Dakota, according to North Dakota Tourism. <http://www.ndtourism.com/content/visitation-north-dakota-remains-strong-after-labor-day-0>

September 6: The American Bus Association (ABA) announced today that Norsk Høstfest and the Medora Musical have been designated Top 100 Events in North America for 2014 by an expert tourism industry selection committee. <http://www.ndtourism.com/content/norsk-h%C3%B8stfest-and-medora-musical-among-north-america%E2%80%99s-100-best-events-2014>

September 16: Fall is a festive time of year in North Dakota: a time for cultural celebrations in many small towns, farmers celebrating a season of hard work and families exploring pumpkin patches and corn mazes. We invite you to get festive this fall and take advantage of the sights, sounds and adventure that accompanies this legendary season in North Dakota. <http://www.ndtourism.com/content/6-legendary-ways-enjoy-festive-fall-north-dakota>

September 18: Avid runners and those who choose just to run downtown for a bite to eat and drink won't lack things to do as September winds down. Bismarck offers a full marathon with all the trimmings and Grand Forks a half marathon and a color run which will, no doubt, color your world. <http://www.ndtourism.com/content/stay-active-late-september-north-dakota>

September 24: There's no end of places to be in North Dakota in October. Start out "Under the Streetlamp" and wind up at Florida Georgia Line. Most events in October have a musical element to them. So get the toes tappin' and get out to some of the exciting events. <http://www.ndtourism.com/content/find-pumpkins-and-more-during-october-north-dakota>

September 30: For those hunting birds, fish, ghosts or the Great Pumpkin, you've come to the right place. North Dakota abounds with ghosts, ghouls, gourds and waterfowl in October. Do a little hunting early in the day, then take the family to one of the state's many Halloween activities in the evening. <http://www.ndtourism.com/content/7-legendary-ways-experience-%E2%80%9Cthrill-hunt%E2%80%9D-north-dakota>

ND Tourism Digital Analytics

Digital Unique Audience

3rd Quarter Digital Unique Audience

Website Analytics (Unique visitors and mobile site visits)	227,973
Digital Travel/Hunt and Fish Guides (Unique visits)	3,052
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com)	51
Twitter Audience (Reach)	2,177,073
Facebook Audience (Organic Reach/Unique)	577,885
E-Newsletter Audience (Total sends)	33,339
YouTube Audience (Unique Visitors)	42,807
Flickr (Members)	515
Pinterest (Followers)	635
Instagram (Followers)	844
Total Digital Unique Audience	3,064,174

Digital Impressions

3rd Quarter Impressions

Website Analytics (Page views and mobile site visits)	601,616
Digital Travel/Hunt and Fish Guides (Page views)	57,748
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com)	0
Twitter Audience (Impressions)	10,647,596
Facebook Audience (Organic Impressions)	1,641,166
E-Newsletter Audience (Total e-mail audience)	33,339
YouTube Audience (Total views)	2,342
Wordpress Blog (Monthly views)	4,378
Total Digital Unique Audience	12,988,185

Tourism Inquiries: Includes lead fulfillment and pages printed from website **9,868**

Governor selects advisory board members

North Dakota Gov. Jack Dalrymple has appointed the first members of the North Heritage Fund Advisory Board.

The board will establish an application process to recommend projects or opportunities to be supported by the Outdoor Heritage Fund. The Industrial Commission manages and operates the fund.



The Outdoor Heritage Fund will receive up to \$30 million from oil and gas production taxes per biennium to support projects like private and public land access for sportsmen, creation of fish and wildlife habitats, stewardship toward farming and ranching, enhancing water quality, plant diversity, soil conditions and outdoor recreation areas.

The 12 voting members of the advisory board will be Eric Aasmundstad, Devils Lake (North Dakota Farm Bureau); Robert Kuylen, South Heart (North Dakota Farmers Union); Wade Moser, Bismarck (North Dakota Stockmen's Association); Dan Wogslund, Bismarck (North Dakota Grain Growers Association); Blaine Hoffman, Gladstone (North Dakota Petroleum Council); Jim Melchior, Bismarck (Lignite Energy Council); Dr. Tom Hutchens, Bismarck (Ducks Unlimited); Patricia Stockdill, Garrison (Pheasants Forever); Jon Godfread, Bismarck (Greater North Dakota Chamber); Randy Bina, Bismarck (North Dakota Recreation and Parks Association); Dr. Carolyn Godfread, Bismarck (conservation at-large); and Kent Reiersen, Williston (conservation at-large).

Ex-officio members of the advisory board are Game and Fish Director Terry Steinwand, Parks and Recreation Director Mark Zimmerman, State Forester Larry Kotchman and Thonda Vetsch of the North Dakota Association of Soil Conservation Districts.

"The North Dakota Outdoor Heritage Fund is an historic, well-funded opportunity that brings together multiple interests and perspectives to enhance our legendary outdoors," Gov. Dalrymple said. "These diverse board members represent conservation, agriculture, energy, outdoor recreation, and business. They will come together to help recommend important, long-lasting projects to be supported through the Outdoor Heritage Fund at up to \$30 million per biennium. I look forward to seeing their efforts get underway and to working with them through the Industrial Commission."

Governor's Photo contest winners

First Lady Betsy Dalrymple will present the winning entries in the Governor's Photo Contest on Oct. 9 in the Memorial Hall at the North Dakota Capitol.

The reception will be from 3-5 p.m. and the photos will be on display through December.

Winners are chosen by North Dakota Tourism, AAA North Dakota, ND Council on the Arts and representatives from the Governor's staff. A few of this year's winners will be present.

ADWEEK tabs Odney top agency in North Dakota

The website ADWEEK recently made its selections of the top advertising agencies in each state and Odney was selected for North Dakota.

Odney, the long-time agency of record for North Dakota Tourism, was selected based on criteria like "notable clients, size, legacy and reputation."



STATE HISTORICAL SOCIETY
OF NORTH DAKOTA

Sites open during federal government shutdown

State historic sites are managed by the State Historical Society of North Dakota and are not affected by the federal government shutdown.

- Fort Buford near Williston is open throughout the winter by appointment only.
- Missouri Yellowstone Confluence Interpretive Center is located 22 miles southwest of Williston at Fort Buford. Hours are Wednesday through Saturday from 9 a.m. to 4 p.m. and Sundays from 1 to 5 p.m. (CT) The Center is closed on Mondays and Tuesdays.
- The State Museum at the North Dakota Heritage Center is open year-round. The Heritage Center's expansion project is underway, which will add 97,000 square feet of museum and storage space. Throughout construction, the Heritage Center and Museum Store will remain open on a daily basis, although the main exhibit areas of the State Museum are closed for renovations until 2014.
- Camp Hancock Museum in Bismarck is open by appointment only for the winter season. The historic site grounds are open year round.
- Former Governors' Mansion State Historic Site in Bismarck is open the second Friday and Saturday of each month from 1 to 5 p.m.
- Pembina State Museum in Pembina is open Monday through Saturday from 9 a.m. to 5 p.m., and Sundays from 1 p.m. to 5 p.m. (CT)
- Chateau de Mores State Historic Site Interpretive Center is open year-round. Interpretive Center winter hours are Tuesday through Saturday from 9 a.m. to 5 p.m. (MT).
- The Ronald Reagan Minuteman Missile State Historic Site, located near Cooperstown, ND, is open until Oct. 31 on Thursdays, Fridays, Saturdays, and Mondays from 10 a.m. to 6 p.m. and Sundays from 1 to 5 p.m. From Nov. 1, 2013, through Feb. 28, 2014, visitation will be available by appointment.

Bush Fellowship grants

The Bush Fellowship leadership development program is seeking to support civic-minded leaders in the states of North Dakota, South Dakota and Minnesota, plus 23 Native Nations, with grants of up to \$100,000 to support their leadership development.

This nearly 50-year-old program has supported more than 2,200 individuals.

Initial applications are due October 14 and the program would love to see more talented leaders from North Dakota exploring this leadership development opportunity.

Online information sessions are noon to 1 p.m. CST on October 4, 10 and 11. Registration is required at www.bushfoundation.org/applications-open-2014-bush-fellowship-program.