

## 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)

- The Beach Visitors Center, Sentinel Butte Gas Station, Dakota Cyclery and Assumption Abbey were commended by New York Times blogger Bruce Weber <http://intransit.blogs.nytimes.com/2011/08/29/welcoming-monks-and-wild-horses-in-north-dakota/>
- Downtown Fargo by Forbes <http://www.forbes.com/pictures/mhj45emgi/downtown-fargo-in-fargo-nd>
- Congratulations to Troy White, the new Executive Director of Bonanzaville in West Fargo

## This issue



**Tech Tip:** Google+, it is a social media network started by the online giant. (Page 2)

## Community Snapshot

**Bottineau:** Did you know that Bottineau holds North Dakota's longest-running county fair! Find out more about Bottineau. (Page 4)

**ESTO:** North Dakota representatives attended the recent ESTO conference where Tourism Dakota Sara Otte Coleman was up for an award. (Page 2)

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



# How are you Legendary?

Plan to attend the stakeholders meeting at the state office in Bismarck on October 3. In addition to meeting Commerce Commissioner Alan Anderson and hearing the 2012 media plan, cooperative advertising options, joint promotions and upcoming shows plans, this year's meeting will require some input from you.

As we prepare to mark 10 years of the Legendary brand, we would like to know more about your efforts and how the Legendary branding works within your area. Attendees are asked to bring with them five adjectives that help attract visitors to their locations. Tourism and agency staff did the exercise at their marketing retreat this spring. The lists will be compared and contrasted. We are also looking for stories on how you or someone in your area delivered on the Legendary brand promise. Do you have an attraction that goes out of its way to offer local foods, unique interpretation or outstanding service? Show and Tell is encouraged.

October 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### Co-Op Survey

In preparation of the 2012 cooperative advertising opportunities, please take this survey to tell us your priorities. [www.surveymonkey.com/s/RTYGJX9](http://www.surveymonkey.com/s/RTYGJX9)

The information will help us shape the marketing to meet your needs and help us all attract more visitors the next 10 years.

## Tourism budgets: N.D. lags in region

The preliminary survey of US state tourism office budgets for 2010-2011 shows the average state tourism budget is \$13,802,156, which was up 2.2% from 2009-2010. North Dakota's budget was \$4.6 million.

Despite media reporting, all state budgets were not cut. The largest increases were in Louisiana, which increased its budget 68.6% to \$31.9 million and Alaska, which was up 59.6% to just over \$18.7 million. Eighteen states saw budgets increase at least 2%, and of those, seven states reported budget increases of more than 20%. The report does show 19 states cut tourism budgets a minimum of 2%, with eight of those states losing at least 20% of their budgets.

The biggest loser was New York (-63.6%). North Dakota was one of 13 states reporting a flat (change below 2%) budget. Projections for 2011-2012 state budgets show nine states projecting budget growth over 20% and 20 posting increases over 2%. Thirteen states, including North Dakota, expect flat budgets and 17 states are expecting budget decreases. Five of those will decrease significantly (over 20%).

This survey does not include pass-through dollars, like the new tourism grants dollars added to the North Dakota Tourism budget by the legislature.

### Where we stand

Wisconsin	\$17,000,000	+31.1%
Montana	\$13,647,123	+26.9%
Wyoming	\$12,905,309	+13.2%
South Dakota	\$11,736,000	+1.6%
Minnesota	\$8,700,000	+1.3%
<b>North Dakota</b>	<b>\$4,678,573</b>	<b>+1.1%</b>

## 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).

### Google News

Have you been hearing buzz about Google+ (Google Plus)? If this is your first introduction of Google+, it is a social media network started by the online giant.

Currently, Google+ is invite-only and doesn't allow business pages. Early adopters speak highly of some features they like, such as increased privacy, circles of friends and aggregation of features found on flickr, twitter and facebook. But the jury is still out on whether Google+ will take off or not. To learn more, visit <http://www.plrvideodirect.com/google-2/google-plus-a-quick-understanding/>

Running Google analytics on your website and needing a refresher course on the data and reports? This site has some great tips: <http://understandinggoogleanalytics.com/>.

Things you'll want to look for on your dashboard:

- Visits
- Pageviews
- Pages/Visits
- Bounce Rate
- Average Time on Site
- New Visits

You can also get a better understanding of how visitors are finding your website through Google's traffic sources: direct, search engine, referral and other.

### Nominations for Historical Society awards

The State Historical Society of North Dakota (SHSND), is seeking nominations for four categories of awards that recognize outstanding achievement in the field of history.

The deadline for nominations to be sent to the SHSND is Friday, September 16. Presentation of the awards will be made during the awards banquet at the 23rd Annual Governor's Conference on North Dakota History on Friday, October 2, at the Bismarck Civic Center.

There are four categories in which nominations are being sought:

- Excellence in Local History
- Association for Excellence
- Heritage Profile Honor
- North Dakota Person of History

<http://history.nd.gov/historyawardforms.html>



The North Dakota team showed its school spirit at USTA's ESTO awards banquet in Salt Lake City. The theme was based on the High School Musical phenomena shot in Utah. North Dakota was represented at ESTO by, left to right, Tourism Director Sara Otte Coleman, Marketing Manager Heather LeMoine, Public and Media Relations Manager Kim Schmidt and Trish Helgeson of Odney Advertising.

### North Dakota represented at ESTO

Representatives from the Tourism Division, Odney Advertising and the Fargo-Moorhead Convention and Visitors Bureau attended the U.S. Travel Association's Education Seminar for Tourism Organizations (ESTO) conference, August 27-31. The conference featured topics on mobile and social media use, service and customer engagement, trends and more. Industry-specific meetings for tourism directors, marketing and advertising professionals and public relations managers were also held.

Tourism Director Sara Otte Coleman was one of three finalists for the State Tourism Director of the Year Award from the U.S. Travel Association's National Council of State Tourism Directors. The annual award honors a tourism director that has clearly influenced the obvious and measurable improvement of a state or territory's travel and tourism profile with their leadership. The award was presented to George Zimmerman of Michigan.

### Where is Mount Rushmore?

It isn't only the North Dakota Tourism Division that fields questions on the location of Mount Rushmore. Apparently the Rapid City CVB gets that too!

[http://rapidcityjournal.com/news/cvb-pitches-family-vacations-and-not-in-north-dakota/article\\_7ad8cfa6-d8fd-11e0-a8fe-001cc4c03286.html](http://rapidcityjournal.com/news/cvb-pitches-family-vacations-and-not-in-north-dakota/article_7ad8cfa6-d8fd-11e0-a8fe-001cc4c03286.html)

### Governor promotes tourism

Governor Jack Dalrymple sat down with the CNBC Mad Money host Jim Cramer live from North Dakota last month and said the state's success was about more than just getting "lucky" in oil.

"We've got 31,000 jobs available in North Dakota," the Governor said, adding that many of those jobs are based in manufacturing, technology, tourism and agriculture.

For the entire segment from North Dakota, visit <http://video.cnbc.com/gallery/?video=3000041374>

## In the News

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



### North Dakota Tourism in the news in August

**August 10:** 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. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=442>

**August 10:** Fun-filled days and nights await you in early August. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=441>

**August 10:** North Dakota's tourism entities have until September to apply for three grants from the North Dakota Department of Commerce and North Dakota Tourism. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=440>

**August 12:** North Dakota Tourism Director Sara Otte Coleman is one of three finalists for the State Tourism Director of the Year Award from the U.S. Travel Association's National Council of State Tourism Directors. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=443>

**August 16:** Mike Jensen, outdoor promotions manager with North Dakota Department of Commerce, Tourism Division, recently promoted the state to outdoor writers and photographers at the national conference for the Outdoor Writers Association of America <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=444>

**August 17:** You don't have to wait until school starts to learn about the three Rs in North Dakota. Ribbing, riding and racing highlight late August activities. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=445>

**August 24:** Amateur photographers living in North Dakota have until August 31 to submit their photo entries for the eighth annual North Dakota Governor's Photo Contest. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=448>

**August 31:** Before you begin lamenting the end of summer and the onset of fall, changing seasons and kids going back to school, check out these events that are sure to keep your summer travel fires burning. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=449>

## Grants for flood-affected property available

The 2011 North Dakota Legislative Assembly authorized \$504,500 to the State Historical Society of North Dakota (SHSND) for the Cultural Heritage Grant Program. As part of the program, the State Historical Society has obligated up to \$120,000 to assist with recovery efforts of historic properties affected by the flooding throughout the state. The state's history agency is currently accepting applications for the first round of the special funding, with up to \$60,000 available.

Grant guidelines and application forms can be found on the SHSND website at [www.history.nd.gov](http://www.history.nd.gov) or available upon request. The deadline for applications to be received for this round is Friday, October 7. A second round of special funding grants will occur in February 2012.

Application 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 by contacting the SHSND's Grants and Contracts Officer, Amy Munson, at 701-328-3573 or E-mail [amunson@nd.gov](mailto:amunson@nd.gov).

## I Am Legendary T-shirts now available

The popular and most-requested "I Am Legendary" T-shirts are now available from North Dakota Tourism. Check them out through the online gift shop: <https://www.shop.commerce.nd.gov/store/>. For bulk orders contact Jessica Fretty at [jfretty@nd.gov](mailto:jfretty@nd.gov).

## CenStates Meets in Cedar Rapids

The annual CenStates TTRA Conference meets in Cedar Rapids, Iowa, September 21-22. What sets the regional conference apart from other conferences is the view of tourism and marketing through the lens of research. Some of the sessions planned for this conference:

- National Tourism Trends
- The New Normal for Hospitality
- Strategic Planning for Normal People
- Return on Product Development
- How Media Planners Utilize Research
- How Consumers Use Media to Research and Plan Travel
- Developing a Destination Brand
- Much more

Registration is still open. Visit [www.censtatettra.org](http://www.censtatettra.org) to view the entire schedule and to register for the conference. Make hotel reservations at the Cedar Rapids Marriott (\$105/night rate) by calling 800-396-2153 or online at <http://cwp.marriott.com/cidmc/censtates>.

**Join the Facebook Industry Group**

For updates from the Tourism Division all month long, join the new North Dakota Travel Industry group on Facebook.

**Join Tourism at sport shows**

The North Dakota Tourism Division will be promoting the state's vast outdoor experiences at a number of consumer sport shows in early 2011.

The division invites businesses and destinations to cooperatively participate in these shows. Two options for participation:

- Brochure distribution: A great way to get information directly into the hands of interested consumers. Partner fee \$75.
- Partnership in the booth with staff, signage and distribution of materials. Participation opportunities vary by show, so interested partners should contact Mike Jensen at 701-328-2509 or mjensen@nd.gov to discuss interests.

The state has booked 10x20 booths at the Minneapolis, Milwaukee and Omaha shows, allowing room for partners to have a greater visibility in a booth and talk directly with show attendees. Partner fee \$250.

**Pre-committed show schedule**

**January 13-15:** Quad Cities Sport Show, Davenport, Iowa

**February 17-19:** National Pheasant Fest, Kansas City Mo.

**February 23-26:** Omaha Boat Sports and Travel Show, Omaha Neb.

**March 7-11:** Milwaukee Journal Sentinel Sports Show, Milwaukee

**March 28-April 1:** Northwest Sports Show, Minneapolis

*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 **Bottineau**.

Bottineau was settled in 1884 and is the county seat of Bottineau County. Its ethnic culture and heritage is Norwegian and German. Bottineau was named after Pierre Bottineau, an accomplished surveyor known as the "Kit Carson" of the Northwest. The current population is 2,046.

**Hidden Gems:** Mystical Horizons, 21st Century Stonehenge, has a Polarix Sighting Tube, working sundial and overlooks the prairie; Tommy the Turtle, the World's largest turtle riding a snowmobile at 28 feet; and Turtle Mountain Scenic Byway, Highway 43 through the Turtle Mountains.

**Did You Know?** Bottineau holds North Dakota's longest running county fair; the town moved 1.5 miles south in 1887 to where the Great Northern Railway was installing new tracks; Bottineau had the first indoor hockey rink in the state, built in 1922.

**Personalities:** Duane Klueh, retired basketball player and former coach of the Indiana State men's basketball team; Ryan Kraft, left wing hockey player was with the German Kassel Huskies until they disbanded in 2010; Gregory R. Page, president and CEO of Cargill Inc.; Ronald Paulson, English professor and expert on William Hogarth works.

**Special Events:** Fall Festival and homecoming is October 1; Winter Wonderland Festival is November 5; lighting of the Community Christmas Tree is November 25. Special events for 2012 include the Bottineau County Fair in June and the Club De Skinautique's performance over the July 4 holiday.

For more information on Bottineau and special events, contact Clint Reinoehl at 701-228-3849 or bcc@utma.com.

To have your community highlighted in the tourism newsletter, please contact Deanne at 701-328-2502 or E-mail: dfelchle@nd.gov to receive your form.

