

2008 Annual Report



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North Dakota Byway Coordinator

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The North Dakota Scenic Byway program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.



State Byway Coordinator Message

I am happy to report the Old Red/Old Ten Scenic Byway achieved state designation in 2008, bringing our total number of state scenic byways to 10. The addition of the Old Red/Old Ten gives the byway program a nice balance throughout the state and offers byway visitors ample opportunities to indulge in our diverse landscape.

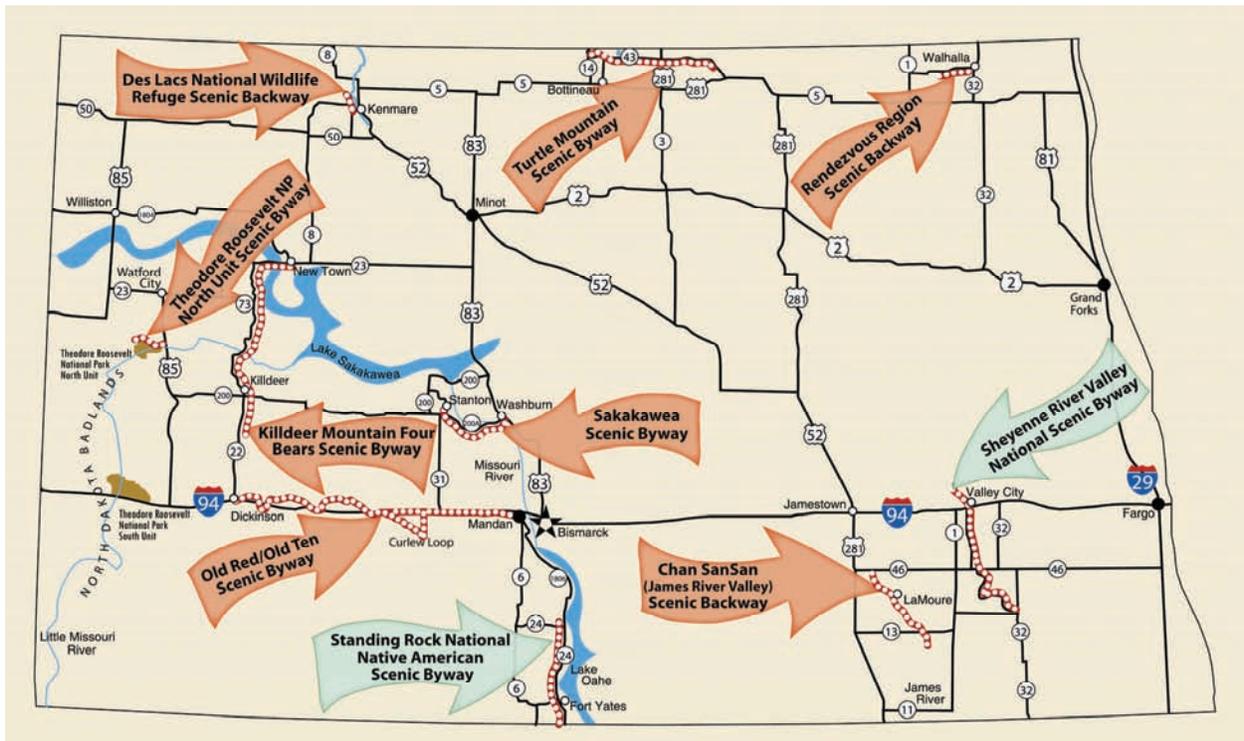
In November, byway leaders met in Bismarck at the annual state byway conference. The ½ day meeting enabled byway leaders to provide updates, exchange information and look ahead to the future growth of their respective byways and backways.

It's fair to say that North Dakota Scenic Byways & Backways continue to embrace the beauty of our state. With the solid efforts of dedicated volunteers and individuals, several byway projects are being completed, and new ones are getting underway. Byway interest is prevalent and the addition of a new state byway this year will further encourage visitors to take notice of our beautiful byway collection.

As always, thank you to the byway community for all of your time and efforts!

Sincerely,

Kevin Stankiewicz
ND Byway Coordinator



North Dakota's Newest Byway

Old Red/Old Ten Scenic Byway

- 108 miles (12-mile section of gravel near Almont known as the Curlew Loop)
- Begins at the Mandan Depot on Main Street in Mandan and travels west along Old Highway 10 to Dickinson

This scenic byway was appropriately designated as ND's 10th state byway. Originally referred to as Old Highway 10, this byway provides an ample opportunity to explore how life was many years ago for those who settled in North Dakota. The culture of the Native Americans through Fort Mandan and the diverse cultural offerings of the European pioneers, are captured along this route. Several regional and local museums can be toured and a variety of recreational opportunities exist. The natural beauty of the buttes, river valleys and prairie delivers pleasant, rural-life images for the visitor to see. This route is a great alternative to interstate travel with many exits and entrances to/from I-94.

Top 5 points of interest

- Schnell Recreation Area-Managed by the Bureau of Land Management, this area comprises about 2,000 acres of native mixed grass prairie, hardwood draws and former tame pasture. Once a working cattle ranch for 120 years, the area is now home to more than 100 species of birds.
- Mandan Depot-Filled with Native American Art, music and jewelry, this cultural center highlights the artistry of the Native Americans in North Dakota.
- Crossroads Golf Course-Visit Glen Ullin and play the 9-hole grass green course located in a very quiet and pristine area.
- Dinosaur Museum-This 13,400 sq. ft. museum located in Dickinson, adjacent to the Joachim Museum, houses a variety of geological and paleontological specimens, www.dakotadino.com.
- "Salem Sue"-See the massive Holstein cow sculpture that serves as a symbol to New Salem's thriving dairy industry.

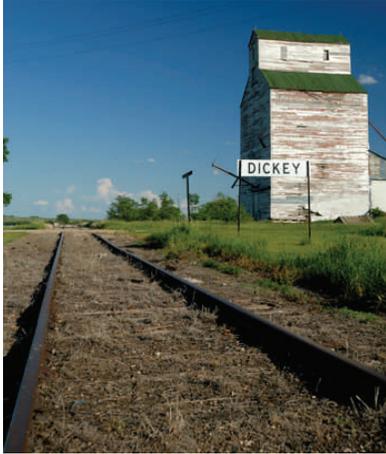
Welcoming the following Communities

Mandan
New Salem
Almont
Glen Ullin
Hebron
Schnell Recreation Area
Richardton
Taylor
Gladstone
Dickinson



www.oldredoldten.com

Backway news



Chan SanSan Scenic Backway

- Two historical writers had received a diary from a relative in Montana that chronicled a wagon train ride from St. Cloud, MN to Oregon in 1867. The wagon train crossed the James River at the Bone Hill Creek area. The writers were looking for the prints of the information that Chan SanSan had used for their interpretive panels, along with one of the maps.

Des Lacs National Wildlife Refuge Scenic Backway

- Dan Severson left his position in North Dakota and now works for a refuge in Kansas which is coincidentally located near a scenic byway. David Bolin is the new NWR refuge manager.
- Highlighted in *North Dakota Horizons* Fall 2008 edition, as a great spot to see the fall colors. Also appearing in the same edition, the town of Kenmare, which is situated along the backway, celebrated the 20th anniversary of the Kenmare Goosefest.



Rendezvous Region Scenic Backway

- Kathy Stremick, was a candidate in the November 2008 election as she ran for State Representative, District 10.
- A group of six from Walhalla attended the 2008 Marketplace in Grand Forks.
- Canoeing at the Pembina Gorge, voted #2 in the 'Top 10 Legendary Places to Relax' in North Dakota.
- 2008 State Tourism Conference, Governor's Travel and Tourism Awards, Kathy Stremick- Gorge Arts and Heritage Council, was the recipient of the Travel and Tourism Industry Leader award.
- Awarded FY 2008 National Scenic Byways grant via FHWA for the Tetrault Woods State Forest Overlook byway facilities project.



Byway news

Killdeer Mountain Four Bears Scenic Byway

- Voted #8 in the ‘Top 10 Legendary Places to Relax’ in North Dakota.



Old Red/Old Ten Scenic Byway

- Designated as North Dakota’s 10th state scenic byway.
- First Lady Laura Bush visited Sims Lutheran Church north of Almont. Located along a spur route of the byway, the Sims Lutheran Church, a demonstration project for Preservation North Dakota, is a must see.

Sakakawea Scenic Byway

- David Borlaug, President Lewis & Clark Fort Mandan Foundation, provided the guest editorial in *North Dakota Horizons* Fall 2008 edition.
- The Lewis and Clark Interpretive Center, which serves as a gateway to the byway, has been an invaluable resource to the Sakakawea Scenic Byway, the area of Washburn and the state of North Dakota. The center has worked to establish The Dakota Institute, was instrumental in bringing humanities scholar Clay Jenkinson on board as the director, and worked diligently in their preparation for “The Travels of Maximilian and Bodmer” symposium that occurred October 23-27, 2008 at Bismarck State College.



Byway news

Sheyenne River Valley National Scenic Byway

- The *America's Byways* bulletin mentioned the soap box derby that takes place on the byway.
- Mary Lee Nielson's voice could be heard on the air waves of KFGO this summer as she promoted byway events.
- Valley City, which celebrated its 125th anniversary this year, was one of four North Dakota towns, with populations under 20,000, that was recognized in *Midwest Living's* "100 Best Small-Town Getaways" listing and was included in the publication's "Best of the Midwest 2008" guide.
- Highlighted in *North Dakota Horizons* Fall 2008 edition, as a great spot to see the fall colors.
- The Valley City Municipal Auditorium built in 1936 and still used today was listed in the National Register of Historic Places.
- Mary Lee Nielson and Bobby Koepplin attended the 2008 Marketplace in Grand Forks, and also had a short visit with Senator Kent Conrad.
- Mary Lee Nielson attended a 'Hospitality Train the Trainer' workshop in Denver, CO. The program was developed by the Colorado Scenic and Historic Byways Program and the event was sponsored by the America's Byways Resource Center.
- In August, Senator Conrad and aides took a 2.5 hour tour of the byway with marketing coordinator, Mary Lee Nielson.
- Antiquing and Bridge Walking Tour in Valley City, voted #3 in the 'Top 10 Legendary Places to Relax' in North Dakota. Hiking at Fort Ransom State Park, voted #5 in the 'Top 10 Legendary Places to Relax' in North Dakota.
- A story on canoeing the Sheyenne River was added to the www.byways.org website under water recreation stories.
- Bobby Koepplin received the Distinguished Service award at the 2008 North Country Trail Association (NCTA) annual conference in Cazenovia, NY. The award is for individuals who have provided the NCTA with three or more years of exemplary service.
- Becky Heise, byway committee member, received the Sweep award at the 2008 North Country Trail Association annual conference in Cazenovia, NY. The award is given to those people whose steady effort in the background keeps everything ticking.
- The Fort Ransom Sodbusters Association was honored by the State Historical Society. The Sodbusters Association received the Associations with Excellence in Local History Award.



Byway news...



Standing Rock National Native American Scenic Byway

- Karen Schaeffer will now be assuming the responsibilities of byway coordinator working for and with Pamela Ternes, Director.
- Pamela Ternes was instrumental as she assisted the America's Byways Resource Center with their efforts to develop presentations for the Our Native Pathways training series.
- Awarded FY 2008 National Scenic Byways grant via FHWA to implement and update changes to their Corridor Management Plan.



Theodore Roosevelt National Park North Unit Scenic Byway

- Todd Stoeberl accepted a new position with the National Park service in Alaska. His new position also coincidentally resides near a scenic byway.



Byway news

Turtle Mountain Scenic Byway

- Merrill Piepkorn's "Hear it Now" covered events for the Preservation North Dakota conference held at the International Peace Garden. The byway and the Coghlan Castle received promotion.
- Becky Leonard, a member of the Northern Plains Resource Conservation and Development council, received the 2008 Outstanding Performance by a Council Member award at the North Dakota RC&D State Association Meeting.
- A story on the Martineau House appeared on KXMC and also won the 2008 Preservation Success Story at the 2008 Preservation North Dakota conference.
- National Register of Historic Places official website lists the Coghlan Castle as a featured property on its Highlighted Property of the Week List.
- Highlighted in *North Dakota Horizons* Fall 2008 edition, as a great spot to see the fall colors.
- Becky Leonard helped lead a portion of a North Dakota Tourism Division FAM tour that covered areas along the Turtle Mountain Scenic Byway.
- Awarded FY 2008 National Scenic Byways grant via FHWA for Coghlan Castle Resource Protection project.
- Currently applying for National Scenic Byway designation.



Byway news

Turtle Mountain Scenic Byway continued

Excerpt from November 6, 2008 North Dakota Tourism press release

Next summer's U.S. visitors to the International Peace Garden will have an easier return to the U.S. from the International Peace Garden, thanks to new entry requirements announced by U.S. Customs and Border Protection.

U.S. Customs and Border Protection announced on October 29 that upon full Western Hemisphere Travel Initiative (WHTI) implementation on June 1, 2009, U.S. citizens visiting the International Peace Garden from within the United States will not be required to present a Western Hemisphere Travel Initiative compliant document when leaving the park to return to the U.S.

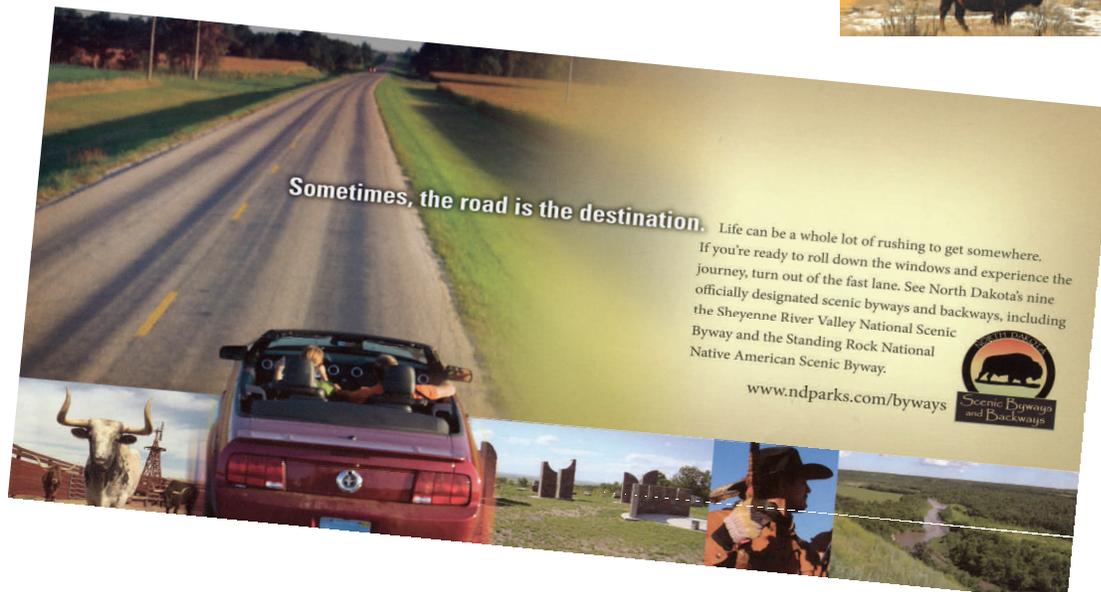
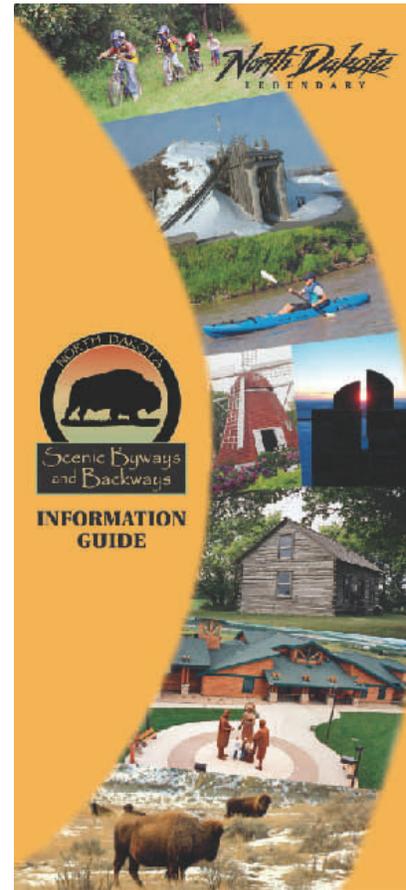
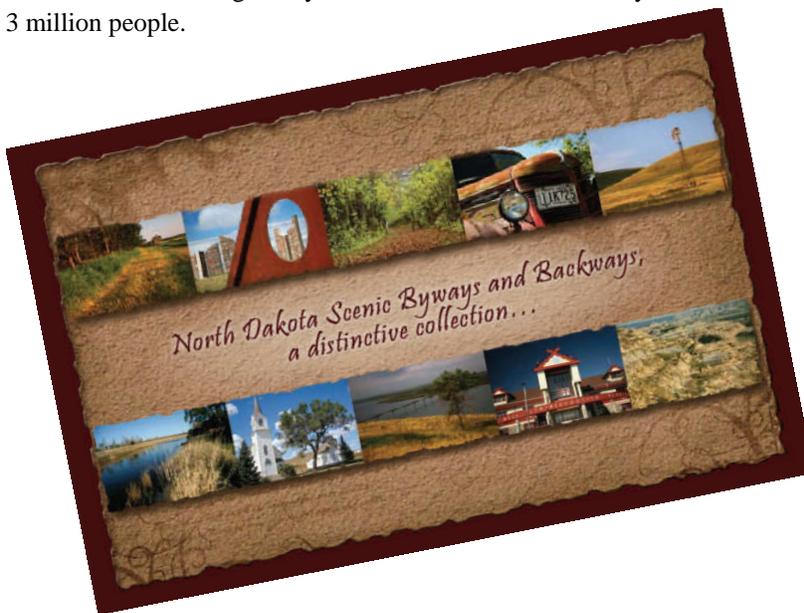
According to their October 29 announcement, "U.S. citizens traveling south upon exit from the Peace Garden who satisfactorily establish to a U.S. Customs and Border Protection officer that they entered the Peace Garden from the United States will not be required to present a WHTI-compliant document."

A WHTI-compliant document includes a passport, NEXUS/FAST card, Enhanced Driver's License or U.S. Permanent Resident Card. U.S. Customs and Border Protection recommends that U.S. citizens visiting the International Peace Garden who don't have WHTI-compliant documents should carry a birth certificate or other proof of citizenship, along with photo-identification.



Print Material

North Dakota Scenic Byways & Backways appeared in a variety of print forms. **(Top left)** Image appeared on a 5.5"x8.5" postcard mailed out to almost 9000 visitors who requested Byway information via the Department of Tourism website's One Fulfillment program. **(Far right)** Cover of the 2008 Byway brochure. A total of 30,000 brochures were printed and distributed to Byways, partners and stakeholders; also placed in rest stops statewide as a part of the Department of Tourism's Literature Rack Program. **(Bottom)** A partnership with the Department of Tourism, this ad appeared in the North Dakota Tourism's Legendary insert which circulated closely to 3 million people.



Byway & Backway Reports

The following information was gathered from the annual reports submitted by each Byway and Backway.

Chan SanSan Scenic Backway-Skip Skattum

ORGANIZATIONAL DEVELOPMENT

Type of backway organization.

- Non-profit

Estimated number of backway volunteers.

- 7

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- TE grant, estimated completion is Spring 2010.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- Placing brochures and helping to sponsor events like the Old Time Tractor Tour which we help with KSJB in Jamestown.

What type of marketing plans do you have for 2009?

- Continue with improvements.

CORRIDOR MANAGEMENT

What specific assistance would make your backway more sustainable?

- I would like to extend the backway to Jamestown and tie in with the Frontier Village of Jamestown. I have struggled to get someone in the Jamestown area to spear head an effort.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your backway (gain, loss, no change).

- This is a difficult thing for us to gauge since no major business or facility specializes in tourism per se. There had been some economic increase in the area but we feel that many people are golfing and doing those types of activities closer to home this year.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- There has been some interest from Lamoure but we have been unable to capitalize on this. It seems the interest is more or less concerned with the town itself rather than the backway as a whole.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your backway?

- We continue to include organizations and various citizens whenever possible.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Our goal this year was to finalize the interpretive panels for the pull-outs along the road and place them on the turn-outs. This goal was achieved to some extent. The panels and standards were erected where possible. However, the road superintendent was gravely ill this summer and fall, and most of the final work was put on hold. The Quilting clubs in the area have started to use old buildings along the backway to paint large quilt patterns, this has gotten some of the locals fired up.

Chan SanSan Scenic Backway-Continued

GOALS & IMPROVEMENTS continued

We have also initiated the design of panels for the information stations that briefly describe the communities they are near, along with some stories (3-4) from locals describing something that happened in the community in past years. This, along with Map panels, will be placed in the stations and hopefully will be done by this coming spring.

What goals were missed this year?

- Having all the panels in place.

List and describe any improvements to your backway.

- The placing of interpretive panels along the backway, and the building of information stations.

PROGRAM ASSESSMENT

List any concerns or challenges you have with your backway.

- Our concern continues to be the loss of people and the ability to recruit long-term volunteers for specific projects. I would like to find a grant to help fund a person to coordinate projects and seek out additional funding sources. I am finding it increasingly difficult as my job is placing ever increasing demands on my time.

Des Lacs National Wildlife Refuge Scenic Backway-David Bolin

ORGANIZATIONAL DEVELOPMENT

Type of backway organization.

- Non-profit

Estimated number of backway volunteers.

- 2

Any loss/change of backway volunteers or staff this year?

- Staff-Dan Severson, NWR manager relocated, position filled by David Bolin.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- Scenic Byways & Backways Information Guide is our main source for creating awareness.

What type of marketing plans do you have for 2009?

- Obtain local advertising.
- Continue brochure placement.
- Monitor and update website regularly.

CORRIDOR MANAGEMENT

What specific assistance would make your backway more sustainable?

- Paving roadway surface.
- Additional interpretative signage.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your backway.

- Continued interest in developing a hiking/biking trail.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- Relatively the same, although there is interest in establishing a new hiking trail that may or may not incorporate the backway.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your backway?

- The possibility of a new hiking trail has peaked interest and created dialogue.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Plans, construction guidelines, and funds were secured.

What goals were missed this year?

- The project proposes to re-grade, improve drainage, and re-gravel about one-mile of the Lower Lake Road, re-gravel the Lower Lake Road Parking Area I, and pave about 1/4 of the Munch's Coulee Nature Trail. This work will begin in May 2009.

PROGRAM ASSESSMENT

List any concerns or challenges you have with your backway.

- Trying to bring more visitors to the backway and enhancing our scenic vistas.

Killdeer Mountain Four Bears Scenic Byway-April Jepson

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Volunteer

Any plans to change your type of organization?

- No, not at this time.

Estimated number of byway volunteers.

- 20

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- TE and Scenic Byway grant projects with completion late spring/early summer 2009.
- TE grant for Reunion Bay, date of project completion unknown at this time.

MARKETING

What type of marketing plans do you have for 2009?

- We will be creating a new brochure, developing a new logo for our byway, working with KAT Communications via the Scenic Byway grant for these and other marketing solutions.

CORRIDOR MANAGEMENT

What specific assistance would make your byway more sustainable?

- We need assistance in creating a workable plan for one of our attractions-the Medicine Hole-as far as maintenance and cleaning since, unlike the Killdeer Mountain Battlefield, the Medicine Hole is on private land with various landowners.

VISITOR EXPERIENCE

If available, provide any feedback given by travelers about their byway experience.

- Very difficult time finding attractions do to poor and non-existent signing.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your byway (gain, loss, no change).

- I would say no change since many travelers left the area frustrated after not finding attractions.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- Somewhat less involved.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your byway?

- I think the fact that we are finally moving forward with our projects is increasing interest and will hopefully increase support as well.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- RFP's completed and in the process of working on our projects.

PROGRAM ASSESSMENT

List any concerns or challenges you have with your byway.

- The Medicine Hole, maintenance and cleaning.

Old Red/Old Ten Scenic Byway-Robin Reynolds

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Grassroots organization

Any plans to change your type of organization?

- Planning to apply for 501c6.

Estimated number of byway volunteers.

- 22

List any conferences attended by your byway members this year.

- Susan Beehler represented our group at the 2007 North Dakota byway meeting.

FUNDRAISING

List of fundraising events held in 2008.

- Ten communities contributed \$500.00 each. We have raised funds from the sale of our Old Red Trail decals which are sold at \$5.00/decals.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- The Old Red/Old Ten brochure and map was produced in July 2008 and we are members of the North Dakota Tourism Literature Rack Program.

What type of marketing plans do you have for 2009?

- Terri Thiel, Dickinson CVB director, is developing and coordinating our marketing plan.

CORRIDOR MANAGEMENT

Describe any significant changes/updates to your Corridor Management Plan.

- We have ordered our confirmation and indicator signs. Funding and installation will occur accordingly.

List any additional infrastructure projects that have benefited your byway.

- The rendering plant between Hebron and Glen Ullin was torn down (located on north side of route, near the Exit #102 interstate overpass). This was an eyesore on our byway and we are happy to see it has been removed.

What specific assistance would make your byway more sustainable?

- Eventually creating a position for staffing the byway. Also, we would like to emphasize the history and the transportation history of the route by networking (i.e. Ft. Abraham Lincoln-Custer's westward travel with an easy-to-read story map; Preservation North Dakota-Century Prairie churches on our route; North Dakota Parks and Recreation-biking trails and geo-caching).

ECONOMIC IMPACT

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- The same to more involved. Our initial working group increased incrementally and we are now fairly stable at 20-25 people representing a total of 10 communities.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your byway?

- Public meeting notices in all the local papers. Personally inviting others to meetings and speaking engagements at civic organizations.

Old Red/Old Ten Scenic Byway-Continued

GOALS & IMPROVEMENTS

What goals were achieved this year?

- We became the 10th North Dakota Scenic Byway and we produced a three-fold colored brochure. We also have our logo emblazoned on laser cut steel signs.

What goals were missed this year?

- We did not apply for non-profit status.

PROGRAM ASSESSMENT

List any concerns or challenges you have with your byway.

- Securing grants to buy signs and at least one or two projects.

Rendezvous Region Scenic Backway-Kathy Stremick

ORGANIZATIONAL DEVELOPMENT

Type of backway organization.

- Non-profit

Estimated number of backway volunteers.

- 14 members (7 Pembina County, 7 Cavalier County).

Any additional backway volunteers or staff this year?

- No.

Any loss/change of backway volunteers or staff this year?

- No.

List any conferences attended by your backway members this year.

- ND Tourism Conference, Market Place, NDEA, Tourism Conference UND Lake Region.

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- Rendezvous Region Scenic Overlook, awarded \$47,000.00, 80% complete.
- Pembina River Trail, awarded \$41,000.00, 90% complete.

List of grants and the amounts awarded in 2008.

- National Scenic Byway grant for Tetrault Woods State Forest Overlook.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- 2008 ND Travel Guide, 2008 Scenic Byways & Backways Information Guide, Rendezvous Region Guide, Walhalla Guide and Driving Map, One Fulfillment, LLC.

What type of marketing plans do you have for 2009?

- Update Rendezvous Region and Walhalla Guide and Driving Maps (add/update new attractions), place ads in all 2009 ND Travel and Scenic Byway guides.

CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your backway.

- Pembina River Trail (3 floating docks), and development of scenic overlook.

What specific assistance would make your backway more sustainable?

- Additional marketing, funding for marketing, and funding for project development.

VISITOR EXPERIENCE

If available, provide any feedback given by travelers about their backway experience.

Visitor comments—scenic overlook is beautiful, chamber office is very helpful, would like more detailed map of area, signage could be better, hotel staff and accommodations were very nice, retail stores should stay open longer on Saturdays.

Rendezvous Region Scenic Backway-Continued

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your backway (gain, loss, no change).

- Impact is very positive, local sales tax (1%) **1999**-\$46,000.00, **2007**-\$85,000.00.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- More involved.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your backway?

- Local organizations are holding more events throughout the year and retailers are becoming more aware of the impact of having the backway and what it can do for the area.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Pembina River Trail and Scenic Overlook.

What goals were missed this year?

- Additional marketing efforts and better signage.

List and describe any improvements to your backway.

- Two projects—Pembina River Trail and Scenic Overlook.

PROGRAM ASSESSMENT

List any concerns or challenges you have with your backway.

- Difficult to come up with \$5000.00 plus a year to develop local materials/brochures for marketing, funding for signage.

Sakakawea Scenic Byway-David Borlaug

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Administered through the Lewis & Clark Fort Mandan Foundation, a non-profit organization.

Any plans to change your type of organization?

- Eventually we may become a stand-alone non-profit.

Estimated number of byway volunteers.

- 12

List any conferences attended by your byway members this year.

- Co-chairs attended various tourism conferences and historic preservation meetings.

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- Monument marker project to be completed Spring 2009.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- The Scenic Byway was promoted through the ongoing marketing efforts of the Lewis & Clark Fort Mandan Foundation and the Washburn Area CVB and the Sakakawea South Shore Association.

What type of marketing plans do you have for 2009?

- To be determined, but increase in print and other marketing is anticipated.

CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your byway.

- Enhancements to the Lewis & Clark Interpretive Center at Washburn and Knife River Indian Villages NHS in Stanton have increased the value of the Scenic Byway experience.

What specific assistance would make your byway more sustainable?

- Continued aggressive promotion to get travelers here.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your byway (gain, loss, no change).

- No change.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- Staying the same.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your byway?

- With the monument project coming, we anticipate an increase in community involvement.

GOALS & IMPROVEMENTS

What goals were missed this year?

- We didn't have a formal committee meeting.

Sheyenne River Valley National Scenic Byway-Mary Lee Nielson

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Volunteer

Any plans to change your type of organization?

- Yes, in the process of obtaining our non-profit status.

Estimated number of byway volunteers.

- 30

Any additional byway volunteers or staff this year?

- Yes, all volunteers.

List any conferences attended by your byway members this year.

- Grassroots Hospitality Training, ND Tourism Conference, Profit on the Prairie Conference, Upper Midwest CVB Conference, North Country National Scenic Trail Conference, ND League of Cities, ND Association of Counties.

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- ND Department of Commerce Tourism Grant (2008), \$20,000.00 for outside display at Rosebud Visitor Center-under construction at this time, all funds have been received.
- FHWA Byway Facilities Grant (2005) \$29,258.00 for interpretive site signage (2008) FHWA/NDDOT working on sign specs, the match is in the bank, complete in Spring 2009.
- FHWA Seed Grant (2007), \$25,000.00 for year 2008 marketing position.
- Alliance Pipeline, \$500.00 for canoe brochure-received another \$1,000.00 for brochure still in progress, goal is to start mapping process with completed map in 2010.
- FHWA Seed Grant (2006), \$23,061.00 closed out.

List of grants and the amounts awarded in 2008.

- ND Tourism Marketing grant, \$2285.00 for a Rosebud Visitor Center brochure.
- ND Tourism Event grant for the Dam Cycle Tour.

List of fundraising events held in 2008, any pros/cons to the particular event.

- **Dam Cycle Tour**-We are working with Ransom County entities on byway event. We applied for and received an event grant from ND Tourism-without the grant we would probably have had to discontinue the event due to an inability to advertise and grow the event.
- **Sheyenne Shuffle 1/2 marathon 5K Fun Run**-We've been fighting larger cities (Fargo & Bismarck) for our original weekend. The event has made money due to the large number of sponsors. We chose another month for 2009 to see if we can grow it. These events are a lot of work. It is great advertising for the byway and we've had nothing but wonderful compliments from participants. We have to make a determination on how much revenue we need in order to continue on with the intensive labor involved in the events.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- Our biggest impact for 2008 has come from commercials on FOX TV and KFGO Radio (Fargo Stations). ND Tourism gave us an opportunity to go on the KFGO tourism hour twice last summer. This exposure brought immediate results to our downtown businesses. Our marketing is done in partnership with the Valley City CVB and Chamber of Commerce. The byway is mentioned in all ads. As marketing coordinator, I am involved in the making of CVB ads and asked for advice on Chamber ads. This has allowed us to have a consistent message (Take a hike, ride a bike, enjoy the view, go shopping too!). The primary website for the byway, www.hellovalley.com, was just redone. We have had tourism inquiries everyday since it went live.

Sheyenne River Valley National Scenic Byway-Continued

MARKETING continued

What type of marketing plans do you have for 2009?

- With increased income from the accommodation tax in Valley City, we (the Valley City Convention & Visitors Bureau), hope to expand our marketing in the Fargo area. We will be part of Marketplace, have ads in ND Travel Guide, and AAA, and help write *Explore the Sheyenne* (main marketing piece for region).

CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your byway.

- Outdoor Exhibit at the Rosebud Visitor Center, installed a \$20,000 electronic kiosk at Visitor Center, putting in 16 electrical campsites at Fort Ransom State Park, Barnes County Highway moved a portion of County Road 21 farther away from an eroding river bank along the Sheyenne River (safety reasons), installed 6 electrical campsites and supplied electrical power to a shelter at Clausen Springs Recreation Area, completed 4.5 miles of hiking trail from Kathryn to connect to a 2-mile hiking trail around Clausen Springs Lake.

What specific assistance would make your byway more sustainable?

- More recognition on the state level by all agencies that can benefit byways (and vice versa)- Department of Commerce- both Economic Development and Tourism divisions, ND Parks & Recreation, ND Game & Fish (marketing regions). If state agencies believe in byways this will help locals understand the importance. Ultimately the state gets more tax revenue as we get more visitors. The Byways themselves typically do not earn income from fees or own a business for income generation.

VISITOR EXPERIENCE

If available, provide any feedback given by travelers about their byway experience.

- A number of visitors are talked to while Byway interpretive sites are maintained; they are very impressed with the interpretive sites, scenery and peacefulness.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your byway (gain, loss, no change).

- Our accommodation tax and food & beverage tax has increased. We have had more inquiries by email for information on the byway. Four Road Counters have been placed since 2005 along the Byway in Barnes County. They are read weekly from Memorial Day through about October 8th. In 2008, a 6 percent increase was noted on the North Valley Road, a 3 percent increase on County Road 21 west of Kathryn and an 18.2 percent increase at the Kathryn Bridge on the Byway.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- Remaining the same.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your byway?

- As we do amenity projects, the communities and/or key partners/organizations like Park Districts/State Park pitch in as needed.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- More TV advertising for byway events and we were granted 501c3 status.

What goals were missed this year?

- Getting the way-showing signage in place, finishing the outdoor exhibit at the Rosebud Visitor Center.

Sheyenne River Valley National Scenic Byway-Continued

GOALS & IMPROVEMENTS continued

List and describe any improvements to your byway.

- Main Street wall mural, new and improved hiking trails, adding more interpretation at the visitor center, more campsites at Clausen Springs Recreation Area and Fort Ransom State Park.

PROGRAM ASSESSMENT

What are your thoughts regarding the byway program in North Dakota?

- Need to discuss consistent signing Statewide, develop a statewide marketing plan to leverage Federal grant funds. Byway Coordinator might consider an annual Byway review (or half every year) and report at the respective Byway Annual Meeting, the good-the bad-and the ugly, giving suggestions for improvements or challenges, as goals to help North Dakota Byways improve and/or mature.

List any concerns or challenges you have with your byway.

- Funding sustainability and leadership succession are primary challenges. Interpretive panels have a 10-year warranty but to replace 27 Byway interpretive sites, 10 map kiosks, 8 Bridges Tour panels and 5 Medicine Wheel Park panels will cost about \$90,000.

Standing Rock National Native American Scenic Byway-Karen Schaeffer

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Non-profit

Estimated number of byway volunteers.

- 20

Any additional byway volunteers or staff this year?

- 1 staff member, Kathy Schaeffer-Scenic Byway Coordinator.

Any loss/change of byway volunteers or staff this year?

- 1 member passed away.

List any conferences attended by your byway members this year.

- ND State Scenic Byway conference, Our Native Pathways Byway Resource Center.

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- Traveler Services, FHWA, \$172,000.00, 12/30/08.
- CMP Implementation, FHWA, \$13,500.00, \$1500.00 carry over to 6/30/09.
- CMP II, FHWA, \$25,000.00, 6/30/09.
- Traveler Services II, FHWA, \$140,000.00, 6/30/10.
- Visitor Center (architectural & engineering), FHWA, pending grant.

Amount of grants awarded in 2008.

- \$165,000.00

List of fundraising events held in 2008.

- Developed a fundraising page on website, www.standingrockbyway.org/fundraising.asp.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- Completed website-www.standingrockbyway.org.
- Completed new brochure, view at <http://standingrockbyway.org/media.asp>.
- Completed Visitor Guide Booklet (distributed at Prairie Knights and Grand River Casino lodging rooms).
- Completed Service Providers visitor card.
- Completed interpretive signage text and photos, waiting for final approval from committee members and communities.
- Finalized synchronized design of sites and marketing materials. Selected the four Lakota/Dakota Sioux sacred colors for all marketing materials and interpretive signage, interpretive sites will feature a Native American theme.
- 12-minute byway video is near completion and will be presented at casino lodging rooms, computerized kiosk, and website.
- Pergolas carved with Lakota designs will be installed at various visitor information sites, interpretive panels will resemble marketing materials.

Standing Rock National Native American Scenic Byway-Continued

MARKETING continued

What type of marketing plans do you have for 2009?

- Finalize kiosk design and install at Prairie Knights Casino (January).
- Install interpretive and directional signage (spring).
- Reprint of Visitor Guide through sale ads.
- Host celebratory events at various Visitor Interpretive sites, invite media.
- Seek funding to construct Visitor Information Center in Fort Yates-14 acres have been secured and the water, sewer, and utilities construction is completed.

CORRIDOR MANAGEMENT

Describe any significant changes/updates to your Corridor Management Plan.

- 2008 projects—Pageant of the Plains-smaller outdoor amphitheatre will be constructed at Fort Yates Visitor Information Center rather than Prairie Knights Casino.

List any additional infrastructure projects that have benefited your byway.

- Interpretive site development currently in process (i.e. signage, maintenance).
- Sitting Bull Burial Site-landscaping of the site has been completed by the Standing Rock Sioux Tribe Roads Department; however, due to immense fill, it will need to be repacked and settle until next spring-gravel has been donated by Sitting Bull College and moved into parking lot.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your byway (gain, loss, no change).

- Unaware of any changes.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- More involved.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your byway?

- Sitting Bull College continues to provide on-going free educational training opportunities for the community.
- Byway staff is attending local community meetings.
- Developing and maintaining community and organizational volunteers to maintain sites (i.e. Cannonball, Sitting Bull Burial, Standing Rock Monument, Fort Manuel Lisa and The Bay).
- Increasing stakeholder partnerships to disseminate marketing materials.
- Increasing partnerships for Visitor Information Center.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Fundraising efforts, hired full-time Scenic Byway Coordinator.

What goals were missed this year?

- Interpretive signage will not be installed; however, it will be more efficient to install signage during the construction phase of the Interpretive Visitor sites due to the landscaping projects.

List and describe any improvements to your byway.

- Infrastructure projects as per our CMP.

Theodore Roosevelt National Park-North Unit Scenic Byway

-ND Byway Coordinator

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Federal Government

Estimated number of byway volunteers.

- 2 volunteers, 5 staff

Any loss/change of byway volunteers or staff this year?

- Todd Stoeberl accepted a new position in Alaska, his replacement is TBD.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- We rely on the park newspaper which references the byway and is available to all visitors.

What type of marketing plans do you have for 2009?

- Continued production of park newspaper.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your byway (gain, loss, no change).

- Watford City supports the park and the Byway; we meet regularly with the local Chamber of Commerce members and work closely with the county tourism director.

GOALS & IMPROVEMENTS

List and describe any improvements to your byway.

- Road work and maintenance being done.

PROGRAM ASSESSMENT

What are your thoughts regarding the byway program in North Dakota?

- Our situation is different because we are located in the National Park, but it's a great opportunity for rural communities.

Turtle Mountain Scenic Byway-Mae Streich

ORGANIZATIONAL DEVELOPMENT

Type of byway organization.

- Non-profit

Estimated number of byway volunteers.

- 8

FUNDRAISING

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- Gateway Monument-spring 2009, application for National Scenic Byway designation, December 2008.

List of grants and the amounts awarded in 2008.

- \$40,000.00 monument grant, \$25,000.00 National Scenic Byway grant

List of fundraising events held in 2008, any pros/cons to the particular event.

- Fundraising done for advertising on television.

MARKETING

Describe your marketing efforts for 2008 and identify if you are aware of any immediate impact.

- Brochures-positive comments.

What type of marketing plans do you have for 2009?

- Brochures, TV advertising, web.

CORRIDOR MANAGEMENT

Describe any significant changes/updates to your Corridor Management Plan.

- Changes and updates are currently being completed for national designation submission.

List any additional infrastructure projects that have benefited your byway.

- Signs.

What specific assistance would make your byway more sustainable?

- Promotion by state and local agencies.

VISITOR EXPERIENCE

If available, provide any feedback given by travelers about their byway experience.

- We have had a great deal of feedback on Mystical Horizons and the monuments.

ECONOMIC IMPACT

Based on 2008, describe the economic impact to your communities as a result of your byway (gain, loss, no change).

- Gain, as more people attending Mystical Horizons for the seasonal changes.

Are communities becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- More involved.

Based on your previous response, what efforts are being done to obtain this type of community involvement along your byway?

- Working with the city chambers along the byway.

Turtle Mountain Scenic Byway-Continued

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Monument, sign at Mystical Horizon.

What goals were missed this year?

- Information kiosk at Mystical Horizons and landscaping.

List and describe any improvements to your byway.

- Monument and signs.

PROGRAM ASSESSMENT

List any concerns or challenges you have with your byway.

- Finding enough dollars to do what needs to be done.

Projects in Progress

Rendezvous Region Scenic Backway



Scenic Overlook



Scenic Lookout Area



Elk Statue at Scenic Outlook

Standing Rock National Native American Scenic Byway



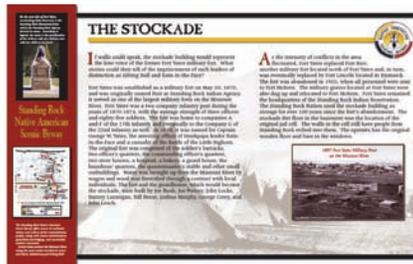
Pergolas carved with Lakota designs to be installed at various information sites



Sitting Bull Burial Site Landscaping



Donated gravel pile



Interpretive Panels to resemble marketing materials



Shelter at Botanical Nature Trail

Projects in Progress

Turtle Mountain Scenic Byway



Gateway monument



Special Thanks

to

Obsessed Photographers Group

Clint Saunders & Daron Krueger

www.opgart.com

Clint and Daron spent countless hours navigating the North Dakota Scenic Byways & Backways this year. Starting in the spring, with plans to finish up this winter, Clint and Daron utilized their professional photography talents to assist the North Dakota Scenic Byway program in updating its photo collection.

From sleeping in their car so they could catch some amazing shots near the Theodore Roosevelt National Park North Unit Scenic Byway to readying themselves at 3:00am in order to capture the Mystical Horizons surrounded by a star-clustered, moon lit sky on the Turtle Mountain Scenic Byway, Clint and Daron's passion for photography is evident. Their images are inviting and their photos will play a large part in marketing the North Dakota Scenic Byways & Backways. Look to see many of their images in, 2009 Scenic Byway promotional material.

As well as the photo below, their pictures also appear in the "Byway & Backway news" portion of this report.

On behalf of the North Dakota Scenic Byways & Backways program, thank you Clint and Daron for your time and willingness to assist and promote the program with your captivating photo contributions.

Turtle Mountain Scenic Byway

