

2009 Annual Report

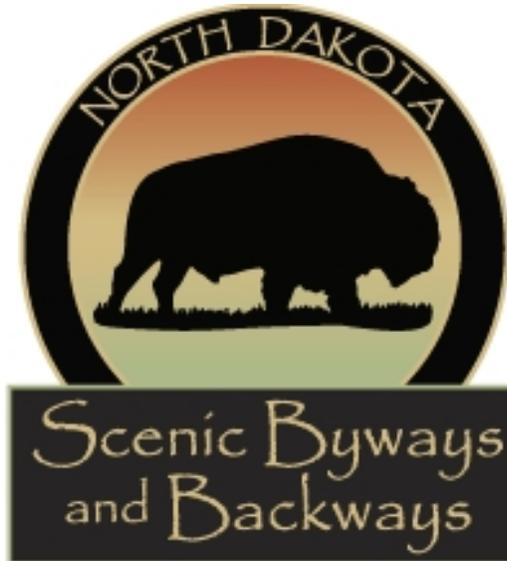


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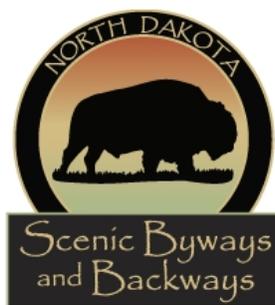
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The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.

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Message from the State Byway Coordinator

In 2010, the North Dakota Scenic Byway information guide will have a new designer and a new look. This is the one and only marketing piece for the byway program as a whole and we look forward to producing a highly visible and visitor attracting guide for 2010.

We have ten state byways, two nationally designated. As diverse as the byways & backways are in their stages of development, all are equally similar in their value to North Dakota. Designation creates opportunity in terms of investment, grant funding, contractor work, and visitation; the benefits to state and local economies are substantial, from the restoration of a historic castle on the Turtle Mountain Scenic Byway to a Pow Wow on the Standing Rock National Native American Scenic Byway.

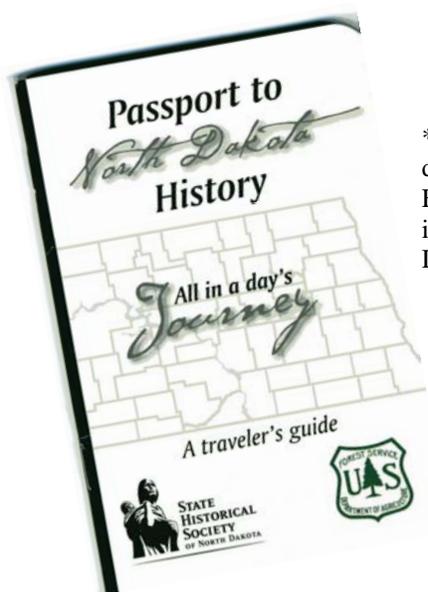
I commend the North Dakota Scenic Byway & Backway community for the time and effort they dedicate to increasing the value of North Dakota; tireless efforts to assure resource protection, historic preservation, and to honor culture and tradition. All of which gives the byway traveler the opportunity to really discover the legendary stories and legendary places of North Dakota.

I would like to thank, *The Printers Inc.*, who helped develop and design a scenic byway brochure for the past several years. Their time and effort put into the brochure, made for a big step in bringing the byways to the attention of North Dakotans and visitors alike.

Thank you to all the byways & backways for a good year.

Sincerely,

Kevin Stankiewicz
ND State Byway Coordinator



*This educational and pocket-sized guide was developed by the ND State Historical Society. Filled with historic sites of interest, it also includes the listing and locations of North Dakota's Scenic Byways & Backways.



Byway & Backway Reports

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

CMP=corridor management plan CVB=convention visitors bureau FHWA=federal highway administration
JDA=job development authority SB=scenic byway TE=transportation enhancement

Chan SanSan Scenic Backway-Jerel Skattum, backway leader

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via LaMoure County
- 8 volunteers

FUNDRAISING/GRANTS

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

- TE grant for interpretive panels; estimated completion is Spring 2010.



MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Brochures, newspaper articles, and we were a helpful sponsor of the Old Time Tractor Tour.

What type of marketing plans do you have for 2010?

- Essentially to continue our current efforts with hopefully the addition of marketing coupons being available at the information kiosk that would provide discounts to tourists who are visiting local restaurants, motels and other local businesses.



CORRIDOR MANAGEMENT

List the county/s that your backway passes through.

- LaMoure

State designation was earned in what year?

- 2001

Primary intrinsic quality.

- Scenic

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

- None at this time.

What specific assistance would make your backway more sustainable?

- I think what has been happening on the state level with regard to promotional information has been very positive. It is a marketing approach that will prove more effective as time goes on. I have already seen some responses from this.

Chan SanSan Scenic Backway-continued

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your backway that increases the number of visitors to your backway area.

- Toy Farmer Show

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

- Without a key anchoring facility, our ability to gauge what travelers think of our backway is hard to determine at this time. Mostly, we have heard from individuals in the area that have met up with tourists and then have made comments to one of our volunteers. The responses that I have heard have been very positive. In particular, a person from Virginia said, "It was the most relaxing drive he had the whole trip."



ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your backway (gain, loss, no change).

- No change

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

- This year we actually had 3 new volunteers from the LaMoure area. They are already involved in promotional ideas in the LaMoure area. This has been our weakest area. They are seeing the possibilities of really promoting the backway experience.

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

- We continue to try and involve people from various communities by newspaper ads soliciting views for various portions of our project. By doing so, it tends to create ownership for what the outcome will be and this has been especially true in the LaMoure area.



GOALS & IMPROVEMENTS

What goals were achieved this year?

- One of the goals was to complete the information kiosk in LaMoure and complete the turn outs for the interpretive panels.

What goals were missed this year?

- The information kiosk has been completed and approved and will be put in place in the spring. The interpretive panel turnouts were not completed as the spring floods in the James River Valley, along with the destruction of infrastructure county wide, put us on the bottom of the 'to do' list.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your backway.

- Time. Our area is demographically challenged in that the population is older, with fewer people doing more things from a volunteer standpoint. I would like to have funding for a part time person who could stay on top of things and continue to coordinate activities. I think this is the only way we will see substantial progress over time.



List any suggestions or requests you have for the overall state byway program.

- I think the state byway program is heading in the right direction by promoting all the byway/backway areas. This is especially important for our program since funding for any large promotional activities is very limited.



Des Lacs National Wildlife Refuge Scenic Backway - David Bolin, backway leader

ORGANIZATIONAL DEVELOPMENT

- Federal; National Wildlife Refuge

FUNDRAISING/GRANTS

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

- None

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Refuge brochure, newspaper articles, new City of Kenmare brochure.

What type of marketing plans do you have for 2010?

- Same as 2009.

CORRIDOR MANAGEMENT

List the county/s that your backway passes through.

- Ward

State designation was earned in what year?

- 2000

Primary intrinsic quality.

- Natural

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

- None at this time.

What specific assistance would make your backway more sustainable?

- Federal Highway Administration Funds.

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your backway that increases the number of visitors to your backway area.

- Refuge Prairie Day, Kenmare Goose Fest, Kenmare car show, Kenmare rib-fest, Ducks Unlimited Greenwing Day.

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

- Many visitors comment on how beautiful the area is and what a great community we have.



ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your backway (gain, loss, no change).

- No change

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

- Remaining the same

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

- Attend city and community meetings in an effort to obtain funding to improve backway.

Des Lacs National Wildlife Refuge Scenic Backway-continued



GOALS & IMPROVEMENTS

What goals were achieved this year?

- 1 mile of backway improved with Federal Highway dollars
- Munch's Coulee Trail, which is designated as a National Recreation Trail, was paved (handicap accessible)

List and describe any improvements to your backway.

- 2 water control structures were replaced
- Increased wildlife habitat and observation along the backway

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your backway.

- None



Killdeer Mountain Four Bears Scenic Byway-April Jepson, byway leader

ORGANIZATIONAL DEVELOPMENT

- Volunteer
- 20 volunteers

List any conferences attended by your byway members this year.

- North Dakota state byway annual meeting (Bismarck).

FUNDRAISING/GRANTS

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

- FHWA Scenic Byway Grants; spring 2010.
- TE Grant for Reunion Bay; status unknown at this time.



MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Completion of a new brochure, design and completion of our first ever byway logo. Comments have been favorable thus far.

What type of marketing plans do you have for 2010?

- Completion of our work with KAT Communications.

CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- Dunn, McKenzie, Mountrail

State designation was earned in what year?

- 1997
- 2000, extension

Primary intrinsic quality.

- Historic



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

- None at this time.

List any additional infrastructure projects that have benefited your byway.

- Projects are under construction at this time.

What specific assistance would make your byway more sustainable?

- Improvements to the Medicine Hole site (e.g., picnic areas, restrooms).

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- Little Shell Powwow every 2nd week in August.

ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- At this time it is still very difficult to have an actual marker of the impact.

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

- Unfortunately, seem to be less involved.

Killedeer Mountain Four Bears Scenic Byway-continued

ECONOMIC IMPACT continued

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

- Hopefully with the installation of new signs, it will breathe some new life and interest among the locals.



GOALS & IMPROVEMENTS

What goals were achieved this year?

- Continuation of grant projects.
- County signs are up.

What goals were missed this year?

- Completion of all signage projects.

List and describe any improvements to your byway.

- County signs were installed and they were desperately needed.



PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Keeping the interest within our volunteer committee.
- Increasing excitement and support for the byway.



Old Red/Old Ten Scenic Byway–Robin Reynolds, byway president

ORGANIZATIONAL DEVELOPMENT

- Committee; will apply for non-profit status in 2010
- 20 volunteers

List any conferences attended by your byway members this year.

- Four committee members attended the North Dakota state byway annual meeting (Bismarck).

FUNDRAISING/GRANTS

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

- North Dakota Scenic Byway program grant for marketing.

List of fundraising events held in 2009.

- Grand Opening of the Old Red/Old Ten Scenic Byway during the July 4th parade in Mandan, riding the ‘Old Red Trail’ car rally from Mandan to Dickinson and Dickinson to Mandan. Donations and decal sales were in each community along the route. The Dickinson CVB has also contributed to the byway.



MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Celebrating the Grand Opening Ceremony of our byway in conjunction with the July 4th parade in Mandan, Old Red/Old Ten brochures placed at five interstate rest stops as well as community brochure locations, advertisements in ND Traveler and the ND Scenic Byway information guide, updates/changes to website, enrollment in ND Tourism’s partner-access program.

What type of marketing plans do you have for 2010?

- “Scenic Saturdays”, a promotional concept to increase visitors to drive and stop in communities along the byway.

CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- Morton, Stark

State designation was earned in what year?

- 2008

Primary intrinsic quality.

- Historic

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

- All Scenic Byway route signs have been installed.

What specific assistance would make your byway more sustainable?

- Increased revenue and a part-time staffer
- Whole route paved

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- One annual event has not been decided upon; however, the “Scenic Saturdays” idea would run each Saturday from Memorial Day through Labor Day.



Old Red/Old Ten Scenic Byway-continued

VISITOR EXPERIENCE continued

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

- Our committee has not formally gathered statistics or feedback from visitors. Anecdotally, we receive positive feedback. Two areas of concern mentioned by travelers: 12' underpass between Hebron and Richardton and gravel road surface between Glen Ullin and the Almont corner.



ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- We estimate no change.

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

- We estimate more involved. Our future committee plans would be to enlist more involvement from stakeholders (e.g., funding from Cenex when we become a legally organized non-profit).

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

- Our committee is pleased to see development of a new facility by the Mandan Art Association, in conjunction with the Morton County Historical Society, at the Mandan Depot which is the eastern begin/end of our byway. This facility/art and heritage center will also serve as an information/sales booth for the Old Red/Old Ten Scenic Byway.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Grand Opening ceremony and 'Old 10' car rally on July 4, 2009.
- Article of Incorporation and Bylaws will be filed with the state by December 2009.
- Our logo and slogans have been registered with the state.

What goals were missed this year?

- No grants were written.
- An application for Federal non-profit organization was not started.
- New geo-caching locations were not achieved.



List and describe any improvements to your byway.

- Our presence in the ND Travel Guide, produced by ND Tourism, was increased as each community updated/enrolled in that directory. The work of improving our marketing information in three key areas: ND Travel Guide, ND Scenic Byway information guide and website, www.oldredoldten.com was updated with the help of Dickinson CVB director, Terri Thiel and intern, Silvia Vigier.
- Some potholes have been filled on Old 10 between Hebron and Richardton.



PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- How to affordably but effectively plan and implement "Scenic Saturdays".
- Securing more operating funds.
- Tweaking the brochure when reprinting is necessary, 2010?

List any suggestions or requests you have for the overall state byway program.

- Increase television and radio advertisements and perhaps a sponsorship on Prairie Public Radio/TV as well.

Rendezvous Region Scenic Backway-Kathy Stremick, backway leader

ORGANIZATIONAL DEVELOPMENT

- Non-profit 501-C6 administered via Tourism Group
- 20 volunteers

List any conferences attended by your backway members this year.

- North Dakota state byway annual meeting (Bismarck), Mini Tourism conference (Willow Lake), North Dakota Tourism Stakeholders meeting, North Dakota Tourism Conference (Grand Forks), Pembina Gorge Trail System Meeting, North Dakota Economic Development Conference. Attended other conferences but these are the ones that addressed tourism issues and concerns.



FUNDRAISING/GRANTS

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

- Tetrault Woods Scenic Overlook; estimated to be completed December 2010.

List of fundraising events held in 2009.

- City of Walhalla committed \$15,000 to the Tetrault Woods Overlook Project, Rendezvous Region communities contributed \$1000 for 2010 marketing efforts and Pembina County JDA will contribute \$3000.

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- One Fulfillment program, ND Travel Guide, ND Scenic Byway information guide. The Scenic Byway guide is the most requested.

What type of marketing plans do you have for 2010?

- New travel guide, One Fulfillment and ND Tourism's Literature Rack program, ND Travel Guide, ND Scenic Byway information guide.



CORRIDOR MANAGEMENT

List the county/s that your backway passes through.

- Pembina, Cavalier

State designation was earned in what year?

- 1996

Primary intrinsic quality.

- Recreational

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

- Updated our completed projects and added the proposed 25-mile extension of the backway to Cavalier.

List any additional infrastructure projects that have benefited your backway.

- 2008 Masonic Scenic Overlook completed.

What specific assistance would make your backway more sustainable?

- Marketing dollars.



Rendezvous Region Scenic Backway-continued



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your backway that increases the number of visitors to your backway area.

- Rendezvous Region Art Festival, Rendezvous Region Giant Pumpkin Festival.

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

- Unique area in North Dakota, very scenic-trees and more trees. The Forestwood Inn and Riverside Campground are very clean and provide quality service.

ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your backway (gain, loss, no change).

- Gain, city sales increased by \$10,000 plus from 2007.

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

- More involved. Started training employees on the Backway and attractions in the area. Provided all the businesses with a 'cheat sheet' and quick facts on the Backway. Cavalier has really stepped forward in promoting the Backway, not just as a member of the Rendezvous Region but also as a community.

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

- Continued education of local residents and students.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Completed Masonic Scenic Overlook.
- Moving forward on the extension of the Backway to Cavalier for 2010.
- ND Park & Recreation Department and ND Game and Fish committed to complete Pembina Gorge Trail by Spring 2011.

What goals were missed this year?

- Not completing the Tetrault Woods Overlook.
- Not completing the Pembina Gorge Trail System until Spring 2011.

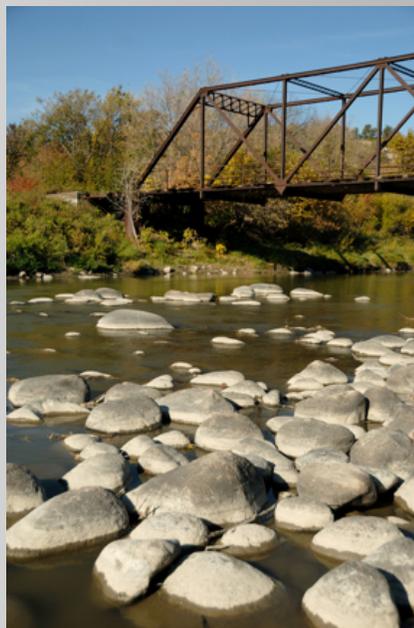
List and describe any improvements to your byway.

- Signage was completed.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Finding enough funds to market properly.
- Completing Tetrault Woods Overlook and Pembina Gorge Trail System.
- The Backway extension will be an exciting challenge for the near future.



Sakakawea Scenic Byway - David Borlaug, byway leader



ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via the Lewis & Clark Fort Mandan Foundation
- 10 volunteers

List any conferences attended by your byway members this year.

- National Lewis & Clark Trail Heritage Foundation, North Dakota State Tourism conference.

FUNDRAISING/GRANTS

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

- FHWA Scenic Byway Monument Grant; estimated to be completed spring 2010.

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Promotion by Lewis & Clark Fort Mandan Foundation and the Knife River Indian Villages.

What type of marketing plans do you have for 2010?

- Brochure development.

CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- McLean, Oliver, Mercer

State designation was earned in what year?

- 2005

Primary intrinsic quality.

- Cultural



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

- None at this time.

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- Heritage Days at Knife River Indian Villages National Historic Site, fur trader rendezvous at Fort Mandan.



ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- An increase in site visitation resulted in more dollars for the communities of Washburn and Stanton.

Are communities/businesses 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 involvement along your byway?

- More meetings and public events involving the byway for 2010.



ORGANIZATIONAL DEVELOPMENT

- 501c3; formalized executive board
- 30 volunteers

List any conferences attended by your byway members this year.

- America's Byways National Scenic Byway conference (Denver, CO), North Dakota state byway annual meeting (Bismarck), Heartland Byways conference (Omaha, NE).

FUNDRAISING/GRANTS

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

- FHWA Scenic Byway Facilities Grant for signage-awarded 2005; to be completed by December 1, 2009.
- TE Footbridge Grant in Valley City (applied through city as part of byway corridor); will be bid in November and completed by June 2010.
- FHWA Scenic Byway Grant for CMP update-awarded 2009; grant approved, waiting for passage of new highway bill.

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Due to major flooding, marketing efforts did not change in 2009; we stayed with our 2008 plan. Ads were placed in ND Tourism Guide, AAA Guide, Explore the Sheyenne. Spoke about the byway on Fargo Forum radio programs (KFGO Kelly Stone Show, 2 times), local show (KOV) and Bismarck local station.

What type of marketing plans do you have for 2010?

- New partnership with ND Tourism in their newspaper insert and continue with marketing efforts done in 2009.

CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- Barnes, Ransom

State designation was earned in what year?

- 1996
- 2002-National Designation

Primary intrinsic quality.

- Historic



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

- We are going to start a major renovation of our CMP utilizing the FHWA Scenic Byway grant funds we were awarded. This will include researching an expansion to the new State Historic Site, Oscar O.

List any additional infrastructure projects that have benefited your byway.

- Lake Ashtabula campgrounds have been renovated, a new fishing pier was installed at Chautauqua Park in Valley City (also have a byway interpretive panel in park), County Road 21 (byway portion south of Valley City) had major road improvements.

What specific assistance would make your byway more sustainable?

- Getting the CVB, the Counties and the Cities to add a byway line into their budgets.

Sheyenne River Valley National Scenic Byway-continued

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- Sodbuster Days at Ft. Ransom, Sheyenne Shuffle and Dam Cycle Tour (not held in 2009 due to flood construction), ND Winter Show.

ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- This is not a year to measure economic impact with the loss of byway access due to spring flooding. Our accommodation tax has remained the same but we can attribute much of that to construction workers.

Are communities/businesses 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 involvement along your byway?

- Nothing has been done this year as byway members were too involved with flood issues and installing wayshowing signage.



GOALS & IMPROVEMENTS

What goals were achieved this year?

- 501c3 status was attained and we are acting as our own fiscal agent.

What goals were missed this year?

- Rosebud Visitor Center Outdoor display has now started with completion scheduled in spring 2010.

List and describe any improvements to your byway.

- Wayfinding signage will make it easier for visitors to find interpretive sites. Road improvements were made on the south end of Barnes County 21.



PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Sustainability and long-term funding for replacing panels, map kiosks, and signage.

List any suggestions or requests you have for the overall state byway program.

- We are ready to take a bus trip to check out the state byways. Develop a multi-year marketing strategy with ND Tourism using a federal highway grant to maximize marketing dollars.

Standing Rock National Native American Scenic Byway-Karen Schaeffer, byway coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Sitting Bull College
- 15 volunteers
-

List any conferences attended by your byway members this year.

- North Dakota state byway annual meeting (Bismarck), America's Byways National Scenic Byway conference (Denver, CO).



FUNDRAISING/GRANTS

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

- FHWA Scenic Byway Seed Grant, architect portion; in progress.
- FHWA Scenic Byway Travelers Services II Grant; estimated date of completion is July 30, 2010.
- FHWA Scenic Byway Facilities Grant-awarded 2009; grant approved, waiting for passage of new highway bill.

List of fundraising events held in 2009.

- Event held for re-printing of Visitor's Guide.

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Installation of signage, purchase of touch screen computer and kiosk, hosted Celebratory Event at Standing Rock Monument, byway video completed (www.standingrockbyway.org/media.asp), professional photography. Impact is unknown at this time.

What type of marketing plans do you have for 2010?

- Feature in *American Roads* Magazine and *Discover America* Magazine, Visitor Information Center, complete Visitor Information sites (Indian Memorial, Fort Manuel, Sitting Bull Burial Site, Standing Rock Monument, Cannonball/Mandan Holy Hills), Monument entrance signs, new brochures for Sitting Bull-Fort Yates-Fort Manuel.

CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- Sioux (North Dakota), Corson (South Dakota)

State designation was earned in what year?

- 2001
- 2005-National Designation

Primary intrinsic quality.

- Cultural

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

- None at this time.

List any additional infrastructure projects that have benefited your byway.

- Landscape completed and posts installed at Sitting Bull site.

What specific assistance would make your byway more sustainable?

- Funding for "Pageant of the Plains".



Standing Rock National Native American Scenic Byway-continued

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- 8 Pow Wows.

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

- None at this time. We will be providing a guestbook for comments in our visitor center upon completion.

ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- No change

Are communities/businesses 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 involvement along your byway?

- Maintaining relationships with partners (brochure rack fills, interactions for upcoming visitor information sites).

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Closed out the following FHWA Scenic Byway grants: Travelers I, Seed Grant I & II.
- Awarded FHWA Scenic Byway Facilities Grant for Visitor Center, Medicine Wheel Park and Amphitheater.

What goals were missed this year?

- Architect and engineering projects.
- Falling short on planning funds for Amphitheater.

List and describe any improvements to your byway.

- Currently, Tribal Roads are constructing a new Kenel Road. This starts shortly after Junction 1806 heading south to Fort Manuel, St. Elizabeth, Sitting Bull and Sakakawea Monuments, and The Bay to Grand River Casino in Mobridge, South Dakota.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Management for Fort Manuel remains a concern.



Theodore Roosevelt National Park North Unit Scenic Byway-Eric Haugland, byway leader

ORGANIZATIONAL DEVELOPMENT

- Federal Government-National Park Service
- 4 staff members

FUNDRAISING/GRANTS

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

- None at this time, no grants have been awarded.

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- The National Park Service cannot pay for advertising; however, we supply information to many agencies which then provide this information as a public service in their travel media. The North Unit of Theodore Roosevelt National Park receives a great deal of community support in Watford City. I also work with the Chamber of Commerce and the visitor's bureau.

What type of marketing plans do you have for 2010?

- The PBS documentary by Ken Burns, "The National Parks-America's Best Idea", which was broadcasted this fall will hopefully bring many visitors to the park. Also we will continue to write the park newspaper which lists the byway and is distributed in the South Unit of the park in Medora and the Knife River Indian Villages National Historic Site in Stanton and Fort Union National Historic Site near Williston.

CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- McKenzie

State designation was earned in what year?

- 2000

Primary intrinsic quality.

- Natural

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

- The entire byway route was greatly improved this summer. The project was a part of the Federal Government's 2010 Stimulus Project. It began on June 20, 2009 and will continue through November-weather permitting. A new road bed was put in on the first seven miles and then repaved, and the remaining seven miles of the road was chip-sealed.

What specific assistance would make your byway more sustainable?

- More awareness or publicity of the state's byway/backway program.

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- The Badlands Star Party-astronomy star gazing in mid-August, takes place at the end of the byway at the Oxbow Overlook.

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

- Visitors enjoy the rugged beauty of the Badland buttes and the often seen wildlife of bison and bighorn sheep.



Theodore Roosevelt National Park North Unit Scenic Byway-continued



ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- Loss, due to the road construction from June-November.

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

- The community of Watford City has remain very interested.

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

- I am involved in the Chamber of Commerce and the county tourism office.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- The entire length of the byway was resurfaced and nearly half of the byway has a new road bed.

What goals were missed this year?

- Due to the construction, and even though the road remained open during the work, visitors did not get a complete experience of the park during their visit.

List and describe any improvements to your byway.

- Once completed, the new road.



PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Publicity.

List any suggestions or requests you have for the overall state byway program.

- Being new to the state and arriving in June, I have driven 3 of the byways and thoroughly enjoyed them. I have heard from visitors that they see the byway sign on Hwy 85, which attracts them. Could there be signage on the interstate to attract motorists to the byways/backways?

Turtle Mountain Scenic Byway–Mae Streich, byway co-coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Bottineau and Rolette County
- 12 volunteers

List any conferences attended by your byway members this year.

- North Dakota state byway annual meeting (Bismarck), America's Byways National Scenic Byway conference (Denver, CO).



FUNDRAISING/GRANTS

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

- Gateway monuments completed.
- Six interpretive signs completed.
- Coghlan Castle restoration project is underway.

List of fundraising events held in 2009.

- Attended several meetings to present requests for funding.

MARKETING

Describe your marketing efforts for 2009 and identify if you are aware of any immediate impact.

- Brochures and several newspaper articles in the local paper, as well as the Minot Daily News.

What type of marketing plans do you have for 2010?

- Same as 2009, with an addition of a quarterly newsletter.



CORRIDOR MANAGEMENT

List the county/s that your byway passes through.

- Bottineau, Rolette

State designation was earned in what year?

- 1998

Primary intrinsic quality.

- Natural

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

- Corridor Management Plan was updated in 2009.

List any additional infrastructure projects that have benefited your byway.

- Mystical Horizons and two gateway monuments.

What specific assistance would make your byway more sustainable?

- More local and state assistance.

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- The Mystical Horizons Change of Seasons.

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

- We have had a good response to the byway with the addition of Mystical Horizons, the monuments, and events at Lake Metigoshe State Park and the International Peace Garden. Also good comments on the Martineau House.

Turtle Mountain Scenic Byway-continued



ECONOMIC IMPACT

Based on 2009, describe the economic impact to your communities/businesses as a result of your byway (gain, loss, no change).

- Gain

Are communities/businesses 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 involvement along your byway?

- Personal contacts and newsletter distribution.

GOALS & IMPROVEMENTS

What goals were achieved this year?

- Completion of gateway monument project.
- Development of interpretive signs.
- Commencement of work on the Coghlan Castle.

What goals were missed this year?

- Achieving national byway designation.

List and describe any improvements to your byway.

- Gateway monuments, interpretive signs, initial construction and restoration of Coghlan Castle.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

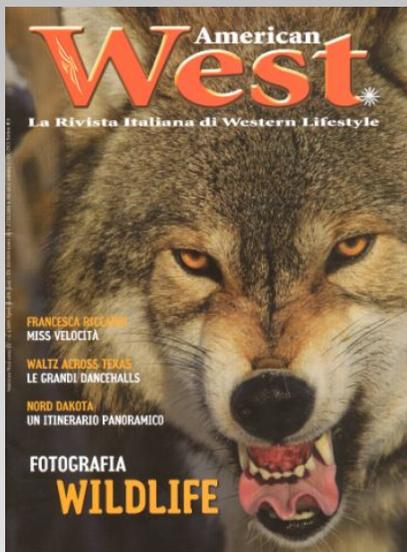
- State support and the uncertainty of whether or not there will be a tribal application submitted.



Byway & Backway News

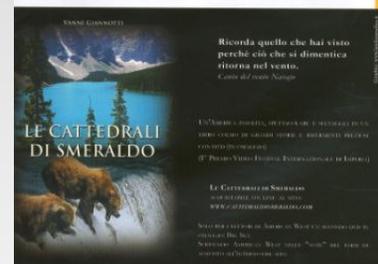
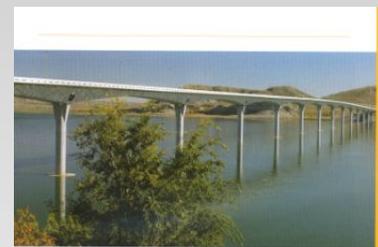
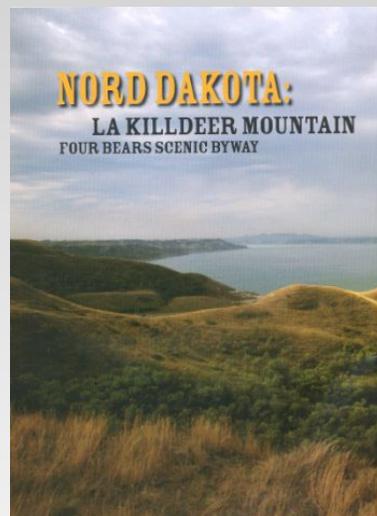
Sakakawea Scenic Byway

- David Borlaug, byway leader and head of the Lewis and Clark Fort Mandan Foundation, was heard on *CNN's* wacky weather report in late December 2008. Rare snowfall stories such as snow in Vegas, a guy snowboarding down the street in Portland, and more snow than normal in North Dakota were mentioned. Calling in from his car, David touched on the beauty of the prairie, the sparkling, white blanket of snow and the fresh, clean air.
- David Borlaug welcomed, the German ambassador to the United States, Klaus Scharioth, to the Lewis and Clark Interpretive Center in September. The ambassador toured the Center's Maximilian-Bodmer exhibit.



Killdeer Mountain Four Bears Scenic Byway

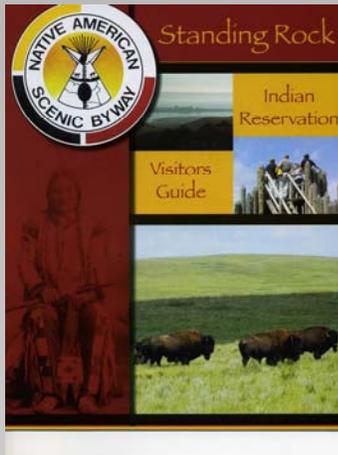
- The byway went global and was featured in an Italian magazine. Fred Walker, International Travel Marketing Director for the North Dakota Tourism Division, was instrumental in helping this article take shape. Scooter Pursely, Information Specialist, North Dakota Tourism Division, also contributed by helping with design. (photos left and below)
- A photo of Killdeer Mountain, taken by Williston photographer Gerald Blank, appeared on the cover of the 2009 North Dakota *Horizons* calendar.



Old Red/Old Ten Scenic Byway

- In late December 2008, Robin Reynolds, President of the Old Red Trail Committee, accepted the North Dakota Parks and Recreation Department Special Merit Award, on behalf of the Old Red Trail Committee. The Old Red Trail Committee was recognized for the countless volunteer hours of planning that lead to their successful designation as a state byway. (photo left-Kevin Stankiewicz, byway coordinator, awards Robin Reynolds).
- In the fall of 2009, Robin Reynolds received the 2009 Citation Award from the Bismarck Art and Galleries Association. Robin received this special recognition for her functional pottery that is formed with North Dakota clays.
- The byway was featured on KQCD. The story can be found at: http://kqcd.com/News_video.asp?news=33573.
- Old Red/Old Ten ribbon cutting ceremony was held on July 4, 2009 in conjunction with the Mandan Parade.

Byway & Backway News



Standing Rock National Native American Scenic Byway

- A family from *American Road Magazine* visited the byway and will be writing an article for the 2010 Spring Edition.
- Standing Rock Memorial Park was dedicated in September. The guest speaker was Jesse Jay Taken Alive, former Chairman of the Standing Rock Sioux Tribe and current Tribal Councilman. The Memorial Park will be constructed adjacent to the *Standing Rock* which is a stone held sacred by the Dakota/Lakota people and is the namesake of the Reservation. (photo below-Jesse Jay Taken Alive).

Sitting Bull Monument (Mobridge, SD).



Turtle Mountain Scenic Byway

- Two gateway monuments have been sculptured by artist, Bennett Brien, to welcome visitors to the Turtle Mountains. One monument is located in Rolette County between St. John and Rolla and holds a turtle and bison. The second monument, consisting of a turtle and white-tailed deer, is located in Bottineau County just west of Mystical Horizons.



Byway & Backway News



Sheyenne River Valley National Scenic Byway

- Bobby Koeplin, byway chairperson, received the North Dakota Parks and Recreation Department Special Merit Award, for his volunteer service in assisting Fort Ransom State Park with a campground project. (photo John Kwapinski, Ft. Ransom State Park Manager, awards Bobby Koeplin).

- The Sheyenne River Valley National Scenic Byway received the 2009 Scenic Byway Award for Byway Interpretation at a ceremony held in Denver, CO during the National Scenic Byway Conference. (photo below left-award presentation, photo below right-Bobby Koeplin and Mary Lee Nielson).



- *CNN* included the Sheyenne River Valley National Scenic Byway as one of their 5 cool day trips around the country. Thank you to Cole Carley, President and CEO of the Fargo-Moorhead Convention and Visitors Bureau for making this happen. The article can be read at: <http://www.cnn.com/2009/TRAVEL/03/03/day.trips.travel/>.
- Mary Lee Nielson, byway marketing chairperson and Mayor of Valley City, received the 2009 Outstanding City Elected Official award during the North Dakota League of Cities annual conference.
- History on Call (701-557-9190, stop 6, stop 66) provided by the North Dakota State Historical Society, offers a short narrative on the Sheyenne River Valley National Scenic Byway and Sheyenne National Grasslands.
- Fort Ransom State Park, located on the Sheyenne River Valley National Scenic Byway, was battered during the spring floods of 2009. The park and the byway held strong and both are attracting visitors once again. (photos below-flooding at Ft. Ransom State Park).



Byway & Backway News

Chan SanSan Scenic Backway

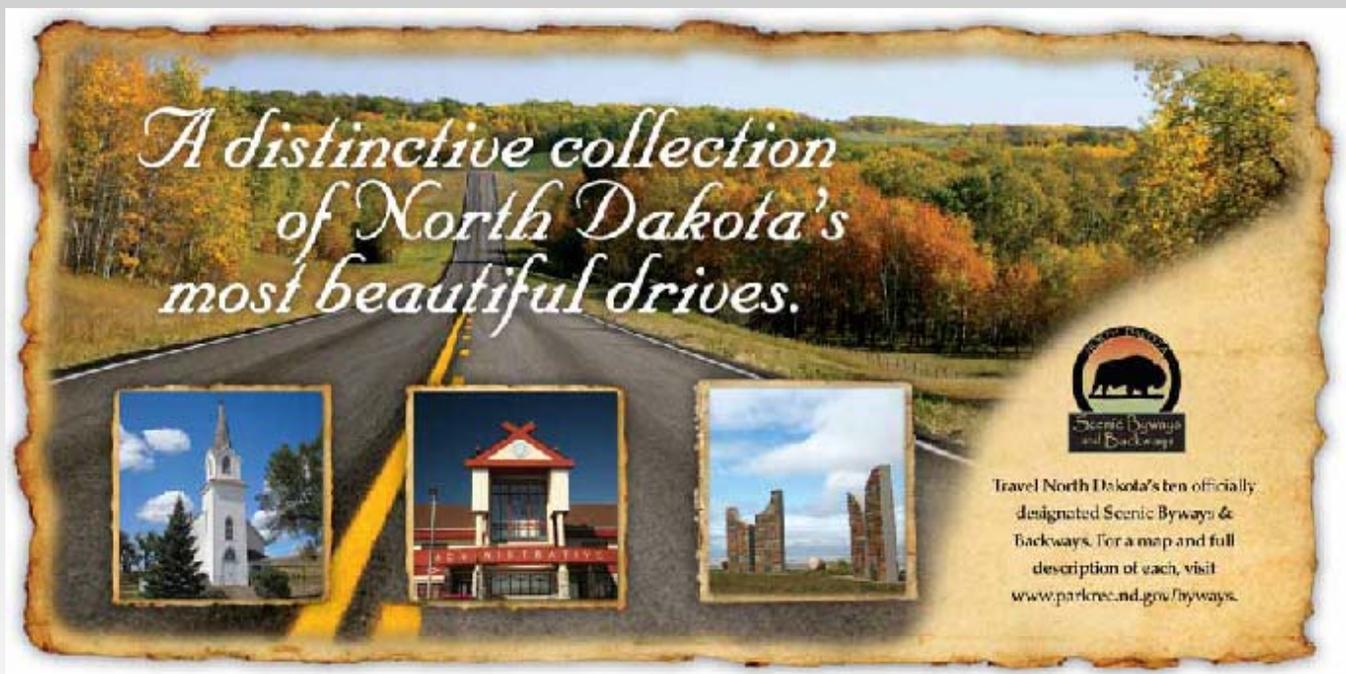
- Backway information can now be found on the web at: www.tourjamestown.com/Whatdo.php#ScenicBackway. Special thank you to Nina Sneider and Allison Suko for adding the backway information to their website.

Theodore Roosevelt National Park North Unit Scenic Byway

- Eric Haugland, North Unit District Interpreter, is the new byway leader. Eric was hired as the Interpreter in June 2009 and he will be the new point person for the scenic byway.

North Dakota Scenic Byway Program and North Dakota Tourism Division

This cooperative advertisement was included in 2.2 million newspapers that went to 2 provinces and 5 states in July. Special thanks to Odney and North Dakota Tourism for their ad design.

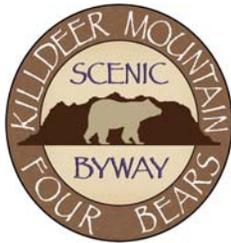


Be on the lookout for these logos...

*North Dakota Scenic Byways & Backways Program logo. This logo is used for promotional and marketing material.



*North Dakota byway & backway identification signs. These signs are installed along state designated byways & backways.



*The first logo for the Killdeer Mountain Four Bears Scenic Byway. This logo is used for promotional and marketing material.



*The first logo for the Old Red/Old Ten Scenic Byway, North Dakota's most recently designated byway. The logo is in the process of being trademarked and is used for promotional and marketing material.

*America's Byways identification sign. These signs are installed along state designated byways that have also earned national designation. The signs are used in lieu of the state signs. North Dakota has two nationally designated byways, the Sheyenne River Valley National Scenic Byway and the Standing Rock National Native American Scenic Byway.



*The Standing Rock National Native American Scenic Byway logo. This logo is used for promotional and marketing material.



*Sheyenne River Valley National Scenic Byway logos. The logo on the left is used for promotional and marketing material. The logo on the right is used for signage; when installed in conjunction with the America's Byways sign, the byway logo sign is placed below the America's Byways sign.





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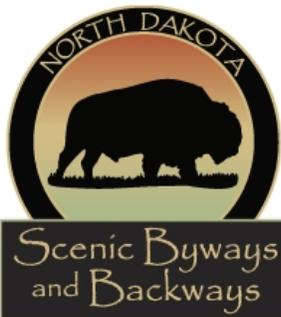
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North Dakota Scenic Byways Program

2009 ANNUAL REPORT