

2013 Annual Report

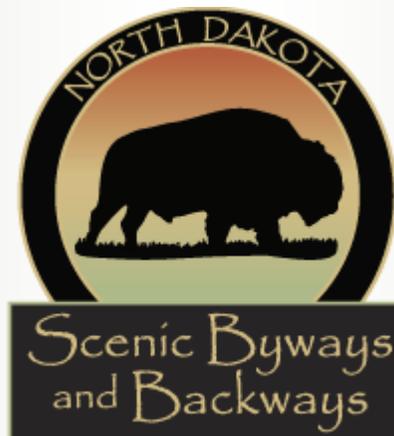


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**Photos are credited to Obsessed Photographers Group and the North Dakota Scenic Byway Program.*

State Byway Program Coordinator Report-Kevin Stankiewicz (12/12/13)

It's almost time to turn off the lights to 2013...bring on 2014! Never a dull moment for those involved with scenic byways. Whether it is overhauling a corridor management plan (CMP) to planning a ribbon cutting ceremony to brainstorming new ways to serve byway visitors, North Dakota byway leaders know they do not have the luxury to simply turn off the lights.

Success requires persistence; success requires a willingness to assess strengths and weaknesses; success requires discipline; success is a process. Successful byways and byway leaders realize and understand this. They know that success requires an on-going effort of staying engaged with their communities, making their product and services better, building relationships/partnerships and understanding the expectations of their customers.

Now as the saying goes, 'a chain is only as strong as it's weakest link.' Compared to this saying, our chain would be our North Dakota collection of 10 state designated byways, two of which are nationally designated. Our collection began in 1997 and has sustained itself for roughly 16 years. Our collection has brought amenities to communities, dollars to businesses, and awareness and appreciation to visitors, but our collection has gotten a little bit dusty over the years. Now is the perfect time to regroup and get back on the road to success, collectively - let's strengthen the byways that need it and keep the strong ones going!

North Dakota byway leaders and I will be working together in 2014 to develop a strategic plan for the North Dakota Scenic Byway Program. Byways rely heavily on their CMPs to give them direction and to keep their processes fluid. It is my intent that a strategic plan will do the same for the North Dakota Scenic Byway Program.

I would like to thank Shari Hanson of the Rendezvous Region Scenic Backway for her time and contributions to the success of the backway; Shari retired from the backway in January. A special thank you as well to Mike Jensen, Outdoor Promotions Manager-ND Tourism Division for his promotion of the scenic byways at regional sport shows.

Please enjoy the following pages as they include updates and photos from our byway leaders, along with snippets of stories seen in the news. Enjoy 2014 and keep the lights on the road to success!

Sincerely,



Byway & Backway Reports

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

Chan SanSan Scenic Backway-Leadership position currently vacant, no report submitted

ORGANIZATIONAL DEVELOPMENT

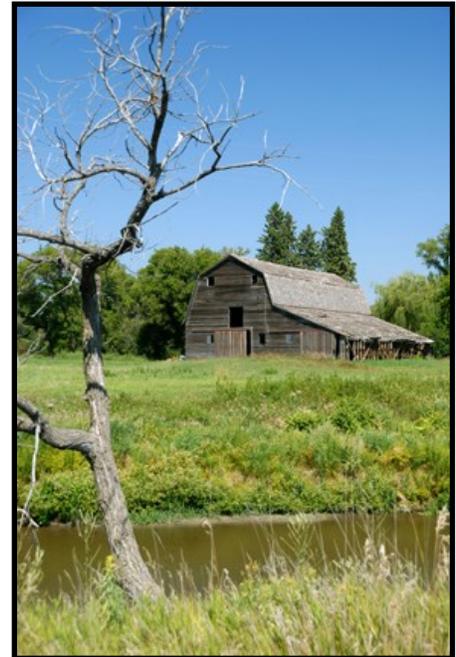
- Non-profit administered by LaMoure County via county commissioners.

CORRIDOR MANAGEMENT

County: LaMoure

State designation: 2001

Primary intrinsic quality: Scenic



The
Chan  SanSan
Tour



Des Lacs National Wildlife Refuge Scenic Backway-Chad Zorn, Refuge Manager

ORGANIZATIONAL DEVELOPMENT

- Federal; National Wildlife Refuge.
- 10 Volunteers.

MARKETING

Describe your marketing efforts in 2013.

- Kenmare News; Minot Daily News.

CORRIDOR MANAGEMENT

County: Ward

State designation: 2000

Primary intrinsic quality: Natural



VISITOR EXPERIENCE

List annual events held along or in the vicinity of your backway that increase the number of visitors to your area.

- Greenwing Days at Boat Dock day use area.

ECONOMIC IMPACT

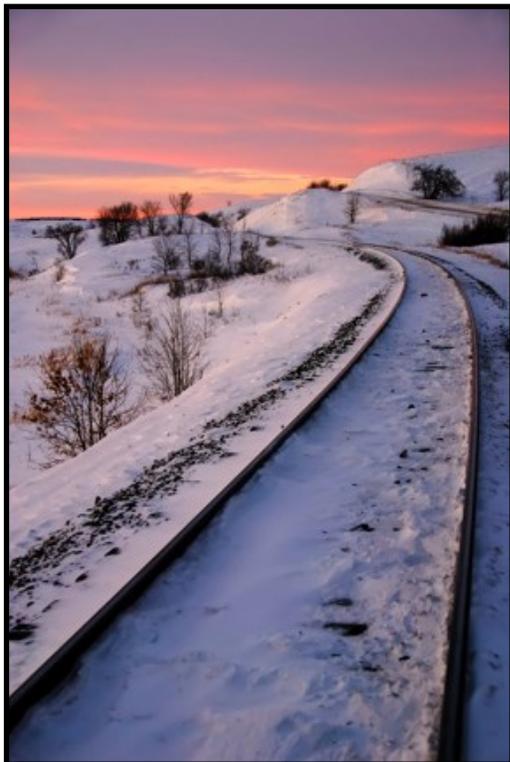
What efforts are being made to encourage involvement along your backway?

- We continue to work with community leaders in an effort to get the public involved with activities at the refuge.

GOALS AND IMPROVEMENTS

List infrastructure improvements or projects that have benefited your backway.

- New interpretive panels on overlook; bridge replacement; road rehabilitation.



Killdeer Mountain Four Bears Scenic Byway-Carie Boster, Dunn County JDA Executive Director

ORGANIZATIONAL DEVELOPMENT

- Jobs development authority.

MARKETING

What marketing plans do you have for 2014?

- High Plains Cultural Center, which is to have an interpretive installation, is scheduled to be completed.
- Publishing additional byway materials.
- Placement of interpretive signs.



CORRIDOR MANAGEMENT

Counties: Dunn, McKenzie, Mountrail, Fort Berthold Indian Reservation.

State designation: 1997 **Extension:** 2000

Primary intrinsic quality: Scenic

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 area.

- PRCA Rodeo held in Killdeer every July.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- We will be re-building the byway committee with new members as previous members are aging.



GOALS & IMPROVEMENTS

List any goals for your byway for 2014.

- Re-build the byway committee.
- Open the High Plains Cultural Center and provide interpretive opportunities.
- Host at least one event specific to the area.

List infrastructure improvements or projects that have benefited your byway?

- The highway is open again to vehicles.

PROGRAM ASSESSMENT

Describe concerns or challenges facing your byway.

- Lack of volunteer time due to the increased energy and oil activities.



Old Red/Old Ten Scenic Byway—Robin Reynolds, Byway Leader; Terri Thiel, Director Dickinson CVB

ORGANIZATIONAL DEVELOPMENT

- 501c3.
- 15-18 volunteers.

MARKETING

Describe your marketing efforts in 2013.

- Variety of print, web and radio efforts.
- Talking Trails signs for interpretive sites to help educate visitors.

What marketing plans do you have for 2014?

- 1/8 page 4 color print ad in the 2014 ND Travel Guide.
- ORT information cards in designated interstate rest areas; at CVB/Chambers in the state.
- Website updates; Facebook postings.
- Radio ads—Prairie Public Radio.
- Talking Trail signs on the byway; annual Old Red Trail rummage sale.



CORRIDOR MANAGEMENT

Counties: Morton, Stark

State designation: 2008

Primary intrinsic quality: Historic

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

- Addition of the Talking Trail signs and the Confidence signs installed at specific locations. The Talking Trail signs provide a 1-2 minute narrative to the traveler about the site they are visiting. The Confidence signs with the ORT logo are metal reflective signs 18” in diameter that are placed in rural areas along the byway to confirm to the traveler that they are still on the byway.

VISITOR EXPERIENCE

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

- Old Red Trail rummage sale held the first Saturday in June.

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

- Good comments on the Talking Trails signage; comments on the inability to find additional information while on the byway and the lack of signage in the Almont/Sims area; comments on the poor road conditions (Stark County is repaving a portion of the byway in 2014).

GRANTS & FUNDRAISING

List current grants awarded.

- ND Tourism Grant for the Old Red Trail Rummage Sale—June 2014.
- No fundraising events; however, each community commits a minimum of \$500 per year.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- The ORT Committee hosted a Fall Supper event in October in Hebron. They invited community stakeholders to learn about the byway. A complimentary supper, PowerPoint presentation and information tables were provided. As a result, two new individuals from Glen Ullin joined the group and others in attendance became more aware of the byway. In Jan/Feb of 2014, several ORT Committee members will be attending City Council meetings to seek additional city representatives to join the ORT Committee.



GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2013.

- The 2013 Marketing Plan was completed, as was the Old Red Trail rummage sale. Overall general awareness of the byway was increased.

List any goals for your byway for 2014.

- Complete the marketing plan; host the Old Red Trail rummage sale; increase the number of confidence signs along the byway; increase membership and add members from two of the byway communities, Taylor and Gladstone.

Rendezvous Region Scenic Backway—Kathy Stremick, Rendezvous Region Backway Coordinator

ORGANIZATIONAL DEVELOPMENT

- 501c6.
- 15 volunteers.



MARKETING

Describe your marketing efforts in 2013.

- ND Travel Guide, The Dakotas Travel & Recreation Directory, ND Scenic Byway Information Guide, ND Tourism Rest Area Program.

What marketing plans do you have for 2014?

- Similar to last year; new driving map of the Rendezvous Region.

CORRIDOR MANAGEMENT

Counties: Pembina, Cavalier

State designation: 1996 **Extension:** 2010 **Primary intrinsic quality:** Scenic

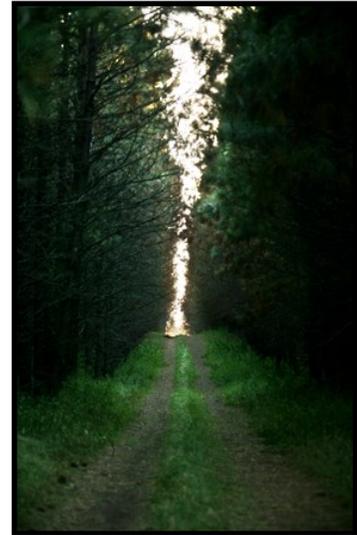
VISITOR EXPERIENCE

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

- 2013 Annual Giant Pumpkin Fest (10th annual) with trolley rides to the scenic overlooks. The Fest has grown every year with visitors traveling over 100 miles to take part in the festivities.

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

- Visitors will say the scenic overlooks are some of the nicest overlooks they have visited.



ECONOMIC IMPACT

What efforts are being made to encourage involvement along your backway?

- We utilize the Rendezvous Region in all advertising and we encourage all businesses to continue to spread the word on the “Rendezvous Region”.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2013.

- Our main goal was to complete the multi-use trail (24 miles) and the non-motorized trail system in the Pembina Gorge. The trail runs along the backway. This was accomplished.



List any goals for your byway for 2014.

- Design and develop the Rendezvous Region driving map (tear away map) that will be available at all the attractions and businesses in and around the region.

List infrastructure improvements or projects that have benefited your backway.

- Scenic overlook canoe docks on the Pembina River.
- The Pembina Gorge State Recreation Area in the Pembina Gorge (trail system).



Sakakawea Scenic Byway-Wendy Ross, Superintendent Knife River Indian Villages

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via the Lewis & Clark Fort Mandan Foundation.
- 25.

CORRIDOR MANAGEMENT

Counties: McLean, Oliver, Mercer

State designation: 2005

Primary intrinsic quality: Cultural

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your area.

- Culture Fest at Knife River Indian Villages NHS, various annual events at Fort Mandan and Lewis & Clark Interpretive Center.

MARKETING

Describe your marketing efforts in 2013.

- Key sites were promoted extensively through print, radio, internet and email.

What marketing plans do you have for 2014?

- More of the same with specific branding of Scenic Byways.

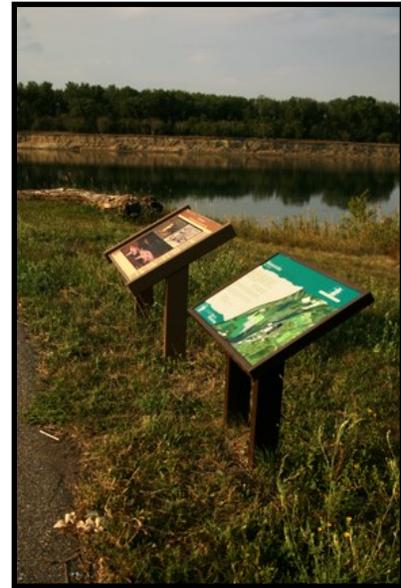
GOALS & IMPROVEMENTS

What are your goals for 2014?

- Reorganization of committee.

List infrastructure improvements or projects that have benefited your byway.

- Lewis & Clark Interpretive Center's 9,000 square foot expansion.
- Knife River Indian Villages National Historic Site, Foundation Document completed in June 2013. Information is available online at <http://www.nps.gov/knri/parkmgmt/index.htm>.



ORGANIZATIONAL DEVELOPMENT

- 501c3; Sheyenne River Valley Scenic Byway Association.
- 30 volunteers.

MARKETING

Describe your marketing efforts in 2013.

- Hosted the *Jack & Sandy Show* from KFGO radio at the Rosebud Visitor Center.
- Newspaper, radio and magazine ads.

What marketing plans do you have for 2014?

- Combined efforts with Jamestown Tourism to promote the region.
- Two ads with Rocky Mountain Tourism and Ritz Hospitality.
- Work with ND Tourism to put a new ad on their website; ND Tourism Co-op ads with a Canadian insert and USA Today.
- More social media and continue with local newspaper and radio ads.



VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your area.

- Sheyenne Valley Arts & Craft Festival.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- We continue to work with the Lisbon Civic and Commerce Club to get them engaged in the byway and progress is being made.

CORRIDOR MANAGEMENT

Counties: Barnes, Ransom **State designation:** 1997 **National Designation:** 2002

Primary intrinsic quality: Scenic

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

- Major update with \$75,000 project. Looked extensively at extending the byway to the Cooperstown area; held public meetings in Ransom, Barnes and Griggs Counties to discuss updates and possible new sites; archived most of old CMP as we accomplished the goals. Going forward, we have a new plan that includes gateway monuments, new trails, promotion of the Cooperstown area on the way to the Ronald Reagan Missile Site.

List any additional interpretive/visitor sites that were added to or removed from your byway in 2013.

- We are still receiving information from Griggs County on the sites they feel are worth promoting. At their discretion, they will put together interpretive sites and we have committed to helping them promote the area.
- One of our byway partners, the U.S. Army Corps of Engineers, installed a new panel at the Baldhill Dam site.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2013.

- Finished the CMP, checking out QR codes and are in the process of incorporating them into our new brochures, updated our portion of the hellovalley.com website.

List any goals for your byway for 2014.

- Increase our involvement with social media.
- Support area entities with letters of support to help enhance byway amenities.
- Work with Lisbon on a cooperative marketing piece.
- Be a lead partner in creation of the Sheyenne Valley Community Foundation.
- Install 21 electrical pedestals at county parks and extend water services.
- Work with the Water Resource Board, ND Game & Fish, and the US Fish & Wildlife Service to install a fish ladder at Kathryn Dam.

List infrastructure improvements or projects that have benefited your byway.

- Relocated way-finding signage on the byway; for safety concerns, removed dead trees at Clausen Springs.



Standing Rock National Native American Scenic Byway-Pamela Ternes, Byway Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Sitting Bull College.
- 10 volunteers.

MARKETING

What marketing plans do you have for 2014?

- Update byway visitor guide book.
- Expand marketing coordination efforts.

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your area.

- Pow Wows.

CORRIDOR MANAGEMENT

Counties: Sioux (North Dakota), Corson (South Dakota)

State designation: 2001 **National Designation:** 2005

Primary intrinsic quality: Cultural



ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- Byway visitor center staff are coordinating local events to encourage involvement from the communities. Recent events include the Visitor Center Open House; an art show; and Thanksgiving Day dinner held at the Visitor Center.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2013.

- Completed construction of the Sitting Bull Visitor Center and Medicine Wheel Park.

List any goals for your byway for 2014.

- Replace interpretive panels at visitor information sites as the signs are deteriorating before the warranty end date. The warranty will not cover the entire cost to replace the panels.
- Plan and coordinate events at the Sitting Bull Visitor Center.
- Fundraising to construct the outdoor amphitheater at the Visitor Center.

List infrastructure improvements or projects that have benefited your byway.

- Sitting Bull Visitor Center and Medicine Wheel Park are now open to the public.

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

ORGANIZATIONAL DEVELOPMENT

- Federal Government-Department of the Interior, National Park Service.
- 10 volunteers in the North Unit of Theodore Roosevelt National Park.

CORRIDOR MANAGEMENT

County: McKenzie State designation: 2000

Primary intrinsic quality: Natural



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

- Due to the geological makeup of the Badlands, the byway road was affected by the record amount of rainfall this year. The heavy amount of rainfall caused the road to buckle and shifted the visitor center. The road was repaired, but the visitor center is no longer structurally sound and will be replaced. A temporary visitor center is currently being used near the park's campground and a trailer may be brought in next year to be used as a temporary visitor center.

MARKETING

Describe your marketing efforts in 2013.

- 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 park is involved in social media. There is also a park newspaper available at the park and the other national park sites in the state. The energy boom occurring in the area requires a new method of marketing. Park information and brochures are distributed to area "Man Camps" and relayed to various oil companies personnel officers. A significant impact has been the rapid development in the region and the park is an oasis to what the Badlands appeared to be 130 years ago when Theodore Roosevelt was here.



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 area.

- The Badlands Star Party-astronomy star gazing in mid-August.

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

- Many visitors commented on the abundant wildlife of bison, bighorn sheep, mule and white-tailed deer, and prairie dogs. The rugged beauty of the dark blue Bentonite layered Badlands' sharp pointed peaks and deep canyons is an often heard comment from the park's overlooks off the byway.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2013.

- The goal is to remain a quiet oasis from the churning of the energy development on the highways and the area around the park so visitors can experience the Badlands as Theodore Roosevelt experienced them 130 years ago. It is an ongoing effort and will be for a long time.

List any goals for your byway for 2014.

- Continue to provide a natural environment for visitors to the park to enjoy.
- Maintain a temporary visitor center to replace the park's visitor center that was closed due to it not being structurally sound.



Turtle Mountain Scenic Byway-Mae Streich, Byway Co-Coordinator

ORGANIZATIONAL DEVELOPMENT

- Turtle Mountain Tourism Association.
- 12-14 volunteers.

FUNDRAISING/GRANTS

List open grant projects and estimated completion date.

- Birding Grant from Bottineau EDC-in process.

List the grants received in 2013.

- Birding brochure-\$2500.

MARKETING

Describe your marketing efforts in 2013.

- Brochures, newspaper articles, radio.



CORRIDOR MANAGEMENT

Counties: Bottineau, Rolette

State designation: 1998

Primary intrinsic quality: Natural

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 area.

- Educational tours and A & B bus tour.

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

- Visitors say that we have a wonderful treasure in the Mystical Horizons and the byway.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- Presentations at meetings to let the community know the benefits of the byway to the area.



GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2013.

- Completion of Mystical Horizons signage.

What are your goals for 2014?

- Install a restroom at Mystical Horizons.

List and describe any improvements to your byway.

- New boat ramps and improvements to recreational areas.



Byway & Backway News

Killdeer Mountain Four Bears Scenic Byway

- The Dunn County Fair Association, received a 2013 Tourism Expansion Grant from the North Dakota Department of Commerce, Tourism Division, for the Plaza of Western Cultures Visitor Center on the Killdeer Mountain Four Bears Scenic Byway.

Old Red Old Ten Scenic Byway

- The Old Red Old Ten Scenic Byway, received a 2013 Events Marketing Grant from the North Dakota Department of Commerce, Tourism Division, for the nine-community Old Red Trail Rummage Sale.
- Old Red Old Ten Scenic Byway was named *Tourism Organization of the Year* at the 2013 North Dakota Travel Conference in Grand Forks. (photo-Old Red Ten committee members, Terri Thiel and Marlo Anderson)



Rendezvous Region Scenic Backway

- Fossil dig hosted August 19-25, 2013 by the North Dakota Geological Survey, North Dakota Parks and Recreation Department, and the City of Walhalla Economic Development Corp.

Sheyenne River Valley National Scenic Byway

- Lake Ashtabula, located along the Sheyenne River Valley National Scenic Byway, was a winning image in the 10th Annual North Dakota Governor's Photo Contest. The winning photograph in the events category was entitled, "Calm Before the Storm" and photographed by Brian Ward. (see photo)
- A live Elvis Tribute Show took place in Lisbon, ND in May 2013. The show was organized in an effort to raise money to save the Scenic Theater.
- The Rosebud Visitor Center in Valley City hosted the *Jack & Sandy Show* on KFGO.
- North Dakota Today-Small Town Spotlight and KVLV news visited Lisbon, <http://www.valleynewslive.com/story/24045125/small-town-spotlight-lisbon>.
- Dakota Fire Magazine's "10 Dakota Day Trips" listed the Sheyenne River Valley as a place to see and explore, <http://dakotafire.net/culture/10-dakota-day-trips/3945/>.
- June 22, 2013 marked the 100th birthday of the Wimbledon Depot.



Byway & Backway News

Standing Rock National Native American Scenic Byway

- Sitting Bull Visitor Center Open House received the American Indian Alaska Native Tourism Association (AIANTA) "2013 Best Cultural Heritage Experience Award".
- The Sitting Bull Visitor Information Center located at the Sitting Bull College Campus in Fort Yates, North Dakota immediately adjacent to the Standing Rock National Native American Scenic Byway held an Open House in May 2013 and had a ribbon cutting ceremony at the Visitor Center's Medicine Wheel Park. *(see photo)*

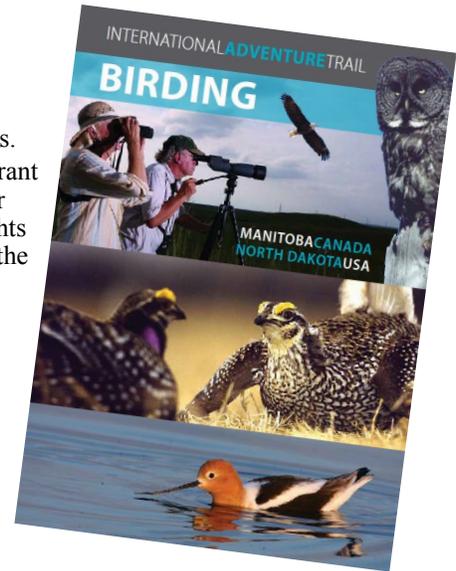


(Left to right) Kevin Stankiewicz, Brenda Red Wing, Chairman Charles Murphy, Kevin Locke, Dr. Laurel Vermillion, Bennett Kubischta, Dr. Koreen Ressler, Isaac Dog Eagle, Mrs. Dog Eagle and Nancy Suprenant. Photo credit Deanne Cunningham, ND Tourism Division.

Byway & Backway News

Turtle Mountain Scenic Byway

- Provided a number of educational tours to students at Mystical Horizons.
- The Turtle Mountain Tourism Association was awarded a Marketing Grant from the North Dakota Department of Commerce, Tourism Division for marketing in the *International Adventure Trail* magazine which highlights excellent Birding opportunities in the Turtle Mountains area and along the Canada/North Dakota border. More information can be found at www.internationaladventuretrail.org.



North Dakota Tourism North Dakota Scenic ByRider Program

- As an incentive to get motorcycle enthusiasts out on the state's scenic byways and backways, North Dakota Tourism launched the North Dakota Scenic ByRider Program in 2013. Riders traveling five of the 10 scenic byways or backways in the state in one calendar year can receive a patch indicating they are a North Dakota Scenic ByRider. To date, 20 motorcyclists have earned patches. For more information, please contact Scooter Pursley, Information Specialist ND Tourism Division at jpursley@nd.gov.



****James Ertelt of Rochester, MN—first motorcycle rider to earn a North Dakota Scenic ByRider Patch****

Be on the lookout for these logos!



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



*America's Byways logo; used to identify nationally designated byways and for promotional and marketing material.



*Chan SanSan Scenic Backway logo; used for promotional and marketing material.



*Killdeer Mountain Four Bears Scenic Byway logo; used for promotional and marketing material.



*Old Red/Old Ten Scenic Byway logo; used for promotional and marketing material.



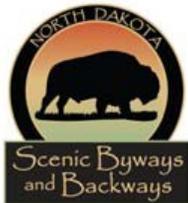
*Sheyenne River Valley National Scenic Byway logo; used for promotional and marketing material.



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



*Turtle Mountain Scenic Byway logo; newest logo to the byway program; used for promotional and marketing material.

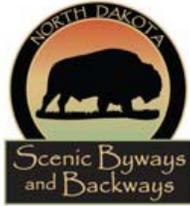


North Dakota Scenic Byway Program State Contacts

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North Dakota Scenic Byway Program Byway & Backway Leaders

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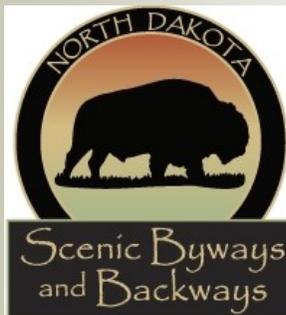
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Mae Streich, Co-Coordinator
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The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.



North Dakota Scenic Byway Program

2013 Annual Report

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