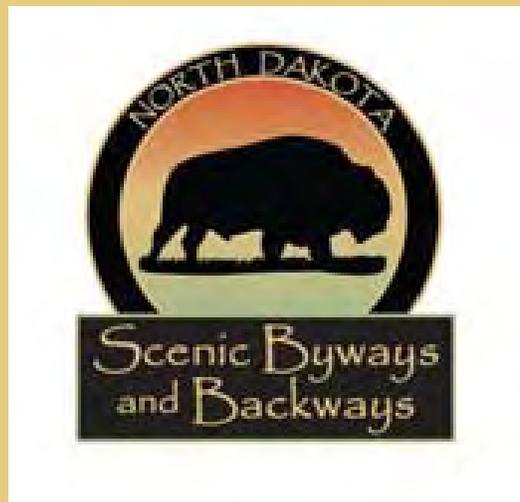


2007 Annual Report



Submitted by:

Kevin Stankiewicz
Trails & Byways Coordinator

Table of Contents

Message from State Coordinator.....3

Chan SanSan Scenic Backway.....4

Des Lacs National Wildlife Refuge Scenic Backway.....6

Rendezvous Region Scenic Backway.....8

Killdeer Mountain Four Bears Scenic Byway.....10

Sakakawea Scenic Byway.....11

Sheyenne River Valley National Scenic Byway.....13

Standing Rock National Native American Scenic Byway.....16

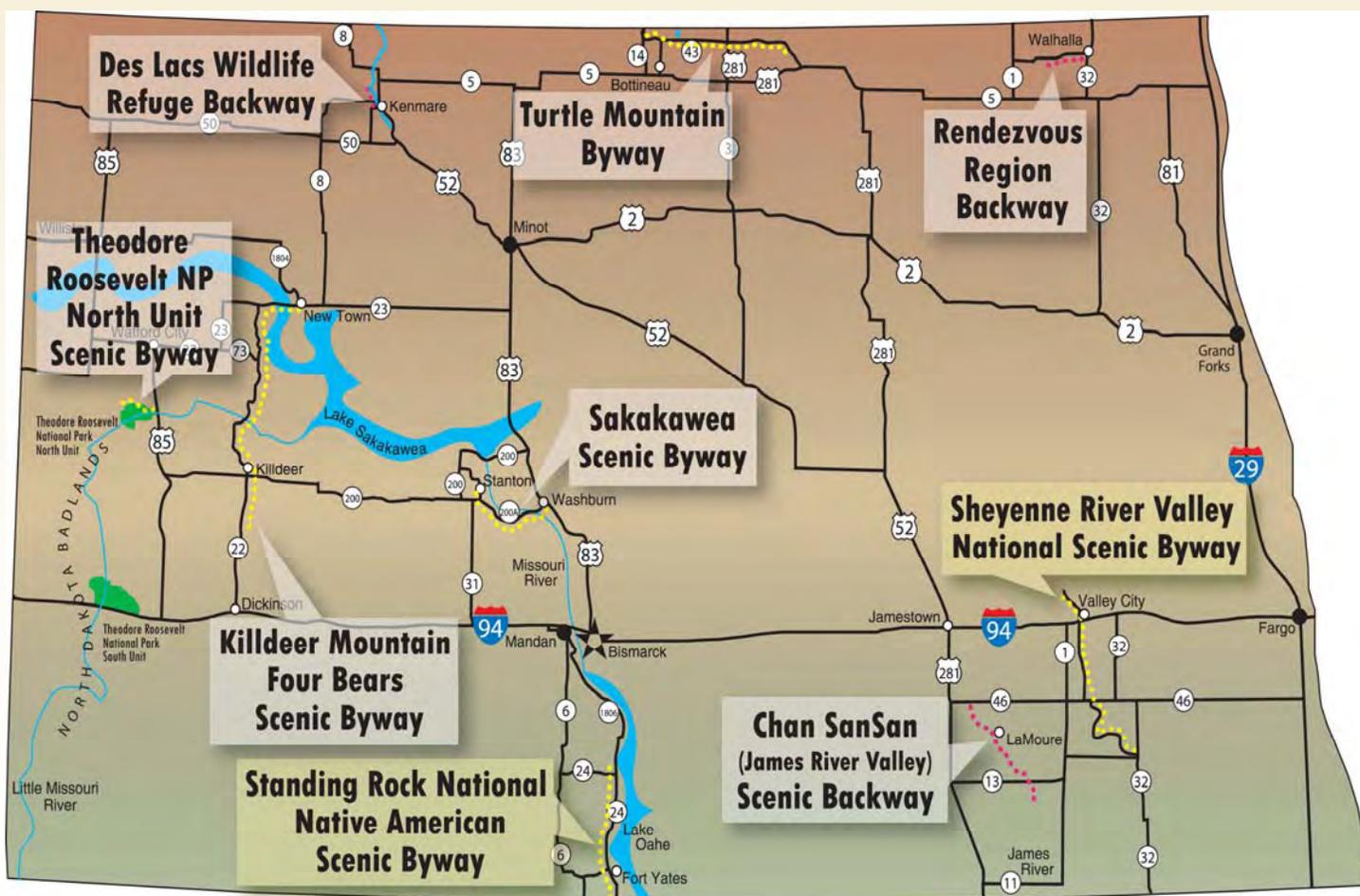
Theodore Roosevelt National Park North Unit Scenic Byway.....20

Turtle Mountain Scenic Byway.....21

State Byway/Backway Conference update.....24

In the News.....25

Closing Thoughts-State Coordinator.....26





2007 Annual Report

North Dakota Scenic Byways & Backways Program

State Coordinator Message

The question was posed, what word comes to mind when you think of North Dakota? One person said vast, which according to the dictionary means-very great in size. My first word, empty...

It got me thinking. I realized empty came to mind because I was still adapting to change. I was hired as the North Dakota Scenic Byways & Backways Coordinator in February of this year. Yet, it wasn't until now, as I write this, that I've realized how this change in my life has given me a new found appreciation for the state of North Dakota.

The state has a collection of vast landscapes—Badlands and Grasslands, prairies and foothills, state parks and national wildlife refuges. But did you know, the state also has a distinct collection of Scenic Byways and Backways? At first, these tranquil roads seemed empty to me because they lacked the crowds and energy of the urban areas. But with this new opportunity, what I've come to realize is that they *are* full—full of potential, full of imagination and full of good people.

As you read the following report, keep in mind those thoughts. I encourage you to visit our state's Scenic Byways & Backways, as you will definitely discover what makes North Dakota Legendary!

-Kevin Stankiewicz
Trails & Byways Coordinator

Scenic Byways & Backways

BYWAY & BACKWAY REPORTS

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

Chan SanSan Scenic Backway -Jerel Skattum

ORGANIZATIONAL DEVELOPMENT

- Committee organized under the Board of County Commissioner
- Estimated # of volunteers is 8

FUNDRAISING

- TE Grant awarded to research, design, construct historic markers and interpretive panels for points of interest along the Backway, estimated date of completion is 2008



MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

- Continue to update and distribute brochures
- Used posters of our interpretive panels to create a display that we set up for the Dickey 125th celebration and LaMoure Toy Farmer Weekend
- Helped sponsor the KSJB Tractor Tour (4th annual-68 participants)
- Continued discussion with Jamestown and Stutsman County in creating the extension of the Backway to their town

What type of marketing plans do you have for 2008?

- Continue sponsorship of the Tractor Tour
- Focus on final installation of the interpretive panels
- Stocking the information stations



CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your Backway.

- Beginning discussion and efforts to acquire easements for scenic overlooks

What specific assistance would make your Backway more sustainable?

We need to apply for some type of funding that would employ a person on a part-time basis to administer the Backway projects. This person would also help organize the Backway duties in order to complete projects more quickly.

VISITOR EXPERIENCE

Local residents have noted that a couple of motorcycle groups have traveled the Backway and they have also seen cars stopping at information stations.

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Backway.

We are unable to determine the impact at this time. It seems that communities have shown sporadic interest in our project with different ideas, but at this point none have come to pass.

What efforts are being done to obtain this type of community response?

We encourage people from the communities to get involved and we are always looking for ideas.

GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Initial goal was to complete the design of the interpretive panels and to construct the turn outs for their placement

What goals were missed this year?

- We are about 80% complete with the interpretive panels, with the remaining turnouts expected to be done in the spring of 2008

PROGRAM ASSESSMENT

My concerns continue to be the availability of time by volunteers for the projects. Our population continues to age and dwindle with less people to do more things for all the various communities. From my perspective, our committee needs to complete this interpretive panel phase of the project in order to gain a visual presence of what is going on along the Backway. This will hopefully generate more interest.



Des Lacs National Wildlife Refuge Scenic Backway - Dan Severson

ORGANIZATIONAL DEVELOPMENT

- Non-profit
- Estimated # of volunteers is 2
- 1 volunteer came on board this year

Attended the following conferences in 2007:

- * ND State Byway Conference



MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

We rely on the Scenic Byways/Backways Information Guide. Its helped create more awareness of the Backway.

What type of marketing plans do you have for 2008?

- Improve the website and update more frequently
- Efforts to get local advertising in the information guide
- Placement of brochures in the local area



CORRIDOR MANAGEMENT

What specific assistance would make your Backway more sustainable?

- Improve roadway surface with paving
- Adding more interpretive signage

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Backway.

No noticeable change at this time; however, the community is more involved and there is interest in developing a hiking/biking trail that may involve the Backway.

What efforts are being done to obtain this type of community response?

Volunteers are becoming more active in establishing a new hiking trail. Also, the interest level in hiking and trails in general is on the rise.



GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Moving forward with road improvement plans
- FHWA has engineering and plans to start with rebuilding and paving of south 7 miles of route, with approximately 2 miles constructed in FY2008, with commitment to complete the entire Backway over the next 3-5 years

What goals were missed this year?

- Regular updates of website

PROGRAM ASSESSMENT

Good, successful program promoting tourism in the state.

List any concerns or challenges you have with your Backway.

- Improvement of scenic values
- How to encourage more people to use the Backway

Rendezvous Region Scenic Backway-Kathy Stremick

ORGANIZATIONAL DEVELOPMENT

- Non-profit
- Estimated # of volunteers is 14, (7 Pembina County and 7 Cavalier County)

Attended the following conferences in 2007:

- * ND State Byway Conference
- * ND State Tourism Conference
- * Rural Tourism Conference at Market Place
- * EDND



FUNDRAISING

Status of Grant Award Projects not yet completed & estimated date of completion:

Grant	Awarded by	Amount	Estimated Date of Completion
Rendezvous Region Scenic Overlook	FHWA/NDDOT	\$47,000.00	2008

List of grants and amounts awarded in 2007

RTP Grant-Pembina River Trail	\$41,000.00
TE Funds-Tetrault Woods State Forest Overlook Project 2009	Award approval pending

MARKETING

Describe your marketing efforts for 2007.

- ND Travel Guide
- Scenic Byway/Backway Guide
- Rendezvous Region Guide

What type of marketing plans do you have for 2008?

- Continue utilizing the brochure guides



CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your Backway.

- Pembina River Trail-development of 3 access points with floating docks (completion date is Spring of 2008)
- Scenic Overlook (completion date is Spring of 2008)

What specific assistance would make your Backway more sustainable?

- Additional marketing
- Continued development of overlooks throughout the Backway

VISITOR EXPERIENCE

The Walhalla Chamber office has received many good comments. One couple, from California, traveled all of the North Dakota Byways and they were very impressed with each area.

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Backway.

The retail community has experienced extra traffic over the years because of the increase in tourism activity. The community can see the benefit and thus have become more interested in the Backway, and in tourism.

What efforts are being done to obtain this type of community response?

The City of Walhalla, Economic Development Office and Chamber are continually promoting the Backway and encouraging tourism development.

GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Approval of Backway and RTP Grants to develop the overlook and the Pembina River Trail Project

What goals were missed?

- None

PROGRAM ASSESSMENT

The program is very well managed.

Challenges

- Funding

Suggestions

- Jointly promote all of the Byways & Backways, continue state-wide promotion



Bicycling at Lookout Point, Rendezvous Region Backway. Photo credit: Agency MARSU/Annette Tall - August 2004



Part of the lodge at Frostfire Ski Resort, conference center and amphitheater. Frostfire is also home to the Frostfire Theater's summer productions. Rendezvous Region Backway. Photo credit: Agency MARSU/Annette Tall - August 2004



Kayaker on the Pembina River near the Vang bridge, Rendezvous Region Backway. Photo credit: Agency MARSU/Annette Tall - August 2004

Killdeer Mountain Four Bears Scenic Byway -April Jepson

ORGANIZATIONAL DEVELOPMENT

- Non-profit
- Estimated # of volunteers is 10-15

Attended the following conferences in 2007:

- * ND State Byway Conference



Special Thanks

To Carroll Gjovik for her dedication to improving the Killdeer Mountain Four Bears Scenic Byway. Carroll retired this summer but her accomplishments set the foundation for future successes along this scenic Byway.

FUNDRAISING

Status of Grant Award Projects not yet completed & estimated date of completion:

- 3 grants have been awarded, due to changes in personnel no work has been completed at this time

List of Grants and amounts awarded in 2007

Byway Signing and Improvements	\$140,000.00
Corridor Development Grant	\$112,718.00
Pedestrian/Bicycle Facility Grant	\$226,000.00

MARKETING

What type of marketing plans do you have for 2008?

- Goal is to work together with state Byways/Backways
- Produce educational audio CD and brochure
- Produce educational DVD for placement at three media centers
- Develop educational brochures for distribution
- Create website





PROGRAM ASSESSMENT

What are your thoughts regarding the Byway/Backway program in North Dakota?

With Carroll's recent retirement, it has been a transitional year for us. I am excited to work with our Byway and look forward to learning and being an effective part in our Byway development. We held a Byway meeting on October 26, 2007 at the Killdeer City Hall. Our goal was to get an assessment of where we are at, who is involved, and how we wish to proceed. We have several projects in the works and we look forward to bringing more visitors to the Killdeer Mountains.

Sakakawea Scenic Byway-David Borlaug



ORGANIZATIONAL DEVELOPMENT

- Administered through Lewis & Clark Fort Mandan Foundation, a 501(c)(3) non-profit organization
- 14 individuals, including staff from Fort Mandan and Knife River Indian Villages NHS and committee help sustain the Byway

Attended the following conferences in 2007:

- * ND State Byway Conference, 2 co-chairs in attendance
- * ND State Tourism Conference
- * Various meetings attended by byway volunteers

FUNDRAISING

Status of Grant Award Projects not yet completed & estimated date of completion:

Grant	Awarded by	Amount	Estimated Date of Completion
Scenic Byway Monument Grant	FHWA	\$50,000.00	design phase, RFP request for construction/installation fall 2007

MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

At this point, any marketing is done through regular promotional efforts of the founding organization, the Sakakawea South Shore Association, the Lewis & Clark Fort Mandan Foundation and the Knife River Indian Villages NHS. The Byway is also promoted through the Washburn Area Convention and Visitors Bureau and the McLean Growth Coalition.

What type of marketing plans do you have for 2008?

- Placement of monuments on both ends of the Byway
- Development of brochure

CORRIDOR MANAGEMENT

What specific assistance would make your Byway more sustainable?

- Advice on committee structure and promotional activities
- Suggestions on modifying/enhancing our CMP

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Byway.

Although unable to measure at this time, interest is growing as we get the word out into our communities.

What efforts are being done to obtain this type of community response?

We will be resuming regular meetings of the Byway committee.

GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Securing Monument Grant

What goals were missed this year?

- More regular committee meetings

List and describe any improvements to your Byway.

A variety of visitor enhancements have taken place at both Washburn and Stanton, through trails and the primary facilities of the Knife River Indian Villages NHS, North Dakota Lewis & Clark Interpretive Center and Fort Mandan.

PROGRAM ASSESSMENT

It is an exciting time of growth.

Challenges

- Getting established with a more formal committee structure and working on national designation

Suggestions

- Assistance with timing of grant opportunities and deadline for national designation



Sheyenne River Valley National Scenic Byway-Mary Lee Nielson

ORGANIZATIONAL DEVELOPMENT

- Volunteer
- Plan to apply for 501c3
- Estimated # of volunteers is 30

Attended the following conferences in 2007:

- * National Byways Conference
- * North Country National Scenic Trail Conference
- * ND State Tourism Conference
- * ND League of Cities
- * ND Association of Counties
- * ND State Byway Conference
- * Partnership Conference for National Historic & Scenic Trails



FUNDRAISING

Status of Grant Award Projects not yet completed & estimated date of completion:

Grant	Awarded by	Amount	Estimated Date of Completion
2005 Facilities Grant	FHWA/NDDOT	\$29,258.00	2008
2006 Seed Grant	FHWA/NDDOT	\$25,000.00	2008
Tourism Grant (Rosebud Visitor Center-outside play area)	ND Dept. of Commerce	\$20,000.00	2008
National Recreational Trails Grant (Ladies Line Trail)	NRT	\$60,000.00	2008

List of Grants and amounts awarded in 2007

Alliance Pipeline for canoe brochure	\$500.00
Sheyenne River Valley Chapter NCT for Ladies Line Trail	\$908.58
R, C, & D Grant for Ladies Line Trail	\$1000.00
Sheyenne Valley Growth Alliance for Ladies Line Trail	\$2000.00
North Country Trail Land Trust for Ladies Line Trail	\$2730.00
Garrison Diversion Matching Recreation Grant for Ladies Line Trail	\$4638.00
ND Tourism Grant-specialty shop brochures	\$6000.00
National Park Service Challenge Cost Share for Ladies Line Trail	\$9935.42

List of Fundraising Events held in 2007

- Sheyenne Shuffle ½ marathon and 5k Fun Run



MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

Without marketing money of our own, we rely on the Valley City CVB to market the area. The Byway is included in the CVB ads for the ND Travel Guide and Midwest Living magazine. There is a display at Marketplace. We were awarded a grant from ND Tourism for specialty shops in the Sheyenne Valley that includes a segment on the Byway.

What type of marketing plans do you have for 2008?

- New specialty shops brochure is being printed and will be placed in all NDDOT rest stop areas along with our Byway brochure-courtesy of the Valley City CVB
- Booth at Marketplace
- ND Tourism photo shoot may be included on their TV spots
- Continued work with the Valley City CVB and the Sheyenne Growth Alliance

CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your Byway.

A new bridge was put in for Byway visitors to get to the North Country Trail hiking path at the Sheyenne State Forest. There are 4.7 miles of new sections of NCT that have been added and improved. Garbage receptacle and sidewalks were installed at concrete privy at Kathryn Dam which has 3 interpretive panels on location.

What specific assistance would make your Byway more sustainable?

Sample 501(c) (3) applications that are specific to Byways, sample articles of incorporation and bylaws specific to Byways.

VISITOR EXPERIENCE

Out of state visitors that were at interpretive sites while sites were being maintained were impressed with North Dakota and enjoyed the Byway. They wished they had more time.

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Byway.

Measuring the direct impact of the Byway is a challenge. Our accommodation tax and sales taxes are up in Valley City-the Byway portal. Four road counters have been installed along the Byway route in Barnes County. Three years of data needs to be reviewed to see if any change in number of vehicles/day and/or per year.

Some communities are more involved-Ft. Ransom and Valley City started the Dam Cycling Tour to bring cyclists to the area. The Town of Kathryn worked with NCT to buy six miles of Railroad Right of Way for the new hiking trail. Enderlin, Cooperstown, Hannaford-towns near the Byway have jumped on the bandwagon in specialty shop marketing.

What efforts are being done to obtain this type of community response?

The Byway coordinator for the Sheyenne Valley went on the road with a specialty shops brochure to help sell the area. For the cycling tour, Byway committee members asked to be on the committee.



GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Interpretation in the interior of the Rosebud Visitor Center was completed
- Dam Cycling Tour event was added
- Hiking trails were improved and have been submitted for certified segments along the North Country Trail

What goals were missed?

- Getting the way-finding signage in place





Byway improvements

- Improvements/additions of hiking trails
- Map kiosk installation at Martinson Bridge that includes information on the history of bridge and the North Country Trail (byway was lead organization)
- Updating West City Park Bridge interpretive panel due to replica bridge being installed
- County in process of upgrading approaches along Byway route
- Completed a recycled in place road improvement on six miles of County Road 21 on Byway route

PROGRAM ASSESSMENT

Challenges

- Funding new projects and maintaining what's already on the ground

Suggestions

- Tighter connection with ND Tourism is a win/win situation for the state of ND, using Byway resources for marketing grants



Standing Rock National Native American Scenic Byway -Pamela Ternes



ORGANIZATIONAL DEVELOPMENT

- Non-profit
- Estimated # of volunteers is 20
- Three additional members added this year

Attended the following conferences in 2007:

- * National Scenic Byway Conference
- * State Scenic Byway Conference

FUNDRAISING

Status of Grant Award Projects not yet completed & estimated date of completion:

Grant	Awarded by	Amount	Estimated Date of Completion
Traveler's Services	FHWA	\$172,000.00	4/1/08
CMP Implementation (Seed Grant)	FHWA	\$13,500.00	6/30/08
Pageant Tipi Project	ND Dept. of Commerce	\$20,000.00	October 2008



MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

- Developing marketing materials, website, video, new brochure, visitor's guide, service providers, visitor card, interpretive signage
- Finalizing cultural theme for interpretive sites
- Creating an outdoor drama production—The result is based on a tourism development marketing study completed by NDSU, "Stated Preference for Ecotourism Alternatives on the Standing Rock Sioux Indian Reservation" June 2007
- Establishing sign placement protocol
- Synchronized signage design
- Completed Byway map
- Identified and developed community marketing material distribution sites

What type of marketing plans do you have for 2008?

- Finalize synchronized design of sites and marketing materials
- Install interpretive signage (Spring '08)
- Disseminate Visitor Guide booklet (Richtman's Printing) at both casino lodging locations
- Install computerized visitor kiosk at the guest services area at Prairie Knights Casino (kiosk has been purchased)
- Disseminate service information "Visitor Card" and directional protocol for targeted service providers along the Byway (currently at Kranzler Kingsley for final design)

CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your Byway.

- Interpretive site development currently in progress (signage, maintenance)
- Sitting Bull Burial Site returned to the SRST from ND Historical Society
- Botanical Nature Trail-construction completed, signage in development
- Cannonball Monument at Cannonball Pit Stop-construction completed

What specific assistance would make your Byway more sustainable?

- Development of Foundation→2008 Project is to develop a plan and implement Byway Foundation
- A committed full time staff member



ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Byway.

Communities are becoming more involved and there has been an increase in home based businesses-150 in total.

What efforts are being done to obtain this type of community response?

Community involvement efforts include the following:

1. Free educational training opportunities
 - a. Agri-tourism
 - b. Branding
 - c. Reservation Wide Tourism Symposium
 - d. Art Symposium (marketing and show)
 - e. Interpretive Center/Gift shop (how to display, how to market)
 - f. Business development
2. Disseminate Visitor Guide booklet at both casino lodging location
3. Install computerized visitor kiosk at guest service area at Prairie Knights casino
4. Produce and disseminate service information "Visitor Card" and directional protocol for targeted service providers along the Byway
5. Identified and developed community marketing material distribution sites, purchased and installed brochure racks

GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Fundraising efforts

What goals were missed?

- Interpretive signage was not completed

Byway improvements

Interpretive site maintenance agreements put in place for the following sites:

- Sitting Bull Burial Site
- Standing Rock Sioux Tribe
- Cannonball Monument (Cannonball Pit Stop)
- Fort Manuel Lisa (Kenel community)



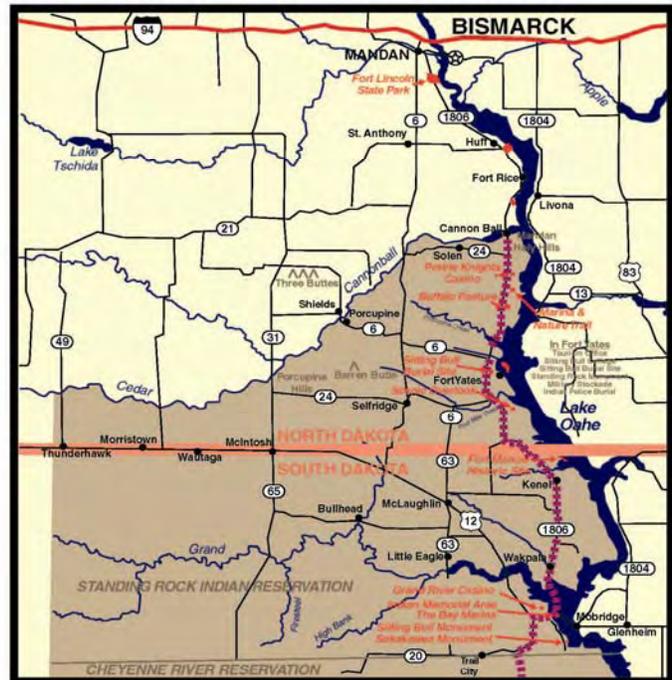
PROGRAM ASSESSMENT

Excellent technical assistance, hope we can move forward with additional joint marketing ventures.

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LEGEND

- | | | | |
|---|-------------------|---|----------------------|
| ● | Point of Interest | — | Water |
| ● | City | — | Roads |
| ⊙ | Capital | — | Main Roads |
| ⊠ | U.S. Highway | — | State Boundary |
| ⊞ | Interstate | — | Reservation Boundary |
| ⊚ | State Highway | — | Scenic Byway |

Theodore Roosevelt National Park-North Unit Scenic Byway

-Todd Stoeberl

ORGANIZATIONAL DEVELOPMENT

- Federal Government
- Estimated # of volunteers is 2, full time staff is 5



MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

We have a park newspaper which mentions the scenic Byway and is available to visitors.

What type of marketing plans do you have for 2008?

We will continue production of the park newspaper.

VISITOR EXPERIENCE

Despite signs that indicate Byway designation, most visitors are unaware that the road is a designated scenic Byway.

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Byway.

Difficult to gauge; however, Watford City has always been a supporter of the park and Byway. We meet regularly with the local Chamber of Commerce members and work closely with the county tourism director.

GOALS AND IMPROVEMENTS

- New pavement and alignment are scheduled to be completed in FY08

PROGRAM ASSESSMENT

Suggestions

The Byway program is a great opportunity for rural communities. Our situation at the park is quite different than the rest of the Byways.



Turtle Mountain Scenic Byway

-Mae Streich



ORGANIZATIONAL DEVELOPMENT

- Non-profit
- Estimated # of volunteers is 12

Attended the following conferences in 2007:

- * Marketplace in Fargo with a presentation on "Build It and They Will Come"
- * Preservation North Dakota Conference discussing the byway historical interests
- * ND State Byway Conference

FUNDRAISING

Status of Grant Award Projects not yet completed & estimated date of completion:

- Byway monuments-early spring 2008
- Coghlan Castle-on-going
- Wakopa Trails-December 2008
- ATV park-December 2008
- Lake Epsilon-December 2008



List of Grants and amounts awarded in 2007

Paving Road to Mystical Horizons	\$47,000
Highway 43 Byway Monuments	Max of \$40,000
CONAC Funds for Coghlan Castle	\$5000
TE Funds for Wakopa hiking/biking trail	\$175,000
SRF Funds for Lake Epsilon Road	\$32,500
ND Historical Society grant Coghlan Castle	\$10,000

List of Fundraising Events held in 2007.

No events were held but there was fundraising from area banks and businesses to place advertisements on TV and in brochures.

MARKETING

Describe your marketing efforts for 2007 and identify if you are aware of any immediate impact.

We have brochures and TV ads and we will be doing presentations at events to let the public know what we have on the Byway. The impact has been good. We've received good comments and have had lots of inquiries and interests in our sites. We've also had articles in several newspapers.

What type of marketing plans do you have for 2008?

Continue with our brochures and TV ads. We will work on getting the message out on the web and we will hold an event for the spring solstice at Mystical Horizons. We will also have our annual St. John Days.

CORRIDOR MANAGEMENT

List any additional infrastructure projects that have benefited your Byway.

- Lion Park at Lake Epsilon
- Lake Metigoshe extension of hiking/biking trails
- Carbury Recreation area playground equipment and extension of camping facilities
- Rolette County recreational facilities in St. John



What specific assistance would make your Byway more sustainable?

We have good coverage from ND Tourism and ND Parks and Recreation and ask for continued support.

VISITOR EXPERIENCE

The Martineau House Visitor Center has had over 200 national and international visitors. They have received very good comments on the Byway as well as positive comments on Mystical Horizons. Recently, a school class visited Mystical Horizons for a science project on the solstice and equinox.

ECONOMIC IMPACT

Based on 2007, describe the economic impact to your communities as a result of your Byway.

There has been a positive gain. We have had many visitors along the Byway as evidenced by our Chambers of Commerce. They have provided a larger number of brochures and have received more information requests via phone and web. More communities are becoming involved with the promotion of the Byway.

What efforts are being done to obtain this type of community response?

The Byway spans two counties and the county commissioners are working together to promote and improve the Byway. They are showing great support and providing in-kind match.

GOALS AND IMPROVEMENTS

What goals were achieved this year?

- Signing and paving at Mystical Horizons
- Recognition of Coghlan Castle
- Work being done on byway monuments
- Construction at Lion Park
- Improvements and goals coincide

What goals were missed?

- None



PROGRAM ASSESSMENT

Suggestions

- We have had great support from state agencies of North Dakota. The Byway program is a wonderful program which affords the visitor and our own residents the opportunity to see North Dakota at its best.

Challenges

- Recognition



2007 Scenic Byway & Backway Leader's Conference Update



On October 18-19, 2007, the state byways coordinator hosted the annual North Dakota Scenic Byway and Backway leader's conference at the Radisson Hotel in Bismarck. There were seven of nine Byway/Backways represented. Other attendees were from The Printers, Inc., Kadrmas, Lee & Jackson, NDDOT, FHWA, Department of Tourism, and America's Byways Resource Center.

Special guest speakers were:

- ◆ Patricia McNally-Marketing Communications Director-DOT FHWA/NSB
- And
- ◆ Dennis Adams-Byway Specialist-America's Byways Resource Center

Presentations were also given by:

- ◆ Dan Hildebrand-GM Marketing/Sales Consultant-The Printers, Inc.
- ◆ Ben Kubischta-Transportation Enhancement Coordinator-NDDOT
- ◆ Sandy Zimmer-Financial Manager-FHWA ND Division
- ◆ Mark Zimmerman-Outdoor Promotion/Film Commission-ND Tourism

The focus of the 1.5 day conference was marketing. Byway and Backway leaders provided numerous suggestions for ways to enhance the marketing of the state's Byways and Backways. Ideas ranged from updating the scenic Byway brochure to hospitality training and FAM tours to establishing a partnership with the Department of Tourism.

The conference provided Byway and Backway leaders the opportunity to share information and to voice their thoughts on ways to continue the success of the state Byway program. As the new year approaches, it is the intent of the Byway community to increase the overall awareness of the Byways and Backways. And to continue offering memorable experiences to each and every one of the visitors traveling along this special collection of North Dakota roads.



In the News...

Old Red Trail (applying for designation in 2008)

⇒ On May 24th and November 27th, Prairie Public aired a documentary on the Old Red Trail.

Sakakawea Scenic Byway

⇒ David Borlaug received the North Dakota Chamber of Commerce Tourism and Recreational Development Award in December 2006. The award is one of the state chamber's eight prestigious statewide awards.

Sheyenne River Valley National Scenic Byway

- ⇒ On May 8, 2007, the Travel Channel aired a program on the Rusty Spur Café in Kathryn.
- ⇒ In late June, U.S. Senator Byron Dorgan visited the newly completed Rosebud Visitors Center.
- ⇒ Mid-November, KFYP and KVLV broadcasted segments on the Sheyenne State Forest and the North Dakota waterfall which is located on the North Country National Scenic Trail.

**The 2008 Scenic Byways & Backways Information Guide
will have a new look to its cover...updated photos and
minor content changes inside.**

CLOSING THOUGHTS

The Old Red Trail (formerly Old Highway 10) will be submitting an application in 2008 to become a state scenic Byway. The mission of the Old Red Trail Committee is for recreational, historical, and economic revitalization in the communities along Old Highway 10 from Mandan to Dickinson, by creating an awareness of the Old Red Trail as an alternative to Interstate travel in western North Dakota.

With nine current state Byways (3-Backways, 4-Byways, 2-nationally designated Byways), it would be very fitting for Old Highway 10 to become number 10 in our state Byway collection, stay tuned...

Lastly, the success of the scenic Byway program is dependent upon the dedicated volunteers who are willing to make a difference in their communities. Many ideas would simply remain ideas if not for the diligence of these individuals. Their efforts range from conducting town meetings to organizing fundraising events, from hauling dirt to writing grant applications. Whatever the task, these likeminded leaders are determined and resourceful.

A special thank you to all the Byway & Backway leaders who are putting forth the efforts to enrich the life, and the lives in their communities.

Sincerely,



Kevin Stankiewicz
Trails & Byways Coordinator

