

Commerce

NORTH
Dakota
Be Legendary



North Dakota Tourism Industry Newsletter

August 11, 2021



Midwest Living Magazine was on the road in North Dakota!

North Dakota Tourism hosted the 2022 Midwest Living Road Rally this past July. The Midwest Living editorial team created a robust itinerary

visiting six communities showcasing 31 legendary experiences. Tourism and Marketing Director Sara Otte Coleman and Communications Manager Kim Schmidt accompanied the team on their journey.

“This was a unique opportunity to showcase our communities and attractions for the Midwest Living Road Rally in 2022 and also capture additional content for future travel segments.” – Sara Otte Coleman

The team hit the ground running with branded vehicles that garnered attention as they made their way through the state visiting attractions, experiencing our events, culture and culinary options, getting the perfect photos and interviews all while chasing sunsets and sunrises!



“It was a perfect chance to develop relationships with this editorial team and inspire them to highlight our North Dakota stories throughout their content.” – Kim Schmidt



North Dakota is the sixth state in the Midwest Living Road Rally series with previous states seeing a substantial lift in social media engagement and video views. Watch for the North Dakota feature to run in June of 2022 and follow #MWLRoadRally2022 on social media.

[See previous road rallies here!](#)



Co-op openings available for partners who are interested in promoting sales encouraging visitor bookings and purchases

There are six openings available in the Search Engine Marketing digital co-op program. This program is being offered as a supplemental cooperative advertising option for partners who are

interested in promoting sales encouraging visitor bookings and purchases.

The partner cost for this program is \$353. More information can be found on the last page of the [Round 2 Co-Op Plan](#). The other options in the plan are already full. Placements can be reserved by contacting Sarah Elder at selder@odney.com or 701-222-8721.

Outdoor Heritage Fund accepting applications

The North Dakota Industrial Commission is currently accepting applications through Sept. 1, 2021, for the North Dakota Outdoor Heritage Fund Program.

North Dakota's Outdoor Heritage Fund was established in 2013 by the Legislature as a multi-million dollar program to provide grants to state agencies, tribal governments, political subdivisions, and nonprofit organizations for projects that will:

- Provide access to private and public lands for sportsmen, including projects that create fish and wildlife habitat;
- Improve, maintain and restore water quality, soil conditions, plant diversity, and animal systems, and support other practices of stewardship to enhance farming and ranching;
- Develop and enhance the conservation and restoration of wildlife and fish habitat on private and public lands; and

- Conserve natural areas and create other areas for recreation through the establishment and development of parks and recreation areas.

[Click here for application and more information](#)

Devils Lake and Grand Forks rank 3 and 5 as safest US destinations to visit right now



A recent Travel Pulse article ranked the safest US destinations to visit, in light of Delta-variant Covid infection cases. Devils Lake and Grand Forks are currently reporting low-to-moderate transmission rates.

[Read more here](#)



Registration is **NOW** open for the **2021** **Main Street ND** **Summit**

The 2021 Main Street ND Summit begins the evening of Oct. 11 with a free pre-summit event and continues on

Oct. 12 at 8 a.m. at the Rustad Recreation Center in West Fargo. Both in-person and virtual options are available to those wishing to attend.

[Register today!](#)



Upcoming events

[ESTO](#) – Aug. 15-17 in Los Angeles, California

[IPW](#) – Sept. 18-22 in Las Vegas, Nevada

[Main Street ND Summit](#) – Oct. 12 in West Fargo

Tourism Summit – Oct. 26 in Bismarck



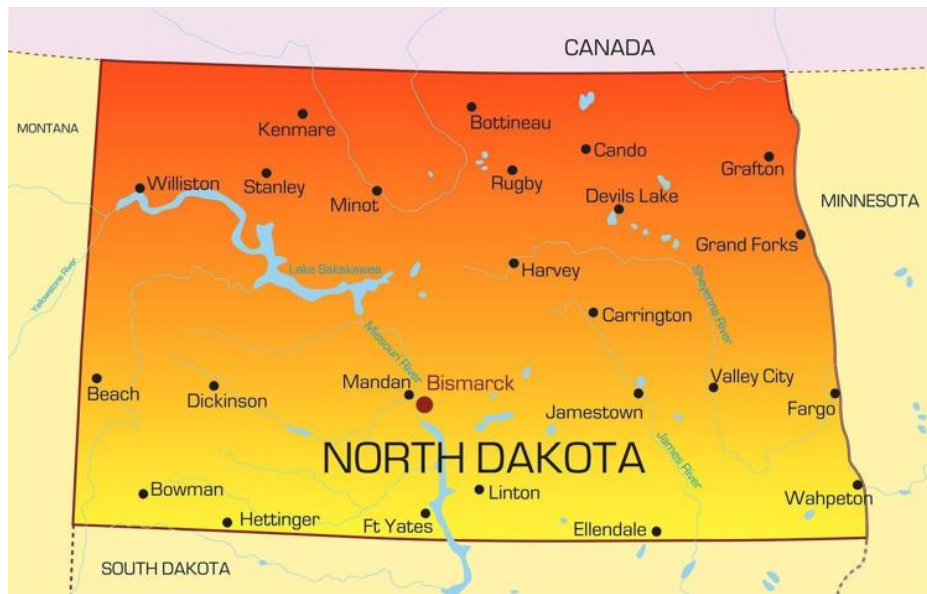
In the news



[North Dakota Tourism updated on Bison World park](#)



[A cultural crossroads in North Dakota's Pembina Gorge](#)



[Index ranks North Dakota tourists among the most polite in America](#)



[Adventures in Northern North Dakota \(yes, really\).](#)