

ANNUAL REPORT 2021



Visit
DICKINSON
THE WESTERN EDGE *of* ND

A YEAR IN REVIEW

It was great to see people again! After a year of unprecedented travel disruption across the globe, people are back, and we were happy to assist them. And while some of the meeting/convention groups might take a bit longer to return to normal, the travel and tourism industry is rebounding and enjoying their destination trips.

Dickinson was able to aggressively partner with the ND Tourism Division with the generous co-op programs that were offered this past year. The increased co-op participation made possible through the additional funding the ND Legislature awarded to the ND Tourism Division during the 2021 session. We would like to thank our local legislators for supporting the additional funds! We look forward to the 2022 travel season. Our staff is dedicated to creating and delivering a marketing message that benefits Dickinson and our region.

Terri Thiel - Executive Director

Staff

Terri Thiel - Executive Director

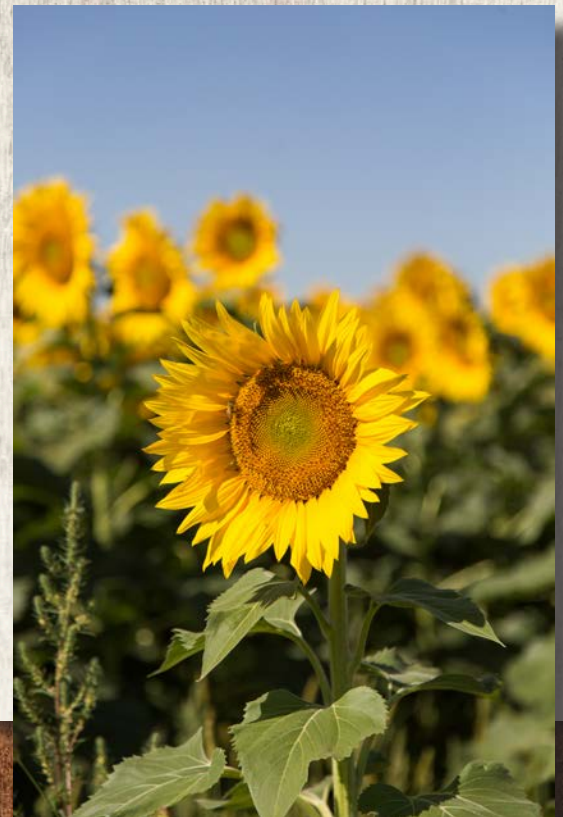
Julie Obrigewitsch - Sales Coordinator/Social Media

Joel Walters - Multi-Media Manager/Visitor Support

Summer Staff

Peggy Rixen-Kuntz

Shirley Gengler



REFRESH AND REDESIGN

The visual brand graphics and CVB logo were refreshed this year. The Visit Dickinson logo brands us as a destination that offers a variety of experiences to enjoy. The new brand graphics style freshened up the look and feel of fun, experiences, and outdoor opportunities while in, and around Dickinson. The guide was developed to assist with standards when creating the marketing messages.

BRAND FONTS

Headlines, all-caps

WARPAINT

Heavy, rustic and bold.

Use for brief commands or statements.

Use for headline or strategic placement within multi-page publications.

Call to Action or Attention

The Historia

Fun font, bringing a touch of carefree, yet still showing strength with it's strong brush features.

Headlines, all-caps

LEAGUE GOTHIC

Heavy, rustic and bold.

Use for brief commands or statements.

Use for headline or strategic placement within multi-page publications.

Paragraph Headlines

Subheadlines, all-caps

Contact Information

Gandhi Sans Bold

Body Copy

Gandhi Sans

**BIG BONES.
LOCAL STORIES.**

Welcome to
DICKINSON
NORTH DAKOTA

The Western Edge of North Dakota is next to over 1.5 million acres of public land, prairies, rugged buttes, rivers, and plains wildlife.



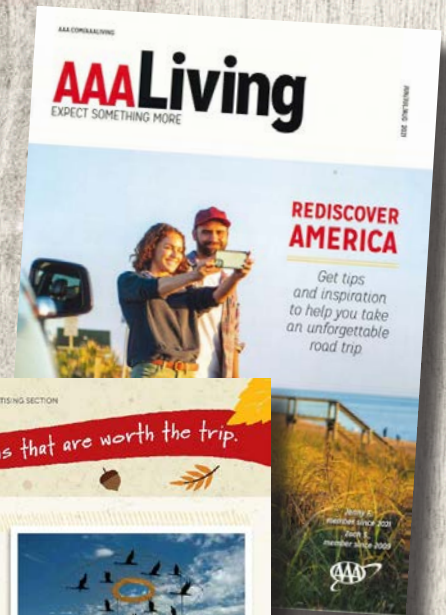
VISUAL BRAND AND STYLE GUIDELINES

ADVERTISING & MARKETING REVIEW

PRINT examples



National Park Magazine



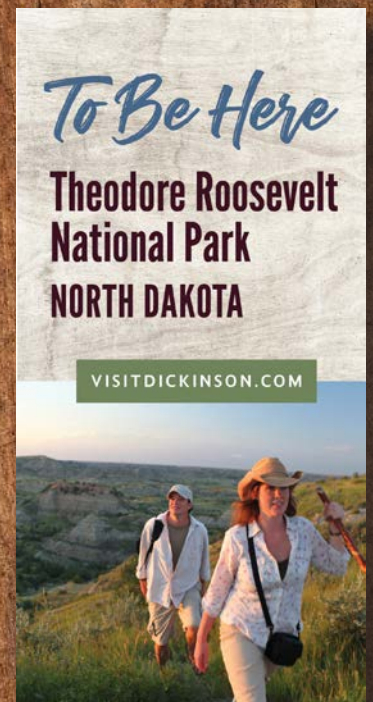
AAA Living Magazine



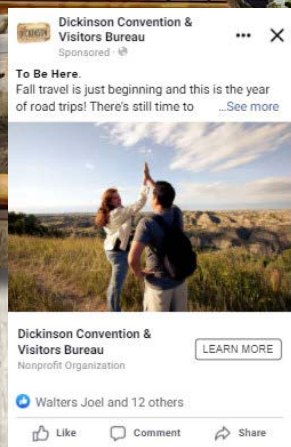
Daily Herald -
Chicago "Getaway" Issue

ADVERTISING & MARKETING REVIEW

ONLINE examples



ADVERTISING & MARKETING REVIEW



CVB Marketing Online Advertising Campaigns



2020
154,588

2021
128,119

Engagements



2020
310

2021
887

Engagements



2020
4,367

2021
7,245

Engagements



2020
311

2021
89,247

Engagements



2020
74,088

2021
89,247

Engagements

ND Tourism Online Advertising Co-op Programs - CVB Marketing

ONLINE DISPLAY METRICS

- **188,452** Impressions
- **884** Clicks

ONLINE VIDEO METRICS

- **325,960** Impressions
- **202** Clicks
- **185,265** Video Completions **57.70%**

CONNECTED TV METRICS

- **144,915** Impressions
- **136,632** Video Completions **94.55%**

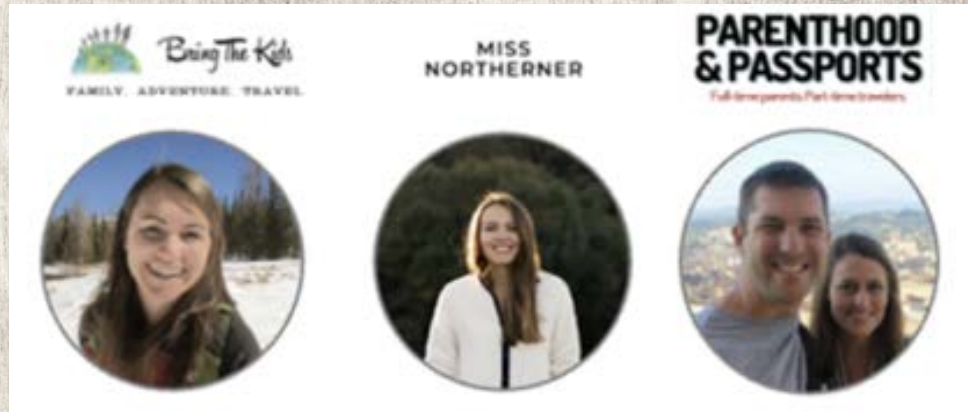
NORTH
Dakota

Be Legendary.

ADVERTISING & MARKETING REVIEW

Contracted Influencers - ND Tourism & Dickinson CVB

The advertising and marketing plans for 2021 were adjusted and increased due to the ND Tourism Division's ability to offer an increased marketing co-op program this past year. This provided for additional print, online and a new program of hosting three social media Influencers this summer.



2021 RESULTS | INFLUENCER CAMPAIGN
best of: bring the kids / jessica averett

"North Dakota is a unique state that has so much to offer for every type of traveler. Whether you're looking for an urban adventure, outdoor exploration or just great food and entertainment, North Dakota will have something perfect for you. Best of all, it's one of the least crowded places to take a family road trip."

2021 RESULTS | INFLUENCER CAMPAIGN
best of: miss northerner / kristen carlson

"I explored the area for three full days and discovered so many awesome spots and things to do! From outdoor adventures to unique dining experiences, Dickinson, North Dakota really has something for everyone."

2021 RESULTS | INFLUENCER CAMPAIGN
best of: parenthood and passports / melissa smuzynski

"Dickinson, North Dakota is the perfect destination for families looking for wide-open space to explore, hike, and enjoy the great outdoors..."

Influencer Partner Program Generated

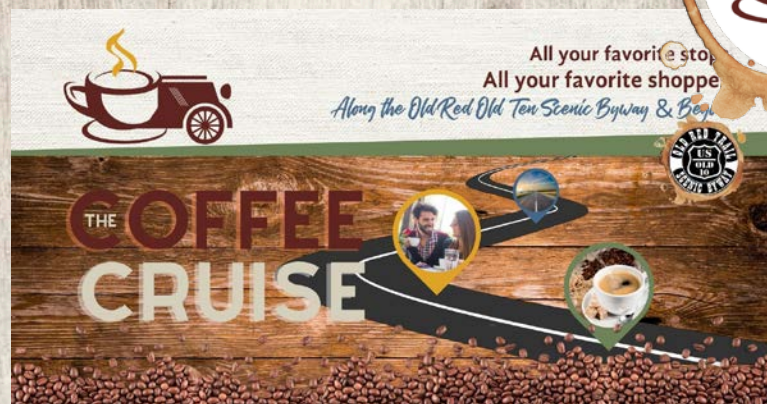
- **172,373** Impressions
- **40,444** Engagements
- 712 Instagram Posts, 52 Facebook Posts,
- 16 Tweets, 12 Pinterest Posts, 3 TikTok Posts,
- 22 Blog Posts, 117 Visual Assets

ADVERTISING & MARKETING REVIEW

A new online campaign was developed to drive visitors to the CVB website. The Coffee Cruise interacts daily with coffee drinkers and local coffee shoppes along the Old Red Old Ten Scenic Byway and onto Medora, with an emphasis on Dickinson. As the largest coffee shoppe center, Dickinson is able to also create a visitor experience along the Byway and beyond. Local contests have also been created to engage visitors and locals, providing additional content.



353 SCANS
in 2021



Attractions

ON THE COFFEE CRUISE



Stark County, ND Cemeteries and Ghost Towns

[illegible]

Dickinson Convention & Visitors Bureau
800-279-7391 | 72 E. Museum Dr. | Dickinson, ND 58601
f t in G in VISITDICKINSON.COM

Current Towns & Ghost Towns of Stark County (Section – Township – Range)

- [illegible]

- 16 Green River Station** (T-37-93A) – This NRHS building was built in 1880, and served as a railroad contraption car for the crossing of the Green River. In 1882 the town site was platted 1 mile to the South East and named after the river.
- 17 Green River Station** (T-37-93A) – This was the third station of the NPRR established in 1878, located 1 mile North West of Gladstone on the main branch care line in 1882. It was closed in 1882.
- 18 Hungary** (T-32-137-94) – This rail Post Office was established in 1909 after the closure of the Post mailing office at Gladstone. It was located 1 mile South of Gladstone and closed in 1930 with the mail going to Gladstone.
- 19 Keogh** (T-24-140-97) – This name honors Patrick Keogh, a native of Ireland who came here in 1882. He lived in Keogh's Hotel, which he promoted settlement at the Knife River North West of Healdsburg, but never developed as a town site.
- 20 Knife River** (T-36-140-97) – This was a NRHS logging hub, 1.2 miles from Healdsburg and named for the nearby Knife. It appeared on maps into the 1940's although little development ever occurred.
- 21 Knowlton** (T-39-194-9) – This NRHS siding was built in 1890 and named after John Knowlton, a local settler. The town site was platted 1 mile East of Gladstone and the name was changed to Roylee.
- 22 LEFOR** (T-36-187-94) – This rural community was founded in the 1890's as the center of a large colony of German-Americans. The time the town was platted was 1893. The name was changed to LeFor in 1931 by Adam Lefor, the town's mayor.
- 23 Leigh** (T-38-190) – This NRHS station was built in 1883, 4 miles East of Gladstone. The town site was platted in 1883. The name was changed to note the area's similarity to Leigh, PA, also a mining town. The Post Office location was changed in 1913 to the mail going to Dickinson.
- 24 Molke** (T-43-43-62) – This was the pioneering effort in 1882 of Charles Molke, a German immigrant. The town site was platted in 1883. The location is 3 miles west of Gladstone. The mail route was abandoned shortly after the turn of the century and lighting destroyed the store in 1883. The town site was abandoned.
- 25 Port Dickinson** (T-32-93-96) – In 1881 the Guarantor Investment & Trust Co. stockholders agreed just north of Gladstone, apparently as a rival company. Little development took place, and the area was abandoned as the city of Dickinson in 1900.
- 26 Pleasant Valley Siding** (T-32-196) – This site was reached in 1871 by the Northern Pacific Railroad. The town site was platted in 1881. In 1882 it was renamed Pleasant Valley Siding to honor the area. By 1881 it had a population of about 50. Ed Messemontier, an NRHR employee, was the farmstead caretaker. When the post office was established in 1883, the name was changed to Dickinson.
- 27 RICHARDSON** (T-32-192) – This NRHS station was founded in 1881 between Gladstone and Dickinson. It was named for William Richardson, a local resident, a Passenger Agent for the Hamburg-American Steamship Company and a member of the Board of Directors of the company in his native state. The Post Office was founded in 1883. The town became a city in 1913. The Assumption Abbey was founded in 1899 and replaced the Catholic church in 1903.
- 28 Saint Elizabeth** (T-46-137-94) – This was an unofficial name for the German-Hungarian community 12 miles South of Gladstone. The town was founded in 1882. The name was changed to St. Elizabeth in 1899. Occasionally the town was called Scheunbein but in 1911 the Post Office was established at Lehigh, which became its unaccepted name.
- 29 Saint Pauls** (T-31-137-97) – St. Pauls Catholic Church was built in 1910, on the corner of Main Street and Second Street. The town site was platted developed around it and in 1913 the town site was platted and named for St. Paul. The town was founded in 1882. The name was changed to the more commonly used name for the site.

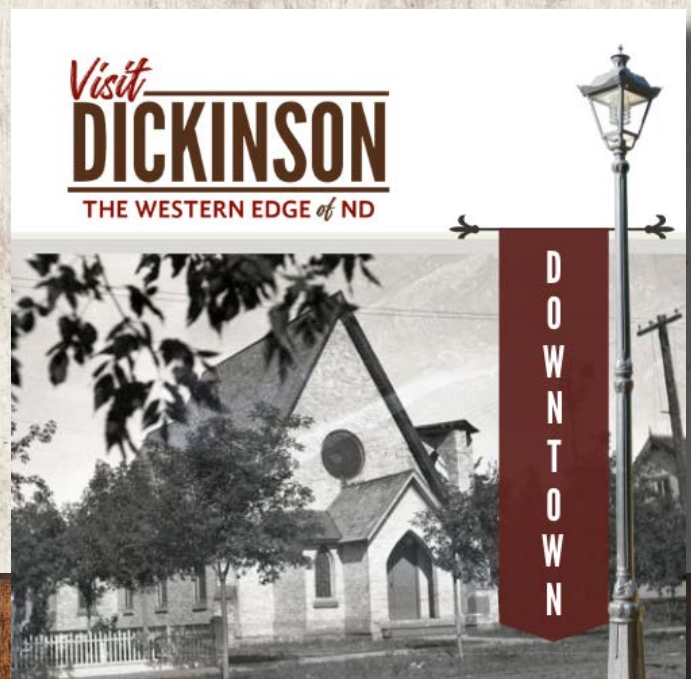
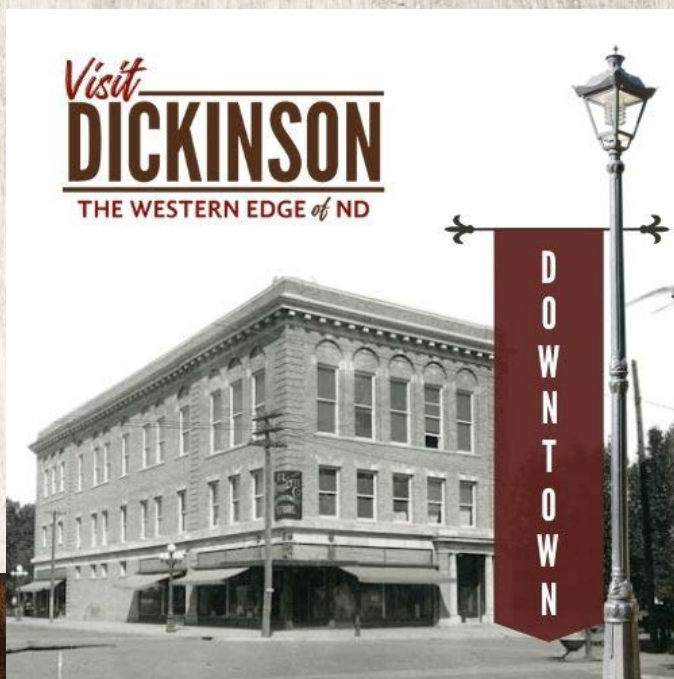
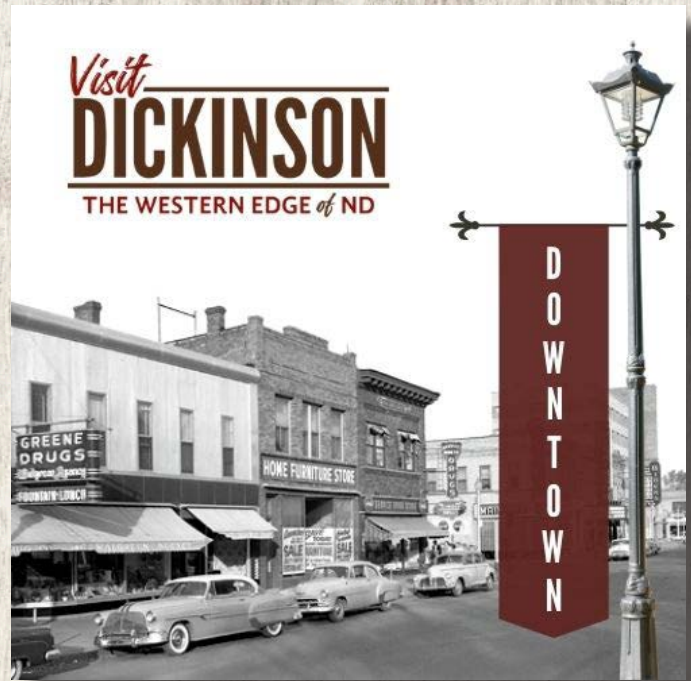
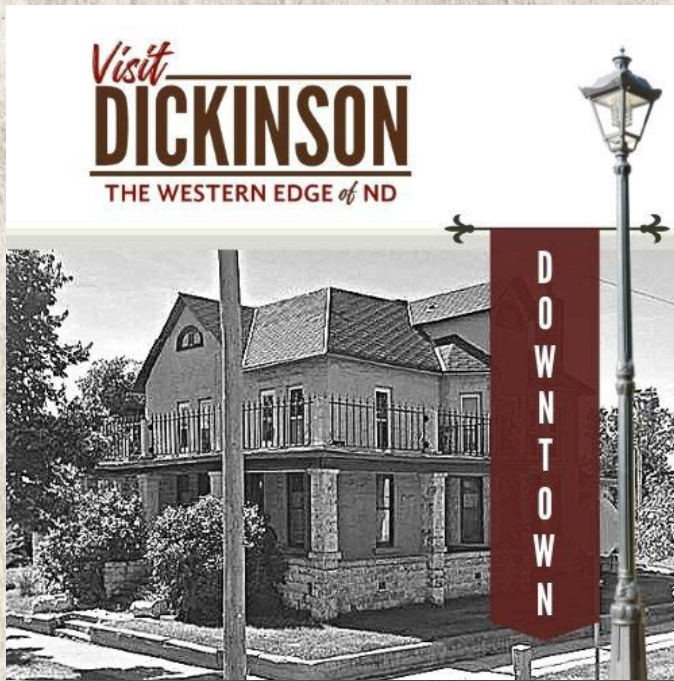
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OTHER MARKETING TOOLS

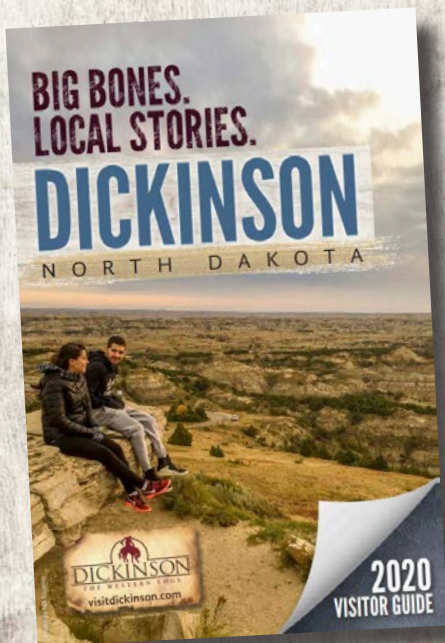
Dickinson History Podcasts

A historical podcast has been started with the emphasis on the Downtown area. More podcasts will be developed in 2022.

To listen go to VisitDickinson.com/p/about/podcast



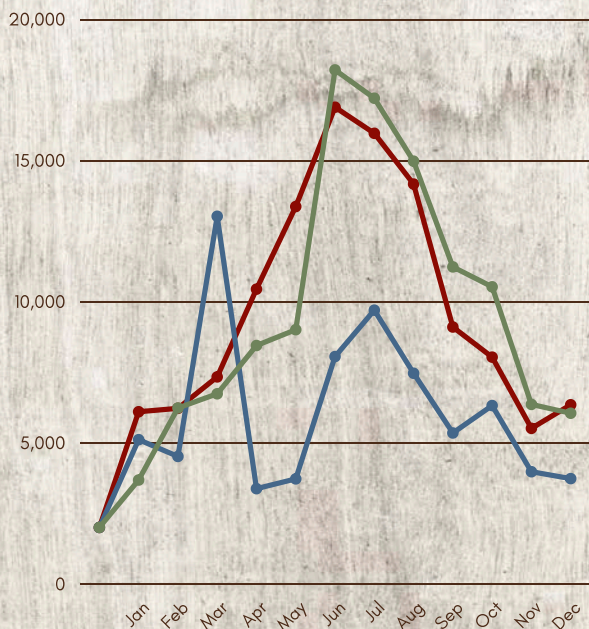
OTHER MARKETING TOOLS



BY THE NUMBERS

Total Web Visits by the Month

2019
2020
2021



Total Web Visits by the Year

2021
118,846

2019
119,666

2020
74,451



FEMALE
51.3%



MALE
48.7%

Demographics

1. 25-34 yrs.
2. 55-64 yrs.
3. 45-54 yrs.

Top Pages for Website Traffic

1. Events
2. Things to Do
3. Dining

Top Locations for Website Traffic

1. Dickinson
2. Minneapolis
3. Chicago
4. Bismarck
5. Denver

Sources for Website Traffic

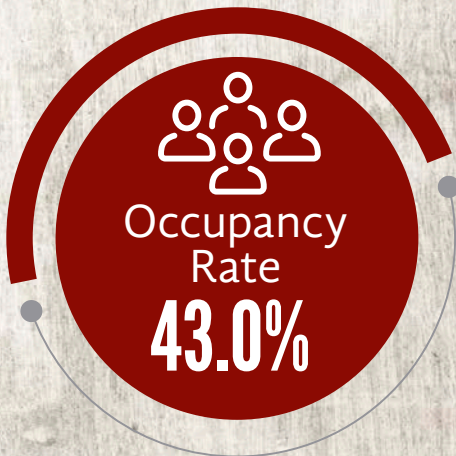
1. Google/Bing
2. Direct
3. Facebook
4. Instagram
5. Sojern - paid banner ad
6. Odney - paid banner ad

Referrals for Website Traffic

1. Facebook
2. ND Tourism
3. TR National Park
4. Old Red Old Ten Scenic Byway
5. KXNET.com
6. Odney - paid banner ad



BY THE NUMBERS



2019 2020
56.0% 42.2%



2019 2020
\$73.48 \$69.14



Occupancy (Lodging) Tax Receipts

2019 **\$391,727**

2020 **\$265,679**

2021 **\$324,053**

BY THE NUMBERS



50th State Visit!

A certificate is presented to visitors who are making North Dakota their 50th state! Visitors also receive a Visit Dickinson pin, and if they chose, their photo is taken and placed on Facebook.



EVENTS/MEETINGS

Local events rebounded in 2021. There were many different types of entertainment residents enjoyed. The calendar was full of festivals, baseball tournaments, bull riding, downtown concerts, golf tournaments, family reunions, expos, car shows, rodeos, and more. The CVB assisted with promoting the events in many different ways.

- Event Grant Program
- Calendar Listing
- Facebook Shares
- Weekly Radio Reports
- LED Sign on Hwy 22- Week of the Event
- ND Tourism Division Calendar for Qualified Events

A new fun event was the Dickinson Food Truck Rodeo held at the Elks Lodge parking lot. There were nine vendor food trucks that served over 3,000 people!

There was minimal meeting/conventions this year that the CVB assisted. The meeting industry is still struggling with the consolidation and COVID restrictions.



EVENT GRANT PROGRAM

Each year the City Commission budgets \$50,000 that they CVB administers in providing event assistance. Applications are available online at visitdickinson.com/eventgrant or stop by the office to learn more about it.

2021 Awarded Events

Media Assistance

DCBT Bull Team Challenge - \$1,000
2nd Annual Taste of Culture - \$1,000
Badlands Art Show - \$1,000
PBR Bull Riding - \$1,000
Chamber Harvest Festival - \$1,000
Dickinson Food Truck Rodeo - \$1,000
3rd Annual Winterfest - \$1,000

Annual Assistance

Roughrider Days Fair & Expo - \$10,000
Sports Commission - \$8,000
Downtown Dickinson Association - \$6,000

Rotating or Opportunity Events Assistance

14 yr. State Babe Ruth Baseball Tournament - \$4,800
DCBT Bull Blowout - \$2,000
NDTA State Singles Dart Tournament - \$8,710

\$40,510 Pledged for 2021



HOSPITALITY & UNIQUE RETAIL UPDATES

OPENED

Lodging

Best Budget Inn (formerly Select Inn)

Dining

701@Blue 42

Market Press Coffee Co.

Portillo's Bakery

Wild Smoothie Bar

Boutique/Unique

Chambr'e

The Saucy Blonde Boutique

Sparrow's Cottage Mercantile - reopened

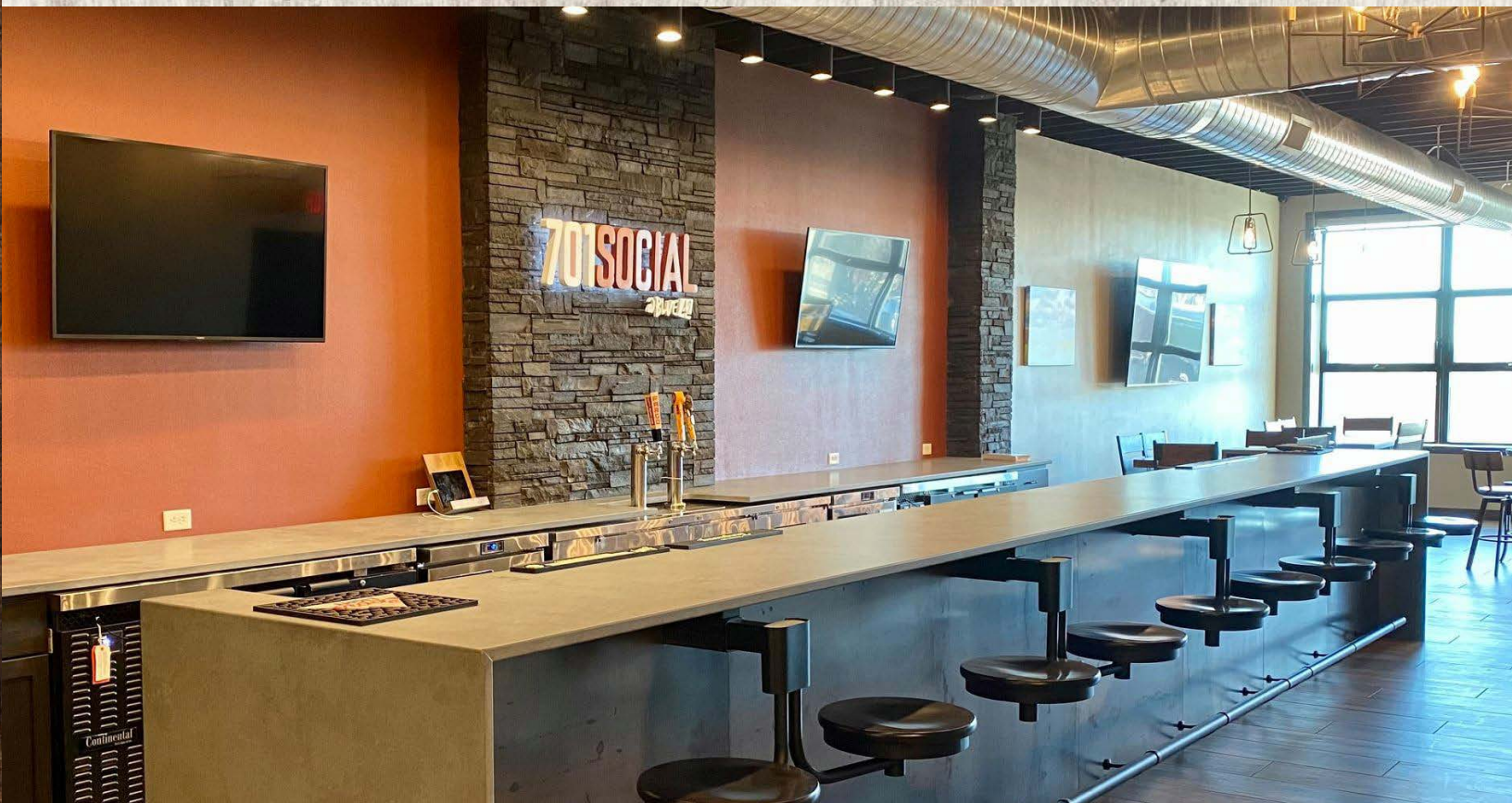
Oak Tree Herbal Remedies

CLOSED

Dining

Mandy's Bagel Bar

BK Subs



LEGISLATIVE ACTIONS

As Chair of the North Dakota Travel Alliance Partnership, the Dickinson CVB was involved in numerous bills and testimonies for the hospitality industry during the ND Legislative session. It was a win for the ND Tourism Division, increasing their budget from \$10 million to \$17 million with a one-time additional \$7 million for marketing.

SB 2018 - Department of Commerce Appropriation

- Providing \$7 million in tourism marketing for the ND Tourism Division.
- \$900,000 Frost Fire Winter Park
- \$100,000 motion picture production and recruitment grant (footage to be used by ND Tourism Division)
- \$2 million for travel agent and tour operator emergency resiliency grants
- \$2 million for event center emergency grants
- \$565,432 for Tourism Transportation Improvement Grant for Theodore Roosevelt Medora Foundation

SB 2093 - Allowing more flexibility for ND Parks & Rec to approve concessionaries on management property.

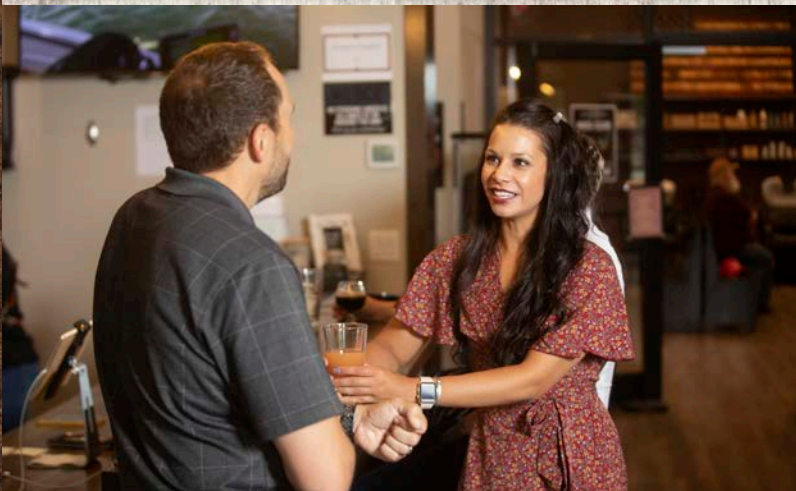
Other hospitality industry bills were supported, opposed or monitored during the session. Testimony was written, submitted, and/or via Teams online.

The Dickinson CVB also assisted the Dickinson Chamber of Commerce with seeking other region eight county support and attendance for Southwest Night at the Legislature held in Bismarck in January.

North Dakota
Travel Alliance Partnership

COMMUNITY OUTREACH

The CVB assisted the ND Department of Commerce/ND Tourism Division with a Downtown Dickinson Photo Shoot.



COMMUNITY OUTREACH

LEADERSHIP DICKINSON - TOURISM DAY

DICKINSON MUSEUM CENTER



DOWNTOWN DICKINSON ASSOCIATION

COMMUNITY RELATIONS MEETINGS

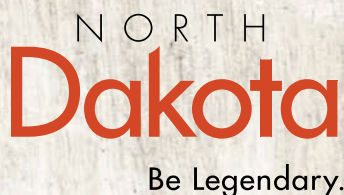
ND DEPARTMENT OF COMMERCE



TOURISM PLANNING GRANT - CITY OF DICKINSON

GOOGLE MY BUSINESS PRESENTATION

Julie



ND TOURISM - ND SOCIAL MEET UP

Joel - The Coffee Cruise

COMMUNITY OUTREACH

DESTINATION MARKETING ASSOCIATION OF ND

President - Julie



ND TRAVEL ALLIANCE PARTNERSHIP

ND Legislature
Chair - Terri

GNDC CEO ROUNDTABLE SPEAKER



HEART RIVER VOICE

Monthly Articles

BIG SKY RAIL AUTHORITY



CVB BOARD OF DIRECTORS

President - Klayton Oltmanns

Vice President - Elaine Myran

Secretary/Treasurer - Tom Fath

Board - Kristi Schwartz

Board - Jason Fridrich

Board - Ryan Jilek

Board - Jim Bridger

Dickinson Convention & Visitors Bureau

701-483-4988 | 72 E. Museum Dr. | Dickinson, ND 58601

VISITDICKINSON.COM

